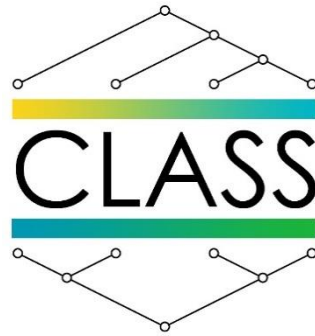




Co-funded by the
Erasmus+ Programme
of the European Union



*Development of the interdisciplinary master program on Computational Linguistics at Central
Asian universities*

585845-EPP-1-2017-1-ES-EPPKA2-CBHE-JP

Dissemination Plan

Work Package 4.0

December 2018



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Introduction

CLASS, Erasmus+ KA2 Capacity Building in Higher Education project No. 585845-EPP-1-2017-1-ES-EPPKA2-CBHE-JP, is implemented in the consortium with partners from Spain, Poland, Portugal, Greece, Kazakhstan and Uzbekistan. The aim of the project is to create master program on computational linguistics for master students with linguistics and computational science background and to implement blended learning technologies on specialization courses under the initiatives of Uzbekistan and Kazakhstan universities.

CLASS has great potential for dissemination as Computational Linguistics, and more generally Human Language Technologies are crucial for development of high information technologies, absolutely necessary for the industrial, social and civilizational progress. These technologies are in progress almost everywhere in the world but at different speed in Uzbekistan and Kazakhstan.

Project Consortium

ACADEMIC PARTNERS	
Partners from EU	University of Santiago de Compostela (Spain)
	University of A Coruna (Coruna)
	University of West Attica (Greece)
	University of Porto (Portugal)
	Adam Mickiewicz University in Poznań (Poland)
Partners from Uzbekistan	Urgench State University (UrSU)
	The National University of Uzbekistan (NUUz)
	Samarkand State Institute of Foreign Languages (SamSIFL)
	Tashkent State University of the Uzbek language and literature (TSUUL)
Partners from Kazakhstan	A.Baitursynov Kostanay State University (KSU)
	L.N. Gumilyov Eurasian National University (ENU)
	Al-Farabi Kazakh National University(KazNU)
ASSOCIATED PARTNERS	
Partners from EU	Fundacion Centro Tecnologico de Supercomputacion de Galicia (CESGA, Spain)
Partners from Uzbekistan	Ministry for Higher and Secondary Specialized Education of the Republic of Uzbekistan (MES)
	Center for implementation of e-learning in educational institutions under the ministry of the higher and secondary specialized education of the republic of Uzbekistan(CIEEI)

	Khorezm Mamun academy
Partners from Kazakhstan	Ministry of Education and Science of the Republic of Kazakhstan (MES)
	Join-stock company «National Information Technologies» of the republic of Kazakhstan
	Kostanay Region Language Development Office

Dissemination

Objectives of the dissemination and exploitation:

- Establishing dissemination plan and defining sustainability aspects to disseminate information about the project, its objectives, the approaches and results.
- To facilitate collaboration and information exchange among partner universities and target groups.

Target Groups

The target groups of the project can be categorized into direct (students, academic staff of linguistics and computer science of the partner universities and associated partners) at the regional level, and indirect – users of language support software, language learners at regional, national and international level - those, who are interested in information retrieval and in NLP in Kazakh and Uzbek languages.

Students, academic staff of linguistics and computer science of the partner universities and associated partners will enjoy project outputs as well as procedure. This group includes EU and CA partners. EU partners are responsible for a number of project tasks related to their expertise in the field. The project will assist EU universities in establishing new contacts and territory for implementing their academic and research ideas within different linguistic environment.

CA partners as a target group involve university academic staff, students, researchers and industry-partners. During the project these groups will be involved in project activities. Students, as the target group, are those with linguistic or computer science undergraduate background, besides the new master program, they will learn new IT skills thank to the use of blended learning. Promotion of the programme is visual via flyers, posters, promotional video; individual consultations with academic advisors; group discussion and individual consultations by the project team.

