



INGENIUM
European University

Deliverable 10.2

INGENIUM Dissemination and Exploitation Strategy

Work package 10 – Impact and Dissemination

Call: ERASMUS-EDU-2022-EUR-UNIV (EUROPEAN UNIVERSITIES)
Topic: ERASMUS-EDU-2022-EUR-UNIV-2

Proposal number: 101090042
Proposal acronym: INGENIUM

Project duration: from 1 January 2023
to 31 December 2026

COORDINATOR
University of Oviedo (UNIOVI), Spain

PARTNERS
Medical University - Sofia (MUS), Bulgaria
University of Crete (UoC), Greece
Karlsruhe University of Applied Sciences (HKA), Germany
South-Eastern Finland University of Applied Sciences (XAMK), Finland
University 'G. d'Annunzio', Chieti-Pescara (Ud'A), Italy
University of Skövde (HS), Sweden
Munster Technological University (MTU), Ireland
University of Rouen, Normandy (URN), France
'Gheorghe Asachi' Technical University of Iasi (TUIASI), Romania

Project URL: <https://ingenium-university.eu/>

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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

Table of contents

Document information	7
Document history	7
Definitions & Acronyms	8
I.Context	9
I.1. European Commission	9
I.2. About INGENIUM	9
I.3. INGENIUM general objectives	10
I.4. The Consortium	10
I.5. Communication rules	11
II. Communication & dissemination objectives	11
III. Fostering Linguistic, Cultural, Individual Diversity and Accessibility	13
III.1. Language and Cultural Inclusiveness	13
III.2. Diversity of Individuals	13
III.3. Accessibility	13
IV. Target audience	14
IV.1. Audience insights	14
IV.2. Target groups	17
IV.3. Personas	17
V. Key messages	19
VI. Activities & channels	26
VI.1. Visual identity & assets	26
VI.1.1. The logo	26
VI.1.2. The font	26
VI.1.3. The color gradient	27
VI.1.4. Promotional items	27
VI.2. Channel mix	30
VI.3. Website	31
VI.3.1. Sitemap diagram	31
VI.3.2. Website navigation	32
VI.3.3. Content proposals	32
VI.3.4. Editorial Calendar	33

VI.3.5. Best Practices when writing a piece of content.....	34
VI.3.6. SEO Best Practices	34
VI.3.7. Text structure.....	35
VI.4. Newsletter.....	37
VI.4.1. Newsletter Database.....	38
VI.5. Social Media.....	39
VI.5.1. Best Practices on Social Media.....	39
VI.5.2. Instagram Tactics.....	40
VI.6. YouTube Tactics.....	44
VI.7. Twitter Tactics.....	45
VI.7.1. Twitter Page.....	46
VI.7.2. Twitter Post.....	46
VI.8. LinkedIn Tactics.....	47
VI.8.1. LinkedIn AD Simulation.....	47
VI.9. Social Media Calendar	48
VI.10. Social Media Planner	48
VI.11 10 days of INGENIUM.....	49
VI.11.1. Dedicated website landing page	52
VI.11.2. Media Kit.....	54
VI.11.3. Leveraging Social Networks for Amplification.....	54
VI.11.4. Social Media Planner.....	55
VI.12. Institutional level of communication	55
VII. KPIs: Tracking & report.....	55
Conclusion.....	58
Annexes.....	59
Annex 1.....	59
Specific persona profiles to the University of Oviedo (UNIOVI - ES).....	59
Specific persona profiles to the Medical University of Sofia (MUS - BG).....	61
Specific persona profiles to the University of Crete (UoC - EL).....	63
Specific persona profiles to the Karlsruhe University of Applied Sciences (HKA - DE).....	64
Specific persona profiles to the South-Eastern Finland University of Applied Sciences (XMKA - FI).....	70
Specific persona profiles to the University "G. d'Annunzio" of Chieti – Pescara (Ud'A - IT).....	73
Specific persona profiles to the Munster Technological University (MTU - IE).....	75
Specific persona profiles to the University of Rouen-Normandy (UR - FR).....	79

Specific persona profiles to the Gheorghe Asachi Technical University of Iasi (TUIASI - RO)	80
Annex 2	83
INGENIUM Styleguide	83
Annex 3	104
Bottle	104
Mesh	106
Notebook	107
Pencil	108
QR Card	109
T-shirt	109
Roll-up	110
Stickers	111
Tote bag	112
Annex 4	114
Background conference - regular	114
Background conference - reflect	114
Badge for host	115
Badge for guest	115
Certificate of attendance	116
Email signature	119
Envelope	120
Metal pin	121
Pen	122
Annex 5	123
Sitemap	123
Navigation	124
Footer	124
Annex 6	125
Newsletter	125
Annex 7	126
10 days of INGENIUM website landing page	126

List of tables

Table 1. Do's and Don'ts in Tone of Voice – PROFESSIONAL Value.....	23
Table 2. Do's and Don'ts in Tone of Voice – INFORMATIVE Value.....	23
Table 3. Do's and Don'ts in Tone of Voice – INCLUSIVE Value.....	24
Table 4. Do's and Don'ts in Tone of Voice – ENGAGING Value.....	25
Table 5. KPIs aimed to achieve for the website and newsletter.....	57
Table 6. KPIs aimed to achieve for Social Media.....	58

List of figures

Figure. 1. INGENIUM Persona – the Student.....	17
Figure. 2. INGENIUM Persona – the Professor/Researcher.....	18
Figure. 3. INGENIUM Persona – the Administrative Staff.....	18
Figure. 4. Logo INGENIUM.....	26
Figure. 5. Image of the recommended font - Montserrat.....	26
Figure. 6. INGENIUM color gradient.....	27
Figure. 7. Sample of promotional item – Notebook.....	28
Figure. 8. Sample of promotional item – Cup.....	28
Figure. 9. Sample of promotional item – Roll-up.....	29
Figure. 10. Sample of promotional post on Instagram.....	30
Figure. 11. Sample of promotional image.....	30
Figure. 12. Image of the site map.....	31
Figure. 13. Image of the website page.....	32
Figure. 14. Sample of the editorial calendar.....	33
Figure. 15. Sample of the newsletter.....	38
Figure. 16. Instagram page look.....	42
Figure. 17. The first Instagram post.....	43
Figure. 18. Twitter page look.....	46
Figure. 19. The first Twitter post.....	46
Figure. 20. Social Media Calendar.....	48
Figure. 21. Social Media Planner.....	49
Figure. 22. Sample of promotional item - Bag.....	50
Figure. 23. Sample of promotional item - Notebook.....	50
Figure. 24. Sample of promotional item - T-shirt.....	51
Figure. 25. Sample of promotional item - Pens.....	51
Figure. 26. Sample of promotional item - Bootle.....	52
Figure. 27. Sample of promotional card with QR-code.....	52
Figure. 28. Sample landing page prototype.....	53
Figure. 29. Social media planner.....	55

Document information

Project number	101090042	Acronym	INGENIUM
Full title	INGENIUM Alliance European Universities		

Deliverable number: D10.2	Title	INGENIUM Dissemination and Exploitation Strategy
Work package number: 10	Title	Impact and Dissemination
Tasks related:	Task 10.2 – INGENIUM Dissemination and Exploitation Strategy	
WP lead beneficiary	„Gheorghe Asachi“ Technical University of Iasi (TUIASI)	

Due date	M6 – June 2023		
Delivery date	30/06/2023		
Status	Version: V03	Draft <input type="checkbox"/>	Final <input checked="" type="checkbox"/>
Type	R-Document, report <input checked="" type="checkbox"/> DEC-Websites, patent filings, videos, etc. <input type="checkbox"/> OTHER <input type="checkbox"/>		
Dissemination level	SEN-Sensitive <input type="checkbox"/> PU-Public <input checked="" type="checkbox"/>		

Description of the deliverable (3-5 lines)	The INGENIUM Dissemination and Exploitation Strategy details all elements of the communication, dissemination and exploitation policy, such as the different target groups at local, European and international level, the successive communication stages, with the appropriate messages for the specific audiences targeted. The strategy defines the Alliance corporate identity and the user rules, and the main communication activities and tools (Press releases / Articles / Interviews / Social Media / etc.). The strategy also takes into account EU communication rules and guidelines to ensure compliance.
Key words	Communication, Dissemination, Exploitation, Target audience, Key messages, Visual identity, Website, Newsletter, Social media.

Document history

Date	Version	Prepared by	Description
15/06/2023	V01	Nicolae Lucanu	First draft

16/06/2023	V02	Nicolae Lucanu	Second draft
21/06/2023	V02.1	Feedback from UNIOVI	Second draft
28/06/2023	V03	Nicolae Lucanu	Final version

Definitions & Acronyms

Definition/Acronym (in alphabetical order)	
AD	Advertisement
CTA	Call-to-action
HIS	University of Skövde
HKA	Karlsruhe University of Applied Sciences
KPIs	Key Performance Indicators
MTU	Munster Technological University
MUS	Medical University - Sofia
QR code	Quick Response code
SEO	Search Engine Optimization
TOV	Tone of Voice
TUIASI	“Gheorghe Asachi” Technical University of Iasi
Ud'A	University “G. d’Annunzio”, Chieti-Pescara
UGC	User Generated Content
UNIOVI	University of Oviedo
UoC	University of Crete
URL	Uniform Resource Locator
URN	University of Rouen Normandy
WP	Work Package
XAMK	South-Eastern Finland University of Applied Sciences

I.Context

Embracing the Communication Ecosystem: Navigating the Contextual Landscape for Effective Impact and Dissemination within INGENIUM

I.1. European Commission

The European Council's Conclusions in December 2017 and subsequent resolutions have urged support from Member States, the Council, and the European Commission for the establishment of 'European Universities'. These initiatives aim to deepen collaboration through transnational alliances and the implementation of the European Universities initiative.

The objective is to expand the number of European Universities to 60, comprising over 500 higher education institutions by mid-2024, supported by a budget of EUR 1.1 billion under Erasmus+ for 2021-2027. These alliances hold the potential to generate extensive and long-term cooperation, resulting in significant European added value.

The higher education sector, including European Universities, plays a crucial role in implementing the European Innovation Agenda and has seen remarkable institutionalized cooperation among 44 operational European Universities involving 340 institutions across Europe, establishing a sustainable framework for excellence in higher education.

I.2. About INGENIUM

INGENIUM - European University is an ambitious alliance of 10 universities from EU member states, supported by various organizations such as governments, industries, and civil society groups. With diverse backgrounds and activities, **we complement each other in education and research, creating a platform for cooperation and learning.**

The goal of the INGENIUM Alliance is to **enhance inter-university cooperation and become a fully integrated European University with ten campuses across the Union.** We aim to offer **accredited higher education degrees** through a single quality assurance policy.

Our **focus areas** include expanding joint programs, innovating in academic offerings, and providing opportunities for students to customize their study programs. We prioritize pedagogical innovation, entrepreneurship, inclusiveness, and sustainability.

I.3. INGENIUM general objectives

Our objectives are to foster knowledge sharing, raise awareness of challenges and the role of cooperation, and ensure the long-term sustainability of the Alliance. Through these efforts, we aim to create a thriving community that collaboratively tackles the complexities of higher education and drives positive change for the benefit of all involved.

1. We strive to increase awareness and understanding of the INGENIUM Alliance, its objectives, and the outcomes it aims to achieve. We are committed to effectively communicating the purpose and impact of the Alliance, ensuring that its mission and accomplishments are widely recognized and comprehended.
2. We aim to create an environment that enables seamless sharing of knowledge pertaining to the activities of the Alliance. Through effective facilitation, we aim to foster a culture of open communication and collaboration, allowing for the efficient exchange of information and ideas among the members of the Alliance.
3. We aspire to increase awareness among the university community about the challenges that universities encounter in the current landscape and the significant role that cooperation plays in addressing and overcoming these challenges. By emphasizing the importance of collaboration, we aim to educate and engage students, faculty, and staff in meaningful discussions about the potential of collective efforts in overcoming obstacles and driving positive change within the academic sphere.
4. Our commitment extends beyond the pilot project, as we strive to establish a sustainable and enduring Alliance. We aim to achieve this by developing robust strategies, establishing strong governance structures, seeking opportunities for continued funding, and nurturing strategic partnerships. Through these efforts, we aspire to create a foundation that supports the Alliance's ongoing existence and maintains its impact in the ever-evolving landscape of higher education.

I.4. The Consortium

Led by the 400-year-old University of Oviedo (UNIOVI - ES), the Alliance involves prestigious and forward-looking universities:

- > the Medical University of Sofia (MUS - BG);
- > the University of Crete (UoC - EL);
- > the Karlsruhe University of Applied Sciences (HKA - DE);
- > the South-Eastern Finland University of Applied Sciences (XAMK - FI);

- > the University "G. d'Annunzio" of Chieti – Pescara (Ud'A - IT);
- > the University of Skövde (HS - SE);
- > the Munster Technological University (MTU - IE);
- > the University of Rouen-Normandy (UR - FR);
- > the Gheorghe Asachi Technical University of Iasi (TUIASI - RO).

I.5. Communication rules

Our strategy is designed to **comply with the communication rules of the European Commission and to the five milestones of the communication strategy**. We will closely monitor our adherence to these rules to ensure a successful strategy implementation.

By following the communication rules, we strive for effective information flow and engagement with our target audience. **Transparency, accuracy, and clarity** are our focus in conveying key messages. We seek to **foster trust, promote inclusivity, and facilitate meaningful dialogue** among stakeholders.

Regular assessment and monitoring will be crucial in identifying areas for improvement. Gathering feedback and insights will help refine our approach, ensuring agility and alignment with the evolving needs of the higher education sector.

Ultimately, our goal is a successful communication strategy supporting the thriving, adaptive higher education sector and **contributing to Europe's resilience and recovery**. Upholding the rules and monitoring progress will maximize the positive impact and **drive meaningful change in the higher education landscape**.

II. Communication & dissemination objectives

Where do we want to be?

The following objectives have been established to guide and drive the communication strategy for INGENIUM European University:

1. **Create awareness, visibility & regional awareness of the INGENIUM European University:**
 - a. Raise awareness, visibility and understanding of INGENIUM European

University's mission, achievements, and collaborative impact among the university community and key stakeholders over a four-year period.

Success of this objective will be measured by achieving the KPIs in Section VII. KPIs: Tracking & report that cover the communication channels chosen for this strategy.

- b. Strengthen the INGENIUM European University community by fostering active engagement and collaboration among Alliance members and stakeholders through a diverse range of events, including but not limited to workshops, conferences, and networking sessions, both public and internal. This aims to enhance understanding and motivation to contribute positively to higher education over a four-year period.

Success will be measured by organizing at least 30 events during the four-year period.

