

Information Technology Governance for Tunisian Universities (ITG4TU)

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DISSEMINATION AND EXPLOITATION PLAN TUNIS EL MANAR UNIVERSITY

ITG4TU CONSORTIUM



AMENDMENT HISTORY

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1	1	25 May 2017	Beatriz Gómez Suárez	Typo mistakes
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1. Introduction

The purpose of this document is to describe the Communication and Dissemination Plan of the ITG4TU in the scope of the Tunis El Manar University. 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 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 Tunis El Manar University target stakeholders' group:

- Students
- Researchers
- IT Staff
- Managers
- Boards

Students: Students community includes those enrolled in the final year of the IT engineering cycle. For 2018 the number of students is about 70 students.

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 Tunis El Manar University to ensure the sustainability of the project and also increase the awareness of IT Governance in the country and in the world. For 2018 the number of researchers is about 200 researchers.

IT Staff: IT Staff is the main actor involved to apply the IT governance guidelines at Tunis El Manar University. IT Staff includes:

- At University level: CIO and IT Managers
- At Institutions level: IT Managers

Managers: Managers in the institution are Head of Finance, Human Resources, Purchasing.

Boards: for the success of the project, the senior managers must be convinced and involved (Rector, Vice Rectors, Directors of the Institutions, Secretaries General).

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
Students	<ul style="list-style-type: none"> • To show them on the importance of IT Governance for organizations • To spread the word of ITG as a possible research topic
Researchers	<ul style="list-style-type: none"> • To make them aware of the existence of research axes in the



	field of ITG
	<ul style="list-style-type: none"> To encourage them to conduct further research on IT Governance
IT Staff	<ul style="list-style-type: none"> To introduce them to the importance of ITG in their day-to-day activities.
Managers	<ul style="list-style-type: none"> To invite them to embrace IT Governance in the organization
Boards	<ul style="list-style-type: none"> To convince them of the importance of ITG in the success of their strategies

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 Department of computer sciences to attract their attention to IT Governance	Students of the IT department	1	1
2	Academic Workshop with students of the institution to attract their attention to IT Governance	Students of the FST	1	1
3	Course to students of the IT Department	Students of IT Department	1	1
4	Competition between department clubs to motivate student to develop software that help the university in Governance	Students of IT Department	2	1
5	Academic Workshop with Researchers of the Department of computer sciences to attract their attention to IT Governance	Researchers of the IT department	1	1
6	Academic Workshop with Researchers of the FST to attract their attention to IT Governance	Researchers of the FST	1	2



7	Practice Workshop with IT-staff of the institution to attract their attention to IT Governance	IT Staff of the FST	1	1
8	Practice Workshop with IT-staff of the Tunis El Manar University to attract their attention to IT Governance	IT Staff of the UTM	1	1
9	Practice Workshop with Managers of FST to invite them to consider IT Governance in their activities	Managers of FST	1	1
10	Practice Workshop with Managers of UTM to invite them to consider IT Governance in their activities	Managers of UTM	1	2
11	Practice Workshop with Boards of UTM and FST to convince them of the importance of ITG in the success of their strategies	Boards UTM+FST	1	2
12	Practice workshop with business boards to convince them of the importance of ITG in the success of their strategies	Business Boards	2	1

4. Activities plan

In the following table and for each of the actions defined in the previous section, we will present a set of activities

Table 4-1 – Activities corresponding to specified actions

Action	Activity	Resources	Date Planned	Planned Cost	Venue
1	A.1.1. Conference for students in M1 (Master) of IT Dept	AA SM MB	May 25 2018	0 €	DSI-FST
1	A.1.2. Workshop for students in M1 (Master)	AA SM	3T 2019	0 €	DSI-FST



			MB			
2	A.2.1. Conference for students in M1 (Master) of all departments	AA SM	2T 2019	200 €	FST	
		MB				
3	A.3.1. Course to students Engineers in Terminal Class	AA SM	4T 2018	0 €	DSI-FST	
4	A.4.1. Preparation of the competition between the students of the IT dept	AA SM MB	Oct 2018	0 €	DSI-FST	
4	A.4.2. Proclamation of the results	AA SM MB	Dec 2018	500 €	DSI-FST	
5	A.5.1. Conference for researchers in IT	AA SM	Nov 2018	1500 €	DSI-FST	
5	A.5.2. Proposal of subject of Master and thesis	AA SM MB	Jan 2017	0 €	DSI-FST	
6	A.6.1. Conference for researchers of faculty	AA SM RCP CJ AFM	Feb 2017	500 €	FST	
7	A.7.1. Workshop for IT Staff of FST	AA	Mar 2019	200 €	FST	



