



Deliverable 14

Launch of the NETT online community

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Summary

This document describes the main strategy for the launch of the NETT on line community. It focuses on main target and goals, challenges and preferred on line channels. The NETT platform should involve a large number of users, mainly teachers coming from different countries, at this scope social media can be the right distribution channel, cross cultural and cross country: an on line community should be set up in order to distribute the NETT platform and to create an international network of teachers involved into the entrepreneurship skills development.

The document is providing also a SWOT analysis and is showing the screen shot of developed on line environments. In the final section, next steps are presented as future opportunities and actions.

Introduction

Scope of this document

Scope of this document is to define the NETT on line strategy in developing the initial online community, outlining goals and main operative steps. The document is intended to be a guideline for all the project members involved in NETT activities. The generation, the maintenance and the development of an on line community is infact a task involving all the partners of the NETT project and all the network of teachers involved in the preliminary and in the ongoing activities of the project.

Objectives

The main objectives of the NETT community should be:

- Stimulate the Participation of teachers' to content creation, sharing and discovery
- Content reuse in teaching activities
- Networking with other teacher's interested in entrepreneurship
- Sharing of best practice in teaching entrepreneurship
- Networking between teachers, students and entrepreneurs

NETT On line strategy definition

Target

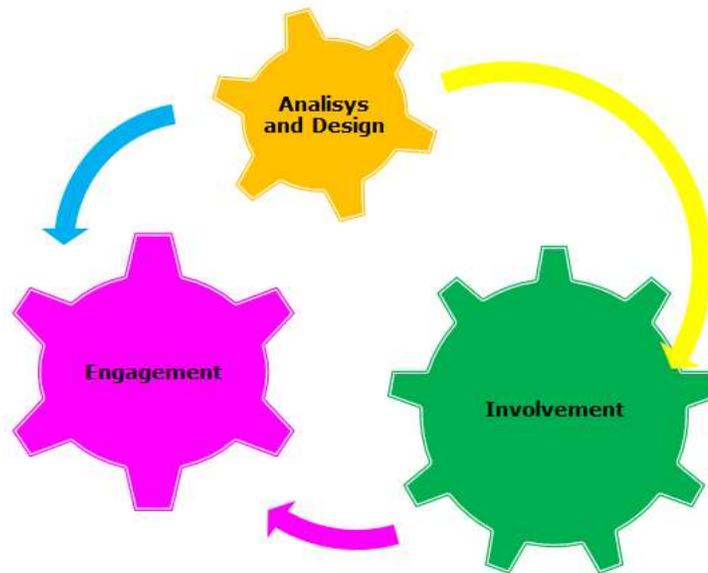
The main target of the NETT on line community is represented by worldwide teachers interested in the entrepreneurship disciplines; target teachers will be coming from primary and secondary schools, college, universities and professional schools.

The NETT on line community could also involve students and professional services companies, as well as entrepreneurs. Students can be useful to present the "final user" point of view, giving feedback and input to teachers into on line discussions and main subjects, professional services company can provide training

materials, training tools and consulting in order to improve methods and teaching practices; entrepreneurs can represent case histories, experiences and can be involved in discussions and in practical didactical activities as testimonials.

Approach

The following picture is presenting the strategic approach to involve teachers in the NETT project activities and in the NETT on line community.



Analisis and Design: it is necessary to analyse teachers' needs and practices in the field of entrepreneurship and to continue monitor progress status of these items, with the scope to design NETT platform, tools and functionalities in a participatory way, according to teachers' needs and vision. Analysis has been based on questionnaires and focus groups, and could be also enriched with the analysis of on line discussions and activities.

Involvement: it is necessary to involve teachers in a continuous process of discussions, knowledge and information sharing, physical, real and virtual events, such as conferences, workshop and seminars. The involvement could not be based only on social media and on line environment. The NETT approach is integrating real networking activities, face to face meetings and on line events and activities.

