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Information Technology Governance for Tunisian Universities
561614-EPP-1-2015-1-ES-EPPKA2-CBHE-JP

Dissemination and Exploitation Plan Manouba
University*Version* 3.0

Information Technology Governance for Tunisian Universities
(ITG4TU)

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DISSEMINATION AND EXPLOITATION PLAN MANOUBA UNIVERSITY

ITG4TU CONSORTIUM

AMENDMENT HISTORY

Version	Revision	Date	Author	Modification
1	0	10 Dec 2016	Ricardo Colomo-Palacios	Initial Version
1	1	25 May 2017	Beatriz Gómez Suárez	Typo mistakes
2	0	10 May 2018	Youssef BEN HALIMA	Second Version
2	1	20 May 2018	Farouk KAMOUN	Minor revision
2	2	31 May 2018	Imed Riadh FARAH	Minor revision
2	3	7 Sept 2018	Ricardo Colomo-Palacios	revision
2	4	23 Sept 2018	Youssef BEN HALIMA	Third Version
3	O	3 Oct 2018	Beatriz Gómez Ricardo Colomo	Final Version

CONTENTS

TABLES

1. Introduction

The purpose of this document is to describe the Communication and Dissemination Plan of the ITG4TU in the scope of the Manouba University. Communication tools, dissemination activities and events are set out that will help meet the Tunisian and European needs and achieve the final aim. This aim is to raise awareness and motivate action in regards to project outcomes. This plan is a living document and will be updated as the project needs evolve.

The main objective of the dissemination plan is to guarantee proper diffusion of knowledge and project results according to an agreed strategy aimed to secure maximum impact. The dissemination plan is the main guideline for the dissemination of the project activities and it is one of the main tasks of the project. It will be a supporting tool for consortium management, containing guidelines for project partners on identifying and exploiting communication opportunities, guidance on document preparation (project identity, templates, approval procedures, etc.).

The aims of the Communication and Dissemination Plan are:

1. To disseminate knowledge collected, processed and accumulated in the project to stakeholders both internal and external through a series of specific and concrete actions
2. To effectively disseminate and communicate such knowledge to stakeholder groups of potential beneficiaries from the action in the institution, the region and in Tunisia as a whole.

The core priorities in the dissemination strategy are organized into three pillars:

1. Improve the visibility of project´s achievements and results, partners intend to disseminate the project objectives and results which should lead to future developments opportunities at the local level, in order to raise awareness and engage stakeholders.
2. Exploiting our network of contacts and participation at relevant events at the local and national level to engage new universities interested in the adoption of the ITG4TU results.
3. Improving partners own scientific and research profile by attending events with the goal of generating new ideas and improve the overall research competence of the institution.

In what follows, firstly, stakeholders are described and messages to them are depicted. Secondly, Actions are presented including stakeholders and also aims and priorities are specified. Section four includes the descriptions of activities corresponding to actions including resources committed, dates, costs and venue. Section four includes monitoring mechanisms

on the dissemination plan. Section five introduces monitoring mechanisms. Section six includes exploitation plan of the results of the project. Finally, last section, wraps up the document.

2. Stakeholders

The main goals of dissemination activities involve Manouba University target stakeholders' group:

- Students and Researchers
- IT Staff and Managers
- Boards of the University
- Board of ISAMM Institution and ENSI School.
- Companies

Students and Researchers: Research community is one of the leading target groups in the dissemination aspect. It is crucial to communicate the activity and project results to researchers in Manouba University to ensure the sustainability of the project and also increase the awareness of IT Governance in the country and in the world. Students, including those enrolled in the final year of the engineering cycle. Research Community include Master and PhD Students and researchers in both industry and academia. It includes also the researchers that have their Ph.D. and preparing their post-doctoral research in IT governance. Those persons can inspire from the research done in the field of standards for Governance and define new research axes.

