

Information Technology Governance for Tunisian Universities (ITG4TU)

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DISSEMINATION AND EXPLOITATION PLAN GABES UNIVERSITY

ITG4TU CONSORTIUM



AMENDMENT HISTORY

Version	Revision	Date	Author	Modification
1	0	10 Dec 2016	Ricardo Colomo-Palacios	Initial Version
1	1	25 Dec 2017	Beatriz Gómez Suárez	Typo mistakes
2	1	30 Jan 2017	Mehdi Khouja	Specify Stakeholders
2	2	01 Feb 2017	Ouways Kabaou	Add actions
2	3	04 Feb 2017	Lotfi Tlig	Add activities
2	4	02 June 2017	Mehdi Khouja	Minor changes
3	0	03 Oct 2018	Beatriz Gómez Ricardo Colomo-Palacios	Final Version



CONTENTS

1. Introduction	1
2. Stakeholders	2
3. Actions	4
4. Activities plan	5
5. Monitoring of the evaluation plan.....	6
5.1. Activities plan	6
5.2. Dissemination Activity report.....	7
6. Project exploitation	7
6.1. Spin-off and Start-ups	8
6.2. Patents	8
6.3. Services.....	8
6.4. Policy changes	8
7. Conclusion	9
ANNEX: Dissemination Activity Reports.....	9



TABLES

Table 2-1 – Messages sent to different stakeholders	3
Table 3-1 – Actions in the project with regards to dissemination	4
Table 4-1 – Activities corresponding to specified actions.....	5
Table 5-1 – DAR Template.....	7



1. Introduction

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

The main objective of the marketing 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 dissemination of the project activities and it is one of first 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 Dissemination and Exploitation 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 five introduces monitoring mechanisms



on the dissemination plan. 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 6 target stakeholders' group:

- Students:

Students are the main trainees target. IT Governance training will target mainly this group by including an ITG course in the student curriculum. The awareness of ITG acquired by students will help them disseminate this concept in their future works as engineer and developer. The number of students is 800.

- Faculty/Teachers:

Faculty community play an important role as actors for promoting ITG within the university community. After receiving the specific training for teachers, they will disseminate the acquired knowledge among 80 master students, 15 employees and 70 teachers.

- Policy makers:

Policy makers are the target that will apply IT governance best practices inside the institution. The dissemination must make them aware of the importance of the asset of IT in public institution.

- Scientific Council:

This target is an advisory body inside the university structure. Targeting this group will help motivate the decision makers to consider aspects of IT governance.

- IT team:

It is important to communicate ITG concepts to IT team to be aware of the IT governance practices applied by policy makers.

- Industrial partners:

Targeting industrial partners will help export the best practices in ITG to the private sector. It will also, strength the relation between the university and the industry

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	Dissemination Message
Own Students	<ul style="list-style-type: none"> To show them on the importance of IT Governance for organizations. To bring IT Governance into their minds. To solicit them to integrate IT Governance in their future organizations. To incite them to establish IT Governance in their future professional career.
Own Faculty	<ul style="list-style-type: none"> To encourage them to conduct further research on IT Governance. To cheer them to support the initiative in the university. To make IT Governance a principal part of management in the faculty. To make strategic decisions related to the institution by deploying a new IT To collaborate with the socio-economic environment of the faculty. To show them the important impact on the faculty performance.
Policy makers	<ul style="list-style-type: none"> To invite them to consider IT Governance as a priority in the country for HEIs and organizations alike To encourage them to allocate funding for IT Governance initiatives in the country, To solicit them to implement the IT Governance strategy in their state project, To strengthen the level of internal control and strategy of country.
Own Teachers	<ul style="list-style-type: none"> To show them on the importance of IT Governance, To bring IT Governance into their research activities, To encourage them to introduce to IT Governance in their pedagogic activities (e.g. courses), To insure them to offer end-of-study and research internships to final year students, To encourage them to organize training seminars or conferences on the theme of IT Governance.
Scientific Council	<ul style="list-style-type: none"> To sensitize them on the importance of IT Governance and its impact on decision-making at the institution level. To involve them as a stakeholder in IT Governance. To encourage them to implement good practices allowing the organization of the institute. To involve them in the development of IT solutions and skills, which the organization will need in the future.
IT team	<ul style="list-style-type: none"> To involve them in deciding IT investments to contribute to value creation. To sensitize them of their role to increase the performance of IT processes. To empower them to ensure that the risks associated with the



	information system are under their own control.
	<ul style="list-style-type: none"> • To get them involved and motivate them about IT Governance. • To show them the importance of mastering the financial aspects of the information system.
Industrial partners	<ul style="list-style-type: none"> • To show them on the importance of IT Governance for organizations. • To incite them to integrate the IT governance in their enterprises. • To encourage them to collaborate with the university in research as a whole and in ITG in particular • To incite them to consolidate the University/Industry synergy.

