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**ALUMNI MANAGEMENT EXCELLENCE:  
BUILDING UNIVERSITY CAPACITY FOR SUSTAINABLE  
GRADUATE ENGAGEMENT**

**Project Number: 101236357 — ALMEX — ERASMUS-EDU-2025-CBHE**

**Deliverable D7.1**

**Dissemination, Outreach Plan and  
Dissemination Toolkit**

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## TABLE OF CONTENTS

ABSTRACT .....	4
1. INTRODUCTION .....	7
1.1. Goal of the Dissemination Strategy.....	7
1.2. Communication Objectives .....	8
1.3. Target Groups .....	9
1.4. Strategic Context: Alumni Relations in Time of Crisis .....	11
1.5. Interdependencies and Cross-Package Synergy.....	12
2. Key Exploitable Results for Dissemination.....	13
3. Dissemination Channels and Tools.....	15
3.1. Visual Identity and Branding .....	15
3.2. Digital Channels .....	17
3.3. Promotional Materials.....	21
3.4. Event Management Protocol .....	22
3.5. Visibility & Disclaimer Requirements.....	23
4. Action Plan and Responsibilities.....	25
4.1 Dissemination activities.....	25
4.2 Strategic Content Planning and Consortium Engagement .....	30
5. Monitoring and Key Performance Indicators .....	32
5.1 Comprehensive Key Performance Indicators .....	32
5.2 Monitoring Tools.....	37
6. Crisis Management.....	40
7. Sustainability .....	41
Annex B: Social Media Post Template .....	45
Annex C: Content Plan .....	51
Annex D: Newsletter Template .....	51
Annex E: Press Release Template.....	53
Annex F: Roll Up Template .....	53
Annex G: Event Feedback Form Template .....	55
Annex H: Dissemination Log Template.....	59
Annex I: Photo Consent & EU Attribution Checklist .....	59



## ABSTRACT

PROJECT TITLE: ALUMNI MANAGEMENT EXCELLENCE: BUILDING UNIVERSITY CAPACITY FOR SUSTAINABLE GRADUATE ENGAGEMENT (ALMEX)

PROJECT NUMBER: 101236357 — ALMEX — ERASMUS-EDU-2025-CBHE

The ALMEX project represents a strategic intervention designed to modernize the Ukrainian Higher Education sector by institutionalizing alumni relations as a core component of university governance. In the context of the ongoing war and the subsequent displacement of human capital, the project's mission transcends traditional academic networking; it aims to mobilize the intellectual and professional potential of graduates for the national post-war recovery. By adopting European best practices from partners in the Netherlands, Spain, and Poland, the project seeks to establish sustainable, digitalized ecosystems that reconnect universities with their alumni, transforming them from former students into lifelong partners.

The primary goal of this Dissemination Strategy is to maximize the visibility of the project's systemic impact and ensure the broad exploitation of its results across the Ukrainian and European educational landscapes. It is structured to achieve three critical objectives:

- Awareness (informing stakeholders about the value of alumni engagement),
- Activation (driving participation in mentorship programs and digital platforms),
- Advocacy (influencing national quality assurance policies).



The strategy is built upon five integrated components:

- **Digital Ecosystem:** A centralized web platform and satellite Alumni Web Hubs serving as the primary interface for engagement.
- **Content Marketing:** A robust schedule of press releases, newsletters, and "Alumni Spotlight" stories to maintain a consistent narrative.
- **Event Management:** A series of high-profile international events and local workshops designed to build community and transfer knowledge.
- **Institutional Capacity Building:** Targeted training for university staff to ensure the sustainability of the new alumni offices.
- **Policy Dialogue:** Strategic cooperation with the National Agency (NAQA) to embed alumni engagement metrics into national accreditation standards.

Through the rigorous implementation of this strategy, the ALMEX consortium commits to establishing a resilient, replicable model of alumni management that will serve as a cornerstone for the modernization of Ukrainian universities.



## List of Participants

Short Name	Legal Name	Country
UCU	HIGHER EDUCATIONAL ESTABLISHMENT UKRAINIAN CATHOLIC UNIVERSITY	Ukraine
VU	STICHTING VU	Netherlands
UA	UNIVERSIDAD DE ALICANTE	Spain
ZNU	ZAPORIZHZHIA NATIONAL UNIVERSITY	Ukraine
NAQA	NATIONAL AGENCY FOR HIGHER EDUCATION QUALITY ASSURANCE	Ukraine
SumDU	SUMY STATE UNIVERSITY	Ukraine
SGH	SZKOŁA GŁÓWNA HANDLOWA W WARSZAWIE	Poland
NUWEE	NATIONAL UNIVERSITY OF WATER AND ENVIRONMENTAL ENGINEERING	Ukraine



## 1. INTRODUCTION

### 1.1. Goal of the Dissemination Strategy

The ALMEX project is designed to address the systemic gap in university-graduate relations within Ukraine by building the institutional capacity of Higher Education Institutions (HEIs) to engage alumni as strategic partners in national recovery. Through the implementation of European best practices, the creation of digital Alumni Web Hubs, and the standardization of engagement methodologies, ALMEX aims to transform the current sporadic interactions into a sustainable, mutually beneficial ecosystem.

Aligned with this overarching mission, the primary goal of the Dissemination Strategy is to maximize the visibility of these systemic changes and ensure the broad outreach of the project's tangible results. It seeks to engage key stakeholders—ranging from students and displaced graduates to ministry officials—to establish a resilient culture of alumni engagement. Specifically, the strategy aims to raise awareness about new opportunities, drive active participation in capacity-building activities (such as mentorship programs and career accelerators), and influence national higher education policy through strategic collaboration with the National Agency for Higher Education Quality Assurance (NAQA).

The primary goal of the ALMEX dissemination strategy is to maximize the project's visibility, ensure broad outreach of its results, and engage key stakeholders to establish a sustainable ecosystem for alumni engagement in Ukraine. The strategy aims to raise awareness about project opportunities, drive participation in key activities (such as mentorship programs and career accelerators), and influence national higher education policy through collaboration with the National Agency for Higher Education Quality Assurance (NAQA).



## 1.2. Communication Objectives

The communication strategy of the ALMEX project is driven by a multi-dimensional set of objectives designed to foster a sustainable culture of alumni engagement within the Ukrainian higher education landscape (Fig.1.1). The foundational objective is to raise broad awareness regarding the critical role of alumni relations in modern university governance, shifting the perception of graduates from former students to lifelong institutional partners and stakeholders in national recovery. Concurrently, the project aims to actively mobilize the target audiences by driving participation in specific capacity-building activities, such as the mentorship programs and career accelerators, thereby converting passive awareness into tangible engagement. Furthermore, a key operational objective is to facilitate the widespread adoption of the developed digital tools, ensuring that the Alumni Web Hubs are effectively integrated into the daily workflow of university staff. Ultimately, the dissemination efforts seek to influence national policy by advocating for the integration of alumni engagement metrics into quality assurance standards, thus ensuring the institutional longevity of the project's results beyond the funding period.



Figure 1.1 – Key Communication Objectives



### 1.3. Target Groups

Based on the project's needs analysis, communication efforts will be segmented for the following audiences:

1. University Alumni: The primary audience. Focus on career development opportunities, networking, and lifelong learning value propositions.
2. Displaced and Abroad Alumni (DAA): A specific focus group currently residing in the EU (e.g., Poland, Spain, Netherlands). Communication will focus on professional reintegration, social support, and maintaining ties with their alma mater.
3. Current Students: Future alumni. Focus on the benefits of mentorship programs, career accelerators, and early networking.
4. HEI Staff (Academic & Administrative): Focus on capacity building, training opportunities, and the adoption of new CRM tools.
5. Employers and Business Sector: Potential partners for internships, curriculum development, and graduate employment.
6. Policy Makers & NAQA: Focus on systemic changes in quality assurance and accreditation standards regarding alumni relations.

To ensure that the dissemination activities resonate effectively with the intended beneficiaries, the consortium has defined three primary audience personas. This approach moves beyond generic targeting, allowing for the tailoring of messages to the specific psychological drivers and professional needs of each group.