Engagement: it is necessary to engage teachers in the content management and reuse process. Teachers can be engaged in the creation of new material, new didactical approaches in the field of entrepreneurship, they can be engaged as experts in the evaluation and ranking of on line material, providing advice on right way to use it, providing experiences. This is also one of the reason why the online community was set, in order to attract an initial cohort of teachers starting to network together, sharing information, best practice, learning material and so on. This might be useful and important in order to better enhance their access and use in the NETT platform as well

Channels

The preferred channels of the NETT on line community are the following:

- NETT web site – for institutional and scientific communication
- NETT web site English forum and local communities
- LinkedIn Groups (international group and local groups) – for professional discussions and international networking
- Facebook pages – for events, pictures, multimedia and entertainment material

Expected Results

The main results areas are listed as following:

- NETT reach increase (number of followers, like, members)
- NETT content increase (number of discussions and posts)
- NETT networking with other European projects in the same areas (cross-linking through the social media and the web site)

SWOT Analysis

Strengths

The strengths of an on line community are the possibility to reach thousands of teachers almost in each country, with a limited effort and cost. The availability of web platforms and social networks all over the world, accessible also through mobile devices is the strongest point of the solution proposed. Moreover the capability to manage multimedia content and to enable the connection between people and people and people to content is a strong point to be considered.

The possibility to archive and to track all the project contents, structured and unstructured information in a unique environment represented by the on line community areas is a value to be appreciated and considered.

Weaknesses

Most teachers are not using social networks and on line environments as their professional discussion and networking channels: there is a digital divide issue to be considered as a weak point. The cross-country vision contains also a “language issue” which is very important and is affecting the diffusion of the NETT on line community. Social Network international language for professional relations is English, but most European teachers use to work in their native language, it means that the on line community should have an international part in English and local sub-groups or sub-communities in different languages.

Opportunities

The main opportunity is to enlarge NETT audience and to help on line community users in entering the NETT elearning platform, enabling a direct link between on line communities environments and the NETT platform. A real opportunity is also to set up a continuous communication channel between teachers and NETT project members, in order to exchange opinions and to gather input and feedback directly from teachers.

Threats

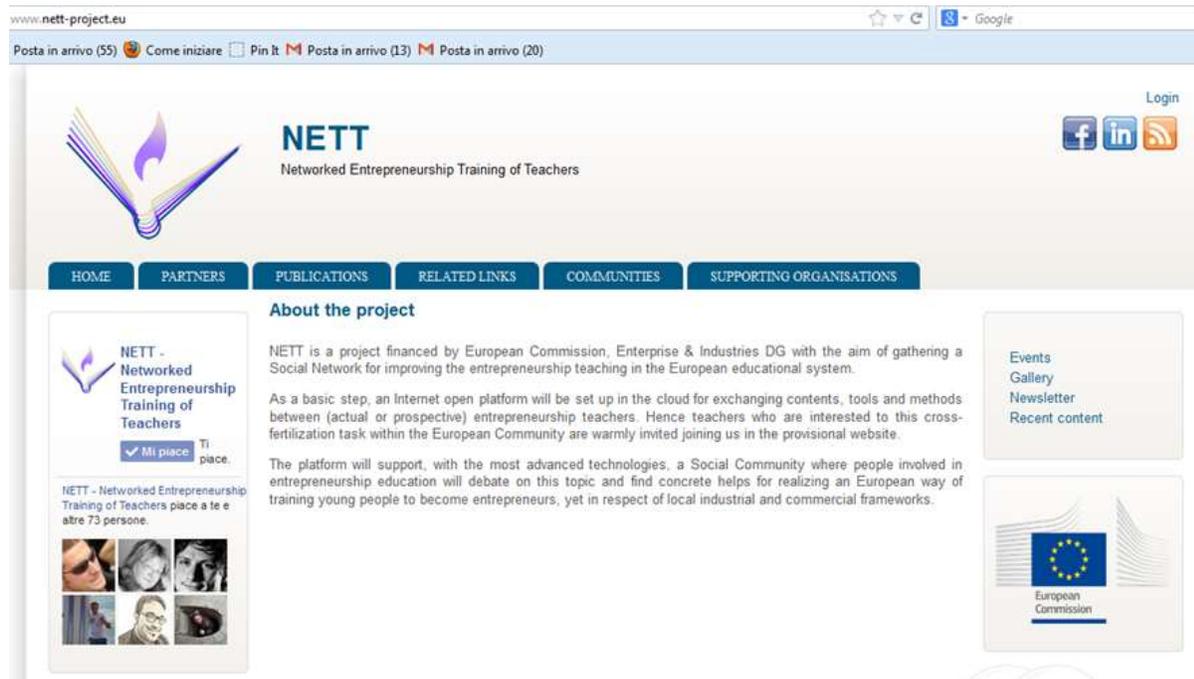
The main risk is to have low participation level: due to language barriers, due to digital divide factors, the main threat is to launch discussions with no response, to have a few number of active teachers, with the result to be the main players of on line communities, giving too much importance to a very low number of on line participants, having no statistical relevance nor scientific value. One more threat is to perceive an overlapping situation between different channels: it is due to the need to enlarge the capability of on line environment to attract teachers and users from different channels.