SM						
8	A.8.1. Workshop for IT Staff of UTM	AA	Mar 2019	500 €	UTM	
SM						
9	A.9.1. Workshop for IT Managers of FST	AA	Nov 2019	200 €	FST	
10	A.10.1. Workshop for IT Managers of UTM	AA	Nov 2019	500 €	UTM	
SM						
11	A.11.1. Workshop with Boards of UTM and FST	AA	May 2019	1000 €	UTM	
SM						
12	A.12.1. Workshop for Business Boards	AA	May 2019	2000 €	Hotel	
SM						

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 (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
- 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. 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 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

Before the end of this project, scheduled for October 2018, we had to prepare a report describing the different actions and activities to be carried out by the team formed by Mrs. Abdelaziz ABDELLATIVE, Mohamed Ali BEN HASSINE and Samir MOALLA to disseminate the results of the project and this for the purpose that convince all the stakeholders of the UTM (Students, managers, managers, ...) the importance of IT governance.

We therefore hope that the actions and activities described in this report will be executed as scheduled and the objectives will be achieved.

ANNEX: Dissemination Activity Reports

Action:	1- Academic Workshop with students of the Department of computer sciences to attract their attention to IT Governance
Activity:	A.1.1. Conference for students in M1 (Master) of IT Dept
Description:	A conference is prepared to explain the IT Governance and to present the different aspects of the standards related to IT Governance.
Organizers (Resources):	<ul style="list-style-type: none"> • Abdelaziz ABDELLATIF • Med Ali BEN HASSINE • Samir MOALLA
Description of the audience:	Students of the M1
Date:	May 25 2018
Venue:	DSI- FST
Cost:	0 €
Quantitative Indicators:	Yes
E.g. # Participants:	22
E.g.% Positive Feedback:	95%

Action:	1- Academic Workshop with students of the Department of computer sciences to attract their attention to IT Governance
Activity:	A.1.2. Workshop for students in M1 (Master)
Description:	A conference is prepared to explain the IT Governance and to present the different aspects of the standards related to IT Governance.
Organizers (Resources):	<ul style="list-style-type: none"> • Abdelaziz ABDELLATIF • Med Ali BEN HASSINE



	<ul style="list-style-type: none"> Samir MOALLA
Description of the audience:	Students of the M1
Date:	3 T 2018
Venue:	DSI- FST
Cost:	0 €
Quantitative Indicators:	Yes
E.g. # Participants:	25
E.g.% Positive Feedback:	90% Estimated

Action:	2- Academic Workshop with students of the institution to attract their attention to IT Governance
Activity:	A.2.1. Conference for students in M1 (Master) of all departments
Description:	A conference is prepared to explain the IT Governance and to present the different aspects of the standards related to IT Governance.
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Med Ali BEN HASSINE Samir MOALLA
Description of the audience:	Students of the M1 of all department
Date:	2T 2019
Venue:	FST
Cost:	200 €
Quantitative Indicators:	Yes
E.g. # Participants:	60
E.g.% Positive Feedback:	70% Estimated

Action:	3- Course to students of the IT Department
Activity:	A.3.1. Course to students Engineers in Terminal Class
Description:	A Course is prepared to explain the IT Governance and to present the different aspects of the standards related to IT Governance.
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Samir MOALLA
Description of the audience:	students Engineers in Terminal Class of our department
Date:	4T 2018
Venue:	FST
Cost:	0 €



Quantitative Indicators:	Yes
E.g. # Participants:	70
E.g.% Positive Feedback:	90% Estimated

Action:	4- Competition between department clubs to motivate student to develop software that help the university in Governance
Activity:	A.4.1. Preparation of the competition between the students of the IT dept
Description:	We are asking students in our department to prepare for a competition with the theme of proposing practices to convince their classmates of the importance of IT governance.
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Med Ali BEN HASSINE Samir MOALLA
Description of the audience:	students Engineers in Terminal Class of our department
Date:	Oct 2018
Venue:	FST
Cost:	0 €
Quantitative Indicators:	Yes
E.g. # Participants:	70
E.g.% Positive Feedback:	90% Estimated

Action:	4- Competition between department clubs to motivate student to develop software that help the university in Governance
Activity:	A.4.2. proclamation of the results
Description:	Proclamation of results of competition
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Med Ali BEN HASSINE Samir MOALLA
Description of the audience:	students Engineers in Terminal Class of our department
Date:	Dec 2018
Venue:	FST
Cost:	500 €
Quantitative Indicators:	Yes



