



European Commission

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COMMUNICATION, ADVERTISEMENT AND DISSEMINATION PLAN FOR THE EMPATRI STUDY PROGRAMME

1. AIMS OF THE COMMUNICATION, ADVERTISEMENT AND DISSEMINATION PLAN:

The main aims of the communication, advertisement, and dissemination (CAD) plan for the “European Master in particle Physics and Accelerator Technologies for Research and Industry” (EMPATRI) study programme outlined in this document are to identify and the target audiences and main communication channels and mechanisms.

2. TARGET AUDIENCES:

There are multiple target audiences that must be reached with advertising and/or dissemination regarding the EMPATRI study programme. Four main target audiences are considered for the CAD plan:

- 1) Prospective applicants for the EMPATRI study programme.
- 2) The scientific community in the fields of high-energy particle physics and instrumentation.
- 3) Policy makers and institutions such as the European Education and Culture Executive Agency (EACEA).
- 4) Industry partners interested in employing the graduates of the EMPATRI study programme.

The fifth, secondary target audience, is the wider general public as a whole.

1. Prospective applicants for the EMPATRI study programme.

Prospective students for the EMPATRI study programme include individuals having obtained their first undergraduate degree very recently, as well as individuals seeking an opportunity to restart their academic and further education journey following a stint in other industries. EMPATRI shall be open to all and will categorically avoid discrimination based on age, gender, or other similar personal factors, however, some competitive advantage in the study place allocation will be given to individuals who have completed their previous degree studies no more than five years before the planned start date of their EMPATRI studies. Advertisement of the study programme is of particular importance vis-à-vis this target audience. Best efforts will be made by the members of the EMPATRI Consortium¹ to advertise the study programme locally via visual media on the university campuses and the university online presence, as well as utilising word-of-mouth individual advertising approaches in the day-to-day communication with the undergraduate students at the universities. For EMPATRI, international and overseas students, where local advertising approaches are not applicable, are of particularly high importance. To reach this target audience, online resources popular within the high-energy physics community, such as the *inspirehep.net* website, shall be used. Additionally, the existing national government communications channels and tools shall be used to advertise this study programme to overseas students. In addition, a significant effort will be made to create a vibrant social media profile for the study programme, particularly targeting professional social media tools, such as LinkedIn. Finally, the second target audience, discussed below, will be utilised to extend the reach of the advertising campaigns of the EMPATRI programme to the first target audience. All CAD tools will consistently direct the interested students to the website of EMPATRI, *emapatri.eu*.

¹ Riga Technical University, RTU (Latvia), University of Latvia, UL (Latvia), University of Tartu, TU (Estonia), Kaunas University of Technology, KTU (Lithuania), Vilnius University, VU (Lithuania).

2. The scientific community in the fields of high-energy particle physics and instrumentation.

This target group is important for two reasons. Firstly, it is an extension to the advertising arm to the first target group as discussed above. Secondly, this target audience are the main prospective employers of the graduates of the EMPATRI study programme, thus an image of high quality and high standard of education must be ensured for the study programme within this target audience. Same communication channels shall be used to reach this target audience as the once discussed above with the additional channels of the various scientific collaborations and project consortia added to the list of communication tools. For example, the secretariats of the main LHC experiments at CERN will be used to advertise the EMPATRI study programme and to announce the annual intake of students. Similarly, consortia meetings of projects such as I.FAST² shall be used to disseminate the information regarding the study programme.

3. Policy makers and institutions such as the European Education and Culture Executive Agency (EACEA).

The national policy makers and potential transnational funding agencies such as EACEA are hugely important target audiences for the dissemination of the positive outcomes and general successes of the EMPATRI study programme. Statistical and student satisfaction surveys shall be carried out regularly and reported at a national level, as well as to any funding agency financing this study programme. Professional social media accounts as well as the website of the study programme shall be used to promote the successes of the study programme, as well as to credit and promote the relevant source/-s of funding supporting the EMPATRI study programme.

4. Industry partners interested in employing the graduates of the EMPATRI study programme.

Members of this target audience is important not only as the potential future employers of the graduates of the programme, but also as potential partners in the provision of expertise and the master's thesis projects for the students. As such, where applicable, the overall CAD tools used for the communication with the other target audiences will be supplemented with direct professional communication, such as electronic mail exchange to not only inform the potential industrial partners about the EMPATRI study programme, but also to invite them to participate in its development, implementation, and continued improvement.