HOW will we achieve this objective?

To reach our awareness objective, we inform people about what INGENIUM is, what it intends to do, what solutions it found to the challenges faced by the target audience, by utilizing social media platforms to increase the University's online presence and engage with a wider audience. We do direct outreach on **outbound channels** such as email, events, networking and for people that prefer to do their own research, we have **inbound channels** such as social media, newsletter, website, SEO (articles written considering SEO best practices), Press that lead to the website and INGENIUM official pages.

2. Facilitate knowledge sharing around the Alliance activities:

- a. Facilitate knowledge sharing around the Alliance activities within the INGENIUM European University community by developing and following an editorial calendar content plan for the website and social media platforms, encompassing various types of content such as articles, case studies, shared documents, and discussions over a four-year period.

HOW will we achieve this objective?

To facilitate knowledge sharing around the Alliance activities INGENIUM provides valuable resources such as articles, case studies, white papers, etc. that highlight the University's expertise and contributions to higher education.

3. Sustain the Alliance beyond the pilot project lifetime.

- a. After the second year, **develop a comprehensive strategic plan** outlining the long-term vision, objectives, and action steps for the sustainable and enduring Alliance. Ensure alignment with the values and mission of the Alliance. Have the strategic plan finalized and approved by all member universities within the first year.
- b. Develop and implement a continuous **improvement plan**, including regular

evaluations and feedback mechanisms, to monitor the Alliance's impact and ensure its relevance in the evolving higher education landscape.

HOW will we achieve this objective?

To sustain the Alliance beyond the pilot project lifetime, INGENIUM needs to engage in effective communication by using various communication channels to reach out to potential members and keep current members informed of the Alliance's activities and developments, to increase online presence. We aim to promote the benefits of the Alliance, continuously offer valuable resources, and highlight success stories of the people that will be part of the program. An important part of longevity is to be able to adapt the strategy. That's why we will track the results and create a report once per quarter.

III. Fostering Linguistic, Cultural, Individual Diversity and Accessibility

At INGENIUM European University, inclusivity and accessibility are paramount. With 10 universities from 10 different countries involved in the Alliance, it is crucial to ensure that all voices are heard and represented.

III.1. Language and Cultural Inclusiveness

Although British English will serve as the primary language for communication, we recognize the importance of embracing not only the diversity of languages but also the richness of cultures within the Alliance. In this regard, we will take into consideration the input from Work Package 9, which is tasked with ensuring language and cultural inclusiveness. This will involve finding ways to incorporate all the languages used by the respective universities in our communication activities, and also promoting and respecting the various cultural practices and traditions.

III.2. Diversity of Individuals

Moreover, INGENIUM European University is committed to fostering an environment that is inclusive of the diversity of individuals, including differences in background, perspective, disability, and other characteristics. We aim to create a space where every individual feels valued and included, and can thrive academically and personally.

III.3. Accessibility

Currently, the Alliance is leveraging the expertise and best practices of each individual university's accessibility guidelines. This collaborative approach empowers us to utilize a diverse and effective set of standards from the outset. Moving forward, we will be developing a set of unified accessibility guidelines for communication which will be adopted across the Alliance, ensuring that our community continues to be accessible and inclusive for all members.

This approach will help in establishing an inclusive and welcoming environment that respects and values the diversity of its members.

IV. Target audience

Who are we addressing?

We sought a more in-depth understanding of our audience, seeking key insights about the individuals whom we will be offering support and educational materials to.

IV.1. Audience insights

After analysing reports and statistics available online, we extracted the following main insights:

Students are the best at:

- Embracing cultural diversity and fostering cross-cultural understanding.
- Engaging in interdisciplinary learning and collaborative projects.
- Utilizing digital tools and technology for academic purposes.
- Participating in international exchange programs and mobility opportunities.
- Adapting to different learning environments and educational systems.
- Engaging in extracurricular activities, clubs, and student organizations.

The challenges students face are:

- Financial constraints and affordability of higher education.
- Balancing academic demands with part-time work and other responsibilities.
- Coping with academic pressure, exams, and deadlines.
- Navigating complex administrative processes and bureaucracy.
- Overcoming language barriers and adjusting to the language of instruction.
- Promoting inclusivity and addressing diversity-related issues on campuses.
- Ensuring a smooth transition from university to the workforce.

The needs students have are:

- > Access to financial aid, scholarships, and affordable education options.
- > Comprehensive career guidance and job placement support.
- > Mental health resources and counselling services on campus.
- > Language support and resources for non-native speakers of the language of instruction.
- > Enhanced support for student well-being and stress management.
- > Inclusive and diverse campus environments that promote equity and belonging.
- > Opportunities for research experience, internships, and practical training.

The students' pain points are:

- > Financial stress and the burden of student loans.
- > Academic stress and pressure to perform well.
- > Time management challenges and balancing multiple commitments.

- > Feeling overwhelmed by coursework and assignments.
- > Experiencing homesickness and adjusting to a new environment.
- > Dealing with the competitive nature of academic programs.
- > Coping with the social and emotional challenges of student life.

Professors & researchers are the best at:

- > Expertise in their respective fields and an in-depth understanding of their subjects.
- > Producing high-quality research and contributing to the advancement of knowledge.
- > Delivering engaging and informative lectures and facilitating meaningful discussions.
- > Mentoring and guiding students in their academic and research endeavors.
- > Collaborating with colleagues within and outside their institutions on interdisciplinary research projects.
- > Contributing to academic journals, conferences, and publications.

The challenges professors & researchers face are:

- > Balancing teaching responsibilities with research and administrative duties.
- > Coping with heavy workloads and time constraints.
- > Navigating complex bureaucratic processes and administrative tasks.
- > Addressing the demands for interdisciplinary research and collaboration.
- > Keeping up with rapidly evolving technology and digital tools for research and teaching.
- > Adapting to changing educational policies and standards.
- > Dealing with limited resources and funding constraints.
- > Managing work-life balance and avoiding burnout.

The needs professors & researchers have are:

- > Access to sufficient research funding and resources to support their projects.
- > Opportunities for career advancement, mentorship, and professional development.
- > Supportive institutional policies and frameworks that promote work-life balance.
- > Collaboration platforms and networks to facilitate interdisciplinary research.
- > Training and support in effective teaching methodologies and student engagement.
- > Recognition and rewards for high-quality teaching and research contributions.
- > Adequate support for research administration and grant proposal writing.
- > Access to state-of-the-art research facilities and technology.
- > Guidance on navigating bureaucratic processes and administrative tasks.
- > Opportunities for international collaborations and exchange programs.

The pain points of professors & researchers are:

- > Limited career advancement opportunities and job insecurity, especially for early-career researchers.
- > Challenges in bridging the gap between academic research and real-world applications.
- > Struggles with maintaining a healthy work-life balance and managing stress.
- > Difficulty in obtaining research funding and resources for projects.
- > Coping with the demands of publishing in prestigious journals and meeting publication targets.

- > Managing large class sizes and maintaining student engagement.
- > Balancing the need for academic freedom with institutional and funding requirements.
- > Dealing with issues of plagiarism, misconduct, and ethics in research.

Administrative staff is the best at:

- > Efficiently managing administrative processes and operations within higher education institutions.
- > Navigating complex bureaucratic systems and ensuring compliance with regulations.
- > Providing support and guidance to students, faculty, and staff members.
- > Coordinating academic programs, course scheduling, and registration processes.
- > Managing financial operations, including budgeting and financial aid administration.
- > Facilitating communication and collaboration between different departments and stakeholders.
- > Implementing and managing technology systems and platforms for administrative purposes.

The challenges administrative staff face are:

- > Coping with increasing workload and responsibilities.
- > Managing tight budgets and resource constraints.
- > Adapting to rapidly evolving technology and digital platforms.
- > Navigating complex legal and compliance frameworks.
- > Ensuring efficient and effective communication across the institution.
- > Addressing the needs and demands of diverse student populations.
- > Keeping up with changing educational policies and accreditation requirements.

The needs of the administrative staff are:

- > Professional development and training opportunities to enhance skills.
- > Adequate resources and support to manage workload effectively.
- > Access to updated technology systems and tools for efficient administration.
- > Streamlined and simplified administrative processes.
- > Collaboration and communication platforms to facilitate information sharing.
- > Recognition and appreciation for the importance of administrative roles.
- > Work-life balance support and flexible work arrangements.
- > Networking and knowledge-sharing opportunities with peers.

The pain points of the administrative staff are:

- > Feeling overwhelmed by the volume of administrative tasks.
- > Dealing with budget limitations and financial constraints.
- > Managing complex and time-consuming processes.
- > Balancing multiple priorities and deadlines.
- > Handling challenging or difficult interactions with stakeholders.
- > Coping with stress and pressure in a fast-paced environment.

IV.2. Target groups

Considering the context and the research, we will communicate with the following segments:

- > students;
- > professors & researchers;
- > administrative staff;
- > industry collaborators, local and national authorities, partner universities;
- > general public.

from all the 10 countries involved in the INGENIUM Alliance: Spain, Italy, Romania, Greece, Ireland, Sweden, Germany, Bulgaria, Finland, France.

IV.3. Personas

The following section presents the primary personas developed for INGENIUM, considering the unique characteristics of the target groups in each country. The INGENIUM personas provide an overview of the main directions, but they were created by each partner university at a country-specific level to ensure effective communication. The INGENIUM personas are listed below, while country-specific personas can be found in **Annex 1** for further reference.

Persona
Robert | The Student

DEMOGRAPHICS
Age: 24-year old
Gender: Non-binary individual
Key attributes: Ambition, Curiosity, Resilience.
Origin: South Europe

BIO
 Open-minded and ambitious, Robert, a non-binary medical student, actively seeks academic growth and career advancement. They participate in university life, seeking teamwork opportunities and representing their institution. Amidst a diverse student body, they tackle challenges like accessing program info and maintaining motivation.

BEHAVIOR
 Robert is an analytical and independent thinker who embodies curiosity and ambition. They prefer deep, meaningful social interactions, showing resilience while juggling multiple responsibilities. As a non-binary individual, they navigate their personal and professional life with authenticity and courage. Robert is seeking opportunities abroad, eager to discover new cultures, meet diverse individuals, and experience life away from home.

CHALLENGES

- Coping with intense study demands and stress in the medical field.
- Juggling work, academic, and familial duties.
- Dealing with societal biases as a non-binary person.
- Managing numerous obligations simultaneously, causing potential stress and self-doubt.

GOALS & NEEDS
 They aim to complete their medical degree successfully while gaining practical experience to enhance employability. They're driven to broaden their horizons through diverse cultural experiences and skill acquisition. In terms of needs, they require a balanced schedule for academics, work, and family, and seek support to navigate language and cultural challenges. They also need opportunities for hands-on application of their theoretical knowledge, and an environment that encourages their curiosity, ambition, and open-mindedness.

Co-funded by the European Union
 INGENIUM Alliance of European Universities - ERASMUS-EDU-2022-EUR-UNIV-2 | Project number: 101090042 20

Figure. 1. INGENIUM Persona – the Student



Persona

Annika | The Professor / Researcher

DEMOGRAPHICS
Age: 35-year-old
Gender: Female

Key attributes: committed, analytical thinker, innovative, expert in his/her field
Origin: Central Europe

BIO
 Annika is a motivated and ambitious researcher currently pursuing her doctoral degree. With a passion for learning and developing new ideas, she aims to connect with fellow researchers in multidisciplinary contexts and expand her research network. Annika's enthusiasm and determination drive her to disseminate research-based knowledge and make a meaningful impact in her field.

CHALLENGES

- Taking on too many tasks at once due to her enthusiastic nature.
- Finding assistance in formulating scientific and RCI-based texts into learning materials.
- Finding assistance in effectively communicating and popularizing scientific knowledge.
- Struggling to find colleagues in an international context.

GOALS & NEEDS
 Annika's goals and needs encompass connecting and cooperating with other researchers in multidisciplinary contexts, learning new research methods, and establishing connections between research, RCI, and teaching activities. She seeks to expand her research network, participate in networking events and research-themed workshops, and receive assistance in formulating scientific and RCI-based texts into learning materials. Improving communication skills, especially in popularizing scientific knowledge, and finding colleagues in an international context are also important to her.





Co-funded by the European Union

INGENIUM Alliance of European Universities - ERASMUS-EDU-2022-EUR-UNIV-2 | Project number: 101090042

21

Figure. 2. INGENIUM Persona – the Professor/Researcher



Persona

John | The Administrative Staff

DEMOGRAPHICS
Age: 43-year-old
Gender: Male

Key attributes: goal-oriented, openness to learning and collaboration, curiosity and Critical Thinking.
Origin: Northern Europe

BIO
 John is an Admissions Officer at a university, he manages a vital part of the admissions process and prides himself on his attention to detail. Highly contentious and dedicated, John's primary motivation is to ensure that the students are well served and that his work is organized efficiently. He is an outgoing individual with diverse interests outside his professional role.

CHALLENGES

- Managing a high current workload that involves handling a great many individual issues.
- Balancing work duties with personal life and maintaining a healthy work-life balance.
- Keeping up with new technologies and skills that are demanded in his field.
- Incorporating new requirements into his role and understanding how to effectively adopt them.

GOALS & NEEDS
 John's goals as an Admissions Officer include adapting his role to incorporate new requirements, providing a high-quality service to the students, and seeking guidance and policy during the admissions process. He values engagement, support, and opportunities for professional growth. John also aims to learn from new procedures, good practices, and professional experiences across Europe, collaborating with INGENIUM partners to benefit his university component. Clear guidance, policy, and resources are essential for him to fulfill his responsibilities effectively.





Co-funded by the European Union

INGENIUM Alliance of European Universities - ERASMUS-EDU-2022-EUR-UNIV-2 | Project number: 101090042

22

Figure. 3. INGENIUM Persona – the Administrative Staff

V. Key messages

How are we addressing?

The key messages were created in connection with the alliance tagline (CONNECT | SHARE | LEARN), and they are customized for each target group, as follows:

Robert | The Student

LEARN

Learn Your Potential: Embrace a university experience that prioritizes both your personal and professional growth, empowering you to discover your full potential and embark on a rewarding future.

Modern Resources to Learn: Access state-of-the-art resources and facilities that provide a cutting-edge learning environment, equipping you with the tools needed to excel in your academic and professional endeavours.

Annika | The Professor / Researcher

CONNECT

Connect in an Inspiring Academic Journey: At INGENIUM University, your academic journey is not solely about acquiring knowledge; it's a transformative experience that ignites your intellectual curiosity, broadens your perspectives, and equips you with the skills necessary to make a lasting impact while forging meaningful connections and fostering intellectual exchange.