On line Community Features

In the following paragraphs are presented the main feature of the NETT on line community and the details on activated channels.

NETT Web Site

The following image is presenting the NETT web site home page. The web site is intended to be the institutional channel for the NETT communication activities: project meetings, deliverables, networking with other projects, NETT events, NETT publications should be primarily published in the NETT web site. The url is www.nett-project.eu.



The following image is presenting the NETT web site community section. This section is including an English forum, moderated and managed by NETT project team members, for discussions on project issues and background decisions on project main activities, results and networking strategies. This forum should contain discussions on:

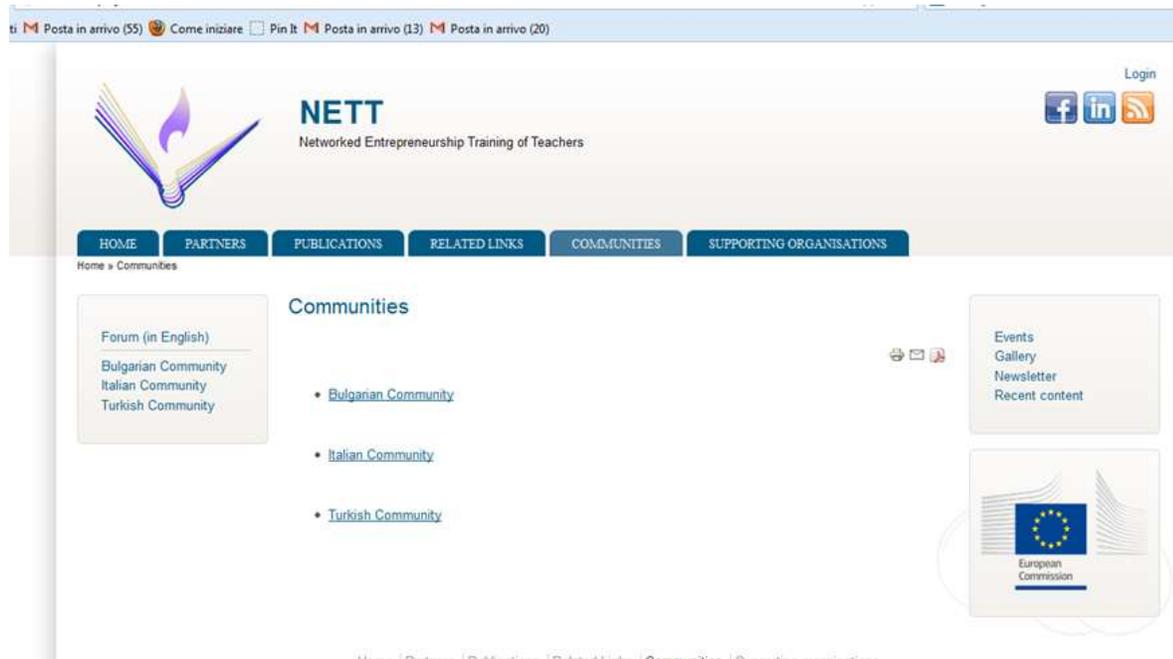
- Training methodologies
- NETT platform features
- NETT content management strategies and processes
- Networking with other European projects
- Networking and involvement of teachers as experts

Each country is managing a local community, in native language, to discuss locally relevant items and to promote local events or activities of local community members, teachers and experts.