IT Staff and Managers: IT Staff is the main actor involved to apply the IT governance guidelines at Manouba University. It includes:

- At University level: CIO and IT Managers
- At Institutions level: IT Managers
- Head of Finance, Human Resources, Purchasing.

Boards of the university: Including rectors, vice rectors, and the university board including all the directors of the institutions. We need to convince them on the usefulness of IT Governance.

Board of the Institution: Including the director and the scientific board of the institution. A local strategic plan needs to be defined. The aim of this board is to propose a strategic plan for IT for the board of the university.

Companies: Some companies are interested in IT governance and want to know about it.

Once defined the group of stakeholders, there is a need to provide a definition of messages for each audience target group. In the following table, for each of the Stakeholders, a dissemination message is provided:

Table 2-1 – Messages sent to different stakeholders

Stakeholder ID	Stakeholder Name	Dissemination Message
1	Students & Researchers	• To open new research perspectives and to demonstrate that standards needs to be applied everywhere. • To make them aware of the existence of research axes in the field of ITG. • To encourage them to conduct further research on IT Governance.
2	IT Staff & Managers	• To introduce them to the importance of ITG in their day-to-day activities. • To invite them to adopt IT Governance in their activities.
3	Board of the university	• To convince them on the importance of ITG in the success of their strategies of the university.
4	Board of the institution	• To convince them on the importance of ITG in the success of their strategies of each institution.
5	Companies and professionals	• Spread the word on IT Governance and the contribution to achieve business objectives.
6	Eramus plus office in Tunisia	• Managing all the Tunisian projects and helping achieve them in the better way

3. Actions

In order to reach groups presented in previous section, there is a need to use a set of venues channels to present and promote the project, as well as different media and communication activities, as detailed in the following table.

The value of the code priority is going from one to three. One means high priority and three means low priority.

Table 3-1 – Actions in the project with regards to dissemination

Action ID	Action Description	Stakeholders	Aim	Core Priority
1	Academic Workshop with students of the institutions to attract their attention to IT Governance	Students	1	1
2	Academic Workshop with researchers of the University/Institutions	researchers	1	1

3	Meeting the IT Staff and managers	IT Staff and Managers	2	2
4	Organise an info day for the IT Staff and managers	IT Staff and Managers	2	3
5	Course to students of the institution	Students	1	2
6	Meeting with the university board	Board of the university	3	1
7	Meeting with the institution's boards	Board of the institution	4	1
8	Workshop with enterprises staff to attract their attention to IT Governance	Companies and professionals	5	1
9	Make a call for posters	researchers	1	3
10	Organizing a hackathon for students on the second year of engineering studies.	Students	1	3
11	Door to door with some companies	Companies and professionals	5	3
12	Inform the university board of the IT portfolio tool	Board of the university	3	2
13	Inform the institution board of the IT portfolio tool	Board of the institution	4	2
14	Writing journal Papers	Researchers	1	1
15	Organising Info Day with Erasmus + office in Tunisia	Erasmus plus office in Tunisia	2	1
16	Presenting the ITG4TU project at Tunisian Professional Congress	Companies and professionals	2	1

4. Activities plan

In the following table and for each of the actions defined in the previous section, a set of activities must be planned. Each action can be addressed by one or more activities, but each action must be deployed by means of at least one activity.

Table 4-1 – Activities corresponding to specified actions

Action ID	Activity Name	Resources	Date Planned	Planned Cost	Venue
1	A.1.1. Workshop to introduce Governance for the students at the Higher Institute of Arts and Multimedia of Manouba	Youssef BEN HALIMA Imed Riadh FARAH Yemna SAYEB Nesrine BEN YAHIA	3T 2018	1500€	Manouba University
2	A.2.1. Workshop to introduce Governance for researchers at the Higher Institute of Arts and	Youssef BEN HALIMA Imed Riadh FARAH Yemna SAYEB Nesrine BEN YAHIA	3T 2018	1500€	Manouba University