Connect for a Real Impact in Education: Engage with a diverse academic community at INGENIUM University, connecting with like-minded individuals who share your passion for knowledge. Expand your network, unlocking doors to new opportunities for collaboration and intellectual growth, and make a meaningful and lasting impact by connecting with others, sharing your expertise, and contributing to the field of education.

Industry collaborators

CONNECT

Ignite a World of Innovation: Embark on a transformative journey with INGENIUM - European University and unlock boundless innovation potential. Join our vibrant network of 10 universities across Europe to collaborate, inspire groundbreaking research, and ignite technological advancements that shape the future.

Embrace Expertise that Drives Success: Embrace the power of industry-relevant expertise offered by our esteemed partner universities. From Spain to Finland, tap into a diverse pool of exceptional graduates and cutting-edge research that propels your industry forward. Together, let's conquer challenges, drive sustainable growth, and elevate your success to unprecedented heights.

Local and National Authorities

CONNECT

Empower the Future Generation Together: Join forces with INGENIUM - European University to empower the future generation. By collaborating to strengthen education systems across our ten countries, we can unlock the full potential of higher education, equipping students with cutting-edge knowledge and skills that fuel innovation, drive economic growth, and shape a prosperous future.

Drive Regional Prosperity and Thriving Economies: Seize the opportunity to catalyze regional development and foster thriving economies by embracing the integrated European University model of INGENIUM. By supporting our alliance, local and national authorities become catalysts of change, attracting investments, nurturing innovation ecosystems, and igniting job creation. Together, we can create vibrant, prosperous regions that thrive on knowledge and opportunity.

Partner Universities

CONNECT

Foster Collaborative Excellence: Partner universities of INGENIUM - European University embark on an exhilarating journey of fostering collaborative excellence. Together, we can harness our collective strengths, exchange groundbreaking ideas, and cultivate a vibrant platform for inter-university cooperation. Let's forge ahead to redefine the boundaries of education and research, propelling us to new heights of academic achievement and global impact.

Unlock Limitless Opportunities: Our alliance unveils a world of limitless opportunities for partner universities. From expanding joint programs to pioneering pedagogical innovation and tailoring study programs, INGENIUM empowers universities to unleash their full potential. Let's seize this extraordinary opportunity to create an educational landscape that nurtures intellectual curiosity, sparks creativity, and empowers students to thrive on a global stage. Together, we can shape the next generation of trailblazers and change-makers.

John | The Administrative Staff

SHARE

Share in Organizational Excellence: As a valued member of our administrative staff, you have the opportunity to share your expertise and contribute to the overall excellence of INGENIUM University. By working collaboratively with colleagues, you play a crucial role in providing an exceptional educational experience for our students.

Share in Personal and Professional Growth Opportunities: At INGENIUM University, we are committed to fostering your personal and professional growth. We provide numerous opportunities for sharing knowledge, development, skill enhancement, and career advancement, empowering you to thrive in your role and share in the university's success.

General public

SHARE

Be a Changemaker: Embrace the INGENIUM experience and become a catalyst of positive change. With innovative academic offerings, customizable study programs, and a focus on entrepreneurship, we empower the next generation to thrive in an ever-changing world. Together, let's unleash your potential, equip you with the knowledge and skills to make a lasting impact, and shape a future built on innovation, sustainability, and global collaboration.

Enriching Education, Empowering Futures: INGENIUM - European University is dedicated to enriching education for all, breaking barriers, and empowering individuals to reach their full potential. With our collaborative approach and inclusive learning environment, we foster inter-university cooperation that knows no boundaries. Join us in shaping a future where education becomes a transformative force, empowering the next generation to become catalysts of positive change in an ever-changing world.

Strategy

How do we get there?

The purpose of a value proposition is to clearly and succinctly communicate the unique value and benefits that a product, service, or offering provides to its target audience. It aims to capture the attention of the audience, differentiate the offering from competitors, and persuade them to choose the particular product or service being presented. A strong value proposition effectively addresses the needs, pain points, and aspirations of the target audience, showcasing how the offering can meet their specific requirements and deliver meaningful value. It helps establish a compelling and persuasive message that resonates with the audience and motivates them to take action.

This is the value proposition we propose: INGENIUM is an alliance of 10 European Universities that work together to offer innovative, high-quality education, promote intercultural competence and collaboration, and encourage entrepreneurship and digital learning.

Tone of voice

It should strike a balance between being **respectful and institutional / expert**, while also being **approachable and friendly**. The tone should **inspire trust, convey expertise**, and **foster a sense of community and collaboration**. It should be **clear, concise**, and **easy to understand**, catering to diverse audiences with varying levels of knowledge and backgrounds.

The tone should also demonstrate a **commitment to collaboration and cooperation** among the universities. It should promote the sharing of knowledge, resources, and best practices among students, academics, and administrative staff. Encouraging partnerships, joint research initiatives, and interdisciplinary collaborations can help convey the alliance's commitment to advancing education and research.

The general language recommended being used is **British English**, considering that the alliance is situated on the Europe continent.

Overall, the tone of voice should strike a balance between professionalism, inclusivity, clarity, and engagement. It **should create a positive and motivating atmosphere that inspires and empowers individuals** within the alliance to achieve their educational and professional goals.

The key values that the tone of voice must have are:

PROFESSIONAL

The communication should establish credibility and expertise within the academic community. The tone should also demonstrate a commitment to collaboration and cooperation among the universities. It should promote the sharing of knowledge, resources, and best practices among students, academics, and administrative staff. Encouraging partnerships, joint research initiatives, and interdisciplinary collaborations can help convey the alliance's commitment to advancing education and research.

Dos	Don'ts
Share updates on research publications, academic achievements, and notable contributions from faculty members.	Use informal language or slang.
Provide information about conferences, seminars, and workshops organized or attended by the university.	Share personal opinions or controversial content unrelated to academia.
Showcase the expertise and credentials of faculty members and researchers.	Make unsubstantiated claims or provide inaccurate information.
Share relevant industry partnerships and collaborations.	Engage in confrontational or disrespectful discussions.
Use formal language and appropriate academic terminology.	Overuse jargon that might alienate a broader audience.
"We are proud to announce the latest research publication by Dr. Smith, a leading expert in astrophysics."	"Our uni is totally crushing it! We've partnered with some major players in the AI field to create groundbreaking research."
"Join us for the upcoming international conference on sustainable development, where experts from various fields will discuss groundbreaking research."	"Our professors are like genius-level smart. They know pretty much everything there is to know."

"Our university has formed a strategic partnership with industry leaders to enhance practical learning opportunities for our students."	"We're hosting this super awesome webinar. It's going to be absolutely amazing!"
---	--

Table 1. Do's and Don'ts in Tone of Voice – PROFESSIONAL Value.

INFORMATIVE

The tone of voice should be informative, providing valuable and relevant information about the alliance's programs, initiatives, and opportunities. Clarity is essential to ensure that all messages are easily understood by a wide range of individuals, including those whose first language may not be English.

Dos	Don'ts
Share updates on academic programs, admissions, scholarships, and deadlines.	Overwhelm the audience with excessive details or technical language.
Provide information about the university's facilities, resources, and support services.	Make assumptions about the audience's prior knowledge.
Explain complex concepts or research findings in a clear and accessible manner.	Neglect to fact-check or provide references for the information shared.
Share important dates, such as orientation sessions or registration periods.	Ignore or dismiss questions or concerns from the audience.
Respond promptly to inquiries and provide helpful and accurate information.	Provide biased or one-sided information.
"Attention prospective students: The application deadline for our Master's programs is approaching. Don't miss this opportunity!"	"Hey, applications are closing soon. Hurry up if you want to stand a chance!"
"We offer a wide range of scholarships to support students from diverse backgrounds. Visit our website for more information."	"We have scholarships available, but you'll need to explore our website to find the appropriate information."
"Discover our state-of-the-art laboratory facilities that provide students with hands-on learning experiences in the field of biotechnology."	"Our research centers are cool. You should definitely explore them. We've got some amazing work happening!"

Table 2. Do's and Don'ts in Tone of Voice – INFORMATIVE Value.

INCLUSIVE

The tone should be inclusive and welcoming to students, academics, and administrative staff from diverse backgrounds. It should acknowledge and embrace the diversity of perspectives and cultures within the alliance. Using inclusive language and showcasing diverse voices and experiences can help create a sense of belonging and encourage participation from all stakeholders.

Dos	Don'ts
Use inclusive language that embraces diversity and avoids gender or cultural biases.	Use language or content that excludes or marginalizes specific groups.
Highlight success stories and achievements from students and faculty members representing various backgrounds.	Assume a homogenous audience or make generalizations.
Share events, initiatives, or resources that promote inclusivity and multiculturalism.	Disregard or dismiss concerns related to inclusivity and diversity.
Celebrate cultural holidays and observances from different communities within the university.	Avoid addressing cultural or social issues that are important to the community.
Actively engage with and respond to comments and inquiries from diverse individuals.	Engage in divisive or controversial discussions that may alienate certain individuals.
"At our university, we value and celebrate the diversity of our student community. Share your cultural heritage with us using #OurDiverseCampus."	"We're only interested in students who fit a particular mold. If you don't meet our criteria, we're not interested."
"Congratulations to Maria, a first-generation student, for receiving the prestigious academic achievement award!"	"The only reason Maria got the award was because of her family connections."
"We're committed to fostering an inclusive environment where everyone feels welcome and valued. Let's learn from each other's unique perspectives."	"We only prioritize our own culture here. Other perspectives don't hold much significance."

Table 3. Do's and Don'ts in Tone of Voice – INCLUSIVE Value.

ENGAGING

Engagement is key, so the tone should be engaging and conversational to spark interest and encourage interaction. This can be achieved through storytelling, personal anecdotes, or highlighting success stories of students and faculty members. Encouraging feedback, questions, and discussions can further enhance engagement and foster a sense of community within the alliance.

Dos	Don'ts
Use storytelling techniques to share experiences, challenges, and successes.	Overwhelm the audience with excessive content or frequent updates.
Ask questions to encourage audience participation and foster discussions.	Ignore or neglect audience interactions or questions.
Respond to comments, messages, and inquiries in a timely and friendly manner.	Use a one-way communication approach without actively engaging with the audience.
Conduct polls, surveys, or contests to gather opinions and promote engagement.	Dismiss or belittle comments or feedback from the audience.
Share user-generated content, such as student testimonials or photos from campus events.	Use clickbait or misleading tactics solely to generate engagement.
"What's your favorite study spot on campus? Share your photos and tag us for a chance to be featured!"	"Who cares about study spots? Just find any place and study. It doesn't really matter."
"We'd love to hear your thoughts! What topics would you like us to cover in our upcoming webinar series?"	"Don't bother asking questions. We might answer, but no guarantees."
"Congratulations to Lisa, one of our alumni, who just landed her dream job. Tell us about your post-graduation success stories!"	"Only successful stories allowed. If you didn't land a dream job, don't bother sharing."

Table 4. Do's and Don'ts in Tone of Voice – ENGAGING Value.

VI. Activities & channels

How exactly do we get there?

In the upcoming pages, we will outline our proposals for implementing the strategy and achieving our objectives.

VI.1. Visual identity & assets

VI.1.1. The logo



Figure. 4. Logo *INGENIUM*

VI.1.2. The font

Montserrat

AaBbCcDdEeFfGgHh
 IiJjKkLlMmNnOoPp
 QqRrSsTtUuVvWwXxYyZz

0123456789

Figure. 5. Image of the recommended font - Montserrat

A geometric sans-serif typeface that celebrates a special style of underline that is integrated into the letterforms found in the Montserrat neighborhood of Buenos Aires. Montserrat has subtle optical adjustments, which resulted in a sans serif family with multiple versions and multiple possibilities, both in the editorial and corporate realm.

In cases where Montserrat is not available, Arial will serve as the fallback font. Additionally, Arial is recognized as an accessible font and should be employed when accessibility is a crucial factor to consider. This ensures that content is easily readable and accessible to a broader audience.

VI.1.3. The color gradient

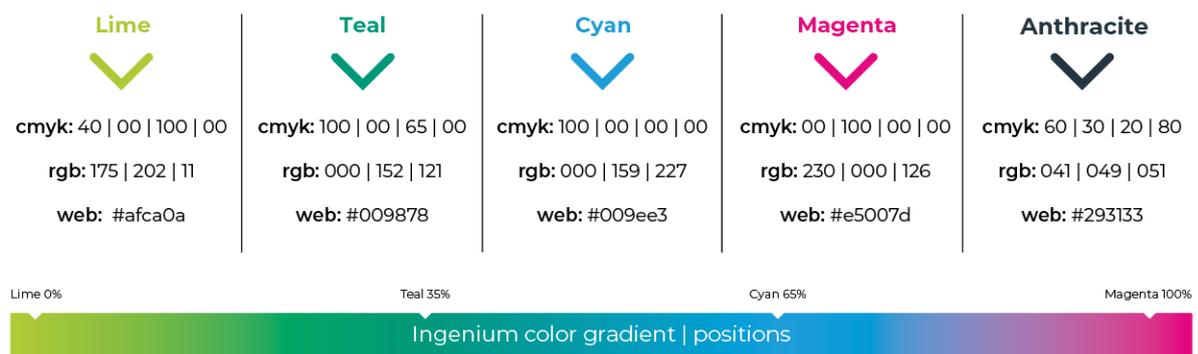


Figure 6. INGENIUM color gradient

You can find the complete style guide in **Annex 2**.

VI.1.4. Promotional items

The geometric shapes and the gradient footer can be used on promotional and print items.



Figure. 7. Sample of promotional item – Notebook



Figure. 8. Sample of promotional item – Cup



Figure. 9. Sample of promotional item – Roll-up

In social media, the same shapes can be used to add images.

All the promotional materials can be found in **Annex 3**, alongside the stationary assets in **Annex 4**.



Figure. 10. Sample of promotional post on Instagram



Figure. 11. Sample of promotional image

VI.2. Channel mix



Website: The website serves as the central hub for information, and provides an overview of programs, services, and resources available to the target audience.



Newsletter: This is an effective way to help the audience stay engaged and informed, to distribute to them regular updates, news, and important announcements to the target audience. It allows us to share relevant information such as upcoming events, research opportunities, new programs, deadlines, and other news.



Instagram: We will use this platform to communicate with the younger audience in a more vibrant and dynamic way. Instagram can help create a sense of community, generate excitement, and attract the attention of potential students, while also serving as a valuable

communication channel for current students and staff.

 **Twitter:** Twitter provides a fast-paced and concise way to share updates, news, and announcements with your target audience. It is particularly effective for real-time communication, quick responses to queries or concerns, and engaging in conversations.