In this section 3 sub-communities are created for each partner country namely: Bulgarian community, Italian community and Turkish community. Hence each community here will be developed in its own national language, this in order to attract local teachers as first instance and to create an initial place where they get in touch with each other, and where they can access and share learning material and so on.

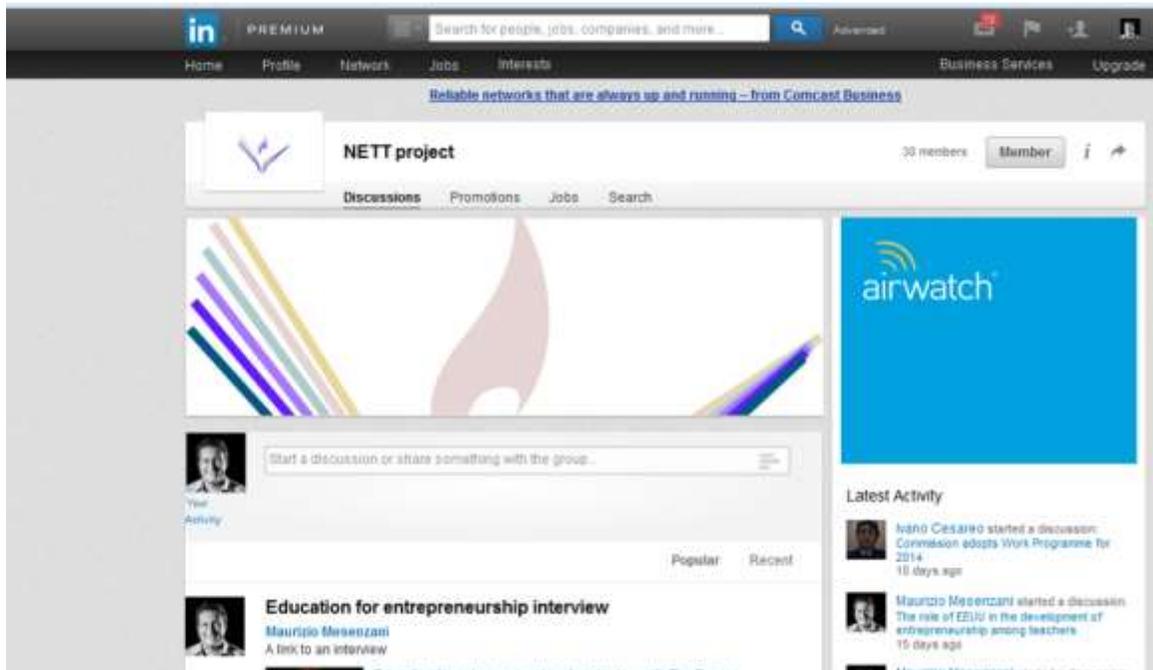
Each community presents some sub-sections namely:

- Local events: this area is dedicated to the publication of local events dealing with entrepreneurship education, entrepreneurship, training and so on. Teachers have free access to these events
- Learning Material: this area is dedicated to the upload of some special free-accessible learning material that might be useful for teachers and their daily practice, classified according with the main 5 content area of the project namely: economic area, communication area, technical area, personal development, entrepreneurial vision.
- Discussion area: this area is accessible via a link to the NETT LinkedIn Italian community, constantly monitored and moderated by the Italian staff. Here teacher have the chance to discuss on several different issues related to entrepreneurship education and to be updated on the NETT project main developments.

