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Dissemination Report No. 1

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Abstract	This report represents Dissemination Report No. 1, i.e. the report on the activities related to raising awareness for the ADA project as well as promoting its activities and results. It covers period from start of the project (November 15, 2018) until July 31, 2020. and it is a result of WP 4: Dissemination and Exploitation, particularly its activity 4.4. Raising awareness for ADA.
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Introduction

This report presents activities and results on raising awareness for the ADA project. As for every public project, it is very important to reach wider audience and present them what is a project dealing with, and what are its main activities and results. Therefore, one of the important ADA project Work Packages is WP4: Dissemination and Exploitation, which deals with all activities related to broad promotion of the ADA project, and its results. Activity 4.4 Raising awareness for ADA directly deals with the activities on the promotion of the project itself, but also its main results, to all stakeholders and wider audience.

Raising awareness for the ADA project is achieved by several different channels, on-line and off-line. As the main tools for this activity, project website and most significant social networks were used, but also various forms of direct, off-line, person-to-person promotion done by ADA project team members, and the details and results are presented in forthcoming sections.

Project website

Project website was used as one of the main tools for the promotion of the ADA project and its activities and results. Launched at the very beginning of the ADA project, as a Deliverable 4.3 of the same Work Package, project website remains the place where all news, documents and results are presented. Project website is hosted and maintained by UNIKG, one of the ADA project partners, on the web address: www.ada.ac.rs.

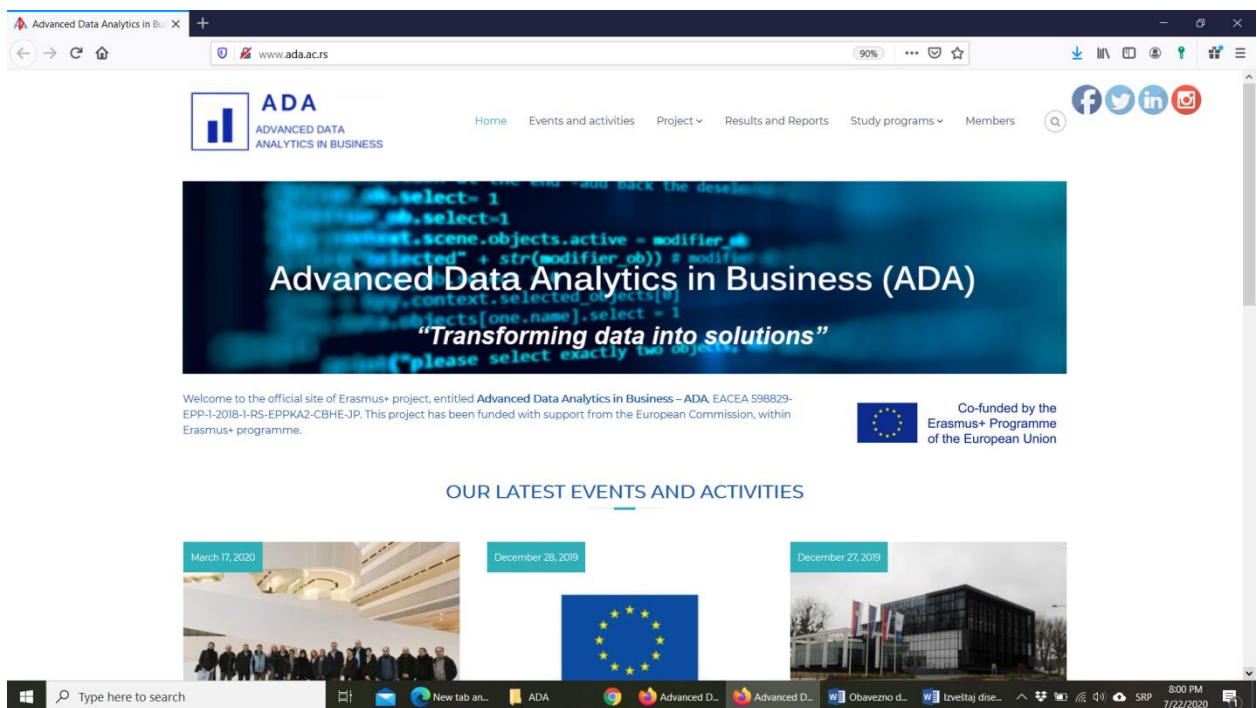


Figure 1. ADA project website

Besides main project visual identity elements: logo and motto, homepage contains menu, with several most important sections, such as Events and Activities, Project description (in which project objectives, work packages and participants are presented in details), Results and reports, etc. Central part of the homepage presents most recent project news: events and activities. Since project website establishment, 39 news – events and activities were published and additional 27

documents (various plans and reports) were published and made available for download in the Results and reports Section. The project website is updated on regular basis with recent project activities and results.