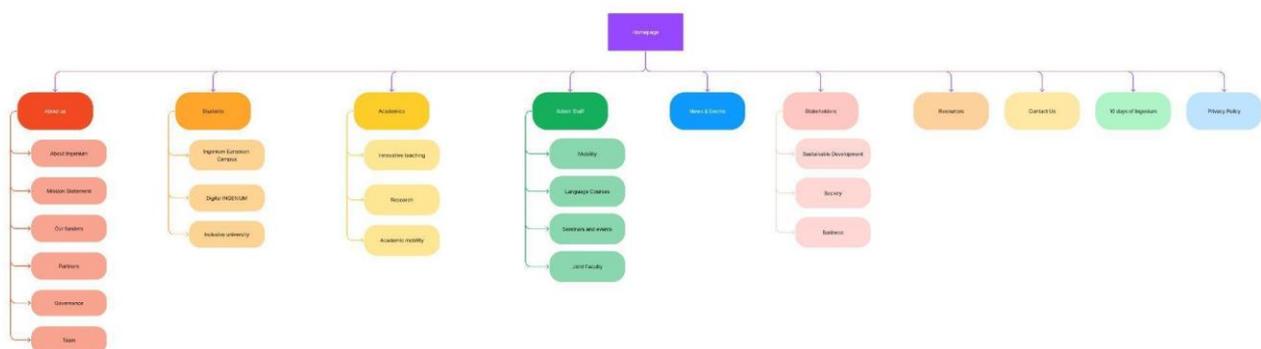
 **LinkedIn:** This is the professional space where we will connect with the students, professors, researchers, and the administrative staff. We can share with them research findings, academic achievements, job opportunities, and industry insights, but also calls for proposals, calls for applications, online events, etc. LinkedIn is also a valuable platform for alumni engagement, connecting with potential partners or sponsors, and establishing the institution's reputation in the professional world.

 **YouTube:** This is a powerful platform for sharing video content, such as lectures, tutorials, research presentations, and campus tours. It can serve as a valuable educational resource for students, professors, and researchers. It allows us to showcase the expertise of the institutions, and highlight success stories.

VI.3. Website

VI.3.1. Sitemap diagram

In developing the sitemap and navigation, we considered the existing identified requirements, ensuring they can be enhanced in response to future needs. It is important to note that the sitemap is an evolving document, designed to adapt and evolve based on the discovered needs during the 4 years of the project. The initial sitemap serves as a guideline and a starting point, offering a foundation that can be built upon as the project's needs change and grow. You can find the full-size sitemap, navigation, and footer in **Annex 5**.



[View full size](#)

Figure. 12. Image of the site map

VI.3.2. Website navigation

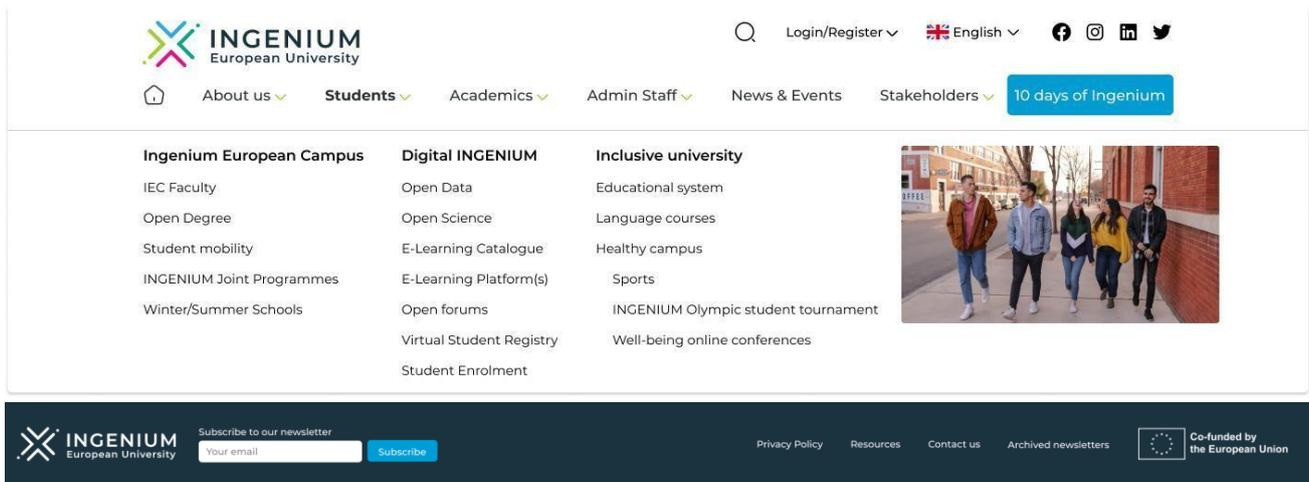


Figure. 13. Image of the website page

The website's navigation menu incorporates a designated blue section, strategically employed for highlighting upcoming significant events. This section is meticulously designed to provide users with a seamless and intuitive navigation experience, directing them to a dedicated page tailored for each respective event. Through this feature, users can effortlessly stay informed and engage with important events.

VI.3.3. Content proposals

To ensure optimal organic traffic, it is recommended to publish 2-3 articles per week. This frequency allows for consistent engagement and visibility among the target audience. Moreover, it is advisable to maintain a minimum article size of 800 words to provide sufficient depth and value to readers.

Equally important is the tone of voice (TOV) used across all platforms. Consistency in TOV helps to establish a recognizable and cohesive brand identity. Whether it is a blog post, social media update, or website content, maintaining a consistent tone reflects professionalism and builds trust with the audience. By aligning the TOV across platforms, the brand message becomes stronger and more memorable, fostering a cohesive and harmonious brand experience for users.

In the news section, the content will be grouped according to the following content categories:

> **Educational**

Content types: articles about values, educational context, challenges students&staff are facing.

Examples: Innovative and creative educational solutions, international mobility.

> **How to**

Content types: provide useful information, tips&tricks.

Examples: how students and staff can access an international educational program.

> **Resources**

Content types: ebooks, educational studies made by partners or others.

> **Interviews**

Content types: sharing personal experiences.

Examples: Expert story/Student story.

> **Expert Articles**

Content types: content developed by researchers.

Examples: Innovative methods of learning.

> **Case studies**

Content types: write about student or staff personal experiences, about how people benefitted of INGENIUM due to European funding.

> **Events**

Content types: promote all news, events and your partners' achievements.

VI.3.4. Editorial Calendar

Every month will be prepared an editorial calendar to plan and prepare all the needed resources for the development of the content.

June 2023							Themes:
							Educational Content
							How to
							Resources
							Interviews
							Expert Articles
							Case Studies/Success Stories
							Events/Workshops/News
							Other
WEEK 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		Educational Content		Resources			
WEEK 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	How to		Interviews				
WEEK 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		Expert Articles			Events/Workshops/News		
WEEK 4	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		Educational Content		Case Studies/Success Stories			

Figure. 14. Sample of the editorial calendar

VI.3.5. Best Practices when writing a piece of content

The following best practices will be considered when creating a piece of content:

Use Clear and Conversational Writing Style: We will avoid jargon and complex language, and break down long phrases into multiple sentences. Use multiple subheadings in your article when writing about different topics. Use bullet points in your articles for lists, values, to-do's etc. to improve readability.

Add blog categories: We will use categories for your blog to help readers navigate easily through your articles. Include categories such as success stories, interviews, podcasts or more specific ones such as educational wellness etc.

Use Call-to-Action (CTA): We will include clear and relevant CTAs within your blog posts to prompt readers to take specific actions: ask readers to share the article or invite them to download one of your resources (e-book about 10 days of INGENIUM).

Internal Linking: We will strategically include internal links within your blog posts of other articles or resources to guide readers to related content on your website.

Add social media sharing buttons: We will add social media buttons at the end of each article to encourage sharing and distribution of your blog articles across multiple social media platforms.

Use Visual Enhancements: We will incorporate visuals such as images, infographics, charts, and videos into your blog posts. Visual content can help convey information more effectively, break up text, and make your blog visually appealing.

Analytics and Optimization: We will use your content management platform analytics to gain insights into your blog's performance such as page views, bounce rate and time spent on pages.

VI.3.6. SEO Best Practices

SEO best practices play a vital role in optimizing web pages and blog articles for search engines. By implementing these practices, the visibility and discoverability of the content can significantly improve, leading to higher organic traffic and potential audience reach.

Key SEO best practices include:

- > **Metatitles** should have a maximum of 60 characters;
- > **Metadescription**s should have a maximum of 120 characters;
- > **Include keywords.** Use a main keyword in your url, blog title, at least in one subheading and in the blog content. Conduct a keyword research for related and similar keywords and include them in your article as well;
- > **URL** of the blog should have a maximum, 2048 characters;
- > Use **Alt tags** for your blog images;
- > Use a blog article structure to improve readability (see the structures proposed below);

- > One time per year is recommended to perform a **SEO and performance audit** to make sure the SEO ranking of the website is good.

VI.3.7. Text structure

These are two examples of text structure that we will use: one for a blog article, and one for a success story.

Blog Article Structure

[**BLOG POST TITLE**]

Add Photo

INTRODUCTION

Lead into the post with a short 100-200 word introduction.

BODY

SUBHEADING 1

Subtitle containing a few words describing what the next paragraph will be about.

Break content into multiple paragraphs.

MAIN SENTENCE/TESTIMONIAL/CATCH PHRASE from the article

SUBHEADING 2

Subtitle containing a few words describing what the next paragraph will be about.

Break content into multiple paragraphs.

CONCLUSION

Wrap up the blog article with key takeaways. Add a CTA.

Success Story Article Structure

[BLOG POST TITLE]

Add Photo

INTRODUCTION

Lead into the post with a short one-two sentence.

CONTEXT

Respond to the following questions: Who? How?

Break content into multiple paragraphs.

CHALLENGE

Respond to the following question: What were the objectives of the project?

Break content into multiple paragraphs.

SOLUTION

Respond to the following question: what solutions did you provide through your project?

Break content into multiple paragraphs.

RESULTS

Break content into multiple paragraphs.

CONCLUSION

Wrap up the blog article with key takeaways. Add a CTA.

ADD TESTIMONIAL STUDENT & STAFF

VI.4. Newsletter

The primary objectives of the newsletter are twofold: to share INGENIUM news and to drive increased traffic to the website. In the first year, as the newsletter is launched, it is recommended to have a frequency of one newsletter every two months. Subsequently, the frequency will be increased to one newsletter per month. To facilitate the distribution of the newsletters, we will utilize either the Brevo or Mailerlite tools.

The newsletter will have one of these three names:

INGENIUM Excellence,

Pursuit of Excellence,

INGENIUM Insider.

The structure of the newsletter is also connected to the alliance tagline:

Connect: events, such as the 10 days of INGENIUM.

Share: Access the latest studies, research, and notable achievements.

Learn: Gain insights from informative articles, reviews, teacher/researcher advice, and captivating interviews with corresponding links.

NEWS category: 2-3 new and noteworthy updates.

Interactive content: engaging content such as YouTube videos, captivating social media posts, interviews with teachers, and thought-provoking quotes.

This is the newsletter prototype, and you can find it in full size in **Annex 6**.

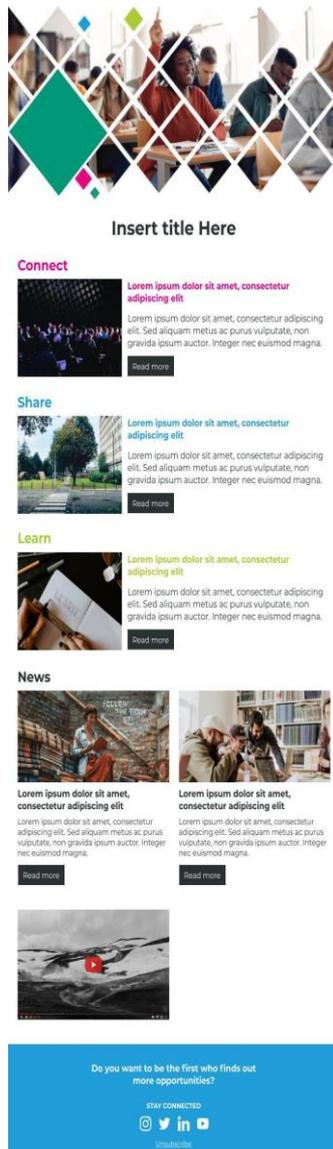


Figure. 15. Sample of the newsletter

VI.4.1. Newsletter Database

In the first year, our focus will be to expand the database, using the tactics:

1. **Opt-in Form/QR Code:** By incorporating an opt-in form and QR code, individuals have the option to voluntarily provide their information or access additional resources, facilitating the growth of the database.
2. **Email signature:** Including relevant links or calls to action in email signatures encourages recipients to explore further, increasing the likelihood of capturing valuable data for database expansion.
3. **Shares from professors and universities:** Capitalizing on the trust and influence of professors and universities by encouraging their active involvement in sharing information. Shares from these respected entities serve as strong endorsements, lending credibility and attracting a wider audience to contribute to the database.

4. **Social media platforms:** By creating engaging content focused on the newsletter, these posts aim to capture the attention of followers, generating interest, and driving more subscribers to the database. Use Direct Links via Instagram Story for facilitating the access and clicks.

We will also apply some additional ways to expand the database:

1. **Content Updates:** by offering exclusive e-books and white papers to enhance the content experience for subscribers, providing valuable resources for knowledge enrichment. E-books and white papers examples: "Innovations in Higher Education: Transforming Learning in the Digital Age", "Navigating International Collaboration: Strategies for European Universities", "Sustainability in European Higher Education: A Path to a Greener Future".
2. **Social Media/Interactive Quizzes:** Engaging subscribers through interactive quizzes on social media, encouraging their participation by providing personalized quiz results and newsletter updates.
3. **User-Generated Content Contests:** Organize contests requiring newsletter subscription, generating diverse user-generated content that enhances the database while incentivizing subscriptions.
4. **"Student Spotlight" Feature:** Highlight exceptional students in a dedicated feature, inspiring others and fostering a sense of community among subscribers.

VI.5. Social Media

VI.5.1. Best Practices on Social Media

Adhering to Best Practices and Recommendations (2023) for Social Media Publishing: To establish a strong professional presence, it is crucial to implement recommended practices when publishing on social media platforms. The following tactics should be considered:

Cultivate Meaningful Audience Relationships and Foster Community Growth: Engage in effective community management by promptly responding to comments and messages, showcasing attentiveness and fostering connections.

Drive Engagement through Interactive Content: Utilize interactive content that encourages audience participation and sparks conversations. Leverage the potential of interactive Instagram Stories to create opportunities for individuals sharing similar passions to connect and engage in discussions, promoting shared interests.

Prioritize User Generated Content (UGC): Actively encourage individuals to create and share content related to your brand.

