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# Dissemination strategy

**“Work-based learning for higher education system in  
Mongolia towards better employability of university  
graduates/MONGWBL” project**

## 1. Introduction

The situation with the unemployment of the Mongolian youth showcases that there are major difficulties for the university graduates in their transition from education to work. The MONGWBL project addresses an urgent need to enhance partnership between enterprises and higher education institutions (HEIs) and increase graduates' employability through development and implementation of supporting national strategy, appropriate legal framework on work-based learning (WBL) and flexible apprenticeship model in Mongolia.

The following project outputs/outcomes are expected:

- National Strategy for development of WBL in Mongolia,
- Flexible Apprenticeship Model (FAM) including practical implementation tools: one year Undergraduate Apprenticeship based Programme in Banking & insurance (UAPBI) and Undergraduate Apprenticeship based Programme in Tourism (UAPT) inspired by European experiences.- Amendments of national legislation in Mongolia needed for implementation of FAM.
- University-enterprise partnership innovative schemes through the pilot implementation of the FAM.
- Network for long-term cooperation between HEIs from Mongolia and programme countries.

The expected impact is foreseen on:

- Teaching staff staff's skill improved,
- Long-term strong network with enterprises for integrating knowledge and experience-based learning created,
- Graduates employability increased in institutional level,
- HEIs and enterprises partnership reinforced, the establishment of new apprenticeship and WBL schemes promoted,
- Skills matching and better employability of university graduates in national level,

- Long-term cooperation between the involved partners promoted leading to convergence in line with EU developments and standards towards fostering the integration of the HEIs in European level.

## **2. Overall communication objectives**

Disseminating Information on MONGWBL project results is an important and integral part of the project. Dissemination in general is a planned process of providing information to the target groups and key actors in regard to project process, activities and results by the use of different dissemination channels at local, regional, national, EU and international level.

The main objectives of the Dissemination activities are:

- To promote and raise awareness about the project contents.
- To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support.
- To convince Higher Education institutions and Enterprises to adopt and/or apply the results, also after the project.

## **3. Dissemination strategy in the MONGWBL project**

The MONGWBL Dissemination strategy includes planning of the type and number of activities, people involved, implementation, impact, and results, as well as the dissemination plan will target groups, instruments and tools to be designed, milestones and performance indicators.

The project dissemination activities will be implemented in cooperation with all partners. The partner responsible for the overall coordination of all dissemination activities.

The dissemination activities are structured inside and outside of each organization as follows:

- ✓ **Face-to-face activities:** Presentations, meetings, workshops, conferences, seminars.
- ✓ **Internet based:** Emails, website, e-newsletter, social media, etc.
- ✓ **Paper based:** Brochures, flyers, articles, newsletters, press releases etc.

- ✓ **Performance activities:** Activities closely related to project outputs such as the implementation of seminars, workshops, and piloting activities.

#### **4. Target groups**

The project's target groups can be divided in two categories:

- 1) Direct beneficiaries of project' activities:

Teaching and administrative staff of universities/research institutions as well as enterprises, especially those in Banking and Tourism sectors,

- 2) Indirect beneficiaries of project' activities:

Includes people who will indirectly benefit from the project activities (local authorities, public bodies, NGOs, employees, businesses, researchers, general public) during its duration.

#### **5. Specific objectives for each target group, related to the project's objectives**

- ✓ Ensure that the teaching and administrative staff as well as enterprises are aware of the objectives of project and activities,
- ✓ Ensure overall dissemination of project outcomes (especially PITAHE, FAMs, NDS-WBL) among universities and research institutions, as well as general public and enterprises,
- ✓ Raise awareness and understanding of the work-based learning among the Mongolian students, teaching and administrative staff of universities/research institutions, enterprises as well as public authorities,
- ✓ Ensure that the general public is aware of the objectives, activities and outcomes of project.

#### **6. Main activities that will take place covered by the dissemination plan**

- Kick-off meeting of project,
- Creation and regular updating of project web site and Facebook page,

- Trainings with involvement of representatives of target groups,
- Publication of training package in English and Mongolian languages (both hard copies and on-line),
- Publication of Flexible Apprenticeship Model (UAPBI and UAPT) in English and Mongolian languages (both hard copies and on-line),
- Development and dissemination of newsletters in English and Mongolian languages,
- Publication of brochures on project activities in English and Mongolian languages,
- Dissemination via national media,
- Organization of round tables to discuss the project outcomes with the representatives of target groups,
- Organization of dissemination conferences in program country,
- Daily communication with educational community and interested parties.

## **7. Indicators of achievement of the communication objectives**

The following indicators will allow to measure achievements:

- ✓ Number and type of dissemination materials/tools,
- ✓ Number of people receiving the communication materials,
- ✓ Number of visitors of the web site of the project,
- ✓ Number of visitors of the Facebook page of the project,
- ✓ Feedbacks from trainings and meetings,
- ✓ Number of the media coverage per each project activity.

## **8. Human and financial resources**

All project partners will be actively involved in the activities towards wide communication on project and it's visibility.