In order to monitor website traffic statistics, the project website is registered to Google Analytics, one of the most frequently used web metrics tools. In the reporting period, more than 1,870 users visited project website. Although the most of the visitors came from Serbia (37.6%), significant number of them also came from many other countries, such as USA (9.4%), India (7.8%), Germany (4.6%), Canada (2.4%), etc. Majority of the visits came from desktop computers (72.6%), followed by mobile phones (26.9%) and minor number of tablet users. The most frequently visited pages were those presented a) project objectives, b) project activities and c) results and reports. Webpage with project results and reports offers a number of documents and reports to download freely, and the most frequently downloaded documents are the Analysis of the best practice at EU partner universities (133 downloads), the Analysis of BA master programs at Serbian universities (117) and Dissemination and Exploitation Plan (115).

Social network profiles

Social networks are nowadays very popular tools for communication with peers, and as a place where a lot of people spend their time, they are also excellent tools for any kind of promotion. Therefore, ADA consortium decided to create profiles of ADA project on the most important and frequently used social networks, and their short descriptions with basic statistics are presented in the subsections below. All ADA social network profiles are linked from project website homepage (top left corner, see Figure 1), and therefore can be easily accessible.

Facebook

Facebook is with more than 1.7 billion users by far the most popular social network today, and therefore it was first choice for ADA project, as well. The ADA Facebook page was created in the early phase of project implementation, in March 2019. As up today, 45 promotional posts, with text and photos, but also videos and additional links, were posted on this page, with different level of engagement – up to 62 post clicks and up to 26 reactions, comments and shares, per post. Organic reach of the posts was up to 479, and on average, 200 followers. ADA Facebook page has 466 followers and 463 Page Likes.

If we look at the structure of its followers, by gender the light majority are women (52%), and by age those between 35-44 years (21%), followed by 25-34 age group (12%). In this phase, ADA project used only organic reach, i.e. no paid promotions were used. The focus in the following period should be on attracting younger users – perspective students of new master study programs, as this age group (18-24 years) now represents less than 0.7% of ADA followers.



Figure 2. ADA Facebook page

Twitter

Twitter account (ADA - Advanced Data Analytics in Business @AdaAdvanced) was created in July 2019. Since then, tweets (40) have earned approximately 12,000 impressions (around 30 impressions per day) (source: Twitter analytics). Tweets mostly contain information on project events and relevant media (event photos and videos). Moreover, we share relevant information and news in the field of data science. ADA - Advanced Data Analytics in Business account follows 70 Twitter accounts and has 16 followers.



Figure 3. ADA Twitter profile

Instagram

Instagram is visually-oriented social network, very popular with younger generations, which will be a key target group for the forthcoming promotion of accredited master study programs, and open enrollments. ADA Instagram profile (@advanceddataanalytics) was created in November 2019, and by the end of July 2020 it had 15 posts and 49 followers. This profile is maintained by ADA project team members from the University of Nis.

