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Academic & Financial Sustainability Plan



SUSTAINABILITY PLAN (DRAFT VERSION)

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SUMMARY

This report contains Sustainability plan, i.e. our views how to enable sustainability of DBBT master study. The Report is composed of four parts showing measures and activities by which we intend to make this study program to sustain itself.

The first part deals with dissemination as a collection of activities to promote the study and to reach to potential customers.

The second part presents the marketing strategy with initiatives needed to attract potential students

The third part contains our views how to promote academic dimension of DBBT master and through it to enhance effects on both other aspects.

The fourth part shows how we plan to financially make DBBT to be vital and sustain itself.



1 DISEMINATION PLAN

Already established Web Radio on Faculty of UPKM website will serve for permanent advertising of DBBT master study as attractive choice for students to gain perspective and useful knowledge and speciality.

Also, on the web sites of all WB HEIs are placed permanent visible information about DBBT study programme.

Some dedicated video clips for DBBT promotion will be prepared for casting by TV companies which are partners in this Project.

These video clips will also be presented to students in high schools during our promotional visits to attract them to enter Faculty Bachelor studies in order to reach DBBT study.

We think it would be effective to organise and broadcast over our partner's TV studios talk shows where professors and current attendants of DBBT master study will discuss their experiences about it, their expectations from graduating the study and reason(s) which made up their minds to enter DBBT course.

Our partners from TV companies will also cast infomercials over their stations, particularly during passive intervals of viewership.

We will organise occasional visits for high school pupils to Faculty TV studio (established through this Project) to show attractiveness of equipment and to demonstrate all advantages of study DBBT master and all beneficiaries from having such skills on the job market.

Finally, DBBT Project, master study, TV studio and related activities will be regularly mentioned in scientific papers with such topics, on scientific conferences as well.

We should not neglect everyday contacts with miscellaneous people at which we will mention DBBT master study as perspective for candidates.

2 MARKETING STRATEGY FOR POTENTIAL STUDENTS

On all WB HEIs will be organised so called INFO day, where the students of Bachelor studies of the host Faculty and other faculties and vocational schools (like faculty of mathematics and natural sciences, faculty of art and other), will get detail information about the struture and and the content of the new post-graduated study programme. Also the opportunities in labour market will be presented to the students. The Info day will be used also for promotion of the DBBT project.



One good initiative of the marketing strategy is organising a regional competition of secondary schools in the area of multimedia communication technologies (based on the current practice of the project partner VISER, that already organises annual regional competition in multimedia). The participants of the competition will compete in knowledge and skills related to multimedia communication technologies (video, audio, transmission of multimedia signals through different media and carriers). The event will be used to: 1) inform future students about new study programme and its opportunities; and to be organised study visit to laboratories and HDTV studio of WB HEIs in order to convince potential students that theoretical and practical knowledge (that could be implemented immediately after graduation) could be acquired in this post-graduated study programme. In this way potential students should be animated to enrol bachelor and post-graduate studies.

Another initiative is organising the round table with partners from the business (TV and Radio stations, Telekom, IT sector, etc.), where detail content of the new study programme will be presented. This event would be used to offer business companies opportunity to send their employees to acquire new modern knowledge from multimedia and particular communication technologies – lifelong learning.

After set-up of DBBT laboratories and HDTV studio, a short video clips should be created and distributed over social networks to potential students. Those video clips should be also distributed to business partners.

On the Facebook and other social networks, promotion of the new DBBT study programme should be performed in order to inform potential students about opportunities and content of the post-graduate studies. Social networks could be used also to provide answers to potential questions of future students related to enrolment and studying.

All WB HEIs should create web pages with promotion of the new study programme. Aforementioned video clips and other types of advertising should be placed there.

3 ACADEMIC PLAN

TV studio, established in Faculty premises, represents very specific laboratory which fully accompanies DBBT study process, enabling much more extensive practical exercises than it is the case for conventional laboratories. This will make an impression for attending students to think they already work on regular job. We expect their such attitude to be spread out on other students of basic studies which would be attracted to choose namely the DBBT.

Such an effect will be enhanced by occasional visits of experts from Project partner TV companies to give guest lectures either in theoretical or in practical domain and transfer their knowledge to DBBT students in more direct way. We, Project participants, as professors on Faculty (of technical sciences) have very positive experiences of engaging our colleagues from practical domain to give lectures to our students even within subjects in basic studies.



Naturally, such lectures can be (and will be) organised in partner's premises, such as TV or radio studios, at broadcast equipment on the field. This will at full extent show to our students how the things look in real practice.

The challenge will be to maintain attractiveness and quality of the programmes/modules. In order to answer this challenge all PC (Partner Countries) educational institutions will set up internal policies regarding periodic review and innovation of curricula which will ensure further development of the results in this domain according to the scientific, technological and labour market changes.

In the future the project results will be used in the following way. Each WB partner country institution will continue to enrol students to newly developed programmes/courses. This will be made sustainable by providing quality implementation of programmes (staff with deep technical and scientific expertise, well equipped laboratories, good teaching materials) and by further improving curricula according to the advancements in the digital TV /multimedia field, technology and labour market changes. The established academic network will be used for exchanging experience in both research and teaching in the future and for broadening cooperation in the form of new projects.

4 FINANCIAL PLAN

Here, we distinguish two sources of study financing (funds). The first one stems from the Ministry of Education and, some percentage, from funds of the Faculty.

The second one stems from additional activities generated by DBBT.

At first, we expect some funds from various firms which could find interest to help our activities or find some interest to invest.

Apart from the primary educational purpose of faculty TV studio, we plan to use it for making real TV programme for local TV companies which do not possess adequate capacities for making some forms of TV shows. Moreover, TV studio will cover needs of all of local subjects (firms, institutions, individuals) for some kind of TV promotion.

With moderate investment TV studio may be transformed into a local TV station for broadcasting commercials.

Through participation to other projects of European Union we expect to gain some percentage of funds to cover expenses of equipment renewals.

As a long term positive effect on project perspective we see designing quality curricula in the field that has good jobs prospects, which will spur the WB (Western Balkans) institutions to set up good grounds for long term success of the main project result. By enhancing the necessary infrastructure such prospect will further rise.

This will ensure continuous implementation, growth and advancement of the results in this domain.

In regard with mobility and training results of the project, the challenges are both legal and financial.



Legal challenges have been addressed by Partnership Agreements and MoU (Memorandum of Understanding) between PC institutions that will enable future cooperation and support of mobility, training activities and student exchange programme.

Financial support during the duration of the project has been provided by the project grant. In the future this obstacle will be addressed by applying for mobility grants as well as by institutions' own financial resources.