5. General public.

Although not immediately of direct impact to the EMPATRI study programme, as with any publicly funded activity, the engagement with the general public and the creation of a positive image within this target audience is highly important. In attainment of this positive image, the scientific and societal merit of this study programme will be continuously promoted via the broadly accessible communication channels.

3. ONLINE PRESENCE:

The main pillar of the online presence of information regarding the EMPATRI study programme will be its stand-alone website. At the time of writing, the domain name of *empatri.eu* has been reserved and will remain in the possession of the Consortium for a minimum of one calendar year, upon when a decision to extend the reservation can be taken. Once developed, this website will serve as the main platform containing all the necessary information regarding the programme relevant to all target

² <https://ifast-project.eu/>.

audiences, including an up-to-date curriculum, admission requirements, application deadlines, enrolment statistics and graduate employment statistics (once relevant sample size has been reached), etc. Additionally, the EMPATRI study programme will be listed alongside the existing study programmes at all the partner universities of the Consortium. The webpages at the university websites will be self-sufficient in terms of providing all the necessary information for the students to be able to apply to the study programme, however, these will also include a direct link to the main website of the study programme. The main website of the programme will be maintained in no fewer than four languages, Estonian, Latvian, Lithuanian, and English, with the English version serving as the default *landing* version.

Special care will be taken to ensure that the website of the programme is *live*, with the minimum new posting schedule of one new front page news story per month.

4. SOCIAL MEDIA STRATEGY:

The social media landscape has become increasingly volatile in the recent past and care must be taken when using social media platforms when advertising the EMPATRI study programme. The immediate social media profile to be created once the implementation of the programme has been agreed upon shall be the creation of a LinkedIn page (a blank placeholder page has been created and can be accessed via (<https://www.linkedin.com/company/empatri>)). Other social media platforms to be investigated are X (formerly known as Twitter) and Instagram. Any such account would be maximally cross-linked with the respective social media accounts of the host universities and other relevant stakeholders, such as the social media accounts of CERN, the main LHC experiments and, potentially, relevant transnational research collaborations, such as COST Actions.

Finally, the Consortium will investigate the creation of a dedicated YouTube channel. This channel could be used both to store and disseminate advertising material, and to permanently store various teaching materials such as recording of selected lectures. This would serve to act as a supplementary outreach tool, not only preparing the potential future students to the requirements of EMPATRI, but also to promote the field of particle physics to the general public more broadly. Video posts on YouTube, would be embedded into the EMPATRI webpage and would potentially include such additional material as webinars for life-long education, as well as informative content assisting prospective students with application procedures and positively framed informative videos helping overseas students adjust to the life in the Baltics.

5. PARTNERSHIPS AND COLLABORATION:

As mentioned above, the existing partnerships and collaborations of all five institutions involved in the implementation of the EMPATRI study programme will be used for the implementation of the CAD strategy. Beyond the already discussed scientific collaborations as the LHC experiments, the programme will rely heavily on the support of a regional consortium of higher education and research institutions involved in academic and research activities pertaining to particle physics and particle physics instrumentation – the CERN Baltic Group (CBG)³. CBG a group consisting of fourteen most prominent scientific institutions in the Baltic region, including all members of the EMPATRI Consortium. EMPATRI will utilise all additional CAD reach available through the CBG communication channels.

³ <https://indico.cern.ch/category/10023/>.

Finally, EMPATRI Consortium will retain the back-and-forth information exchange with the European Committee of Future Accelerators (ECFA)⁴. Not only this will help guide the continuous development and improvement of the programme, but will also be an invaluable CAD channel, especially vis-à-vis the target audience categories one and two.

6. EVALUATION AND FEEDBACK:

The effectiveness of the dissemination plan will be continuously monitored through web analytics, surveys and feedback from students and partners. CAD channels and their use will be reviewed periodically, but not less than once per calendar year. In case of reduced engagement from the target audiences, external consultants specialising in achieving engagement targets will be recruited in order to maintain the required enrolment of students and the visibility of the EMPATRI study programme with all target audiences.

⁴ <https://ecfa.web.cern.ch/>.