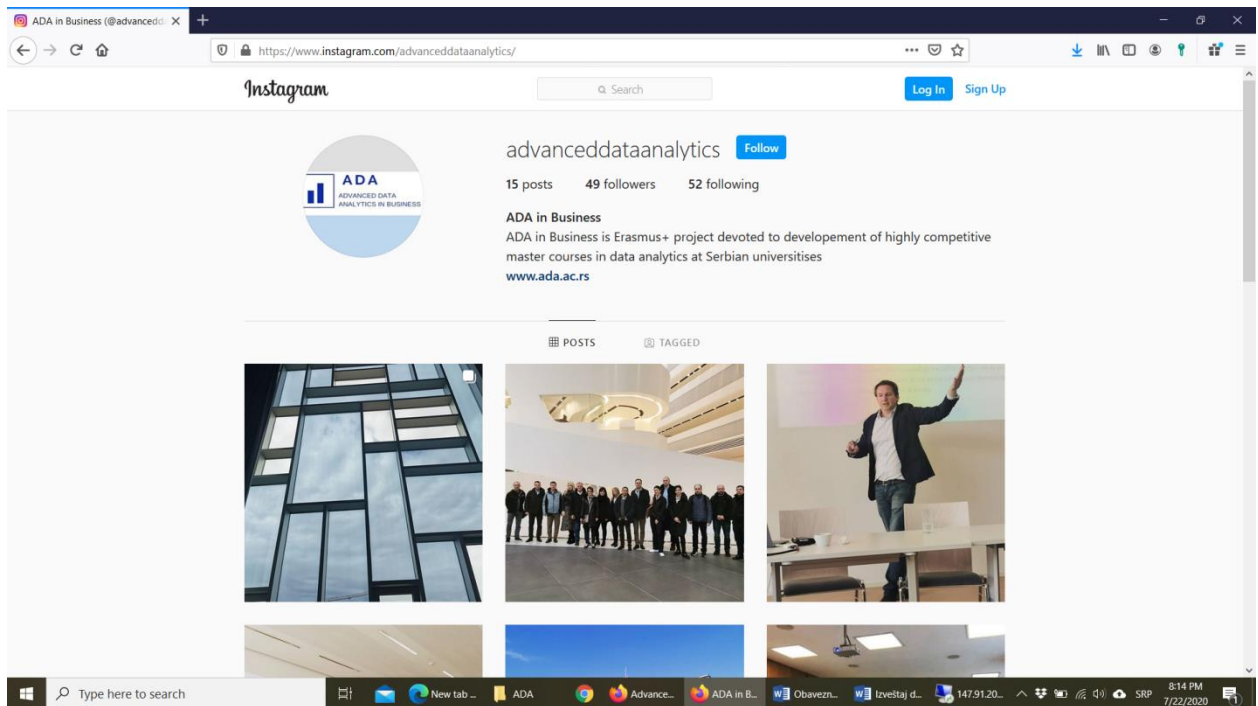
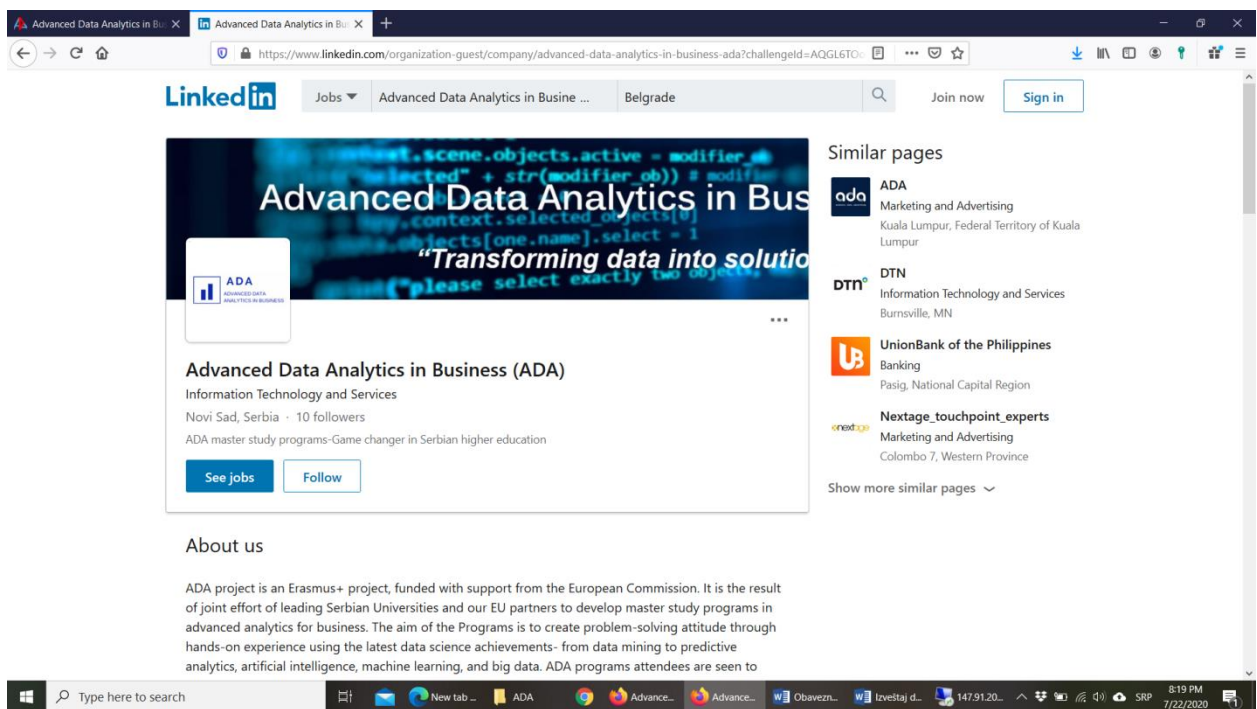