Showcase appreciation by resharing their content and amplifying their contributions.

Establish distinctive hashtags that resonate with your brand, encouraging people to incorporate them when posting about your brand, thereby facilitating discoverability and community-building.

Prioritizing Engaging Content: in order to captivate and retain users on a brand's page, it is crucial to focus on creating engaging content. By fostering a bilateral communication approach, the brand can cultivate a stronger connection with its audience.

Leveraging Video Content: Emphasizing the use of video content can greatly enhance the dynamism of even static images.

Crafting Compelling Captions and Copies: Giving due attention to captions and copies is essential. These elements should be catchy, effectively delivering information quickly and concisely to capture the interest of the audience.

Utilizing Diverse Post Formats: To keep the content fresh and diverse, utilizing a range of post formats such as carousels, single images, and videos is recommended. This approach allows for variety and engages the audience through different mediums.

Sharing Behind-the-Scenes Photos: Offering a glimpse behind the scenes with photos that unveil what is typically hidden creates a sense of exclusivity and intrigue. These types of visuals can pique curiosity and provide an intimate connection with the audience.

Harnessing the Power of Stories: Utilizing Stories is crucial as they are one of the most consumed types of content. Their popularity is driven by factors such as the "urgency factor" and the ability to deliver real-time information rapidly. By leveraging Stories, brands can engage with their audience in a timely and dynamic manner.

VI.5.2. Instagram Tactics

VI.5.2.1. Content

To establish a strong presence on Instagram, it is crucial to adopt a consistent and strategic approach to posting content. We will aim to publish five activities per week, approximately 20 activities per month. While daily uploads are possible, we will avoid exceeding three posts per day on the News Feed. Instead, we will consider utilizing Instagram Stories for more frequent updates. We will embrace diverse post formats, including carousels, static images, short videos (REELS), and engaging Instagram Stories.

The daily activities/posts will promote different topics, such as:

Values: All the members of the Alliance are embracing the core values, which center on fostering a cohesive community that is driven by a passion for learning, knowledge sharing, and connecting with like-minded individuals who strive for educational excellence. Our messaging will prioritize diversity, both in academic programs and cultural backgrounds, to

ensure that everyone has equal opportunities to contribute to our collective impact. Our goal is to establish a strong relationship with our target audience by creating resonance.

Partners and Universities: INGENIUM partners with esteemed universities, showcasing their notable achievements, exceptional programs, and distinct offerings. Each university will be featured in dedicated posts that emphasize their unique contributions. These posts will incorporate strategically placed Calls to Action, urging the audience to take specific actions such as visiting the university's website to explore further details and gather more information.

Benefits: INGENIUM presents an array of benefits, offerings, and added value that underscore the advantages of being a part of our transformative experience. These encompass captivating study programs that empower individuals to acquire knowledge and skills for a lifetime. Moreover, our platform fosters meaningful connections, enabling individuals to forge enduring relationships. By directly articulating what individuals gain from associating with our brand, we adhere to the best practices on social media, ensuring transparency and resonating with our audience.

Testimonials: To enhance professionalism, INGENIUM places importance on incorporating personal stories and testimonials from program participants to motivate others to join. These narratives shed light on individuals' firsthand experiences with INGENIUM, spanning courses, activities, team collaborations, and programs. When sharing such "personal content" or testimonials, it is recommended to present unfiltered visuals, offering a glimpse behind the scenes.

Events, activities, news: INGENIUM aims to communicate updates on events, activities, and the latest information from each university. This includes showcasing achievements and success stories, highlighting notable results or advancements, and posting updates on ongoing studies. By consistently sharing this content, we ensure that our audience remains informed about the dynamic events and activities happening within our organization.

VI.5.2.2. Building the Community

#INGENIUMexperience

We will actively encourage individuals to share their personal stories and experiences under the unified hashtag #INGENIUMexperience. By consolidating content within this personalized hashtag, we create a cohesive platform where others can access and connect with these shared narratives. This initiative serves as an ongoing awareness campaign, leveraging the power of user-generated content to reach a wider audience through their networks.

Our communication strategy revolves around the art of storytelling.

We employ engaging elements such as polls, open quizzes, and interactive features in our Stories to generate heightened user engagement and retention on our page. Furthermore, we embrace practices like AMA (ask me anything) sessions, enabling direct contact between individuals and our brand. These organic interactions naturally foster engagement, nurturing a vibrant community on our platform.

Using hashtags plays a crucial role in social media marketing and content discovery. We will use 2 types:

Permanent hashtags: #INGENIUM, #EuropeanUniversity #HigherEducation; #ErasmusPlus

Contextual hashtags: #INGENIUMexperience, when sharing posts about cultural experiences, people, members. #INGENIUMRomania when posting updates from a specific country.

VI.5.2.3. Posting

To ensure a professional approach, **each University will be allocated a dedicated monthly post**, totalling 2 post/month for Instagram. **The same approach will be considered for all the channels.** However, if there are periods when a wider coverage of activities is necessary, **more posts can be made on the channels**, with the recommendation **not to exceed 3 posts/day**.

It is expected that each University takes responsibility for collecting and providing the visuals and copy for their respective posts. These materials should be uploaded directly onto the designated channels to maintain consistency and efficiency in our communications.

VI.5.2.4. Instagram Page

This is how the Instagram page looks like and where we will create more content.

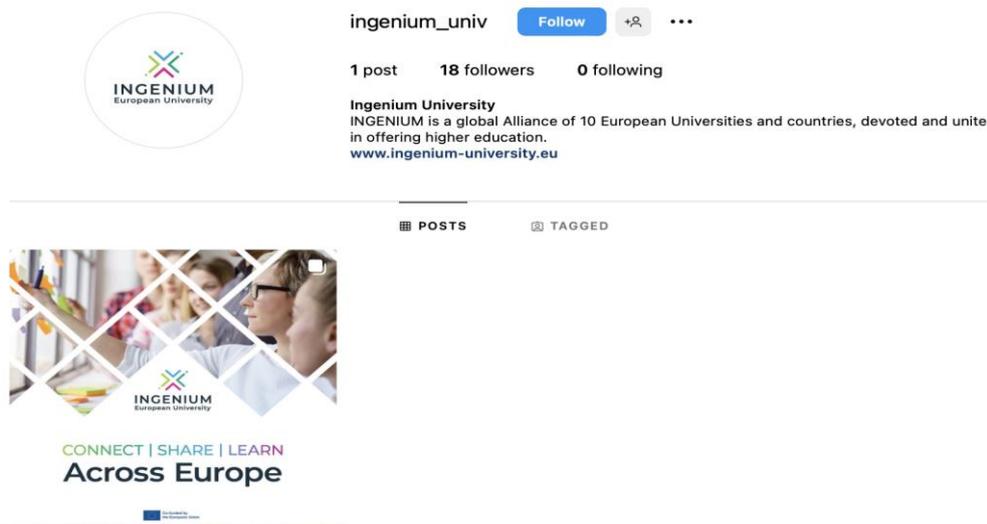


Figure. 16. Instagram page look

VI.5.2.5. Instagram Post

This is the first Instagram post we made about our alliance.



Figure. 17. The first Instagram post

VI.5.2.6. Instagram Ads

During the initial stage of launching social media accounts, it is highly advisable to prioritize increasing brand awareness through **Instagram Boosted Posts**.

This strategic approach will effectively attract a larger audience to the profile.

Additionally, here are some recommendations for Instagram ads to further enhance the campaign:

Target Audience: specific demographics, interests, and behaviours to ensure the ads are seen by those who are most likely to engage with the content.

Compelling Visuals: Create visually appealing and high-quality content that stands out in users' feeds.

Clear Call-to-Action: Including a clear and compelling call-to-action in ad captions or visuals to guide users towards the desired action.

Additionally, here are some recommendations for Instagram ads to further enhance the campaign:

Target Audience: specific demographics, interests, and behaviors to ensure the ads are seen by those who are most likely to engage with the content.

Compelling Visuals: Create visually appealing and high-quality content that stands out in users' feeds.

Clear Call-to-Action: Including a clear and compelling call-to-action in ad captions or visuals to guide users towards the desired action.

VI.5.2.7. Instagram Ads Simulation

To have a better view of the strategic approach, we made 2 ad simulations, with 2 different objectives:

AD Simulation for Brand Awareness:

Budget: 37 euro

Estimated target audience: 70.2M - 82.6M (based on personalized targeting with specific interests, demographics and locations).

Estimated results for the proposed budget 40\$: **33.000 - 86.000 people reached.**

AD Simulation for Website Visits:

Budget: 37 euro

Estimated target audience: 70.2M - 82.6M (based on personalized targeting with specific interests, demographics and locations).

Estimated results for the proposed budget 37 euro: **10.000 - 27.000 people.**

VI.6. YouTube Tactics

YouTube will be the channel to gather all the video content on different topics. We will develop video content with the duration between 15 - 90 seconds.

To develop video content, we will consider the following topics:

Spotlighting the Alliance's Key Benefits: Emphasize the remarkable advantages and benefits that the Alliance brings to its members, including enhanced collaboration, knowledge sharing, and the opportunity to forge meaningful connections. Highlight the excellence in education and outstanding study programs offered within the Alliance.

Showcasing University Activities and Achievements: Produce videos that showcase

the dynamic activities and notable achievements of each University, while highlighting how they effectively address the challenges faced by educational institutions.

Engaging and Digestible Content: Create easily consumable videos that succinctly explain what INGENIUM represents, the specific challenges it resolves, and the myriad benefits it offers. Incorporate compelling testimonials from individuals who have actively participated in the program, sharing their first-hand experiences and affirming the value of their involvement.

VI.7. Twitter Tactics

To maintain a professional presence, we recommend a **posting frequency of 5 activities per week, equating to a total of 20 activities per month.**

We will aim to distribute these posts evenly throughout the week, ensuring a **steady flow of content.**

The **types of posts will encompass a variety of updates, news, and statuses,** incorporating both concise and longer-form text.

Visual content in the form of images or videos should also be included.

As Twitter is a platform known for its focus on delivering news promptly, prioritize sharing timely updates.

For YouTube videos, uploading them as links will help generate awareness and direct traffic to the platform.

In our hashtag strategy, we will incorporate both permanent and contextual hashtags to maximize visibility and relevance. We will use two types of hashtags:

Permanent Hashtags:

#INGENIUM: The primary hashtag that represents our brand and overall identity.

#EuropeanUniversity: Showcasing our commitment to European higher education and collaboration.

#HigherEducation: Highlighting our focus on excellence and advancement in the field of education.

#ErasmusPlus: Signifying our involvement and affiliation with the Erasmus+ program.

Contextual Hashtags:

#INGENIUMexperience: Implement this hashtag when sharing posts related to cultural experiences, individuals, and our community members.

#INGENIUMRomania: Utilize this hashtag when posting updates specific to activities and developments in Romania (adapt it to each country).

By incorporating both permanent and contextual hashtags, we can effectively broaden our reach, establish relevance, and engage with the desired audience on social media platforms.

VI.7.1. Twitter Page

This is how the Twitter page looks like at this moment.



Figure. 18. Twitter page look

VI.7.2. Twitter Post

This is the first post we created about our alliance.



Figure. 19. The first Twitter post

VI.8. LinkedIn Tactics

To maintain a **consistent presence on LinkedIn**, we recommend a **posting frequency of 5 activities per week, resulting in a total of 20 activities per month**. The content topics should align with the aspects already mentioned for Instagram and Twitter, covering the wide range of INGENIUM's offerings and values.

YouTube video links can be shared on LinkedIn to leverage the platform's professional context and engage the audience with dynamic visual content.

In terms of hashtags, incorporate the following relevant and consistent tags in each post: #INGENIUM #EuropeanUniversity #HigherEducation #ErasmusPlus. These hashtags will help categorize our content and enhance discoverability.

As a best practice on LinkedIn, it is crucial to **celebrate** both small and significant results and achievements and communicate about each University.

Take the opportunity to congratulate individuals who have contributed to INGENIUM, **showcasing the power of the Alliance**.

By raising awareness of our achievements, we demonstrate the real impact of INGENIUM to the LinkedIn audience.

VI.8.1. LinkedIn AD Simulation

To optimize brand awareness during the early stages of account establishment, it is advisable to implement brand awareness advertisements that target individuals based on demographics, geo-location, and consumer insights.

AD Simulation for Page Awareness

Fixed lifetime budget: 100 euro.

AD duration: 7 days

Objective: Brand Awareness

Estimated target audience size: 51,000,000+

Estimated results for the proposed budget (100 euro): 8,600 - 35,000

It is recommended to run an AD with this objective at **least 1 per month**.

AD Simulation for Website Traffic

Fixed lifetime budget: 70 euro

AD duration: 7 days

Objective: Website Traffic

Estimated target audience size: 51,000,000+

Estimated results for the proposed budget: website clicks: 90 - 240

It is recommended to run an AD with this objective at **least 1 per month**.

VI.9. Social Media Calendar

This is a versatile and editable model mock-up for the Social Media Calendar that can be used across all channels.

To ensure a balanced distribution of content and maintain a clear understanding of our strategic directions and communication objectives, the editorial calendar proves invaluable. It will help to stay on track while fostering a sense of fairness and cohesion throughout the content planning process.

[INSERT CHANNEL + MONTH + YEAR]							KEY:	
							VALUES	Embracing values of community, learning, and diversity.
							KEY BENEFITS	Transparent approach resonates with audience.
							TESTIMONIAL	Genuine feedback from participants, partners.
							PARTNERS	highlighting their achievements and programs
							NEWS	Relevant news on subjects that matter to our audience
							EVENTS, ACTIVITIES	events, achievements, success stories, and ongoing studies
OTHER	Other subjects on various subjects							
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
values	partners	key benefits	news	activities				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
news	partners	testimonials	values	other				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
testimonials	key benefits	news	activities	partners				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
partners	testimonials	values	activities	news				

Figure. 20. Social Media Calendar

VI.10. Social Media Planner

This Social Media Planner will help all the universities within the alliance to organize, prepare and give feedback to the content to be published.