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.

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

Action	Description	Stakeholders	Aim	Core Priority
1	Academic Workshop with students of the institution to attract their attention to IT Governance.	Own Students	1	1
2	Training courses related to IT Governance in their academic curriculum	Own Students	1	1
3	Participation in trade fairs, fairs, forums, Erasmus+ events, ...	Own Students	2	2
4	Academic Workshop with faculty of the institution to attract their attention to IT Governance	Own Faculty	1	3
5	Training on IT Governance eventually with participation of other members from University	Own Faculty	1	1
6	Scientific Workshop or Conference with teachers to attract their attention to IT Governance.	Policy makes/Teachers/Faculty	2	3
7	Writing and publication of scientific articles in international journals conferences	Own Teachers	1	1
8	Training on IT Governance	Own IT team	1	1
9	Meeting with top managers at university	Policy makers	1	1
10	Assistance in adopting IT Governance in University	Policy makers	1	1
11	Organizing Info-Day on IT Governance	Industrial partners	2	2
12	Training on IT Governance	Industrial partners	1	1
13	Participation in trade fairs, business and	Industrial partners	2	2



	technological fairs, forums, Erasmus+ events, ...			
14	Preparation of digital communication and marketing media (web page, social networks, social media, ...), and visual communication supports (flyers, posters, streamers, ...)	Industrial partners, Own Faculty, Own Students,	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. Planned costs are not including.

Table 4-1 – Activities corresponding to specified actions

Action	Activity	Resources	Date Planned	Planned Cost	Venue
1	1.1 Workshop on IT Governance overview for master and PhD student	MK, OK	Sept 18	0	University of Gabes, Gabes
1	1.2 ITG4TU presentation	MK, OK, LT	Feb 18	0	University of Gabes, Gabes
2	2.1 Training Course for master and Phd students	MK, OK	Sept 18	0	University of Gabes, Gabes
3	3.1 Carreer Center infoday: ITG session	MK, LT	Feb 18	0	University of Gabes, Gabes
3	3.2 Student Project Fair	MK, OK	Mars 18	0	University of Gabes, Gabes
4	4.1 Seminar on ITG	MK, CJ, RC, OK	Feb 17	0	University of Gabes, Gabes
5	5.1 ITG Training for researcher/Teacher	MK	Oct 18	0	University of Gabes, Gabes
6	6.1 Erasmus+ Infoday: Project management session	MK	24 oct 2017	0	Hotel, Le Palace, Tunis
6	6.2 Workshop on building an ITG framework	MK, OK	Nov 2018	0	University of Gabes, Gabes
7	7.1 Writing a paper on "SLR of ITG in universities"	MK, YBH, SM, IB, RC	Nov 17	0	



8	8.1 IT staff Training for the university of Gabes	MK, OK	Nov 18	0	University of Gabes, Gabes
9	9.1 Meeting with the Institution Advisory Board and director of Higher Institute of computer Science and multimedia of Gabes	MK, OK, SM	Oct 17	0	University of Gabes, Gabes
9	9.2 Meeting with the president of the university of Gabes	MK, OK, LT	Sept 18	0	University of Gabes, Gabes
10	10.1 Meeting with the directors of the institutions at the university of Gabes	MK, OK	Oct 18	0	University of Gabes, Gabes
11	11.1 Dissemination Event for Industrial partners	MK, OK	Dec 18	0	University of Gabes, Gabes
12	12.1 ITG Training for industry	MK, OK	Dec 18	0	South East Tunisia Chamber of Commerce and Industry, Gabes
12	12.2 Presenting the ISO standard 38500	OK, MK	Nov 18	0	South East Tunisia Chamber of Commerce and Industry, Gabes
13	13.1 Participation in Tunisia Mobile Congress	MK	May 17	0	Congress Palace, Tunis
14	14.1 Design of Flyer and poster	MK, YBH, SM, IB	Sep 17	610 €	

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 an 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

Action:	
Activity:	
Description:	
Organizers (Resources):	
Description of the audience:	
Date:	
Venue:	
Cost:	
Quantitative Indicators:	
E.g. # Participants:	
E.g.% Positive Feedback:	
E.g. Number of Papers	
E.g. Managers Contacted	

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 include 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 are 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. 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.

6.4. 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 practice include:

- An IT Strategic Committee and an IT Steering Committee have been set up.
- The importance of IT Governance in the GT was promoted.
- CIO role was created
- The GT is designing a long-term programme that has the aim of implementing all the IT developments that the university needs to meet its users' needs.
- The GT is designing a set of IT policies, aligned with the university's strategy, that are a reference to guide those who must make IT-related decisions in the university.
- The relationship with IT providers was defined
- A Catalogue of IT indicators about operations and management is created
- A reference catalogue has been compiled. It contains the IT-related regulations and laws that affect the university, and this should be kept up to date.
- A reference catalogue has been created. It contains the IT-related standards applicable or already applied in the university and this should be kept up to date.