	Multimedia of Manouba.				
3	A.3.1 Meeting with the IT Staff and managers	Youssef BEN HALIMA Imed Riadh FARAH	1T 2019	0€	Manouba University
4	A.4.1 Info day session with IT Staff and managers	Youssef BEN HALIMA Imed Riadh FARAH	1T 2019	2000€	Manouba University
5	A.5.1 Meeting with the course professors	Youssef BEN HALIMA Imed Riadh FARAH	4T 2018	0€	Manouba University
5	A.5.2 Course on ITG at the Higher Institute of Arts and Multimedia of Manouba	Youssef BEN HALIMA	4T 2018	0€	Manouba University
6	A.6.1 Meeting with the university board.	Youssef BEN HALIMA Mehdi KHOUJA Nadia HAJRI Nadia AMRI	3T 2018	0€	Manouba University
7	A.7.1 Meeting with the institution scientific board	Youssef BEN HALIMA Imed RIADH FARAH	4T 2018	0€	Manouba University
8	A.8.1 Workshop with SIGMA Conseil	Youssef BEN HALIMA	4T 2018	0€	Tunis
9	A.9.1 Launch a Call for IT Governance Posters among researchers and Phd students	Youssef BEN HALIMA	2T 2019	0€	Manouba University
9	A.9.2 make a committee to select the best poster for printing	Youssef BEN HALIMA	3T 2019	200€	Manouba University
10	A.10.1 Hackathon for students	Youssef BEN HALIMA	1T 2019	1000€	Manouba University
11	A.11.1 Visits to companies to explain the importance of IT Governance	Youssef BEN HALIMA	2T 2019	100€	-
12	A.12.1 Demo presentation of the Portfolio tool for the university board	Youssef BEN HALIMA Mehdi KHOUJA Nadia HAJRI Nadia AMRI	4T 2018	0€	Manouba University
13	A.13.1 Demo presentation of the Portfolio tool for the institution board	Youssef BEN HALIMA	4T 2018	0€	Manouba University
14	A.14.1 Writing a journal paper about ITG Best Practices in other countries	Mehdi KHOUJA Ismail Bouassida Samir Moalla Youssef Ben Halima	2T 2017	0€	Manouba University

15	A.15.1 Info Day with Erasmus⁺ office in Tunisia	Youssef BEN HALIMA Mehdi KHOUJA Imed Riadh FARAH Yemna SAYEB Jouhaina GHERIB Nadia AMRI	2T 2016	200€	Manouba University
16	A.16.1 Presenting the ITG4TU project at the Tunisia Mobility Congress	Youssef BEN HALIMA Mehdi KHOUJA	2T 2017	600€	Tunisia Mobility Congress

5. Monitoring of the evaluation plan

Two main tools have been designed to facilitate monitoring activities defined in what follows:

5.1. Activities plan

The activity plan is and interactive shared table where dissemination objectives must be reported and is a mean to conduct monitoring activities.

Internal team meetings scheduled as specified in project proposal must include also a task to review activities and deploy control actions to avoid deviations.

Every steering committee meeting will have an activity to review and assess the progress of the activities planned.

5.2. Dissemination Activity report

The DAR (Dissemination Activity report) form must be completed for each dissemination event to document the activity conducted. The DAR is a brief document where each dissemination activity intended as an outcome, is going to be reported in terms of its description, audience, achieved contacts and also addressing an evaluation of costs. This report is intended to be a key support in the periodic reporting phases of the project.

Table 5-1 – DAR Template

See annex

6. Project exploitation

According to the EU, exploitation is the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities. The activity compromise:

- Make use of the results; recognising exploitable results and their stakeholders
- Concretise the value and impact of the R&I activity for societal challenges

Making use of results includes aspects as follows:

- Spin-off and Start-ups
- Patents
- PhD thesis
- Service
- Policy Change

In what follows, these results are explained. Authors want to note that most of the exploitation of results is deeply connected with the dissemination of results and a deeper explanation of these aspects can be found in the previous sections.