**Persona 1: The Current Student.** This segment is primarily composed of 3rd and 4th-year bachelor students who demonstrate a proactive approach to their professional development but face significant anxiety regarding post-graduation employment. Their engagement is driven by the apprehension of unemployment and the perceived gap between academic knowledge and practical market requirements, a situation often exacerbated by the isolation of remote learning. The ALMEX project addresses these specific concerns by offering tangible solutions such as Career Accelerators and a structured Mentorship Program. Consequently, the core communication message is



designed to appeal to their pragmatic needs: *"Build your future today. Find a mentor, gain skills, and get hired through the ALMEX network."*

**Persona 2: The Global Alumnus.** This profile represents graduates currently residing within the European Union.. While often successfully employed, these individuals frequently experience professional isolation and a sense of disconnection from their Ukrainian roots, despite harboring a strong desire to contribute to national recovery. The project's strategy involves reintegrating them into the university ecosystem through the establishment of EU Regional Alumni Clubs and highlighting their professional achievements via "Alumni Spotlight" features. The unifying message for this group focuses on identity and belonging: *"You are still part of our family. Join the ALMEX hub in Europe, network with peers, and support your Alma Mater."* Communication with this segment will be channeled primarily through professional networks such as LinkedIn, specialized Facebook groups, and targeted email newsletters that bridge the geographical divide.

**Persona 3: The University Administrator.** This persona encompasses heads of departments and international office staff who are the primary implementers of the project's results. Often encumbered by administrative routines, they may initially view new initiatives with skepticism or as an additional workload. Their primary operational challenges include the absence of modern Customer Relationship Management (CRM) tools and efficient mechanisms for tracking graduates. ALMEX mitigates these issues by deploying a comprehensive Digital Ecosystem (Web Hubs) and providing Capacity Building Trainings designed to simplify their daily tasks. The strategic message positions the project as a solution to their operational burdens rather than an additional obligation: *"Modernize your workflow. ALMEX provides digital tools and strategies to manage alumni relations effortlessly."* Engagement with this group will be facilitated through internal institutional mailing lists, professional workshops, and webinars focused on skill development.

## 1.4. Strategic Context: Alumni Relations in Time of Crisis



This Dissemination Strategy is formulated in direct response to the Needs Analysis conducted during the project preparation phase, which identified critical structural deficiencies in the Ukrainian Higher Education sector. The analysis revealed that while individual alumni initiatives exist, there is a systemic lack of institutional strategies for graduate engagement. Specifically, the project addresses the gap between Ukrainian practices and European standards, where alumni relations are integral to university governance and sustainability. The dissemination activities are designed to mitigate the identified lack of professional capacity among university staff and the absence of a legislative framework for alumni-university cooperation, thereby ensuring the project's outcomes directly tackle these institutional weaknesses.

Furthermore, the strategy aligns with the broader European agenda for modernization of higher education, promoting transparency, digitalization, and the "knowledge triangle" (education-research-innovation). By adopting a multi-channel dissemination approach, ALMEX ensures that the developed digital tools (Web Hubs) and policy recommendations reach not only the immediate beneficiaries but also decision-makers capable of institutionalizing these changes at the national level.

A pivotal dimension of the ALMEX project is its implementation against the backdrop of the ongoing war in Ukraine, which has precipitated a massive displacement of talent. The risk of permanent human capital flight ("brain drain") constitutes a severe threat to the nation's future economic and intellectual sustainability. In this context, the establishment of robust alumni networks is not merely an administrative improvement but a strategic necessity for national recovery. Effective alumni management serves as a critical mechanism for maintaining ties with the displaced academic community, transforming the diaspora from a loss into a strategic asset. By engaging graduates currently residing in the EU through mentorship and professional networks, the project aims to channel their expertise, resources, and connections back into the ecosystem, thereby laying the groundwork for the post-war reconstruction of Ukraine.



## 1.5. Interdependencies and Cross-Package Synergy

WP7 (Dissemination) operates as a transversal functional layer, ensuring the visibility and exploitation of results generated across the entire project lifecycle. It is systematically linked to other technical Work Packages to ensure a coherent impact pathway.

### **Synergy with WP3 (Benchmarking & Policy Research):**

WP7 serves as the primary amplification channel for the analytical outputs of WP3, such as the Report on EU Best Practices and the Alumni Engagement Roadmap. By disseminating these findings to the National Agency (NAQA) and the Ministry of Education, WP7 transforms internal research into public policy advocacy tools, ensuring that the theoretical groundwork lays the foundation for systemic change.

### **Synergy with WP4 (Digital Ecosystem Development):**

The technical success of the Alumni Web Hubs developed in WP4 is directly dependent on the user acquisition strategies implemented by WP7. Dissemination campaigns drive traffic to the portals and facilitate the registration of the first 2,000 users. Furthermore, WP7 manages the creation of video tutorials and guides that are essential for the effective exploitation of these digital tools by the university staff.

### **Synergy with WP5 (Institutional Capacity Building):**

The establishment of Alumni Offices and the launch of Mentorship Programs (WP5) require high visibility to attract participants. WP7 provides the necessary operational support through targeted recruitment campaigns for mentors and promotional activities for the opening of regional Alumni Clubs in the EU. This symbiosis ensures that the physical infrastructure created in WP5 is immediately populated with an active community.



## 2. Key Exploitable Results for Dissemination

The dissemination strategy is structured around amplifying specific Key Exploitable Results (KERs), the tangible and intangible assets generated throughout the ALMEX project lifecycle. These results are designed to ensure long-term impact on the Ukrainian higher education ecosystem. All public deliverables described herein are classified as OER and will be made freely available on the project website and the Erasmus+ Project Results Platform, ensuring their accessibility to the wider academic community beyond the consortium members.

The foundational KER of the project is the Report on EU Best Practices in Alumni Relations, developed under WP 3. This comprehensive analytical document synthesizes successful case studies from partner universities in the Netherlands, Spain, and Poland, offering a theoretical framework for adapting European models to the Ukrainian context. Building upon this research is the Alumni Engagement Roadmap, a strategic guidance document that serves as a step-by-step manual for Ukrainian university rectors and managers. It delineates the administrative, legal, and operational procedures required to establish functional Alumni Offices, thereby transforming abstract concepts into actionable institutional policies.

A cornerstone of the project's tangible impact is the development of the Digital Alumni Ecosystem (Web Hubs) within WP 4. This custom-built IT solution addresses the critical lack of data management infrastructure in Ukrainian universities. The Web Hubs function as centralized portals for graduate registration, database management, and professional networking. For the dissemination strategy, these platforms are not merely tools but active engagement channels that facilitate the matching of mentors with students and the tracking of alumni career trajectories. The promotion of these hubs to reach the target of 2,000 registered users constitutes a primary dissemination campaign.

To ensure the practical application of the strategic goals, the project generates a set of methodological toolkits under WP 5. The Mentorship



Program Methodology provides a structured protocol for organizing professional guidance between experienced alumni and current students, covering recruitment, matching, and ethical guidelines. Complementing this is the Career Accelerator Curriculum, a set of training materials designed to enhance the employability of students through alumni-led workshops. These methodologies are packaged as replicable educational products that can be adopted by any higher education institution seeking to modernize its career services.

The ultimate exploitable result, aimed at ensuring sustainability at the national level, is the set of Policy Recommendations for Quality Assurance. Developed in collaboration with the NAQA, this document advocates for the integration of alumni engagement metrics into the national university accreditation standards. By disseminating these recommendations to the Ministry of Education and Science of Ukraine, the project seeks to institutionalize alumni relations as a mandatory component of university quality management, thereby securing a legislative legacy that transcends the project's duration.



### 3. Dissemination Channels and Tools

#### 3.1. Visual Identity and Branding

To ensure a unified and recognizable presence across all communication channels, the consortium has adopted a comprehensive Visual Identity Package detailed in the [project's Brand Book](#). This identity serves as the visual anchor for all dissemination activities, guaranteeing immediate recognition of the ALMEX brand by stakeholders in Ukraine and the European Union.

The central element of the visual identity is the project logo (Fig.3.1), which must be displayed on every public document, presentation, and digital resource produced within the framework of the action. In strict compliance with Article 17 of the Grant Agreement, the ALMEX logo must always be accompanied by the official emblem of the European Union and the funding statement "Co-funded by the European Union" (Fig.3.2). This requirement is non-negotiable and applies to all materials, including those produced by associated partners. The positioning of the EU emblem must ensure it is distinct and prominent, reflecting the substantial contribution of the Erasmus+ programme.