[MONTH]									
DAY	DATE	TIME	POST DESCRIPTION	TWITTER DESCRIPTION	LINK	CAMPAIGN	HASHTAGS	IMAGE	CHARACTER COUNT
EXAMPLE	1/2/2023	9:00:00	<p>🚩 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam nec tempor nunc. Quisque commodo velit eu risus facilisis ultricies. Proin vel scelerisque mauris.</p> <p>🔥 Sed ultrices tellus vel nisi ultricies congue. Etiam non elementum odio. Phasellus eget luctus dui, id ultrices enim. Donec molestie, ipsum pretium iaculis dignissim, magna enim elementum libero, sed gravida eros urna in dolor. Duis aliquam leo sed pretium facilisis. Donec suctor congue hendrerit. Morbi tempus arcu posuere, ullamcorper magna nec, faucibus ligula.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p>	https://ingenium-university.eu	Partners	#INGENIUM, #EuropeanUniversity, #HigherEducation, #ErasmusPlus	Paste a web link to your image (size: 1024 x 512 pixels)	232
MONDAY									
TUESDAY									
WEDNESDAY									
THURSDAY									
FRIDAY									
SATURDAY									
SUNDAY									
MONDAY									
TUESDAY									
WEDNESDAY									
THURSDAY									
FRIDAY									
SATURDAY									
SUNDAY									
MONDAY									
TUESDAY									
WEDNESDAY									
THURSDAY									
FRIDAY									
SATURDAY									
SUNDAY									

Figure. 21. Social Media Planner

VI.11 10 days of INGENIUM

The 10 days of INGENIUM event will take place twice a year. When arriving at the event, each participant will receive a physical goodie bag, containing:

- **Tote bag** - instead of a paper bag, we offer a cloth bag that can be easily reused for a longer period of time.
- **T-shirt.**
- **Notebook** made of recycled paper.
- **Pencil** - Instead of pens, we offer pencils that are more environmentally friendly (without plastic). We offer pencils that, instead of an eraser, have flower seeds that can be planted in the ground with the remaining pencil after use.
- **Drinking bottle** made of glass.
- **Stickers.**
- Card with **OR code.**



Figure. 22. Sample of promotional item - Bag



Figure. 23. Sample of promotional item - Notebook



Figure. 24. Sample of promotional item - T-shirt



Figure. 25. Sample of promotional item - Pens



Figure. 26. Sample of promotional item - Bottle



Card with QR code

By scanning the QR code, participants will be directed to a landing page on the website.

Figure. 27. Sample of promotional card with QR-code

VI.11.1. Dedicated website landing page

The event will have a dedicated landing page on the website where the participants can find all the needed details:

- about INGENIUM;
 - event activities;
 - main topics of discussion;
 - student and administrative staff agendas;
- who are the speakers.

You can find the landing page prototype in **Annex 7**.



Figure. 28. Sample landing page prototype

VI.11.2. Media Kit

To provide comprehensive and relevant information about the alliance and the event to members of the media, journalists, and other stakeholders, each university hosting the event will prepare a virtual press kit containing:

Press release written in a document with the official letterhead;

INGENIUM General Information;

Contact details;

Quotes from leading university;

Graphic Identity of the INGENIUM;

Key visual of INGENIUM;

Photos & Videos taken at the event.

VI.11.3. Leveraging Social Networks for Amplification

Each material will be posted on Instagram, Twitter and LinkedIn. The Content Strategy is separated in 3 phases: **Teasing, During** and **After the event**.

Phase 1 - Teasing

- **total posts: 5**
- The posts will be created and uploaded before the 10 days of INGENIUM starts, in order to give a glimpse to the audience and create the awareness over the event.

Phase 2 - During

- **total posts: 12**
- Universities will provide the materials from live events, in many formats: single images, videos and multiple photos.
- On this phase, there could be more photos shared on Social Media if there are many important materials.

Phase 3 - After

- **total post: 5**
- After the event there will be posts that will sum up everything that happened at 10 days of INGENIUM, special thanks to people who participated, testimonials, quotes and results.

VI.11.4. Social Media Planner

The content to be promoted will be prepared and organized following this planner.

10 DAYS OF INGENIUM HKA & UD'A							KEY:		Total number of posts:
							Period:	TEASING	5 posts
							Period:	DURING THE EVENT	12 posts (it can be more)
							Period:	POST EVENT	5 posts
29 MAY - MON	30 MAY - TUE	31 MAY - WED	1 Jun - THU	2 Jun - FRI	3 Jun - SAT	4 Jun - SUN			
5 Jun - MON	6 Jun - TUE	7 Jun - WED	8 Jun - THU	9 Jun - FRI	10 Jun - SAT	11 Jun - SUN			
	HKA & Ud'A / Carousel post to present the event & focus areas	HKA / Presenting the event for Germany	Ud'A / Presenting the event for Italy	HKA / Presenting the Agendas & a quote of a speaker					
12 Jun - MON	13 Jun - TUE	14 Jun - WED	15 Jun - THU	16 Jun - FRI	17 Jun - SAT	18 Jun - SUN			
Ud'A / Presenting the Agendas & a quote of a speaker	HKA / 10 days of Ingenium								
	START HKA 10 Day of INGENIUM - a post about the fact the event is starting	HKA update - live content (photos, videos) and short updates with the agenda of the day	HKA update - live content (photos, videos) and short updates with the agenda of the day	HKA update - live content (photos, videos) and short updates with the agenda of the day	HKA update - live content (photos, videos) and short updates with the agenda of the day	HKA update - live content (photos, videos) and short updates with the agenda of the day and also the fact that is the last day			
	A post at the end of the first day with some sneak peaks								
<i>depending on the content of the day, it can be more than one post/day</i>									
19 Jun - MON	20 Jun - TUE	21 Jun - WED	22 Jun - THU	23 Jun - FRI	24 Jun - SAT	25 Jun - SUN			
HKA Thank you	HKA Final update A post that sums up the event: pictures, videos, testimonials from participants								
Ud'A / 10 days of Ingenium									
START Ud'A 10 Day of INGENIUM - a post about the fact the event is starting	Ud'A update - live content (photos, videos) and short updates with the agenda of the day	Ud'A update - live content (photos, videos) and short updates with the agenda of the day	Ud'A update - live content (photos, videos) and short updates with the agenda of the day	Ud'A update - live content (photos, videos) and short updates with the agenda of the day	Ud'A update - live content (photos, videos) and short updates with the agenda of the day and also the fact that is the last day				
A post at the end of the first day with some sneak peaks									
<i>depending on the content of the day, it can be more than one post/day</i>									
26 Jun - MON	27 Jun - TUE	28 Jun - WED	29 Jun - THU	30 Jun - FRI					
Ud'A Thank you	Ud'A Final update A post that sums up the event: pictures, videos, testimonials from participants		Throwback Thursday A walk down on the memory lane post either photos, videos, testimonials from both events						

Figure. 29. Social media planner

VI.12. Institutional level of communication

Each university should adapt and apply these recommendations to their local specificity, according to the personas developed for each country.

Using the Website Editorial Calendar, the Social Media Calendar and the Social Media Planner, including the proposed content types/categories, will facilitate the adaptation of this communication strategy for each university.

VII. KPIs: Tracking & report

How do we monitor performance?

To constantly improve the strategy during the next 4 years, we will track the digital performance with a biannual report covering all the channels. We will track the following

metrics:

Website:

- Unique Visitors;
- Total users;
- Pageviews;
- Traffic Sources;
- Bounce Rate;
- Average time on page;
- Demographics.

Social Media:

- Social Media
- Total Reach
- Total Impressions
- Total Engagements
- Total Website Clicks
- Followers Growth
- Top 5 Posts
- Top 5 Formats of posts
- Total Mentions
- Total Video Views
- Audience Demographics
- Spent Budget

Newsletter:

- Newsletter
- Click-through rate;
- Open rate;
- Conversion rate;
- Forwarding/Shares;
- Subscriber Growth;
- Spam Complaint Rate;
- Bounced emails;
- Unsubscribe rate;
- Demographics.

The incorporation of additional Key Performance Indicators (KPIs) cannot be executed with precision due to the reasons listed below. However, we recommend revising the list of KPIs on an annual basis, taking into account the evolution and performance of the metrics.

Limited data access: Social media platforms do not provide comprehensive simulation capabilities, impeding the acquisition of more relevant KPIs, and also, there are a limited and specific Ad objectives, that will not allow us to grow specific metrics (eg. Followers or Likes).

Influence of organic fluctuations: Performance is impacted by the content display

algorithm, introducing variability in the results.

Lack of page history: Currently, each page has only one post and a certain number of followers obtained solely through organic means, which limits the availability of historical data and trend prediction.

Difficulty in assigning precise numerical engagement scores: Some forms of engagement are not easily measurable, and the degree of engagement exhibits variations, making it challenging to establish exact numerical values.

We aim to achieve the following KPIs for the website and newsletter:

Channel	Metric	KPI (1st Year)	KPI (4 years)	Achieved through:
Website	Unique Visitors	10.000	100.000	Organic tactics
Website	Average time on page	1 - 2 minutes	2 - 3 minutes	Organic tactics
Newsletter	Open rate	10%	30%	Organic tactics
Newsletter	Conversion rate	1%	4%	Organic tactics

Table 5. KPIs aimed to achieve for the website and newsletter.

The Social Media KPIs we aim to achieve are:

Channel	Metric	KPI (1st Year)	KPI (4 years)	Achieved through:
Instagram	Reach	225.000	900.000	Boosted Posts Organic tactics
Instagram	Followers Growth	500	2000	Organic Tactics Overall ADS activity
Instagram	Impressions	250000	1.000.000	Organic Tactic Overall ADS activity
Twitter	Reach	25000	100.000	Organic tactics ADS
Twitter	Followers Growth	200	800	Organic tactics Overall ADS activity
Youtube	Subscribers	150	600	Organic tactics
Youtube	Total Video Views	1.000	4.000	Organic tactics ADS
Linkedin	Reach	60000	240.000	ADS Organic tactics

Linkedin	Followers Growth	500	2.000	Organic tactics Overall ADS activity
----------	------------------	-----	-------	---

Table 6. KPIs aimed to achieve for Social Media.

Conclusion

The communication strategy plays a significant role in effectively conveying the objectives, activities, and achievements of the alliance to various stakeholders. It aims to raise awareness, and promote the university's reputation and international position.

The strategy involves developing a comprehensive approach to communication, including the use of various channels such as websites, social media, press releases, articles, interviews, and newsletters. The strategy also takes into account EU communication rules and guidelines to ensure compliance.

Overall, the communication strategy serves as a bridge between the alliance and its diverse audience, facilitating knowledge sharing, collaboration, and support for the university's mission and goals.

Annexes

Annex 1

Specific persona profiles to the University of Oviedo (UNIOVI - ES)

THE STUDENT - Ana

Age: 20

Gender: Female

Personality: Curious, ambitious, sociable.

Country of origin: Spain (mostly Asturias), but also other countries through the Erasmus program.

BIO: Ana is a second-year student of Psychology at the University of Oviedo. She lives in a shared flat near the campus with two other students. She enjoys learning about human behaviour and mental processes, and she hopes to become a clinical psychologist in the future. She attends classes every morning and studies in the library or at home in the afternoon. She likes to participate in group projects and discussions with her classmates and professors. She also takes part in some extracurricular activities, such as volunteering for a local NGO that helps people with mental health problems. She loves nature and outdoor sports, and she often goes to the mountains or the coast with her friends. She also likes to travel and discover new cultures, and she plans to apply for an Erasmus exchange program next year.

MOTIVATION: Ana likes to do things that challenge her intellectually and emotionally. She is motivated by her passion for psychology and her desire to help others. She wants to achieve her academic goals and gain practical experience in her field. She also would like to have fun and enjoy her student life. She likes to meet new people and make friends from different backgrounds and countries. She is interested in learning new languages and skills that can enrich her personal and professional development.

GOALS & NEEDS: Ana's main goals are to complete her degree in Psychology with good grades, to gain practical experience in her field of interest, and to broaden her horizons by learning from other cultures and languages thanks to INGENIUM.

CHALLENGES: Coping with the academic workload and pressure, balancing her studies with her leisure activities and social life, finding suitable internships or placements that match her expectations and interests, overcoming language barriers and cultural differences when travelling abroad.

THE PROFESSOR & THE RESEARCHER - José

Age: 55

Gender: Male

Personality: Intelligent, creative, dedicated.

Country of origin: Spain

BIO: José is a full professor of Biochemistry and Molecular Biology at the University of Oviedo. He leads a research group that focuses on the molecular mechanisms of ageing and cancer. He has published more than 500 papers in prestigious journals and has received numerous awards and recognitions for his scientific contributions. He teaches undergraduate and graduate courses, and supervises several PhD students and postdoctoral fellows in his lab. He is involved in several national and international collaborations and networks with other researchers and institutions.

MOTIVATION: José likes to do things that advance the understanding of life and health. He is motivated by his curiosity and his desire to solve challenging problems. He wants to achieve excellence in his research and teaching activities, and to make an impact on society through his discoveries. He also would like to inspire and mentor the next generation of scientists. He likes to travel and attend scientific conferences and meetings, where he can exchange ideas and learn from other experts. He also likes to spend time with his family and friends, and to enjoy the cultural and natural attractions of Asturias.

GOALS & NEEDS: José wants to achieve a high-quality research and teaching career that allows him to contribute to the advancement of science and society. He expects INGENIUM University to offer him a stimulating and supportive environment that fosters his creativity and productivity. He also expects INGENIUM University to provide him with adequate resources, facilities, funding, recognition and opportunities for his research and teaching projects.

CHALLENGES: Coping with the increasing competition and pressure in the academic world, balancing his research and teaching duties with his personal life, finding novel and relevant research topics that attract funding and attention, and overcoming technical and ethical difficulties in his experiments.

ADMINISTRATIVE STAFF - María

Age: 40

Gender: Female

Personality: Organized, efficient, helpful.

Country of origin: Spain

BIO: María is an administrative assistant at the Department of Sociology of the University of Oviedo. She has been working at the university for 15 years, and she knows well the procedures and regulations of the institution. She is responsible for managing the administrative tasks of the department, such as processing enrolments, transcripts, certificates, grants, contracts, etc. She also provides support and information to the students, professors and researchers of the department. She works from Monday to Friday, from 9:00 to 14:00.

MOTIVATION: María likes to do things that facilitate the functioning and development of the university. She is motivated by her sense of duty and her desire to help others. She wants to achieve a high-quality service and a good reputation for her department and the university.

She also would like to improve her skills and knowledge and to have a stable and rewarding career.

GOALS & NEEDS: María would like to achieve a high-quality administrative service that meets the needs and expectations of the students, professors and researchers of the university. She expects INGENIUM University to offer her adequate resources, facilities, training, recognition and opportunities for her career development.

CHALLENGES: Coping with the increasing workload and pressure in the administrative service, balancing her work duties with her personal life, adapting to the changing rules and requirements of the university and the society, overcoming technical and communication difficulties in her tasks, dealing with possible complaints or conflicts with other staff or members of the university, and keeping up with the new technologies and skills that are demanded in her field.