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

The dissemination targets various stakeholder namely: Student, Faculty staff, Decision makers, IT staff and Industrial partners. The actions defined in this report aim to raise awareness about IT governance and to communicate about ITG4TU project results. To do so, different activities have been planned. During these activities a heterogeneous audience was reached. Faculty members, IT staff and decision makers appear to be the most interested in the aspect of IT governance. Whereas, Students are less attracted to this issue.

ANNEX: Dissemination Activity Reports

Action:	1
Activity:	1.1 Workshop on IT Governance overview for master and PhD student
Description:	Presentation of ITG4TU project objectives and ITG principles Case of studies Building an ITG framework
Organizers (Resources):	MK, OK
Description of the audience:	Students
Date:	Sept 18
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	15

Action:	1
Activity:	1.2 ITG4TU presentation
Description:	Presentation of ITG4TU project objectives and ITG principles
Organizers (Resources):	MK, OK, LT
Description of the audience:	Students
Date:	Fev 18
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	30

Action:	2
Activity:	2.1 Training Course for students
Description:	Pilot course for students
Organizers (Resources):	MK, OK
Description of the audience:	Students
Date:	Fev 18
Venue:	University of Gabes, Gabes



Cost:	0
Quantitative Indicators:	
# Participants:	15
# Positive Feedback:	81%

Action:	3
Activity:	3.1 Carreer Center infoday: ITG session
Description:	Information session about ITG during the Carreer center infoday
Organizers (Resources):	MK, LT
Description of the audience:	Students/Teachers
Date:	Feb 18
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	45

Action:	3
Activity:	3.2 Student Project Fair
Description:	Presentation of ITG principles and applications during the students' project fair
Organizers (Resources):	MK, OK
Description of the audience:	Students/Industry partners/Teachers
Date:	Mars 18
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	50

Action:	4
Activity:	4.1 Seminar on ITG
Description:	Introduction to IT governance during the assessment visit of European partners.
Organizers (Resources):	MK, CJ, RC
Description of the audience:	Faculty staff
Date:	Feb 17
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	30



Action:	6
Activity:	6.1 Erasmus+ Infoday: Project management session
Description:	Presentation of the project management process during the Erasmus+ Infoday
Organizers (Resources):	MK
Description of the audience:	Faculty staff/ Decision makers
Date:	24 oct 2017
Venue:	Hotel Le Palace, Tunis
Cost:	0
Quantitative Indicators:	
# Participants:	100

Action:	6
Activity:	6.2 Workshop on building an ITG framework
Description:	Hand on how to build an ITG framework
Organizers (Resources):	MK
Description of the audience:	Faculty staff
Date:	Nov 2018
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	10

Action:	7
Activity:	7.1 Writing a paper on "SLR of ITG in universities"
Description:	A paper was written titled "T Governance in higher Education Institutions: A systematic Literature Review". This paper was published in International Journal of Human Capital and Information Technology Professionals
Organizers (Resources):	MK, YBH, SM, IB, RC
Description of the audience:	
Date:	Nov 17
Venue:	
Cost:	0
Quantitative Indicators:	
Number of Papers	1

Action:	9
Activity:	9.1 Meeting with the Institution Advisory Board and director of Higher Institute of computer Science and multimedia of Gabes
Description:	A meeting was organized with the director and the advisory board of ISIM Gabes to discuss the results and benefits of ITG4TU project.



Organizers (Resources):	MK, OK, SM
Description of the audience:	Faculty members
Date:	Oct 17
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
# Participants:	12
Managers Contacted	1

Action:	9
Activity:	9.2 Meeting with the president of university
Description:	A meeting was organized with the director and the advisory board of ISIM Gabes to discuss the results and benefits of ITG4TU project.
Organizers (Resources):	MK, OK, LT
Description of the audience:	The president of the university
Date:	Sept 18
Venue:	University of Gabes, Gabes
Cost:	0
Quantitative Indicators:	
Managers Contacted	1

Action:	13
Activity:	13.1 Participation in Tunisia Mobile Congress
Description:	Presentation of ITG4TU project during the Tunisia Mobility Congress
Organizers (Resources):	MK
Description of the audience:	Students, IT Professionals
Date:	May 17
Venue:	Congress Palace, Tunis
Cost:	0
Quantitative Indicators:	
# Participants:	20

Action:	14
Activity:	14.1 Design of Flyer and poster
Description:	Flyer and poster design in order to present main aspects of the project and digital communication.
Organizers (Resources):	MK, YBH, SM, IB
Description of the audience:	General public
Date:	Sep 17
Venue:	-
Cost:	610 €
Quantitative Indicators:	



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Version 3.0

# Units:	1000 flyers 8 posters
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