6.1. Spin-off and Start-ups

Initially, there are no plans for Spin-offs or Start-ups in the project.

6.2. Patents

Initially, there are no plans for patents for the project.

6.3. Ph.D Thesis

A Thesis is going to be prepared in this case to implement a process of migrating a Higher Education Institution from a management level to a Governance Level considering all change resistance. This Ph.D Thesis is the continuation of the engineering project (IT Governance Portfolio) done with Nadia HAJRI, a student in the third and last year in engineering degree. Her thesis defence is planned for the fourth Trimester of 2018.

6.4. Services

Regarding new services developed, the IT Governance taskforce is aimed to work in the project in the sustainability of it in the institution, being a valuable resource to sustain project results. Outside the institution, it is also aimed to work in the spreading of the knowledge throughout the country.

6.5. Policy changes

The project is aimed as an activator on policy changes in the whole set of institutions. At the local institutional level, our university is implementing a set of policies based on the best practices identified in the framework. The set of practices include the identification and the selection of the CIO and the preparation of the IT steering committee.

With regards to the policies that the project is aimed to influence, these are the ones related to the importance of IT Governance in the country as a whole.

7. Conclusion

This report is considered as the final step of the project. Its aim is to define how the team is going to disseminate and exploit the result of the project to be sure that all kind of stakeholders are aware of the importance of IT Governance in La Manouba University.

Many stakeholders are fixed, and all action and activities are defined to elaborate the objectives of the dissemination Plan.

ANNEX: Dissemination Activity Reports

Action:	1- Academic Workshop with students of the institutions to attract their attention to IT Governance
Activity:	A.1.1. Workshop to introduce Governance for the students at the Higher Institute of Arts and Multimedia of Manouba
Description:	A workshop is prepared to explain the IT Governance and to present the different aspects of the standards related to IT Governance.
Organizers (Resources):	Youssef BEN HALIMA Imed Riadh FARAH Yemna SAYEB Nesrine BEN YAHIA
Description of the audience:	Students of the final year of studies for Research Master degree and engineering degree
Date:	September 2018
Venue:	La Manouba University, the ISAMM and ENSI institutions classrooms. This day is planified in a big event called "multidisciplinary research days". The participation will be free for students.
Cost:	1500€
Quantitative Indicators:	Yes
E.g. # Participants:	200
E.g.% Positive Feedback:	80%

Action:	2- Academic Workshop with researchers of the University/Institutions
Activity:	A.2.1. Workshop to introduce Governance for researchers at the Higher Institute of Arts and Multimedia of Manouba.
Description:	A workshop is prepared to explain the IT Governance and to present the different aspects of the standards related to IT Governance. Research axes are also exposed in the
Organizers (Resources):	Youssef BEN HALIMA Imed Riadh FARAH Yemna SAYEB Nesrine BEN YAHIA
Description of the audience:	Researchers: Phd students and professors interested in IT Governance.
Date:	September 2018

Venue:	La Manouba University, the ISAMM and ENSI institutions classrooms. This day is planified in a big event called "multidisciplinary research days". The participation will be free for students.
Cost:	1500€
Quantitative Indicators:	Yes
E.g. # Participants:	100
E.g.% Positive Feedback:	80%

Action:	3- Meeting the IT Staff and managers
Activity:	A.3.1 Meeting with the IT Staff and managers
Description:	Organize a meeting with the IT-staff of the University and the different institutions.
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	IT-staff and Managers: all the IT staff that are interested in Governance and need to know more about IT Governance.
Date:	January 2018
Venue:	Manouba university, in the institution classrooms
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	5 IT Staff + 5 managers
E.g.% Positive Feedback:	60% of positive feedback needs to be reached