Figure 4. ADA Instagram profile

LinkedIn

LinkedIn is one of the most popular professional social network and therefore LinkedIn page which covers the most important activities of ADA Project was created in December 2019. It can be followed using LinkedIn link on the official ADA website or directly at <https://www.linkedin.com/company/advanced-data-analytics-in-business-ada/>. On 21st July 2020 it had 9 posts, 10 followers and 56 Post impressions.



The screenshot shows the LinkedIn profile page for 'Advanced Data Analytics in Business (ADA)'. The page header includes the LinkedIn logo, navigation tabs for 'Jobs' and 'Advanced Data Analytics in Business', and the location 'Belgrade'. The main profile card features a blue banner with the text 'Advanced Data Analytics in Business' and a quote: 'Transforming data into solutions'. Below the banner, the company name 'Advanced Data Analytics in Business (ADA)' is listed, along with the industry 'Information Technology and Services', location 'Novi Sad, Serbia', and '10 followers'. There are 'See jobs' and 'Follow' buttons. To the right, a 'Similar pages' section lists other companies: ADA (Marketing and Advertising), DTN (Information Technology and Services), UnionBank of the Philippines (Banking), and Nextage_touchpoint_experts (Marketing and Advertising). The 'About us' section at the bottom describes the ADA project as an Erasmus+ initiative funded by the European Commission, aimed at developing master study programs in advanced analytics for business. The Windows taskbar at the bottom shows the time as 8:19 PM on 7/22/2020.

Figure 4. ADA LinkedIn page

Other activities on raising awareness for ADA

Besides online tools, such as project website and social network profiles, ADA project team members also used off-line and person-to-person methods of promotion of the ADA project. For example, several ADA project team members visited some EU universities on different reasons and occasions (as presented on the ADA project website, in the Events and activities Section, and on ADA Facebook page), but they used these opportunities to promote the ADA project, its objectives, activities and results, to their colleagues – hosts. In addition, ADA project team members participated in several professional conferences and round tables in the area of Data Science and Artificial Intelligence, and there they also informally promoted ADA project among other participants. On average, on each of these visits or events, 5-10 colleagues and industry professionals were informed about the project and its objectives.

Serbian Association of Managers (SAM), as one of the project partners responsible to the promotion of the project among companies-potential employers of ADA students in Serbia, was also working on raising awareness on data science, advanced data analytics in business and ADA project itself, on its digital channels and personal meetings with company representatives.

Finally, on several occasions, the ADA project was promoted on traditional marketing channels, such as radio, TV and press. For example, ADA project coordinator, prof. Mirko Savic, was recently interviewed by Serbian national journal for agriculture "Poljoprivrednik" (Farmer).

Conclusion and future steps

Since the very beginning of the ADA project, its team members worked a lot on raising awareness on the application of advanced data analytics in business, the ADA project itself, and its objectives, activities and later on initial results. In this, first phase of the project, the focus of dissemination activities was on academic circles, professionals in companies and general audience. As already described, various channels, on-line (project website and social network profiles) and off-line, were used for these purposes, and a lot of people were informed about the project and its plans and activities.

Unfortunately, COVID-19 pandemic outbreak caused delays and postponements in many project activities, including the accreditation of new master study programs as the main outcome of the ADA project. Although initial versions of these study programs are developed, as planned, at three Serbian HEI partners, and they are in different phases of accreditation process, none has achieved accreditation yet.

In the next period, it is expected that the process of accreditation of these master study programs ends with positive decisions, which will initiate next phase in the promotion process. In that, second phase, the focus of promotion will be on undergraduate students – perspective entrants to new master study programs in advanced data analytics. The ADA project team members will use more aggressive approach, which will include more focused campaigns and paid promotions, mostly on selected social networks.

In addition, as planned in project application but when COVID-19 crisis ends, one-day seminars for presentation of life-long learning programs to the professionals working in different fields will be organized at 4 centers (Novi Sad, Belgrade, Nis and Kragujevac) in Serbia. ADA project team members will continue to use any available

opportunity to promote the project and to raise the awareness of importance and benefits of ADA project results. Finally, at the final conference at the end of the ADA project, all project activities and results will be summarized and presented to the wider audience.