Specific persona profiles to the Medical University of Sofia (MUS - BG)

THE STUDENT - Lyudmila Borisova

Age: 24

Gender: Female

Personality: Open-minded

Marital status: Unmarried

Country of origin: Bulgaria

BIO: Lyudmila Borisova is a medical student at the Faculty of Medicine at the Medical University - Sofia. She is a 20–26-year-old, ambitious and active young woman. Her day-to-day activities are focused on attending lectures, studying and spending time with friends. Her aspirations are related to the choice of specialization and a place and field where she will develop her future career.

MOTIVATION: In the little time left between lectures and exams, Ludmila enjoys hiking in the mountains, travelling around the country and meeting friends.

GOALS & NEEDS: INGENIUM University is a new space for acquiring new skills, different from those offered by Medical University - Sofia. As a future young doctor who has not yet decided in which country she will specialize, Lyudmila uses her time at university to gain knowledge and skills that will be useful in her future career and help expand her professional path.

CHALLENGES: The specific medical environment; Language barrier; Intercultural environment; Presentation skills.

THE PROFESSOR & THE RESEARCHER - Prof. Maria Doichinova, DSc

Age: 55

Gender: Female

Personality: Closed-off

Marital status: Married

Children: 2

Country of origin: Bulgaria

BIO: Our professor's working day is extremely busy and dynamic. It is distributed between lectures and work with students, clinical practice and conducting various researches and specific scientific work.

MOTIVATION: International diversity is just as important as diversity of discipline when it comes to scientific research. It's almost gone a team to work only at the national level, although sometimes it is about applied scientific research of national importance. The methods are global and the exchange of opinions and experience is essential. Working in international teams broadens one's horizons and enriches scientific culture.

GOALS & NEEDS: Meeting international students is a daily occurrence in our academic community. But communicating with non-medical students from other European countries is a challenge that rarely happens. The exchange of experience between colleagues from universities outside Bulgaria is an opportunity that our professors value.

CHALLENGES: Language barrier; Intercultural environment; Digital skills; Communication skills.

ADMINISTRATIVE STAFF - Simeon Manolov

Age: 42

Gender: Male

Personality: Work dedicated

Job (if the case): Head of department

Marital status: Married

Children: 2

Country of origin: Bulgaria

BIO: The work at Medical University - Sofia is related to the administration of various activities in the rector's office and communication between the units of the university - four faculties, a medical college and a branch in another city. The working day starts at 08:00 a.m. and continues until 4:30 p.m.

MOTIVATION: The work is dynamic, often one person is responsible for several activities. Time for social contacts is limited by family commitments and the working day. Professional

experience includes communication with colleagues from other universities, but very rarely with those outside the country.

GOALS & NEEDS: Meeting colleagues from different countries, exchanging ideas and experiences is an invaluable opportunity offered by INGENIUM European University. Different campuses and the way work is organized in them will give employees different insight and ideas on how to apply that in their work. Digitalization process and the introduction of green solutions are also an approach that is still being introduced in our country and for which there is much to learn.

CHALLENGES: Language barrier; Intercultural environment; Digital skills; Presentation skills; Communication skills.

Specific persona profiles to the University of Crete (UoC - EL)

THE STUDENT

BIO:

- Students at two different Campuses (Rethymnon & Heraklio);
- 16 Departments and 17 undergraduate programs;
- Most Students are fully engaged in their undergraduate studies;
- Total undergraduate students : 20.672;
- Enrolled master students: 2.226;
- Enrolled doctoral students: 1.231.

GOALS & NEEDS:

- Career Opportunities through INGENIUM;
- Opportunities for collaboration with INGENIUM students and INGENIUM institutions;
- Represent their University in Local, national, European Bodies.

CHALLENGES:

- Information for Programmes;
- Lack of Motivation.

THE PROFESSOR & THE RESEARCHER

BIO:

- UoC has 471 Faculty members (from which 158 are Women);
- UoC has 164 Special educational Staff (from which half are women);
- UoC faculty members are actively involved in 897 Projects(Research, academics, national & European).

GOALS & NEEDS:

- Opportunities for Collaboration with INGENIUM Institutions;
- Opportunities for funded Projects that promote Research and Educational Goals;

- Promote UoC's reputation nationally and globally;
- Promote good practices implemented in UoC and learn from the other universities.

ADMINISTRATIVE STAFF

BIO:

- UoC has 266 permanent administrative staff;
- UoC has 70 external (non-permanent) administrative staff.

GOALS & NEEDS:

- Opportunities for getting familiar with new procedures /good practices;
- Opportunity for Staff mobility.

CHALLENGES:

- Proportion of work per administrative staff;
- Not enough information for mobility ;
- Language barriers.

Specific persona profiles to the Karlsruhe University of Applied Sciences (HKA - DE)

THE STUDENT - Youssuf Moire

Age: 21

Gender: Male

Personality: Hard-working, sociable

Job (if the case): Part time as a student worker

Marital status: Single

Children: None

Country of origin: German with a migratory background (his parents migrated to Germany).

BIO: "I really enjoy my studies, but I also have to get organised and plan it well. For this purpose, the university offers some services, programmes and events that help me plan a semester abroad, the practical study semester or the transition to professional life. I also want to come and find out about programmes on the homepage that I wouldn't have heard about otherwise, and that can give me new impulses."

MOTIVATION: Youssuf is the first person in his family to go to university, so he does have a lot of pressure to perform well and prove himself in an educational surrounding that is not known to his parents. He is very interested in the field of electrical engineering and likes to

experiment in the lab and try out new things. His objective is to help find practical solutions to current challenges.

GOALS & NEEDS: Youssuf wants to be able to try out new technologies and learn about new findings from different perspectives than at his home university. He also likes challenges and discovers new ways to approach them.

CHALLENGES: He is the first person in his family to go to university. There is an expectation for him to finish his studies and not “waste” any time. He also holds down a part-time job in a local electrical engineering company.

THE PROFESSOR & THE RESEARCHER - Larissa Zahn

Age: 43

Gender: Female

Personality: Diligent, professional, keeps personal life to herself.

Job (if the case): professor and researcher.

Marital status: not disclosed

Children: not disclosed

Country of origin: Germany

BIO: "I saw the job advertisement for the professorship "Civil Engineering" in DIE ZEIT [German Newspaper]. I currently live in Hamburg and am not sure if I want to move to Karlsruhe professionally. I would like to get a quick overview of the activities at the university, which mission statement the university embodies and what the working atmosphere is like. For me, the key figures (third-party funding for teaching/research) are also meaningful. I would like to know if there are research colleagues in my field or even an institute that I can join. Support services, e.g. in research funding, would be a plus for the university."

MOTIVATION: Avid cyclist and climate activist. She wants to motivate students to change the infrastructure in cities to address climate change issues. She also would like to engage in meaningful research activities. Furthermore, she likes the outdoors and travelling to remote places to go hiking.

GOALS & NEEDS: To exchange best practices and learn from different perspectives how to address climate challenges in the classroom. She is also looking to apply for research grants with an international research group, which she hopes to meet through the INGENIUM Network.

CHALLENGES: She needs to find a way to get those international activities accounted for within her own department. International projects with students are usually to be done “on top” of the semester teaching load. Additional administrative issues.

ADMINISTRATIVE STAFF - Pia Nguyen**Age:** 38**Gender:** Female**Personality:** Friendly, interested, sociable.**Job (if the case):** Faculty manager**Marital status:** Unknown**Children:** 2**Country of origin:** Germany with a migratory background.

BIO: "I have been employed as faculty manager at the Faculty of Computer Science and Information Systems for two years. I like to think outside the box and find it very exciting what topics are being worked on at the university. I would like to find out about news and events regularly and thus also network better with colleagues from other faculties/institutions. Furthermore, I could imagine contributing my expertise in higher education management in cross-university projects."

MOTIVATION: She spent a few years at home, taking care of her small kids. Before that, she was a postdoctoral student doing research in biology. She did not see a future in research and switched over to the management side of work at the university to use her expertise and have a stable position. This helps her balance personal life and work.

GOALS & NEEDS: She wants to learn from the partner schools how they manage faculties with processes, digitisation, QA etc. She hopes to get to spend time with colleagues from different countries, learning from each other.

CHALLENGES: She is not very comfortable speaking English in a professional setting, but willing to learn. Physical disability makes travelling more difficult and advance planning more important for her.

Julia Peters (18), pupil/student interested in a bachelor's degree

"I have just finished my university entrance qualification or am about to do so and would now like to study - preferably in a more applied setting. I don't know exactly what suits me yet, but I'm in the process of finding out. I use my mobile phone a lot for social contacts and for quick information about what's going on. I'd also like to possibly have a look at the university on site and wonder what opportunities there are for that."

- **Address:** informal in teasers, slightly more formal in full texts.
- **Tonality:** relaxed, companionable, emotional.
- **Complexity:** low.

Saskia Schmidt (22), prospective Master's student

"I am currently in the process of obtaining a Bachelor's degree at another university. Now I'm trying to decide what to do next. The university does very well in rankings and Karlsruhe also has a lot to offer as an IT location with a good infrastructure and high recreational value. I would like to find out more about the Master's programme and the specific course content and specialisation options in my desired subject."

- **Address:** formal.
- **Tonality:** relaxed, informative, emotional.
- **Complexity:** medium.

Youssef Moire (21), student

"I really enjoy my studies, but I also have to get organised and plan it well. For this purpose, the university offers some services, programmes and events that help me plan a semester abroad, the practical study semester or the transition to professional life. I also want to come find out about programmes on the homepage that I wouldn't have heard about otherwise, and that can give me new impulses."

- **Address:** formal.
- **Tonality:** clear, informative, rational.
- **Complexity:** medium.

Sascha Gerling (32), Mechanical Engineer, Company X

"I have been working at X for seven years now and know my field well. In recent years, however, so much has happened technically in the industry that I am now thinking about continuous education. At the moment I'm comparing the offers at different universities. In doing so, I want to find and compare the most important information quickly."

- **Address:** formal.
- **Tonality:** informative, professional.
- **Complexity:** medium.

Prof. Dr. Bernd Sauer (57), Forschung Universität X

"I heard a talk by Prof. X from Karlsruhe University of Applied Sciences at a conference and made initial contact on the spot after the talk. I have a project idea for which Prof. X would be a potentially good project partner. I would like to find out more about Prof. X, his research activities and his research institute via the website. Thematically related colleagues of Prof. X also interest me as a possible extension of the current project idea."

- **Address:** formal.
- **Tonality:** informative, professional, intellectual.

- **Complexity:** high.

Petra Ullwig (49), HR Manager, Company X

"We have been desperately looking for graduates from the field of X for quite some time. I would generally like to know what opportunities the university offers to get into personal contact with students from the X degree programme. We are particularly interested in smaller events with students where we can establish and maintain direct contact. When it comes to promoting talent, we also seek dialogue with the university in order to develop joint strategies to motivate students for technical studies and thus cover the company's need for young talent in the long term. In order to retain our employees as an attractive employer, we are also looking for attractive training opportunities. I want to be able to get an overview quickly and easily."

- **Address:** formal.
- **Tonality:** informative, professional.
- **Complexity:** high.

Katharina Schreiber (43), secondary school physics teacher

"I've heard that there are programmes at universities of applied sciences specifically for pupils/students that offer science lessons in the form of laboratory experiments or advice on studying. I would be interested to know whether HKA also offers such programmes and whether these can be integrated into the lessons. I would like to suggest this to my students. However, I don't know the type of university from my educational biography. I would therefore like to get to know the universities of applied sciences better myself, so that I can advise my students even better on which degree programme would be suitable for them."

- **Address:** formal.
- **Tonality:** informative, professional.
- **Complexity:** medium.

Thomas Knapp (48), father

"My son will get his university entrance qualification next year and has difficulties finding information about university degrees. I want to help him find the right course of study and also need to motivate him a little to look into the subject. Therefore, I want to get a rough idea about the possibilities. The financial aspects also play a role for me. It is important to me that my son receives a sound university education that will open up good career opportunities for him later. As they say here: he should learn something decent."

- **Address:** formal.
- **Tonality:** clear, informative, emotional.
- **Complexity:** medium.

José Fernandez (34), staff member at the International Office of the Universidad Bilbao

"At a professional congress, a colleague from Madrid told me that the university has a similar range of courses to ours in terms of subject matter. I would like to take a closer look at the relevant degree programmes and find a contact person for a possible university cooperation."

- **Address:** formal.
- **Tonality:** informative, professional.
- **Complexity:** high.

Larissa Zahn (43), prospective professor

"I saw the job advertisement for the professorship "Civil Engineering" in DIE ZEIT [German Newspaper]. I currently live in Hamburg and am not sure if I want to move to Karlsruhe professionally. I would therefore like to get a quick overview on the website of the activities at the university, which mission statement the university embodies and what the working atmosphere is like. For me, the key figures (third-party funding for teaching/research) are also meaningful. I would like to know if there are research colleagues in my field or even an institute that I can join. Support services, e.g. in research funding, would be a plus for the university.

- **Address:** formal.
- **Tonality:** informative, professional, emotional.
- **Complexity:** high.

Klaus-Dieter Bachmann (48), alumnus

"I graduated from the then University of Applied Sciences 22 years ago in mechanical engineering. I'm still interested today in what's going on at my alma mater. I am very attached to it and grateful for the foundation it laid. Therefore, I would like to give something back to her. From my professional life, I have a large network with many medium-sized business personalities. I am happy to make this available to the university and could also imagine supporting student projects financially."

- **Address:** formal.
- **Tonality:** informative, emotional.
- **Complexity:** medium.

Alexa Schubert (26), academic assistant

"I have been employed as an academic assistant at the Faculty of Computer Science and Information Systems for two months. I like to think outside the box and find it very exciting what topics are being worked on at the university. I would like to find out about news and events on a regular basis and thus also network better with colleagues from other faculties/institutions. I could imagine contributing my expertise in database systems and security to cross-university projects."

- **Address:** formal.

- **Tonality:** informative, professional, emotional.
- **Complexity:** high.

Specific persona profiles to the South-Eastern Finland University of Applied Sciences (XMKA - FI)

THE STUDENT 1 - Combining family, work and studies

Age: 37

Gender: Non-binary

Job (if the case): Working

Marital status: In relationship

Children: Yes

Country of origin: Finland

BIO: Student's first year of college is getting to an end. Studies have been completed remotely. Student balances between studies, work and family life.

MOTIVATION: They went to study to pursue a new course in their career, and career opportunities were important during the course of the studies. In the studies, networking and new learning as well as the practical application of the learning is important for them.

GOALS & NEEDS: During the studies they have been able to tackle challenges with the encouragement of the study network, reminding of trusting in their own abilities and making choices suitable for their own life situation. Good enough is good enough.

CHALLENGES: In spite of studies, work and careful family planning, student challenges the adequacy of time, especially if the tasks and deadlines of the courses are not clear.

