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LEAD2 project

LEAD2 DISSEMINATION
(MID-TERM REPORT)



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I. Main goals of dissemination

- To make the project known to relevant target groups and stakeholders
- To ensure that the results and deliverables are known to all partners and available to all key audiences and target groups
- To bring together knowledge, experience and best practice in order to achieve the objectives
- To ensure sustainability of the project results



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II. Materials used for dissemination

- ✓ LEAD2 Workshops summaries and dissemination reports
- ✓ Introductory & promotional videos
- ✓ Testimonial videos
- ✓ Testimonial booklets
- ✓ Gap analysis report
- ✓ Impact assessment reports



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II. Materials used for dissemination

- ✓ Internal and External Evaluation reports
- ✓ Livestreaming links for some keynote speeches.
- ✓ LEAD2 MOOC promotional videos
- ✓ LEAD2 MOOC links, flyers
- ✓ Online Knowledge Base links
- ✓ Links of photo gallery



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III. Channels used for dissemination activities: News

- News are continuously updated on the main website (<http://www.lead2-project.eu/news>)



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III. Channels used for dissemination activities: **Newsletter**

- Newsletter No.1 April 2019
- Newsletter No.2 May 2019
- Newsletter No.3 June-July 2019
- Newsletter No.4 August-September 2019
- Newsletter No.5 October-November 2019
- Newsletter No.6 December 2019-January 2020
- Newsletter No.7 Feb-March 2020
- Newsletter No.8 April-May 2020



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III. Channels used for dissemination activities: **LEAD2 Journal**

- ☐ *Lead2 Journal* is a journal which publishes original and significant contributions on university governance and academic leadership, in its widest sense, from Chinese and European universities.
- ☐ The journal seeks to cover all aspects of university governance and academic leadership. It will form a bridge between academic leaders and staffs in academic institutions and other stakeholders.
- ☐ The journal also includes primary research projects on academic leadership located in higher education institutions. The journal will publish four issues per year in 2020 and 2021 (in both a digital version and hard copy).



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III. Channels used for dissemination activities: LEAD2 Journal

☐ Two issues of LEAD2 journal were published

✓ [Issue 1](#)

✓ [Issue 2](#)

✓ Issue 3 will be published in August



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III. Channels used for dissemination activities: Social media

- Facebook: [LEAD2 community](#)
- WeChat