Action:	4- Organise an info day for the IT Staff and managers
Activity:	A.4.1 Info day session with IT Staff and managers
Description:	Prepare a meeting with the IT Staff and managers for the presentation of the project portfolio tool.
Organizers (Resources):	• Youssef BEN HALIMA • Imed Riadh FARAH
Description of the audience:	IT-staff and Managers: all the IT staff members that are interested in Governance and need to know more about IT Governance.
Date:	March 2019
Venue:	Manouba university, in the institution classrooms. The participation will be free. The duration is for 1 hour.
Cost:	2000€
Quantitative Indicators:	Yes
E.g. # Participants:	5 IT Staff + 5 managers

E.g.% Positive Feedback:	60% of positive feedback needs to be reached

Action:	5- Course to students of the institution
Activity:	A.5.1 Meeting with the course professors
Description:	Organize a meeting with the professors of some courses and try to convince them by the need to have the course in classroom.
Organizers (Resources):	• Youssef BEN HALIMA • Imed Riadh FARAH
Description of the audience:	Students of the final year of studies for Research Master degree and engineering degree
Date:	November 2018
Venue:	Manouba university, it will be held in the institution classrooms. The duration is for 1 hour.
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	2 to 3
E.g.% Positive Feedback:	90% estimated

Action:	5- Course to students of the institution
Activity:	A.5.2 Course on ITG at the Higher Institute of Arts and Multimedia of Manouba
Description:	Give the course to the students during a course session.
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Students of the final year of studies for Research Master degree and engineering degree
Date:	October 2018
Venue:	Manouba University, it will be held in the institution classrooms. The duration is for 1 hour.
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	20
E.g.% Positive Feedback:	80%

Action:	6- Meeting with the university board
Activity:	A.6.1 Meeting with the university board.
Description:	The aim of this meeting is to show to the board of the university all the steps we did until now on the project and to explain more details about the needed contribution at the University Level.

Organizers (Resources):	Youssef BEN HALIMA Mehdi KHOUJA Nadia HAJRI Nadia AMRI
Description of the audience:	The university board composed of the rector, the vice rector and the director of studies in the university of Manouba.
Date:	September 2018
Venue:	Manouba University, in the university meeting room
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	5
E.g.% Positive Feedback:	80%

Action:	7- Meeting with the institution's boards
Activity:	A.7.1 Meeting with the institution scientific board
Description:	Explain the objectives of the project and give some details about Governance and IT Governance. Give the audience some examples of successful IT Governance schools
Organizers (Resources):	Youssef BEN HALIMA Imed RIADH FARAH
Description of the audience:	Board of the institution composed of the director and the members of the scientific board
Date:	November 2018
Venue:	Manouba University, ISAMM institution, it will be held in the institution meeting room. The duration is for 1 hour.
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	5 from each university
E.g.% Positive Feedback:	80%

Action:	8- Workshop with enterprises staff to attract their attention to IT Governance
Activity:	A.8.1 Workshop with SIGMA Conseil
Description:	The aim of this activity is to present IT Governance to top Managers and the Board of SIGMA Conseil and explain how is applied the rules of the IT Governance standards.
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Companies that shows their interest in IT Governance
Date:	October 2018
Venue:	Tunis, Enterprise SIGMA Conseil meeting room.
Cost:	0€
Quantitative Indicators:	Yes

E.g. # Participants:	4
E.g.% Positive Feedback:	80%

Action:	9- Make a call for posters
Activity:	A.9.1 Launch a Call for IT Governance Posters among researchers and Phd students
Description:	A call will be prepared and distributed among researchers.
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Researchers that are interested in the research axis of IT Governance.
Date:	April 2019
Venue:	Manouba, in the open enterprise days. It will be held in the ISAMM institution.
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	10 participants

Action:	9- Make a call for posters
Activity:	A.9.2 make a committee to select the best poster for printing
Description:	A call will be prepared and distributed among researchers.
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Researchers that are interested in the research axis of IT Governance.
Date:	April 2019
Venue:	Manouba, in the open enterprise days. It will be held in the ISAMM institution.
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	10 participants