Associated partners of the project as another group of stakeholders will enjoy the outcomes of the project via sharing best practices at conferences and workshops.

The indirect target group involves language learners, users of language support software, other HEIs, students, industry. This group will mostly be affected after the project lifetime. They will enjoy project outcomes – NLP tools, other language support software.

Dissemination Activities

The strategy of the project dissemination provides the following actions:

- publications on project events and achievements at the project website and partners' websites;
- designing and distribution of printed flyers, posters among target groups;
- Publications in printed and electronic media in Kazakhstan and Uzbekistan;
- Conference in the last semester meeting will be organized as a great opportunity to involve the interested researchers from IT and linguistics to discuss the challenges they face in their research;
- information days for project environment;
- consultations and individual work with industry;
- active use of social networks: Facebook, Twitter.

Dissemination Plan

No of the activity	Planned period of the dissemination activity	Partner university, responsible for the activity	Short description of the activity	Target groups
Project web-site				
1	April-May, 2018	UniWA P6-P12 (All CA partner Universities)	Creating of the project main web-site in English and information pages on the partner universities web-sites in English and state languages	All target groups
2	May, 2018 – October, 2020, when necessary	All Partner Universities	News and Events in the project main web-site and local web-sites	All target groups
Video Rollers				
3	October, 2018 – June, 2019	ENU – 1 video roller KazNU – 1 video roller KSU – 1 video roller	Performance on Kazakhstan Local TV channel about the project and about the master	All target groups

			program on Computational Linguistics	
4	October, 2018 – June, 2019	UrSU – 1 video roller TSUUL – 1 video roller SamSIFL – 1 video roller NUUz – 1 video roller	Performance on Uzbekistan Local TV channel about the project and about the master program on Computational Linguistics	All target groups
5	October, 2018 – June, 2019	UniWA – 1 video roller	Performance on European TV channel about the project and about the master program on Computational Linguistics	Industry Indirect target groups
6	Spring - Autumn, 2020	All partner universities	Performance on TV about the project and about the master program on Computational Linguistics at the last semester meeting	Industry Indirect target groups
Publications at Newspapers				
7	February, 2018 – October, 2019	UniWA	Publications in Project NEWSLETTER	All target groups
8	April, 2018 – March, 2019	ENU – 1 article KazNU – 1 article KSU – 1 article	Article in Kazakhstan local Newspaper about the project and about the master program on Computational Linguistics	Students Academic staff of partner and non-partner universities
9	April, 2018 – March, 2019	UrSU – 1 article TSUUL – 1 article SamSIFL – 1 article NUUz – 1 article	Article in Uzbekistan local Newspaper about the project and about the master program on Computational Linguistics	Students Academic staff of partner and non-partner universities
10	October, 2019 – October, 2020	ENU – 1 article KazNU – 1 article KSU – 1 article	Article in Kazakhstan local Newspaper about the project and about the master program on Computational Linguistics	Industry Indirect target groups
11	October, 2019 – October, 2020	UrSU – 1 article TSUUL – 1 article SamSIFL – 1 article NUUz – 1 article	Article in Uzbekistan local Newspaper about the project and about the master program on Computational Linguistics	Industry Indirect target groups
Flyers				
12	May-June, 2018	All CA partner Universities	Dissemination of flyers about the project	Industry partners

13	August, 2018 – August, 2019	All CA partner Universities	Dissemination of flyers about the master program on Computational Linguistics	Students Academic staff of partner and non-partner universities
Publications in social networks				
14	March, 2018 – October, 2020; when necessary	All CA partner Universities	Publications in Facebook, Twitter	All target groups
Seminars and information days				
15	March, 2018 – October, 2020; when necessary	All CA partner Universities	Organizing seminars and information days of the project	Academic staff of partner and non-partner universities Industry partners
Conference				
16	Last semester meeting of the project	SamSIFL and other partner Universities	Organization of a conference	Academic staff of partner and non-partner universities Industry partners