E.g. # Participants:	70
E.g.% Positive Feedback:	90% Estimated

Action:	5- Academic Workshop with Researchers of the Department of computer sciences to attract their attention to IT Governance
Activity:	A.5.1. Conference for researchers in IT
Description:	Proclamation of results of competition
Organizers (Resources):	<ul style="list-style-type: none"> • Abdelaziz ABDELLATIF • Samir MOALLA
Description of the audience:	Researchers of the Department of computer sciences
Date:	Nov 2018
Venue:	DSI - FST
Cost:	1500 €
Quantitative Indicators:	Yes
E.g. # Participants:	25
E.g.% Positive Feedback:	60% Estimated

Action:	5- Academic Workshop with Researchers of the Department of computer sciences to attract their attention to IT Governance
Activity:	A.5.2. Proposal of subject of Master and thesis
Description:	Workshop with Researchers of the Department of computer sciences to attract their attention to IT Governance
Organizers (Resources):	<ul style="list-style-type: none"> • Abdelaziz ABDELLATIF • Samir MOALLA • Med Ali BEN HASSINE
Description of the audience:	Researchers of the Department of computer sciences
Date:	Dec 2018 Feb-Mar 2019
Venue:	DSI - FST
Cost:	0 €
Quantitative Indicators:	Yes
E.g. # Participants:	15
E.g.% Positive Feedback:	90% Estimated



Action:	6- Academic Workshop with Researchers of the FST to attract their attention to IT Governance
Activity:	A.6.1. Conference for researchers of our faculty
Description:	Workshop with Researchers of the our faculty in order to attract their attention to IT Governance
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Samir MOALLA
Description of the audience:	Researchers of the FST
Date:	Dec 2018
Venue:	FST
Cost:	500 €
Quantitative Indicators:	Yes
E.g. # Participants:	50
E.g.% Positive Feedback:	70% Estimated

Action:	7- Practice Workshop with IT-staff of the institution to attract their attention to IT Governance
Activity:	A.7.1. Workshop for IT Staff of FST
Description:	IT-staff and Managers: all the IT staff that are interested in Governance and need to know more about IT Governance.
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Samir MOALLA
Description of the audience:	IT Staff of the FST
Date:	Mar 2019
Venue:	FST
Cost:	200 €
Quantitative Indicators:	Yes
E.g. # Participants:	5
E.g.% Positive Feedback:	70% Estimated

Action:	8- Practice Workshop with IT-staff of the Tunis El Manar University to attract their attention to IT Governance
Activity:	A.8.1. Workshop for IT Staff of UTM
Description:	IT-staff and Managers: all the IT staff that are interested in Governance and need to know more about IT Governance.
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Samir MOALLA
Description of the audience:	IT Staff of the UTM
Date:	Mar 2019
Venue:	UTM
Cost:	500 €
Quantitative Indicators:	Yes
E.g. # Participants:	6
E.g.% Positive Feedback:	80% Estimated



Action:	9- Practice Workshop with Managers of FST to invite them to consider IT Governance in their activities
Activity:	A.9.1. Workshop for IT Managers of FST
Description:	invite managers of FST to consider IT Governance in their activities
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF
Description of the audience:	Managers of FST
Date:	Nov 2019
Venue:	FST
Cost:	200 €
Quantitative Indicators:	Yes
E.g. # Participants:	20
E.g.% Positive Feedback:	80% Estimated

Action:	10- Practice Workshop with Managers of UTM to invite them to consider IT Governance in their activities
Activity:	A.10.1. Workshop for IT Managers of UTM
Description:	invite managers of UTM to consider IT Governance in their activities
Organizers (Resources):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Samir MOALLA
Description of the audience:	Managers of UTM
Date:	Nov 2019
Venue:	UTM
Cost:	500 €
Quantitative Indicators:	Yes
E.g. # Participants:	50
E.g.% Positive Feedback:	80% Estimated

Action:	11- Practice Workshop with Boards of UTM and FST to convince them of the importance of ITG in the success of their strategies
Activity:	A.11.1. Workshop with Boards of UTM and FST
Description:	The aim of this meeting is to show to the board of the university and FST 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):	<ul style="list-style-type: none"> Abdelaziz ABDELLATIF Samir MOALLA
Description of the audience:	Boards of UTM and FST



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Date:	May 2019
Venue:	UTM
Cost:	1000 €
Quantitative Indicators:	Yes
E.g. # Participants:	15
E.g.% Positive Feedback:	90% Estimated