EASLHE Communication Strategy

1. Executive summary

**EASLHE mission & vision**

The European Association of Service-Learning in Higher Education (EASLHE) is a European service-learning network of members who value social justice, civic responsibility and engagement, intercultural knowledge, ethical reasoning, lifelong learning, cultural awareness, tolerance, and diversity renowned for its capacity to support the institutionalization of service-learning in European higher education institutions and contribute to the development of a fairer society.

EASLHE promotes the development and dissemination of practice, research, institutionalization and policymaking on service-learning in European higher Education. To achieve this, EASLHE aims to:

* Disseminate and exchange information, good practices and knowledge about service-learning
* Foster and develop training activities and resources on the service-learning pedagogy
* Establish links between local, transnational and global networks
* Organize meetings, exchanges, seminars, conferences, congresses and other events
* Advocate service-learning development in higher education institutions in Europe
* Contribute to the development of policy recommendations and initiatives
* Support individuals and institutions in developing service-learning projects
* To conduct and encourage research and scientific publications on service-learning
* Raise funds, receive legacies and donations to achieve the goals of the association

**Aim of the EASLHE Communication Strategy**

The Communication Strategy document supports the communication and dissemination activities of EASLHE ***to create a European service-learning community and to install an active learning network among EASLHE members***.

The Communication Strategy will facilitate the following processes:

* Raise public awareness on the service-learning pedagogy within European higher education
* Raise public awareness on the activities of EASLHE
* Engage and recruit new members
* Engage and inform relevant stakeholders linked to higher education and the service-learning pedagogy (e.g. policy makers, community partners, students)
* Disseminate documents and outputs created by the EASLHE working groups
* Share inspiration and good practices on the service-learning pedagogy
* Create openings for collaboration in various projects (ex. Erasmus+, COST, Horizon, etc.)

The EASLHE Communication Strategy will be the reference document for the dissemination activities of EASLHE at all levels. It is a living document that reflects the current status, plans and controls of the communication and dissemination activities of EASLHE, and will be updated as necessary.

1. Conduit of communication

Communication and dissemination at EASLHE are regulated through following **general guidelines**:

1. The consortium will employ a variety of ways and means to communicate and will provide information in multiple formats to accommodate diverse needs. **English** is the main language used within the association. However, other national languages can be used when appropriate.
2. Any communication must respect the graphical identity/brand of the association. Each document produced by EASLHE will include the EASLHE logo:



1. Any communication must promote a positive identity and image of the association.
2. Each public publication should at least mention the names of the main contributors. When feedback is provided by the Working Group and/or the General Meeting, the following information can be added:

*“This publication was created in collaboration with the members of the EASLHE … Working Group/members of the General Meeting of EASLHE.”*

1. Public publications will be published under a Creative Common license. The preferred CC license is [CC BY-NC-SA 4.0](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcreativecommons.org%2Flicenses%2Fby-nc-sa%2F4.0%2F&data=05%7C01%7CKaat.Somers%40uantwerpen.be%7Cf44b04e578b24a6b525808db7ed0ea3e%7C792e08fb2d544a8eaf72202548136ef6%7C0%7C0%7C638243207998122791%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=bdppiO1z7ncVQRn2BbVvDrUVp6aaTgdYj8SPuuMQVdQ%3D&reserved=0). This license allows re-users to distribute, remix, adapt, and build upon the material in any medium or format for non-commercial purposes only, and only so long as attribution is given to the creator. Re-users that remix, adapt or build upon the material must license the modified material under identical terms.



 BY – Credit must be given to the creator

 NC – Only non-commercial uses of the work are permitted

 SA – Adaptations must be shared under the same terms

1. **Copyright infringement MUST be avoided**. Partners should check copyright on images, videos and audiovisuals material they intended to use and, in this case, ask for permission. Partners should consider using materials that have been released with public licenses (e.g. creative commons). When appropriate, the communication material will refer to other research projects or stakeholders and build on the existing results and literature. Acknowledgment will be included and others’ work credited.
2. Resources