Figure 3.1 – The Base Almex Project Logo



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the European Union

Figure 3.2 – The official emblem of the European Union and the funding statement

The project's color palette is designed to convey professionalism, stability, and institutional integrity. The primary corporate color is Dark Blue (Hex: #003366), which is used for body text and key graphical elements to ensure high contrast and readability. This is complemented by White (#FFFFFF) for backgrounds and Graphite Gray (#848485) for secondary accents, creating a clean and modern aesthetic suitable for both academic and business audiences. Typography plays a crucial role in maintaining visual consistency; therefore, the project mandates the use of Montserrat Semibold for all headings to ensure impact, while Fira Sans Regular is designated for body text to maximize legibility across digital and print media.

To unify the digital conversation and facilitate the tracking of social media impact, the consortium has established #alumni\_almex as the single official hashtag for the project. This tag must be included in every social media post related to project activities, allowing aggregation of content from all partner universities into a coherent narrative stream. The use of this specific hashtag is integral to the project's monitoring strategy, enabling the accurate measurement of online engagement metrics reported in the Dissemination Log.



## 3.2. Digital Channels

### Website

The digital presence of the ALMEX project is anchored by its official website (<https://almexproject.eu/>), which functions as the primary repository for all Open Educational Resources (OER) and the central point of verification for project transparency. The website is architecturally designed to serve as a comprehensive knowledge hub, guiding visitors through the project's ecosystem via a structured navigation menu.

The "Home" page serves as the entry point, featuring a dynamic news slider and quick access to the latest project updates, ensuring immediate visibility of ongoing activities.

The "About" section provides a detailed breakdown of the project's intervention logic, objectives, and work packages, offering stakeholders a deep dive into the methodology.

A dedicated "Consortium" page highlights the international partnership, featuring interactive profiles of all beneficiary universities and demonstrating the geographical scope of the action.

The core intellectual outputs are housed in the "Results" section, which acts as an open-access library for downloadable deliverables, including the Best Practices Report and the Alumni Engagement Roadmap.

To maintain active communication, the "News" section functions as a project diary, publishing press releases, success stories, and event recaps. The news template is presented in the [Annex A](#).

Finally, the "Contacts" page ensures accessibility, providing direct communication channels to the project management team and links to the local alumni offices.



## Social Media Channels

Complementing this static repository, the consortium actively manages two distinct social media channels tailored to specific demographic segments. The social media post template is presented in the [Annex B](#)

- The official Facebook page (<https://www.facebook.com/share/1FLMnXQ62T/>) serves as the primary community-building platform, focusing on the "Active Student" and "Alumni" personas by sharing informal updates, event photos, and success stories that foster a sense of belonging;
- In parallel, the project's LinkedIn profile (<https://www.linkedin.com/company/almexalumni/>) targets the "University Administrator" and "Policy Maker" segments, disseminating analytical reports, policy recommendations, and invitations to high-level conferences. This platform is pivotal for professional networking and the exploitation of results at the systemic level;
- Recognizing the specific media consumption habits of the Ukrainian youth, the project incorporates a dedicated Instagram account (<https://www.instagram.com/almex.eu?igsh=MXNuMDJ0bHA5cnRwMw==>) specifically calibrated to engage the "Active Student" persona and recent Ukrainian graduates. This channel utilizes highly visual and interactive formats – such as short-form videos (Reels), real-time behind-the-scenes event coverage via Stories, and interactive polls—to establish a dynamic and informal dialogue. By demystifying professional networking and showcasing relatable peer-to-peer success, the Instagram presence is strategically designed to drive immediate grassroots mobilization and direct participant registrations for the ALMEX Mentorship Programs and Career Accelerators.

To ensure a strategic approach to each digital touchpoint, the consortium has defined the specific functional role of each channel as detailed in Table 3.1.



Table 3.1 – Digital Channel. Function role

Digital Channel	Primary Purpose	Target Audience	Key Communication Message
Official Website	Archiving of deliverables (OER), project transparency, and official reporting.	General Public, EU Commission, NAQA.	The central hub of knowledge and verifiable results for the ALMEX project
Facebook Page	Community engagement, event promotion, and storytelling.	Current Students, Recent Graduates, Alumni Associations.	The way to join the active community of changemakers and stay connected with Alma Mater
LinkedIn Page	Professional networking, dissemination of policy papers, and institutional advocacy.	University Staff, Employers, Ministry Officials.	Professionalizing alumni relations to build institutional capacity and human capital
Alumni Web Hubs	Operational management of alumni data, mentorship matching, and service delivery.	Registered Alumni, Career Office Staff.	The digital gateway to mentorship, career growth, and university services
Instagram Page	Community engagement, comprehensive event promotion, and storytelling.	Broader Alumni Base, University Staff, General Public	Join the active community of changemakers and stay connected with your Alma Mater



## Newsletters

To complement the dynamic flow of social media, the consortium will implement a structured e-mail marketing strategy designed to deliver in-depth content directly to key stakeholders. Unlike social media posts, which are subject to algorithmic filtering, the ALMEX Official Newsletter ensures 100% delivery of critical project updates to decision-makers and engaged community members.

The newsletter serves as a consolidated digest of project achievements, offering deep-dive analysis of deliverables (such as the Best Practices Report) and providing a comprehensive calendar of upcoming opportunities. It functions as a retention tool, keeping the "warm" audience engaged over the 3-year lifecycle (see [Annex C](#)). The newsletter and press-release templates are presented in the [Annex D](#) and in the [Annex E](#) in accordance.

The primary recipients are institutional stakeholders (Rectors, International Office Heads), Ministry of Education officials, NAQA representatives, and EU partners. A secondary segment includes registered alumni who have opted-in for updates via the Web Hubs.

In strict compliance with the Grant Agreement, the consortium will publish a minimum of three major issues:

- Issue #1 (Month 6-7): Project Launch, Consortium introduction, and Needs Analysis results.
- Issue #2 (Month 18): Mid-term results, launch of Web Hubs, and success stories from the Mentorship Program.
- Issue #3 (Month 36): Final Conference outcomes, Sustainability Plan, and policy recommendations.

Ad-hoc "Flash Updates" may be sent to specific segments (e.g., student leaders) to promote urgent calls for participation (e.g., Career Accelerators).



### 3.3. Promotional Materials

The strategic deployment of promotional materials is designed to reinforce the visual identity of the ALMEX project during offline interactions and institutional events. Unlike digital channels, these physical assets provide a tangible connection to the project, serving as immediate visual anchors that legitimize the project's presence within the academic environment. The production of all materials is strictly governed by the guidelines outlined in the project's Brand Book.

Central to this effort is the production of functional branding items mandated for use during public activities. This includes large-format portable roll-up banners (see [Annex F](#)) that must be displayed at every training session, workshop, and conference to clearly identify the event as an Erasmus+ action. These banners are designed to include the project title, the full list of consortium partners, and, most critically, the EU emblem with the "Co-funded by the European Union" statement in full compliance with Article 17 of the Grant Agreement. Additionally, the consortium will produce targeted information brochures and "project one-pagers" for distribution to external stakeholders such as ministry officials and potential employers, summarizing the project's objectives and key results in a concise, accessible format.

Beyond informational assets, the project will invest in functional merchandise for participants of the Career Accelerators and Mentorship Programs. Items such as branded notebooks, pens, and folders serve a dual purpose: they are practical tools for the educational process and long-lasting reminders of the project's impact. In alignment with the European Commission's "Green Erasmus" priority, the consortium commits to an environmentally responsible procurement policy. This entails minimizing the use of single-use plastics and prioritizing materials made from recycled paper, sustainable textiles, or biodegradable components. This approach not only reduces the project's carbon footprint but also demonstrates the consortium's commitment to European values of sustainability



### 3.4. Event Management Protocol

Strict adherence to a standardized Event Management Protocol is not merely an organizational preference but a critical contractual obligation derived from Article 17 of the Grant Agreement. This article explicitly mandates the appropriate visualization of EU funding at all public events, stating that beneficiaries must display signs, posters, and the European flag. Failure to comply with these visibility requirements can lead to financial penalties or the rejection of costs associated with the event during the final audit. Therefore, the consortium has established a rigorous, phased protocol that must be executed for every International Highlight Event (IHE), workshop, or opening ceremony.

The Pre-Event Phase commences with the mandatory creation of a digital event footprint at least two weeks before the scheduled date. This fourteen-day window is strategically calculated to allow for sufficient algorithmic indexing on social media platforms, ensuring the event reaches the target audience organically. Simultaneously, a registration form compliant with GDPR standards must be launched to collect participant data securely. One week before the event, the organizing partner is required to distribute a press release to local and regional media outlets. This timeline aligns with the standard editorial planning cycles of news agencies, ensuring that journalists have adequate time to schedule coverage without the news becoming stale.

