






# DISSEMINATION PLAN

<p>1</p>	 <p>S.W.O.T. analysis (of the school / institution regarding communication)</p>	<p><b><i>IES Geneto, Tenerife, Spain</i></b></p> <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• existing school media: student-run radio</li> <li>• prior experience in Comenius/Erasmus+ projects</li> <li>• existing international partnership with other schools</li> <li>• social networks and online channels (website, youtube channel, Facebook)</li> </ul> <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• school events rarely appear at regional or national level</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Increasing interest on sustainability and housing topics in the media</li> <li>• Erasmus applications supported on a national and regional level</li> <li>• school events and regional vocational fair to promote the project</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• limited fluency in English for some of our students</li> </ul>
<p>2</p>	 <p>Objetives</p>	<ol style="list-style-type: none"> <li>1. Increase the European visibility of the school</li> <li>2. Increase Students' language skills &amp; European awareness through mobilities</li> <li>3. Promote technological as well as social and environmental education</li> </ol>
<p>3</p>	 <p>Target groups and stakeholders</p>	<p>Students ; Teachers ; Students' Families ; Entire school staff ; Educational multipliers ; Local authorities and Local environment, including businesses, associations...</p>
<p>4</p>	 <p>Levels of dissemination (local, regional, national, international)</p>	<p>Local, regional, national</p>
<p>5</p>	 <p>Posts, messages, etc.</p>	<p>Internet websites:  <a href="https://www.iesgeneto.es">https://www.iesgeneto.es</a>  <a href="http://www.gobiernodecanarias.org/iesgeneto/erasmus">www.gobiernodecanarias.org/iesgeneto/erasmus</a></p> <p>Genteneto Radio - School Radio broadcast / interviews to participants</p>

6		Strategy: tone and language, channels and tools	<p>Social Networks: Facebook (IES Geneto, City Council, etc.), YouTube, etc.</p> <p>WhatsApp Erasmus group for Canarian schools + School Associations</p>
7		Communication and dissemination activities	<p><b>Presentations and events:</b></p> <ul style="list-style-type: none"> <li>• Presentation to parents - Local</li> <li>• Presentation to Teachers at Staff meetings, as well as through school / internal networks - Local</li> <li>• School Board and Staff Meetings - Local</li> <li>• High school presentation / Openhouse day – Local / Regional</li> <li>• Dissemination at Vocational Professions Fair in La Laguna – Local / Regional</li> <li>• Dissemination at Erasmus Projects meeting in Maspalomas, Gran Canaria - Regional / national</li> <li>• Presentation at the Town hall + Mayor’s reception - Local</li> </ul> <p><b>Materials used for/during dissemination:</b></p> <ul style="list-style-type: none"> <li>• Posters and placards</li> <li>• National and European flags</li> <li>• Roll-ups</li> <li>• Engraved Crystal Appreciation Award Plaques</li> <li>• Folders and ID cards</li> <li>• Logo designed for the first meeting in Spain</li> <li>• Project Logo after Logo competition</li> </ul>
8		Responsible	Antonio Cruz / F. Javier Acosta / Rosa M. Linares
9		Schedule, dates	<p>Presentation to parents (Nov. 2017, Oct. 2018)</p> <p>Presentation to Teachers at Staff meetings (Oct. 2017), as well as through school / internal networks, all year.</p> <p>School Board and Staff Meetings (Oct. 2017, March 2018, June 2018, and every Term in 2018-2019)</p> <p>High school presentation / Openhouse day (Oct. 2019)</p>



		<p>Dissemination at Vocational Professions Fair in La Laguna (April 2019)</p> <p>Dissemination at Erasmus Projects meeting in Maspalomas, Gran Canaria (Nov. 2019)</p> <p>Presentation at the Town hall + Mayor's reception * (1 March 2018)</p> <p>(* ) The Councilor for Education and Culture represented the Mayor due to serious flooding in the municipality</p>
10		<p>Control and monitoring indicators / Evaluation</p> <p>Evaluation will be part of the Quality Assurance (Hungary).</p>

**OTHER:**



**Budget**



**Free access of materials**



**Transferability of results**