**EASLHE website**

| **Aim(s)** | The EASLHE website is the **main channel for communication** on the activities of EASLHE. |
| --- | --- |
| **Target group(s)** | * Higher education teachers and teaching staff * Higher education policy makers * Educational policy makers on national and European level * Service-learning researchers |
| **Content** | All publications, activities and projects EASLHE is involved in will be made available on the website. The website contains the following items:   * Welcome-page * About us: info on the social mission, vision & goals of the association, representatives of the General Meeting & info on the working groups * Membership: info on individual membership registration & testimonials from members * PolicyMaking: info on the EASLHE consultation process, institutionalization policy brief & surveys for different target groups * Conference: info on the current and passed European Conferences on Service-Learning in Higher Education (ECSLHE) * Observatory: direct link to the website of the European Observatory for Service-Learning in Higher Education (EOSLHE) * Projects: projects on service-learning in Europe * Contact us: contact form   The website will also provide access to photos, videos and audio-visual documentation provided that consent of participants to the spreading of personal image has been collected. |
| **Maintenance** | * The content of the website will be provided by the representatives of the EASLHE General Meeting and by EASLHE members (see [Template Content Collection EASLHE](https://docs.google.com/document/d/1hVa_Wj3oH9_DhVJEXU1W42mOOB_T9_rD/edit)). * The EASLHE website is hosted via the servers of the University of Antwerp. The maintenance of the website will be done by the Dissemination Working Group, with the support of UCSIA. |
| **Frequency** | The EASLHE website will be updated at least once a month. |
| **Monitoring** | Activity on the website will be monitored via [Google Analytics](https://analytics.google.com).   * Number of website visits * Number of landing sites * Number of member registrations * Number of communications received via the contact form * Number of downloads of deliverables/publications/etc. |

**Social networks**

| **Accounts** | EASLHE currently has three social network accounts:   * LinkedIn: * Company page: <https://www.linkedin.com/company/easlhe> * Members group: <https://www.linkedin.com/groups/12565323/> * Facebook: <https://www.facebook.com/EASLHE/> * X: <https://twitter.com/easlhe>   A fourth account will be created for Instagram. |
| --- | --- |
| **Aim(s)** | The EASLHE social network accounts aim to create more visibility towards the service-learning pedagogy and EASLHE’s activities. The social network **posts should lead readers towards the EASLHE website (landing links) and encourage them to engage in EASLHE activities** (ex. membership, participation in conference or meeting, etc.). |
| **Target group(s)** | * (Higher education) teachers and teaching staff * Service-learning researchers * Students involved in service-learning * Community partners |
| **Content** | Social network updates refer to:   * Activities and events organized by EASLHE * Activities, projects and good practices from EASLHE members and their consortiums, networks, etc. * Testimonials/images/quotes/etc. from EASLHE members and participants in EASLHE activities |
| **Maintenance** | * Members of the EASLHE General Meeting are asked to follow the EASLHE accounts with their personal account of the project and to share and re-post items. * The Dissemination Working Group will be responsible for the maintenance of the social network accounts. * For the maintenance of the accounts, the tool [Loomly](https://www.loomly.com/) will be used. Loomly is a tool for the management of multiple social network accounts by multiple people. The tool gives the opportunity to create and plan social media messages and to post them on multiple platforms at the same time (if the formats are compatible). Social media posts that are created in Loomly, will be automatically posted on an indicated date. |
| **Frequency** | All accounts should be regularly updated, preferably every two weeks. |
| **Monitoring** | * Number of followers * Number of interactions (views, likes, comments and reposts) * Number of posts |

**EASLHE newsletter/mailing**

| **Aim(s)** | The EASLHE newsletter alerts members and sympathisers about relevant EASLHE activities. **The newsletter should lead readers towards the EASLHE website (landing links) and encourage them to engage in EASLHE activities** (ex. participation in conference or meeting, join in a research collaboration, etc.). |
| --- | --- |
| **Target group(s)** | * EASLHE members * Higher education teachers and teaching staff * Service-learning researchers |
| **Content** | The newsletter will contain following items:   * Activities and events organized by EASLHE * Activities, projects and good practices from EASLHE members * Updates on the EASLHE website |
| **Subscription** | Visitors to the EASLHE website can subscribe to the newsletter via a separate form. People registering as EASLHE members are asked to subscribe to the newsletter within the registration form. |
| **Maintenance** | The Dissemination Working Group will collect the content and send out the newsletters, with support of UCSIA. |
| **Frequency** | ? |
| **Monitoring** | * Number of subscriptions * Number of send & opened newsletters |

**Service-learning blog**

| **Aim(s)** | The EASLHE blog provides inspiring examples and good practices of service-learning projects and courses from all over Europe. The blog is an opportunity for EASLHE members to share their projects. |
| --- | --- |
| **Target group(s)** | * EASLHE members & potential new members * Higher education teachers and teaching staff * Higher education policy makers * Community partners |
| **Content** | Each blog post contains info from a partner within the EASLHE network. The content of the post can vary:   * Description of a service-learning course or project * Testimonial(s) by service-learning stakeholder(s) * Report on a relevant service-learning activity * Presentation of projects EASLHE is involved in * Presentation of EASLHE GM members & their work |
| **Maintenance** | The Dissemination Working Group will collect the contents for the blog, with support of UCSIA. |
| **Frequency** | ? |
| **Monitoring** | * Number of views * Number of blog posts |