During the Execution Phase, the physical environment of the event must be rigorously branded to meet compliance standards. The display of the European Union emblem, accompanied by the funding statement, is a non-negotiable condition for the eligibility of costs. Additionally, the organizing partner must secure the collection of participants' signatures on the official Attendance List. This document serves as the primary "force majeure" proof of the event's realization and is the single most important evidentiary document for financial reporting.



The dissemination cycle concludes with the Post-Event Phase, which is bound by a strict three-day deadline for the publication of the photo report and news summary on the project website. This rapid turnaround is essential to capitalize on the "attention span" of the digital audience and to reinforce the key messages while they remain relevant in the public discourse. Concurrently, "Thank You" emails containing presentation slides and feedback forms must be sent to all attendees. The prompt distribution of these materials significantly increases the response rate for satisfaction surveys, which is a key performance indicator for the project's impact assessment.

### 3.5. Visibility & Disclaimer Requirements

Strict adherence to the visibility requirements of the EU is a fundamental contractual obligation. To ensure transparency regarding the funding source and to manage institutional liability, all public-facing materials produced within the framework of the ALMEX project must incorporate the specific EU emblem and the accompanying funding statement.

The consortium members must systematically apply the mandatory phrase funded by the European Union : "Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

To standardize compliance across the consortium, the following minimum application rules have been established for various dissemination formats:

- Project Website and Web Hubs: The full disclaimer and the EU emblem must be permanently displayed in the global footer of the official project website and all local Alumni Web Hubs.
- Presentations (PPT/PDF): The EU emblem with the "Funded by the European Union" statement must be visibly placed on the title slide of



all presentations. The complete disclaimer text must be included on the final closing slide.

- Press Releases and Publications: All official press releases, newsletters, and analytical reports must include the full disclaimer text as a standard footer at the end of the document.
- Video Materials: Any promotional or educational video content produced by the project must feature the EU emblem and the short funding statement on the introductory screen, while the full disclaimer must be displayed during the concluding credits.

Failure to comply with these standardized visibility protocols may result in the related communication activities being deemed ineligible during the project's final financial audit.

To ensure strict compliance with GDPR privacy regulations and EU visibility requirements, all consortium partners are mandated to complete the Photo Consent & EU Attribution Checklist (see [Annex I](#)) prior to the publication of any visual materials from project events.



## 4. Action Plan and Responsibilities

### 4.1 Dissemination activities

The execution of the dissemination strategy is guided by the comprehensive Dissemination Schedule (Table 4.1), which serves as the central planning instrument for the entire consortium. This detailed roadmap transforms the high-level objectives of the project into a linear sequence of operational tasks, spanning the full 36-month lifecycle of the action. By mapping specific activities – such as the release of press announcements, the launch of digital tools, and the hosting of international events – against the project's timeline, the schedule ensures that communication efforts are perfectly synchronized with the delivery of technical results in WP 3, 4, and 5. This chronological alignment facilitates proactive resource allocation, allowing partners to prepare promotional campaigns well in advance of key milestones, and provides a transparent framework for monitoring progress against the established Key Performance Indicators.

Complementing the tabular schedule, Figure 4.1 offers a graphical overview of the project's communication trajectory. This chart maps the intensity of dissemination efforts against the project's chronological phases, visually emphasizing the correlation between technical deliverables (such as the release of the Best Practices Report) and major promotional waves. It serves as a quick-reference guide for the consortium, highlighting the critical 'spikes' in activity required around the International Highlight Events and the launch of the Digital Ecosystem, ensuring that all partners are aligned on the strategic timing of their local campaigns.



Table 4.1 – Dissemination Schedule

Phase and Period	Activity	Responsible Partners	Key Events / Outcomes
Phase 1: Launch (Months 1-6)	Development of Dissemination Strategy (D7.1) and visual identity. Launch of the project website and social media pages. Announcement of project start (Press Releases).	SSU (Lead), All Partners	Kick-off Meeting, Publication of D7.1
Phase 2: Implementation (Months 7-24)	Promotion of alumni surveys (WP3). Coverage of study visits to the EU. Campaign for the launch of digital platforms (WP4). Promotion of Regional Alumni Clubs abroad.	SSU, UCU, Regional Partners	Launch of Web Hubs, Opening of Alumni Clubs in the EU
Phase 3: Impact & Closure (Months 25-36)	Dissemination of "Alumni Spotlight" stories. Organization of International Highlight Events (IHE). Publication of final reports and policy recommendations	SSU, NAQA, UCU	IHE 1 (Lviv), IHE 2 (Wrocław), Final Conference

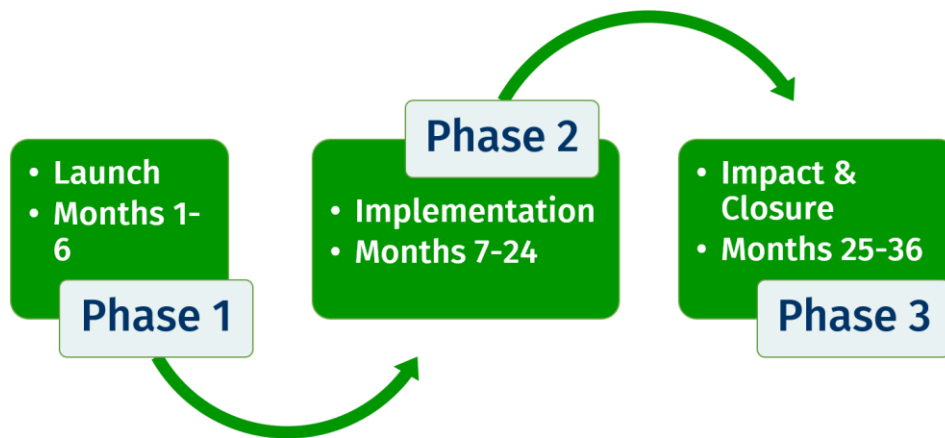


Figure 4.1 – Phases of Dissemination Activities

To provide a strategic visualization of the project's communication trajectory, the dissemination lifecycle is divided into three distinct, progressive stages, as illustrated in Figures 4.2 through 4.4. These phases reflect the evolving maturity of the project's results and the corresponding shift in communication focus.

#### Phase 1: Foundation and Awareness Building

The initial stage, covering the first year of the project, focuses on establishing the ALMEX brand identity and building the foundational infrastructure for outreach (Figure 4.2). During this period, the primary activities include the launch of the project website and social media channels, the publication of the first press release, and the broad dissemination of the Needs Analysis results. The objective is to generate initial interest among stakeholders and populate the contact database, laying the groundwork for future engagement.

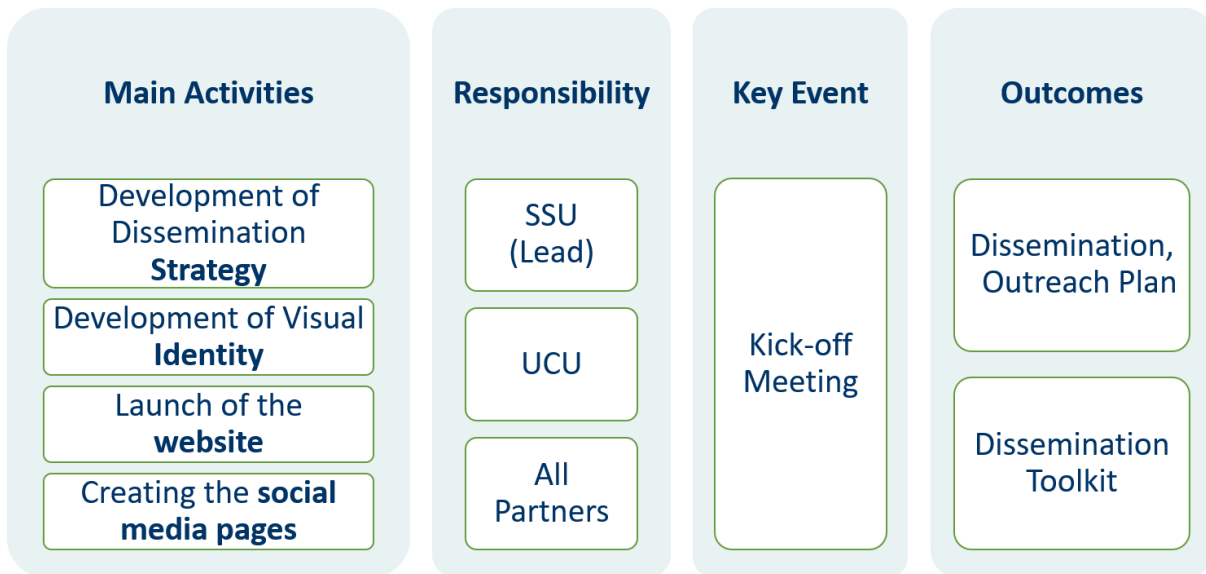


Figure 4.2 – The Phase 1 Content

## Phase 2: Active Engagement and Deployment

Spanning the second year, this phase represents the operational peak of the dissemination strategy (Figure 4.3). The focus shifts from general awareness to targeted mobilization as the core technical outputs – the Alumni Web Hubs and Mentorship Programs – are deployed. Communication activities are designed to drive user registration on the digital platforms, recruit mentors, and promote the inauguration of Alumni Offices. This stage is characterized by high-intensity campaigns aimed at converting passive followers into active participants of the project ecosystem.