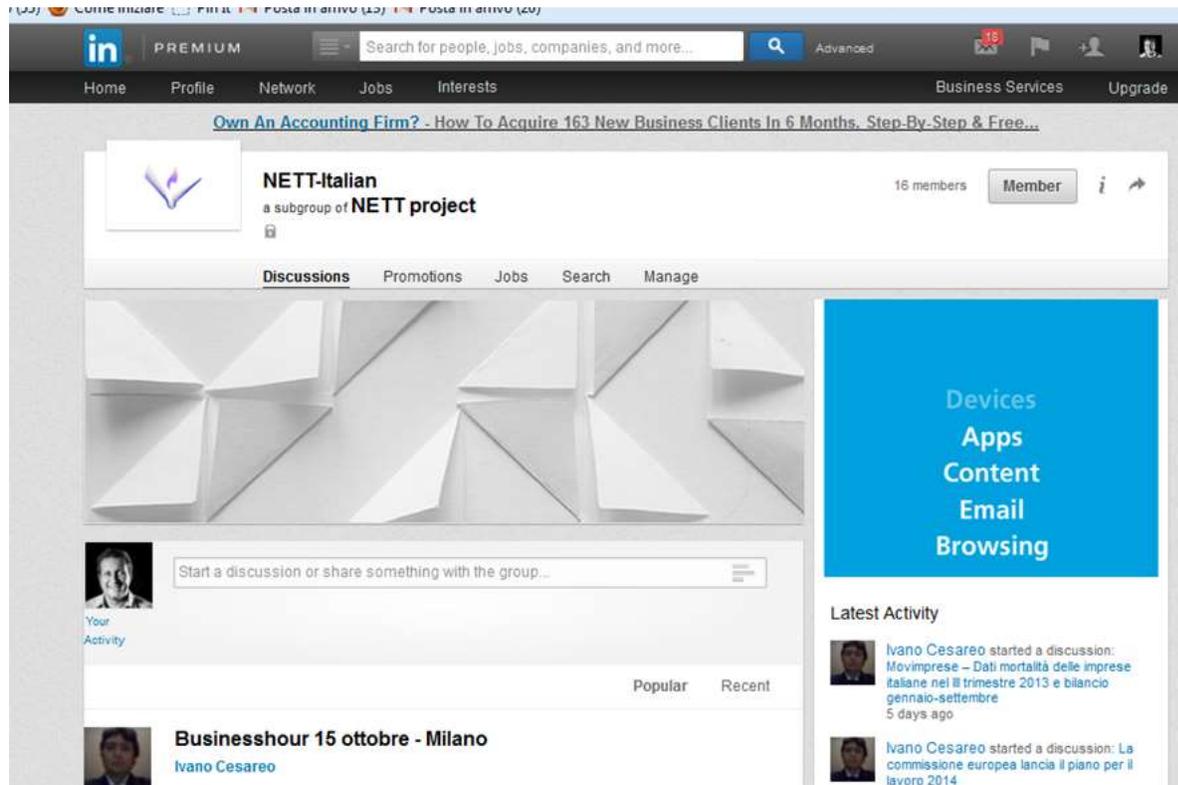


LinkedIn

This is the screenshot of the main NETT Project international group activated on LinkedIn. The international group is intended to be supporting general discussions on the NETT project contents and is intended to be supporting the generation and enlargement of the NETT professional community, involving teachers, entrepreneurs, professional service providers, scientists and representatives of the academic world. The access to the LinkedIn main international community is via a Link placed in the main home page of the NETT project website and its main aims is to provide wider world wide access to the NETT international community of teachers. The main aims of the NETT international community was the same aim state for the Italian online community with the difference of disseminating resources/information, discussing and sharing information and experience on entrepreneurship education at a wider level



This is the screenshot of the LinkedIn Italian community.



LinkedIn local communities are intended to be the place for public discussions with teachers in native languages, to be the place to expand local communities and to post and read information on locally relevant events, papers, relevant contents.

Facebook

This picture is presenting the Facebook NETT Project page.



The NETT Facebook channel is intended to be the place for non-strictly professional-related contents, pictures and images of events, social project meetings and events and is intended to be a place where entrepreneurs and teachers can find entertainment resources.

Next steps

The NETT on line community must be developed in the next months as a place where teachers who are interested in get in touch with each other, but that are not necessarily interested to access the NETT platform or to use its services, can meet, discuss and network among themselves and with entrepreneurs, professional services providers and students. The community can also works as an initial meeting place before deciding to register in the NETT platform and to use its services.

The NETT on line community must be developed on an international and a local basis with an **effort and activities coming from all NETT project members** and members institutions. It means that a weekly effort is required to publish new contents and to attract new users.

To support this strategy, an **advertising campaign** should be activated when the NETT platform is ready to be hosting teachers and non-project member users. Facebook, LinkedIn and Google Campaigns can be launched starting from December 2013, promoting all the main existing online NETT channels.