**ECSLHE**

| **Aim(s)** | The European Conference on Service-Learning in Higher Education provides **a distinct opportunity for communication and dissemination** about EASLHE. During the conference, the activities undertaken by the association should be highlighted and participants to the conference should be encouraged to become members and to become more engaged within the EASLHE community. In specific, the General Assembly to which all EASLHE members are invited, provides opportunities to inform EASLHE members about different ways to engage with EASLHE activities. |
| --- | --- |
| **Target group(s)** | * EASLHE members & potential new members * Higher education teachers and teaching staff * Higher education policy makers |
| **Content** | Conference on different topics within the service-learning pedagogy, related to EASLHE activities. |
| **Subscription** | Visitors to the EASLHE website can subscribe to the newsletter via a separate form. People registering as EASLHE members are asked to subscribe to the newsletter within the registration form. |
| **Maintenance** | The Dissemination Working Group will collect the content and send out the newsletters, with support of UCSIA. |
| **Frequency** | Yearly in September |
| **Monitoring** | * Number of participants * Number of new registered members |

1. Collaboration with the Dissemination Working Group

The EASLHE Dissemination Working Group is the main responsible for communication and dissemination via the EASLHE communication channels. Members of the other EASLHE Working Groups and representatives of the EASLHE General Meeting can provide input via the following processes:

* The document [Template Content Collection EASLHE](https://docs.google.com/document/d/1hVa_Wj3oH9_DhVJEXU1W42mOOB_T9_rD/edit) contains suggestions for blog, newsletter and social media for the EASLHE communication channels. Colleagues can contribute suggestions to different categories:
  + **Events**: upcoming conferences and events on service-learning or community engagement at member organizations
  + **News**: press items about service-learning, news that is related to the topics of service-learning and community engagement
  + **Service-learning Tips & Tricks**: tools, testimonials, good practices, publications, projects linked to service-learning and community engagement, etc.
* Working Group webpages: We could create separate webpages on the EASLHE website for each working group to improve their visibility. These pages could include:
  + Current and past activities/outputs
  + The members of the working group
  + Specific calls and info related to activities provided by this working group (ex. link to policy making surveys, invitation for a research workshop, etc.)

It would be the responsibility of the working group coordinators to provide updates on these webpages to the Dissemination Working Group.

* [Content calendar](https://docs.google.com/spreadsheets/d/1hP_kXoO5_0S1h_dMCaOM0r4CH5LSyQUN/edit?usp=drive_web&ouid=106019059431522264532&rtpof=true): The Dissemination Working Group can create a content calendar that suggests publishing certain content at specific times in the academic year (ex. info on events like ECSLHE, info provided by working groups). This content calendar will help the General Meeting and Working Groups to know in advance when they have to deliver certain content.

1. Members involvement

In order to create a service-learning community and to install an active learning network among EASLHE members, EASLHE should strive to involve EASLHE members in different aspects of its activities.

**Engagement of members within the EASLHE Working Groups**

* Via EASLHE website: Include information on the different working groups and their activities on the website, along with clear information on how EASLHE members can join the working group meetings and what their commitments will be if they engage in this group (ex. frequency of meetings, what expertise is needed)
* Via EASLHE newsletter: Whenever an item about the Working Groups is communicated, a link can be added with *‘Would you be interested in collaborating in this working group?’*
* Via social networks: We can send out an active call for new members for the different working groups

During the conference: Information on the different working groups can be communicated on different conference documents, and a call for participation in the working groups can be launched.

**Content collection for blog, newsletter & social network items**

In order to keep the different communication channels alive, it is important to frequently post different items. The content of these items can be provided by representatives of the EASLHE General Meeting, but could also be collected from EASLHE members and stakeholders.

The document [Template Content Collection EASLHE](https://docs.google.com/document/d/1hVa_Wj3oH9_DhVJEXU1W42mOOB_T9_rD/edit) contains suggestions for blog, newsletter and social media for the EASLHE communication channels. EASLHE members and stakeholders can contribute suggestions to different categories:

* **Events**: upcoming conferences and events on service-learning or community engagement at member organizations
* **News**: press items about service-learning, news that is related to the topics of service-learning and community engagement
* **Service-learning Tips & Tricks**: tools, testimonials, good practices, publications, projects linked to service-learning and community engagement, etc.