Figure 4.3 – The Phase 2 Content

### Phase 3: Exploitation and Systemic Impact

The final phase leverages the accumulated results to influence systemic change at the national level (Fig. 4.4). The dissemination narrative pivots towards advocacy, focusing on promoting the Policy Recommendations to the NAQA and the Ministry of Education. Key activities include the International Highlight Events and the Final Conference, which serve as platforms for showcasing the project's legacy. The ultimate goal of this stage is to ensure the sustainability of the alumni networks and the institutionalization of the developed methodologies beyond the project's funding period.

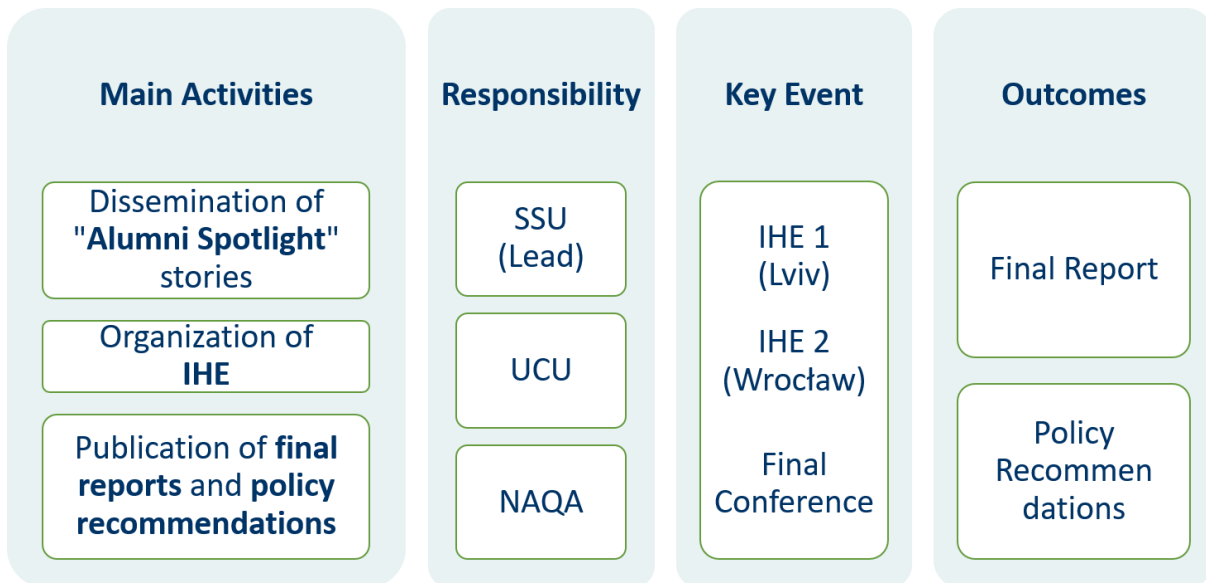


Figure 4.4 – The Phase 3 Content

## 4.2 Strategic Content Planning and Consortium Engagement

To translate the operational roadmap into a consistent narrative, the consortium has developed a base Content Plan. This document serves as the tactical schedule for the project's storytelling, breaking down the high-level dissemination phases into specific, weekly communication actions. The plan covers the entire 36-month lifecycle of the project, specifying the timing, thematic focus, and format for each publication – ranging from press releases regarding the launch of the Alumni Web Hubs to "Alumni Spotlight" features and sustainability training announcements. By strictly adhering to this schedule, the consortium ensures a regular heartbeat of information, preventing communication gaps and maintaining high engagement levels with target audiences throughout the project's duration.

However, the successful execution of this Content Plan relies fundamentally on the active and synchronized participation of all consortium members, not merely the Work Package leader. Achieving the project's ambitious impact indicators requires a shift from a centralized broadcasting model to a collective dissemination approach where every partner acts as a proactive



content generator. It is imperative that all universities, including EU partners (VU, UA, SGH) and Ukrainian institutions (SSU, UCU, ZNU, NUWEE, KNEU), take ownership of the project's narrative within their local ecosystems. This involves not only sharing centrally produced news but also creating unique, localized content that highlights their specific contributions, such as interviews with their own mentors or case studies of their alumni success stories.

This collective engagement is particularly critical for the long-term sustainability of the project results. By embedding regular dissemination habits into the daily operations of the partner universities' teams during the funding period, the project aims to build lasting institutional capacity. When the project formally concludes, this established culture of active communication will ensure that the Alumni Networks remain vibrant and that the digital tools developed continue to be utilized and promoted, thereby securing the legacy of the ALMEX project for future generations of students and graduates.



## 5. Monitoring and Key Performance Indicators

### 5.1 Comprehensive Key Performance Indicators

The monitoring framework for the ALMEX dissemination strategy is anchored in a set of rigorous quantitative indicators, as explicitly defined in the Grant Agreement. These metrics serve not merely as reporting targets but as vital instruments for measuring the project's reach, engagement, and systemic impact throughout its lifecycle and beyond. The consortium is committed to achieving, and where possible exceeding, the following Key Performance Indicators:

#### Digital Reach and Online Visibility

A primary measure of the project's awareness-building success is the volume of traffic directed to its digital assets. The target of > 7,000 Website Visits is a cumulative indicator that reflects the sustained interest of the academic community and the general public. During the implementation phase, this metric serves as a proxy for the effectiveness of promotional campaigns, while post-completion, it demonstrates the enduring value of the online repository as a knowledge hub.

Similarly, the goal of achieving > 10,000 Social Media Impressions across platforms (Facebook, LinkedIn) quantifies the project's ability to penetrate the digital feeds of the "Active Student" and "Global Alumnus" personas, ensuring that the project narrative remains visible in a crowded information space. To maintain this momentum, the consortium adheres to a strict frequency protocol of Regular Monthly Updates, guaranteeing a consistent stream of news that prevents audience attrition.

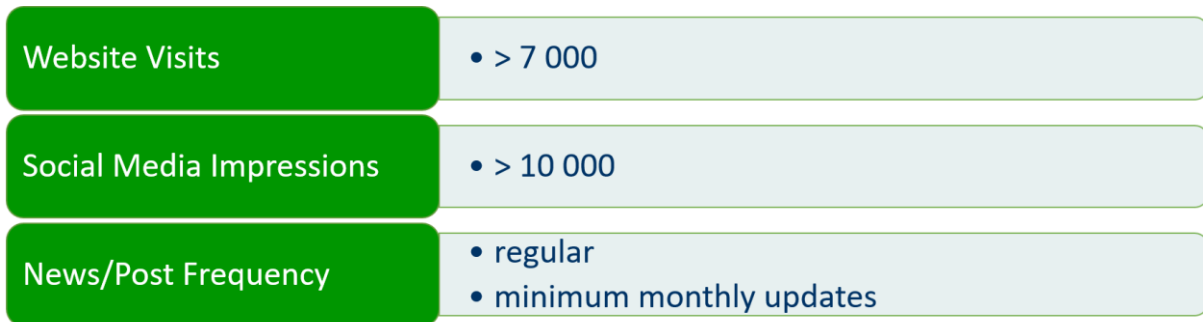


Figure 5.1 – ALMEX KPI. Website and Digital Presence

### Event Participation and Satisfaction.

The quality of stakeholder engagement is assessed through the attendance and feedback metrics of the project's physical gatherings. The International Highlight Events (IHE 1 & 2) are mandated to attract a total of 200 attendees (100 per event), a figure that validates the project's ability to mobilize a transnational community. Beyond mere headcount, the Participant Satisfaction Rate of > 85%, measured via standardized feedback forms, serves as a critical qualitative indicator.