Action:	10- Organizing a hackathon for students on the second year of engineering studies.
Activity:	A.10.1 Hackathon for students
Description:	Prepare and organize a contest for student to make the most powerful and complete Project Portfolio tool in the university
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Students that are interested in developing tools for IT Governance.
Date:	January 2019
Venue:	Manouba, in the open enterprise days. It will be held in the

	ISAMM institution.
Cost:	1000€
Quantitative Indicators:	Yes
E.g. # Participants:	3 groups

Action:	11- Door to door with some companies
Activity:	A.11.1 Visits to companies to explain the importance of IT Governance
Description:	Try to make some door to door visit with some companies that managers could be interested in IT Governance.
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Companies
Date:	April 2019
Venue:	-
Cost:	100€
Quantitative Indicators:	Yes
E.g. #visited companies :	10
E.g.% Positive Feedback:	50%

Action:	12- Inform the university board of the IT portfolio tool
Activity:	A.12.1 Demo presentation of the Portfolio tool for the university board
Description:	Prepare a demo for the tool that is developed by the Engineering student final project. This demo will be presented to the board of the university
Organizers (Resources):	Youssef BEN HALIMA Mehdi KHOUJA Nadia HAJRI Nadia AMRI
Description of the audience:	Board of the university
Date:	september 2018
Venue:	Manouba, the university meeting room
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	4 participants
E.g.% Positive Feedback:	80%

Action:	13- Inform the institution board of the IT portfolio tool
Activity:	A.13.1 Demo presentation of the Portfolio tool for the institution board

Description:	Prepare a demo for the tool that is developed by the Engineering student final project. This demo will be presented to the board of the institution
Organizers (Resources):	• Youssef BEN HALIMA
Description of the audience:	Board of the institution
Date:	November 2018
Venue:	Manouba, the institution meeting room
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	5 participants
E.g.% Positive Feedback:	80%

Action:	14-Writing journal Papers
Activity:	A.14.1 Writing a journal paper about ITG Best Practices in other countries
Description:	Writing a paper essentially on the best practices of IT Governance in countries not belonging to the consortium.
Organizers (Resources):	Mehdi KHOUJA Ismail Bouassida Samir Moalla Youssef Ben Halima
Description of the audience:	Researchers and practitioners all over the world
Date:	Starting mid 2017
Venue:	IGI Global IJHCITP
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	4 participants
E.g.% Positive Feedback:	Published

Action:	15-Organising Info Day with Erasmus plus office in Tunisia
Activity:	A.15.1 Info Day with Erasmus plus office in Tunisia
Description:	The members of the Erasmus plus office visited the university of Manouba and meet all the members of the project and give their comments about the project.
Organizers (Resources):	Youssef BEN HALIMA Mehdi KHOUJA Imed Riadh FARAH Yemna SAYEB Jouhaina GHERIB Nadia AMRI
Description of the audience:	Board of the institution
Date:	November 2018

Venue:	Manouba University, ISAMM institution meeting room
Cost:	0€
Quantitative Indicators:	Yes
E.g. # Participants:	5 participants
E.g.% Positive Feedback:	80%

Action:	16-Presenting the ITG4TU project at Tunisian Congress
Activity:	A.16.1 Presenting the ITG4TU project at the Tunisia Mobility Congress
Description:	The team elaborated communication material and exposed them on the Congress Stand reserved to the Tunisian Erasmus + office.
Organizers (Resources):	Youssef BEN HALIMA Mehdi KHOUJA
Description of the audience:	Professionals and companies
Date:	May 2017
Venue:	Tunisia Mobility Congress
Cost:	600€
Quantitative Indicators:	Yes
E.g. # Participants:	1000 participants
E.g.% Positive Feedback:	70%