



Communication Plan (Spain, EOI Ourense)

1. Project executors

This Erasmus+ project promotes European cooperation and development of adult education. The project will be executed by Finland, Spain, Greece and Turkey. The coordinator is Finland and the other countries are partners. The project is called QAPER (Quality Assessment and Peer Review in Practice).

Beneficiary

Escola Oficial de Idiomas
Ourense, Spain

Project's contact persons:

Coordinator and Project leader: Ms Nancy Casielles,
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Project assistant and peer review facilitator: Ms Ana Ramos
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Finance and administration: Ms Marta Hernández
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2. Target groups who will be informed

Internal target groups:

- Teachers
- Students
- Non-teaching staff

External target group:

The population in Ourense.

Our goal is to inform our target groups of the importance of quality management in education in order to improve techniques and results.

As we are a language school we also want to seize this opportunity to interact with people from other countries and get immersed in their education systems and culture.



3. Channels of Communication

- | | |
|--------------------|---------------------|
| ✓ Brochure | ✓ Internet |
| ✓ Notice board | ✓ Poster |
| ✓ Newspaper | ✓ Radio |
| ✓ Press conference | ✓ Promotional video |

4. Brief information about the project

The aim of this project is that all partners learn how to do peer review and how to use it in quality management. Peer review supports continuing quality improvement. To be able to develop the qualitative activities of each other, peer review is a form of external evaluation which fosters quality assurance and quality development. The peers, who are an external group of experts, are invited to make a judgement of the quality in different fields of adult education institutions located in different countries. Every country organizes a course which includes the following learning and teaching activities:

- Quality evaluation, peer review and self-assessment course planned by Finland.
- Language course planned by Spain.
- ICT course (includes social media in teaching) planned by Greece.
- Traditional handicrafts course planned by Turkey.
- Recycling course planned by Finland.

5. Action plan of communication

The communication plan will be carried out all along the duration of the project.

Our main goals are to:

- Recruit participants and volunteers.
- Become known in the community.
- Keep people informed about the development of the project.



WHAT	HOW	WHO	WHEN
Promotional Video	The project will be documented in a <i>Peer Review Video</i> engaging all the Language Departments and our students.	Mercedes Varela Camino Linares-Rivas Xoán Calviño Francisco Trevejo: ◦ <i>Script outline</i> Raquel Montes	October-April
Mass Media: ➤ Radio ➤ Television ➤ Press	Oriented towards the broadcasting of the project.	Radio: • Camino • Xoán Television: • Nancy Casielles Press: • Mercedes • Camino • Xoán • Treve • Raquel	October- June
Internet	Facebook, Twitter, and a blog will be used to keep the project process updated.	Mercedes Camino Xoán Treve Raquel	October-June
Brochure	Descriptive information about our school and the project.	Mercedes Camino Xoán Treve Raquel	October-November
Notice Board	Easy-to- follow display of the project data.	Camino	October- June
Posters	Important information regarding the project will be included.	Mercedes Camino Xoán Treve Raquel	October- June