During the project, high satisfaction scores justify the relevance of the training methodologies, while in the long term, they suggest a high probability that participants will become advocates for the new alumni management culture within their own institutions.

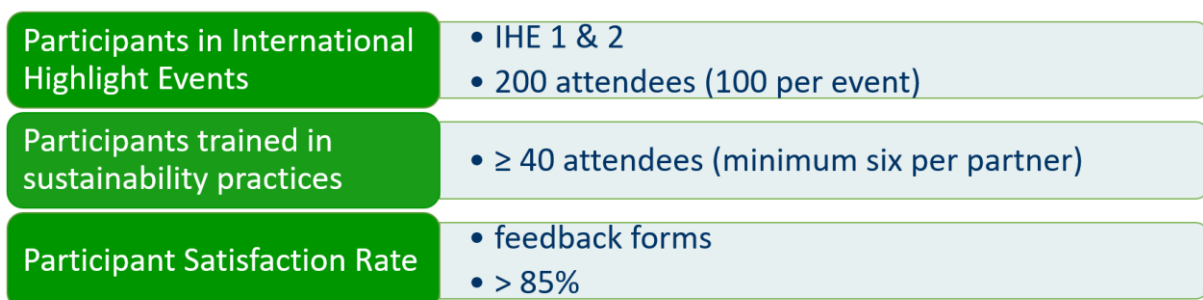


Figure 5.2 – ALMEX KPI. Events



## Media Presence and Content Generation

To ensure the project's visibility extends beyond the immediate academic circle, the strategy includes specific targets for media outreach. The issuance of 3 Official Press Releases and Newsletters aligns with the project's major milestones (Launch, Mid-term, Final), ensuring that high-level stakeholders in the Ministry and NAQA receive formal updates. Complementing this is the target of publishing > 10 Articles in External Media, which validates the project's newsworthiness to the broader public. Furthermore, the collection of 20 "Alumni Spotlight" Success Stories creates a bank of relatable content that humanizes the project's impact, serving as a powerful inspirational tool for future generations of students long after the project ends.

## Dissemination of Intellectual Outputs

The exploitation of the project's tangible results is tracked through the distribution of its core deliverables. The target of > 100 Downloads/Copies of Digital Materials (such as the Best Practices Report and the Roadmap) ensures that the intellectual property generated by the consortium is actively consumed and utilized by peer institutions. This indicator is a direct measure of the project's contribution to the modernization of the Ukrainian higher education sector.

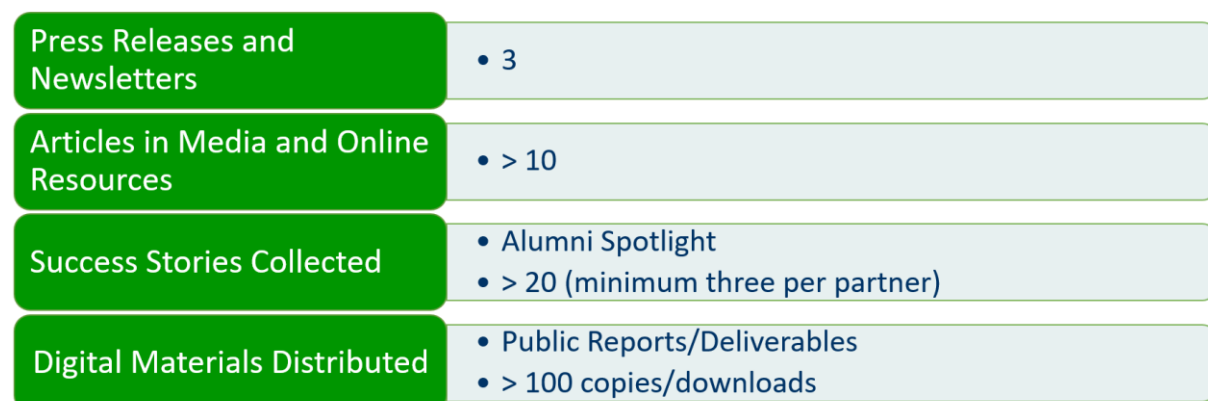


Figure 5.3 – ALMEX KPI. Materials and Media



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**ALUMNI  
MANAGEMENT  
EXCELLENCE:**

---

**BUILDING UNIVERSITY CAPACITY  
FOR SUSTAINABLE GRADUATE ENGAGEMENT**

101236357 – ALMEX – ERASMUS-EDU-2025-CBHE  
1 October 2025 – 30 September 2028



## Network Building and Institutional Partnerships

Finally, the project's systemic impact is measured by its ability to create lasting infrastructure. The establishment of a Contact Base of 200 Identified Stakeholders provides a tangible asset for future fundraising and policy advocacy. Moreover, the formalization of 12 Partnerships with Local Organizations to support the alumni clubs abroad is a critical sustainability indicator, demonstrating that the project has successfully embedded itself into the European civil society fabric, thereby securing support mechanisms for Ukrainian graduates in the EU for years to come.

The quality of the dissemination strategy implementation will be assessed based on quantitative indicators defined in the Grant Agreement. The final report on dissemination activities (D7.4 and D7.5) will be submitted in Month 36.



Figure 5.4 – ALMEX KPI. Stakeholders Engagement

To ensure a rigorous and transparent approach to project monitoring, the consortium has developed a comprehensive evaluation matrix (Table 5.1) that explicitly formalizes each KPI. For every metric, this framework clearly defines the minimum baseline value mandated by the Grant Agreement, alongside a more ambitious internal project target that serves as a managerial benchmark to drive excellence. Furthermore, it strictly identifies the concrete source of empirical evidence required for verification. Finally, it assigns clear accountability by designating a responsible partner and establishing a specific reporting frequency for each metric.



Table 5.1 - Contractual and Internal Dissemination KPI Governance Matrix

KPI	GA Target	Internal Target	Evidence	Reporting
Website visits	≥7,000	10,000	GA4 quarterly export (PDF archived in shared drive)	Quarterly
Unique users (Ukraine + EU)	≥4,000	6,000	GA4 audience report (geo filter export)	Quarterly
Social media impressions	≥10,000	15,000	Meta Insights report (export PDF)	Quarterly
Social media engagement rate	≥3%	≥5%	Platform analytics export (LinkedIn/Facebook)	Quarterly
Press releases / News articles	≥3	5	Published links + PDF archive (media clipping file)	Semi-annual
Project newsletters	≥3	4	Newsletter PDF + distribution list export	Semi-annual
Dissemination events organized	≥5	7	Event agenda + photos + participant list	After each event
Event participation (total)	≥200	250	Signed attendance sheets + photos	After each event
Stakeholder institutions engaged	≥30	40	Stakeholder registry (dissemination log)	Annual
Policy / institutional references to ALMEX	≥3	4	Official documents or public references (archived PDF)	Annual
Dissemination log completeness	100% quarterly submission	100%	Consolidated dissemination tracking file	Quarterly
Participant satisfaction (events)	≥80% positive feedback	≥85%	Aggregated feedback form report (Google Forms export)	After each event
Website content updates	≥12 posts/year	18 posts/year	Website archive screenshot + URL list	Quarterly
Visual visibility compliance (EU emblem + disclaimer)	100% of materials	100%	Visibility compliance checklist + sample archive	Ongoing



## 5.2 Monitoring Tools

To ensure rigorous monitoring of the KPIs defined below while maintaining cost-efficiency and sustainability, the consortium will utilize a suite of professional, open-access analytical instruments. These tools (Fig.5.2) have been selected to provide both quantitative data (reach) and qualitative insights (engagement/impact) without incurring additional licensing costs for the project budget.

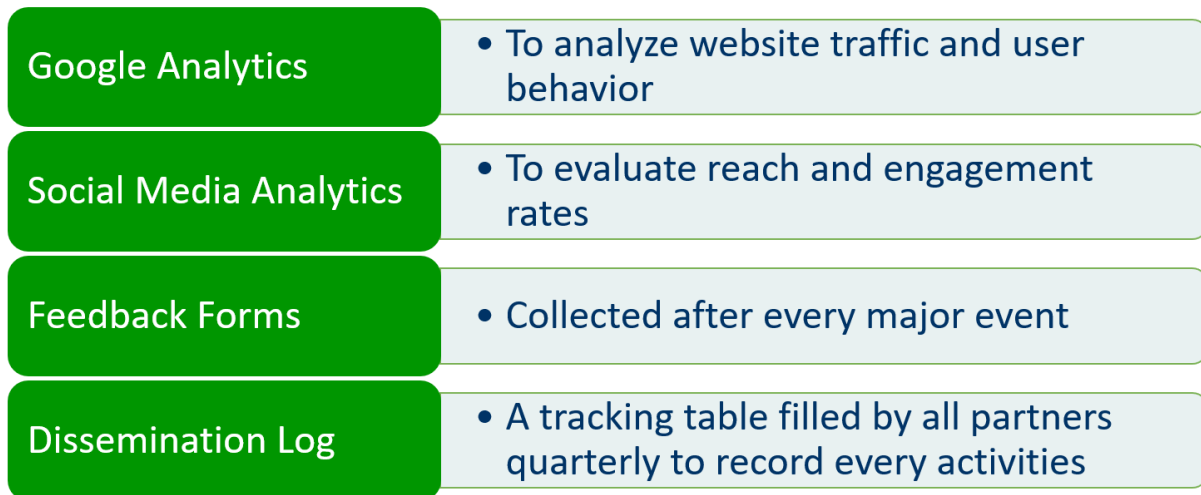


Figure 5.5 – Monitoring Tools

### Web Analytics

- Tools: Google Analytics 4 (GA4)
- Purpose: This is the primary tool for verifying the "Website Visits (> 7,000)" KPI. It allows for the granular analysis of user behavior, session duration, and the geographical distribution of visitors, which is crucial for demonstrating the project's reach in both Ukraine and the EU.
- Usage Methodology: The tracking code is embedded in the header of the main project website and the local Alumni Web Hubs (WP4). The WP7 leader generates monthly reports to track growth dynamics.
- Access & Cost: Free of charge (Standard Version).



## Social Media Insights

- Tools: Meta Business Suite & LinkedIn Analytics
- Purpose: Unlike basic reach metrics, these native tools enable the assessment of the "Engagement Rate" (likes, shares, comments), which serves as a proxy for the relevance of the content to the target personas ("Active Student", "Global Alumnus").
- Usage Methodology: Local communication managers review these dashboards weekly to optimize posting times and content formats (e.g., video vs. text) based on audience response.
- Access & Cost: Free built-in tools for all business and organizational accounts.

## Event Impact Assessment

- Tools: Google Forms / Microsoft Forms
- Purpose: Used to measure the "Participant Satisfaction Rate (> 85%)". This qualitative instrument is mandatory for all training workshops and International Highlight Events (IHE).
- Usage Methodology: A QR code linking to a standardized feedback form ([Annex G](#)) is displayed on the final slide of every presentation. For online events, the link is distributed via the chat function.
- Access & Cost: Free of charge; fully GDPR compliant when configured correctly (anonymous data collection).



## The Unified Dissemination Log

- Tools: Google Office
- Purpose: A centralized administrative tool used to track all dissemination actions that occur outside of digital channels ([Annex H](#)). It ensures full compliance with the reporting requirements of the Erasmus+ Programme.
- Usage Methodology: A shared cloud-based spreadsheet (Google Sheets) is accessible to all partners. Each partner is responsible for updating their log quarterly, providing evidence links or scanned documents.
- Access & Cost: Internal project tool (Free).



## 6. Crisis Management

Dissemination activities face potential risks, particularly given the unstable situation in Ukraine. Table 6.1 briefly describes it.

Table 6.1 – Dissemination activities face potential risks

Risk Description	Risk Level	Impact	Mitigation Strategy
Security Risks (Air raids, blackouts)	High	Disruption of online events or inability to post news on time.	Flexible scheduling; recording all webinars for asynchronous viewing; offline backup for materials.
Cyberattacks on Web Resources	High	Loss of data or reputational damage.	Robust cybersecurity measures for the Web Hubs; daily backups; alternative communication via social media if the site is down.
Low Engagement/ Participation	Medium	Failure to reach KPIs (e.g., low survey response).	Extending deadlines; utilizing "influencers" (famous alumni) to boost reach; paid promotion (if budget allows/is eligible).
Negative Feedback	Medium	Reputation damage (e.g., complaints about "bureaucracy").	Transparent communication; dedicated FAQ section; rapid official responses to misunderstandings.



## 7. Sustainability

To ensure the longevity of ALMEX results and their continuous positive impact on alumni communications, the consortium has integrated sustainability mechanisms (Fig. 7.1) directly into the dissemination framework.



Figure 7.1 – Sustainability Mechanisms

### Open Access and Knowledge Transfer

All key deliverables will be permanently available as OER on the project website and the Erasmus+ Project Results Platform. This open-access policy is crucial for multiplying the project's impact, as it allows any HEI in Ukraine and beyond to replicate the ALMEX methodology without financial barriers. By providing free access to these tools, the project fosters a culture of knowledge sharing that empowers university staff to continuously improve their communication strategies with graduates, ensuring that the "Alumni Management Excellence" standard becomes a sector-wide norm rather than an isolated experiment.



## Institutional Adoption and Policy Integration

The sustainability of the alumni associations created during the project is secured through the formal adoption of the Developed Communication Plans as official internal policies within the partner universities. This institutionalization ensures that alumni engagement ceases to be an ad-hoc activity dependent on external funding and instead becomes a core operational function of the university administration. Furthermore, by embedding the project's recommendations into the national quality assurance standards via NAQA, the project creates a regulatory environment where maintaining active communication with graduates is a requirement for accreditation. This systemic shift guarantees that universities will continue to invest resources in their alumni offices, thereby sustaining the vibrant communities built during the ALMEX lifecycle.

## Network Maintenance and Community Vitality

The "Community of Practice" established during the project is designed to be self-sustaining. The dissemination strategy has focused on identifying and empowering "Alumni Ambassadors" who will take over the moderation and animation of these channels after the project concludes. By shifting the ownership of the communication platforms from the project team to the alumni themselves, the strategy ensures that the dialogue remains authentic and dynamic. This peer-to-peer engagement model is the most effective way to maintain high levels of activity within the associations, as it transforms graduates from passive recipients of news into active co-creators of the university's future.



## Annex A: New Template (Web Site Publication)

### NEWS TITLE

URL (optional)

Category

Tags

Main image

Image description (optional)

Excerpt

[A brief summary for the main page — 1-2 sentences.

If there is none, we will take 1 sentence of the main text]

Introductory excerpt

Links

### PUBLICATION CONTENT

Image placement in the text (optional, If there should be photos in the text, indicate the place of insertion)

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority. Neither the European Union nor the granting authority can be held responsible for them.



## Annex B: Social Media Post Template

### TEMPLATE B.1. PROJECT LAUNCH

#### Platform

[Facebook / LinkedIn]

#### Publication date

[dd.mm.yyyy]

#### Image format

[For FB recommended 1080×1350 (portrait) /alternatively 1080×1080 (square).  
For LinkedIn, 1200×628 (landscape) may be used].

### MAIN CONTENT

#### Headline

Main body text (up to ~300 words)

Call to action

[Follow the project updates on our official channels.]

#### Hashtags

[#almex\_alumni #ErasmusPlus #CBHE #HigherEducation #AlumniEngagement]

#### Link (optional)

[URL]

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## TEMPLATE B.2. EVENT

### Platform

[Facebook / LinkedIn]

### Publication date

[dd.mm.yyyy]

### Event type

[meeting / training / workshop / roundtable / online session]

### Image format

[Announcement: 1080×1350 or 1200×628 (visual with date/place).

After the event: photo 1080×1350; stories 1080×1920].

## MAIN CONTENT

### Headline

[ALMEX: [event name] in [city] – [date]]

### Main body text (up to ~300 words)

[Announcement: what will happen, for whom, key topics, how to join.

Recap: what took place, who attended, 3 key takeaways/results, next steps]

### Call to action

[Registration / agenda / recap – via the link.]

### Hashtags

[#almex\_alumni #ErasmusPlus #CBHE #HigherEducation #AlumniEngagement]

### Link (optional)

[URL]

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## TEMPLATE B.3. DELIVERABLE

### Platform

[Facebook / LinkedIn]

### Publication date

[dd.mm.yyyy]

### Deliverable title

[D...: ...]

### Image format

[Cover 1080×1350 + 3 bullets; or a 3–5 slide carousel (cover → key insights → CTA).]

## MAIN CONTENT

### Headline

[New ALMEX deliverable published: [title]]

### Main body text (up to ~300 words)

[What is published; why it matters; who it is for; “what’s inside” (3 bullets); how to use it; where to download.]

### Call to action

[Access the deliverable via the link.]

### Hashtags

[#almex\_alumni #ErasmusPlus #CBHE #HigherEducation #AlumniEngagement]

### Link

[URL]

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## TEMPLATE B.4. STORY

### Platform

[Facebook / LinkedIn]

### Publication date

[dd.mm.yyyy]

### Image format

(1080×1350 (photo + key line) or a 3-slide carousel (context → action → result).

## MAIN CONTENT

### Headline

[ALMEX story: how we [change/step]...]

Main body text (up to ~300 words)

[Context/need; what was done; practical effect; what is next.]

Call to action

[Read more on the website / follow updates.]

### Hashtags

[#almex\_alumni #ErasmusPlus #CBHE #HigherEducation #AlumniEngagement]

### Link (optional)

[URL]

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## TEMPLATE B.5. ALUMNI STORY

### Platform

[Facebook / LinkedIn]

### Publication date

[dd.mm.yyyy]

### Featured alumnus/alumna (with consent)

[Name, role/title, graduation year (optional)]

### Image format

(1080×1350 (portrait + quote) or a 4-slide carousel (who → journey → university link → message).

## MAIN CONTENT

### Headline

[Alumni story: [one line on the value of staying connected]]

### Main body text (up to ~300 words)

[Briefly introduce the person; their link to the university; what alumni engagement enables; 1 quote; concluding message.]

### Call to action

[Share your story / stay connected.]

### Hashtags

[#almex\_alumni #ErasmusPlus #CBHE #HigherEducation #AlumniEngagement]

### Link (optional)

[URL]



## TEMPLATE B.6. RESULTS

### Platform

[Facebook / LinkedIn]

### Publication date

[dd.mm.yyyy]

### Image format

(1080×1350 (numbers/facts) or a 3–5 slide carousel (result 1–3 → next steps).

## MAIN CONTENT

### Headline

[Key ALMEX results for [period]]

### Main body text (up to ~300 words)

[3–5 results; brief meaning; what's next.]

### Call to action

[Stay tuned for the next milestones and updates.]

### Hashtags

[#almex\_alumni #ErasmusPlus #CBHE #HigherEducation #AlumniEngagement]

### Link (optional)

[URL]

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## Annex C: Content Plan

Table B1 – Press Release and Newsletter Plan

Year	Month	Month No	Publication Topic	Comment
2026	March	M6	Official launch of the ALMEX project. Announcement of goals and partnership.	Press Release #1
2026	May	M8	Newsletter for the first six months.	Newsletter #1
2026	October	M13	launch of Web portals (Web Hubs).	Press Release #2
2027	February	M18	Newsletter for the second year	Newsletter #2
2028	September	M36	Final Press Release. Results of the ALMEX project.	Press Release #3
2028	September	M36	Newsletter for the third year	Newsletter #3



## Annex D: Newsletter Template

### NEWSLETTER TITLE

Subtitle

Issue number

Publication date

Coverage period

Introductory excerpt

Links

Newsletter Content

Introduction

Main project update

Key news and events

Upcoming activities and next steps

Image placement in the text (optional)

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority. Neither the European Union nor the granting authority can be held responsible for them.



## Annex E: Press Release Template

### PRESS RELEASE TITLE

Place of issue

Press release date

### PRESS RELEASE CONTENT

#### Headline

Lead paragraph

Main body text

Quote

Additional quote (optional)

Project boilerplate

Institutional boilerplate (optional)

Closing sentence

Links to photos and press materials

Note on attachments (optional)

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## Annex F: Roll Up Template



### MAIN CONTENT BLOCK

Main headline

Subheadline

Short project description

Key message 1

Key message 2

Key message 3

Key message 4

### INFORMATION BLOCK

Partnership

Target groups

Project duration

Contact information

QR-код / QR code





## Annex G: Event Feedback Form Template

### Event Feedback Questionnaire

**Project Title:** ALUMNI MANAGEMENT EXCELLENCE (ALMEX) | 101236357 — ERASMUS-EDU-2025-CBHE

**Event Name:**

\_\_\_\_\_

**Date:** \_\_\_\_\_ **Location/Platform:** \_\_\_\_\_

**Dear Participant!** Thank you for attending this event organized within the framework of the Erasmus+ ALMEX project. Your feedback is crucial for our continuous improvement and for measuring our project's impact. Please take 3 minutes to complete this survey.

#### I. Participant Profile

1. Which category best describes your role? [ ] Student [ ] Alumnus / Graduate [ ] University Staff / Administrator [ ] Employer / Business Representative [ ] Policy Maker / NGO [ ] Other: \_\_\_\_\_

#### 2. Institution / Organization:

\_\_\_\_\_



## II Event Evaluation

Please rate the following statements from 1 (Strongly Disagree / Poor) to 5 (Strongly Agree / Excellent).

Content & Quality	1	2	3	4	5
1. The event met my overall expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The topics covered were highly relevant to my professional/academic needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The quality and expertise of the speakers were excellent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The materials/presentations provided were useful and clear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Organization & Logistics	1	2	3	4	5
5. Pre-event communication and registration were efficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The venue / digital platform was suitable and well-managed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



7. Time management of the agenda was appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Networking & Impact	1	2	3	4	5
8. The event provided sufficient opportunities for interaction and networking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I gained new knowledge/skills regarding alumni relations or career development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### III. ALMEX Specific Engagement

10. Are you interested in joining the ALMEX Digital Alumni Web Hub?   
Yes  No  I am already registered

11. Would you like to participate in the ALMEX Mentorship Program?   
Yes, as a Mentor (sharing experience)  Yes, as a Mentee (learning from alumni)  Not at this moment

### IV. Open Feedback

12. What was the most valuable aspect of this event?

13. How could we improve future ALMEX events?



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## V. Data Protection (GDPR)

I agree that my anonymized responses will be used for the ALMEX project evaluation, quality assurance, and reporting to the European Education and Culture Executive Agency (EACEA).

**Thank you for your feedback!**



## Annex H: Dissemination Log Template

	A	B	C	D	E	F	G	H
1	No	Partner Title	Activity Title	Activity Description	Date In	Digital Tools	Media Tools	Links on materials
2								
3								



## Annex I: Photo Consent & EU Attribution Checklist

**Project Title:** ALUMNI MANAGEMENT EXCELLENCE (ALMEX) | 101236357 — ERASMUS-EDU-2025-CBHE

**Purpose:** This checklist must be completed by the responsible partner before publishing any photos or videos from ALMEX project events on the official website, partner websites, or social media channels. It ensures full compliance with GDPR and Article 17 of the Grant Agreement regarding EU visibility.

### I. GDPR & Privacy Compliance

**1. Registration/Attendance Consent:** The event registration form and/or the physical Attendance List included a clear privacy clause informing participants about photo/video recording and its future use for project dissemination..

**2. Opt-Out Management:** Participants who explicitly refused to be photographed are **NOT** identifiable in the selected photos.

### II. EU Visibility & Branding

*Photos used for official dissemination MUST demonstrate that the event was co-funded by the EU.*

**3. EU Emblem Presence:** At least one of the primary photos selected for publication clearly shows the ALMEX Project Roll-up, presentation slide, or poster containing the **European Union emblem** AND the "**Co-funded by the European Union**" statement.

- *Alternative:* If physical branding is missing in the photo, the EU emblem and funding statement have been digitally added as a watermark to the image.



**4. ALMEX Logo:** The official ALMEX project logo is visible in the photos or added according to the Brand Book guidelines.

**5. Visual Quality:** The selected photos are of high quality, well-lit, and project a professional, academic image suitable for the project's target audiences.

### III. Social Media & Website Publication

*Checklist for the text accompanying the photos.*

**6. Official Hashtag:** The post caption includes the mandatory project hashtag: #alumni\_almex.

**7. Partner Tagging:** All relevant consortium partners, speakers, and the National Erasmus+ Office in Ukraine are tagged in the social media post..

**8. Disclaimer (if required):** If the post contains opinions or policy recommendations, the standard EU disclaimer is included: *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only..."*

### IV. Final Approval

I confirm that the selected visual materials comply with the GDPR privacy regulations and the visual identity requirements of the ALMEX project and the Erasmus+ Programme.

**Date** \_\_\_\_\_ **Signature (or Checkbox for digital forms):**

Approved for Publication