STUDY AND PROGRESS: It is important to know the content of the curriculum and the different study options, learning environments and the basics of the use of different systems. Student wants all possible information immediately after receiving a study place and at the beginning, as precise information as possible. In the planning of studies, it is important for them to know the possibilities of a personal study path, the different support options and the necessary guidance and support services.

DEVELOPMENT OF SKILLS AND CAREER PLANNING: Student likes the practical proximity of studies and likes to try the learning in the practical environment, and the content of the studies must be transferable to the working environment of modern life. Learning from others and creating contacts and networks is important in the studies. Student wants to stay on the edge of time and update skills whenever possible; continuous learning is important.

PROSPERITY AND ABILITY TO STUDY: Student believes that the balance between everyday life, work, hobbies and studies is important in well-being and learning. Realistic goals, planning and planning for the use of time support balancing and the timely completion of

study assignments, or preferably a little early. Networking, asking and asking for help will also increase your ability to study.

THE STUDENT 2 -Young and enthusiastic

Age: 22

Gender: Non-binary

Personality: Young and enthusiastic

Job (if the case): Full-time student

Marital status: not known

Children: No

Country of origin: Finland

BIO: Student is studying at Xamk for an BA degree. They ended up as a graduate student through their pathology studies. In studies, it is important to feel, get excited and open up to a new one. The student is easily absorbed in study assignments and projects, so taking care of their own resources may be forgotten. Student also recognize that they don't trust their own expertise enough, even if they receive good feedback from teachers and students.

MOTIVATION: In the selection of studies, a student's most important choice of occupation was in accordance with their own interests and values.

GOALS & NEEDS: The aim is to find employment in an area of interest. The workplace must be flexible and inspiring. The workload must be suitable and manageable.

CHALLENGES: During the studies, the student have been able to tackle challenges with the support of network and student community and by participating in various events and projects.

STUDY AND PROGRESS: From the point of view of the progress of studies, it is important for the student to have learning environments, systems, schedules, content, dates and practical matters, the prerequisites for studying, and personal discussions on the planning of studies and careers.

DEVELOPMENT OF SKILLS AND CAREER PLANNING: At the beginning of the studies, it is important to set targets for the development of one's own skills and for the career of the future. To achieve these goals, self-activity is essential. Competence should be examined and evaluated during studies using self-assessment, but the feedback of others is also important. Participation in projects and development tasks during studies supports career planning and competence development. The studies must offer opportunities to participate in various development tasks.

PROSPERITY AND ABILITY TO STUDY: According to the student, sufficient rest and recovery, openness to new things and reflection, as well as a balance between workload and functional

ability are important in well-being and learning ability. Studying in a group and helping others whenever possible enhances the well-being of the student.

THE PROFESSOR - Pedagogical expert

Age: 50

BIO: Person is a very experienced professor and is very excited about their work. They do a lot for students and are very dedicated to their work. They want to develop their field in cooperation with colleagues, partners and students.

MOTIVATION: They want to cooperate with their international colleagues and develop studies or even course units together. They are also interested in co-teaching.

GOALS & NEEDS: They want to grow their expertise with international colleagues and share new info with their students.

CHALLENGES: Persona might have difficulties in separating work from free time. They are also struggling to find international colleagues to work with.

THE RESEARCHER - Multidisciplinary innovator

Age: 29

Gender: Female

Personality: Enthusiastic

Job (if the case): RDI expert

Marital status: Cohabitation

Children: 2

Country of origin: Finland

BIO: Has multiple degrees, since she has been studying almost her entire life. She is now a doctoral researcher in the university, hoping to graduate soon, but working at the same time has been a challenge. Until this day, she has been working with RDI projects combining research and development activities, but nowadays is more keen on research.

MOTIVATION: The researcher is motivated through learning, developing new ideas and methods, as well as networking. On one hand, wants to get something done in practice, on the other hand, wants to have merits as a researcher in international networks. It is highly interested in disseminating research-based knowledge to different audiences.

GOALS & NEEDS: Wants to connect and co-operate with other researchers also in multidisciplinary context. It is eager to learn new research methods and develop connections between research, RDI- and teaching activities.

CHALLENGES: Enthusiasm vs. common sense! Takes too many tasks at once. Having no pedagogical training, needs help in formulating scientific and/or RDI-based texts into

learning materials. Needs help in communication, especially in popularizing scientific knowledge. Having difficulties finding colleagues in an international context.

ADMINISTRATIVE STAFF - World changer

Age:

Gender: 40

Country of origin: Finland

BIO: Person is very active in their own community at work and in their free time. They are not afraid of telling their opinions. They want to have a job that inspires them and offers challenges. They are interested in planning their own work, work should be flexible. They value a good atmosphere and equality at work.

MOTIVATION: Person wants to make a difference and change the world. Even though the tasks might be small at times, they want to see the change and the world getting better.

GOALS & NEEDS: Person is looking for new experiences and international cooperation. They want to be inspired and able to learn new things and grow their expertise.

CHALLENGES: At times the person might feel that they are giving a lot of themselves but not getting as much back. They want their work to be meaningful.

Specific persona profiles to the University "G. d'Annunzio" of Chieti – Pescara (Ud'A - IT)

THE STUDENT - MARTINA BIANCHI

Age: 21

Personality: She is a people person. She likes spending time with friends and sharing her knowledge with people who share her interests, and especially her passion.

Job (if the case): Full-time student, with occasional professional experience when she does not have to attend lectures.

Marital status: Unmarried

Children: None

Country of origin: Italian

BIO: Martina is from Abruzzo, and so she has to commute every day to reach the campus and attend classes. She is passionate about contemporary art, which is why she is an undergraduate student in Cultural Heritage. Martina enjoys visiting museums and exhibitions and often organizes trips to local churches and other sites with her fellow students. She is as a volunteer for the project "Aperti per Voi", collaborating as a guide for the Italian Touring Club.

MOTIVATION: Martina's dream is to work in a museum. She would like to be a curator, organize exhibitions and find new talents. This is why she has decided to take a BA in Cultural Heritage, and she would love to take a master's degree abroad to find out more about European art trends.

GOALS & NEEDS: Studying at INGENIUM University will give Martina a chance to explore new art forms and expressions. She knows that contemporary art responds to both local and cosmopolitan stimuli. She will incredibly benefit from INGENIUM University, developing skills that she will profitably apply back at home or elsewhere in Europe after graduating.

CHALLENGES: Martina collaborates for the Italian Touring Club: this enables her to follow her passion and get some relevant hands-on experience. She gets part-time jobs in the summer. She knows that she will have to improve her language skills (in English, and possibly in another language) and apply for funding schemes in order to take a mobility programme.

THE PROFESSOR & THE RESEARCHER - LUISA ROSSI

Age: 56

Personality: determined, and especially good at time management. This is a skill she learned as a commuter. The need to divide her time between the lab and the classroom has also been instrumental in developing effective skills.

Job (if the case): Full Professor of Clinical Microbiology

Marital status: Married

Children: 2 daughters

Country of origin: Italian

BIO: Luisa is Full Professor at the Department of Innovative Technologies in Medicine and Dentistry. She is from Rome and joined Ud'A twelve years ago. On the weekend she goes back home to spend time with her family – her husband, her two daughters, and her three grandchildren. When she is in Chieti, she is busy with her research in the lab, and always tries to share her work and results with her students. She believes that teaching and research are closely interrelated.

MOTIVATION: Luisa studied in Rome and has had the chance to be a visiting professor in Europe and in the USA. Her experience abroad contributes to her research at Ud'A considerably. She strongly believes that research cannot be restricted by national barriers. Her work benefits from both local support and the international groups that she is part of.

GOALS & NEEDS: Luisa's research is part of a network that involves colleagues from several countries, both in Europe and in other countries. She is eager to share her expertise and skills with colleagues abroad, as well as to learn from them.

CHALLENGES: Luisa's teaching activity represents a barrier to mobility during the semesters when her schedule is particularly busy. INGENIUM University will enable her to share her expertise with students abroad, and to learn from colleagues working at partner universities.

ADMINISTRATIVE STAFF - FRANCESCO VERDI

Age: 42

Personality: Goal-oriented. His determination helps him organize his schedule effectively. He also likes spending quality time with his wife and his son.

Job (if the case): Department staff, he helps to organize didactics, with a focus on the academic schedule.

Marital status: Married

Children: One son, Simone

Country of origin: Italian

BIO: Francesco works in the Department of Economics, where he helps organize didactic activities – classes, exams, and other events for students. He has a busy schedule, and once a week, he works from home. He is a career-oriented person, and this flexibility enables him to better organize his schedule and follow his passions.

MOTIVATION: When he has some time off work, Francesco likes spending time with his family, playing the guitar with his son Marco and going for a walk in the Parks of Abruzzo with his dog. He is a determined person. He runs marathons, and he is an objective-oriented person. He is able to set himself attainable goals, and this attitude that shapes his leisure time as well as his day-to-day activities at university.

GOALS & NEEDS: Having clear, attainable objectives is crucial for Francesco. He is a goal-oriented person in his professional and personal life, and objectives help him organize his daily activities. INGENIUM will enable him to put his organizational skills to the test, and face new challenges maintaining his career plans. He will experience a new educational scenario and acquire skills that will facilitate his work in Italy.

CHALLENGES: Francesco would love to face new professional challenges and see what the university system is like in other European countries. He speaks Italian and French, and he is currently taking an English course to be able to interact in a multicultural work context.

Specific persona profiles to the Munster Technological University (MTU - IE)

THE STUDENT 1 - Michael, 19

Age: 19

Gender: Male

Personality: INTP – The Architect

Job (if the case): Student

Marital status: Single

Children: None

Country of origin: Ireland

BIO: An Engineering student balancing lectures, group projects, and studying, an undergraduate student engages in campus life, networking, and personal development pursuits. Lectures start at 10am (GMT) normally, usually has around 40 hours of weekly workload (lectures, labs and study). Part-time job over the weekend.

MOTIVATION: Driven by a desire to obtain a well paying and rewarding occupation. Very interested in his area of endeavour and challenging problems. Any activity that is seen to improve career prospects is positive.

GOALS & NEEDS:

- Employability Advancement.
- To enrich his own prospects and bring this back to MTU.

CHALLENGES:

- Summer Job(s);
- Part-time Job(s).

THE STUDENT 2 - Clare, 21

Age: 21

Gender: Female

Personality: ESTP – The Dynamo

Job (if the case): Student

Marital status: Single

Children: 0

Country of origin: Ireland

BIO: A business student, high achiever and dynamic with a strong desire to broaden horizons. Go getter attitude and a desire to work with people. Has received awards for both driving and participating in student activities.

MOTIVATION: Involved in a wide range of activities outside her programme – has a strong desire to impact people positively. Hopes to set up her own business at some point and enjoys interacting with a wide range of people.

GOALS & NEEDS:

- Broaden her horizon and understand other cultures;
- Engaging workshops and discussions.

CHALLENGES: Has many existing obligations from her other activities.

THE STUDENT 3 - Tabinda, 29

Age: 29

Gender: Female

Personality: INTP – The Architect

Job (if the case): PhD Candidate

Marital status: Single

Children: 0

Country of origin: Pakistan

BIO: A non-EU national who achieved in the top 1% of undergraduate students within her origin country. A typical day involves reading papers, developing current work elements and preparing for an upcoming conference/paper submission. Meets supervisor weekly and tutors' undergraduate students. Technically brilliant but shy.

MOTIVATION: Looking to become involved in EU funding calls and projects. Seeking to expand the academic network and learn clear transversal skills. Hobbies are passive in nature – walking, cycling, painting.

GOALS & NEEDS:

- Expanded research network and collaborator list;
- Networking events and research themed workshops.

CHALLENGES: Time and structured events.

THE PROFESSOR & THE RESEARCHER - Ignacio, 39

Age: 39

Gender: Male

Personality: ENFJ – The Teacher

Job (if the case): Lecturer

Marital status: Married

Children: 0

Country of origin: Spain

BIO: Young professor and former postdoctoral researcher. It is an early-stage researcher, very passionate about both his topic area and teaching. The work cycle reflects the academic cycle. He deeply cares about his students and their educational journey.

GOALS & NEEDS:

- Increase his teaching and research network, learn about the alliance, and make long-term connections.
- Collaborative events, the capacity to connect to others, mobility facilitation.

CHALLENGES: Current teaching load and size of research network.

ADMINISTRATIVE STAFF - Brian, 43

Age: 43

Gender: Male

Personality: ISTJ – The Inspector

Job (if the case): Admissions Officer

Marital status: Married

Children: 2

Country of origin: Ireland

BIO: An Economist by trade, Brian manages part of the admissions process in the university. His daily activities include managing a great many individual issues. He is highly contentious and prides himself on his attention to detail.

MOTIVATION: His primary motivation is doing a good job and having things in order, so the students are all well served. He is quite outgoing outside his post, with a range of varied interests from his life before his current role.

GOALS & NEEDS:

- To understand how he can adopt his role to incorporate new requirements.
- Guidance and policy on what to do, engagement during the process.

CHALLENGES: Current workload.

Specific persona profiles to the University of Rouen-Normandy (UR - FR)

THE STUDENT - Marie Durand

Age: 20

Gender: Female

Job (if the case): Student job at the library

Marital status: No

Children: No

Country of origin: France

BIO: Marie is in her second year of a Biology Bachelor's degree. She lives with her parents in Rouen.

MOTIVATION: Marie would like to do a Master's degree and join the URN's engineering school: ESITech.

She is involved in the student life of her department and regularly participates in events organised by the university: forums, fairs, JPOs, etc. She mainly uses Instagram.

GOALS & NEEDS: Develop her international experience, apply for a position abroad, discover new cultures, meet other European students, experience life away from home.

THE PROFESSOR & THE RESEARCHER

Age: 45

Gender: Male

Job (if the case): Teacher-researcher in law

Marital status: Married

Children: 2 children

Country of origin: France

BIO: After studying at the University of Rouen Normandy and in Paris, this teacher-researcher joined the University of Rouen Normandy, where he now spends his entire career. He has many interactions with other colleagues specialised in the same field of research as him.

MOTIVATION: This teacher-researcher likes to develop projects related to his field of research, for the benefit of his students. He is thus involved in partnerships with local authorities, for example, or companies in his sector. He maintains a network of alumni. He mainly uses Twitter and LinkedIn.

GOALS & NEEDS: The INGENIUM network will enable him to decompartmentalise his research and to envisage new partnerships in training and research on a European scale.

ADMINISTRATIVE STAFF

Age: 40

Gender: Female

Job (if the case): Administrative officer in a faculty

Marital status: In cohabitation

Children: 3 children

Country of origin: France

BIO: After studying at the University of Caen and then in a Regional Institute of Administration, this administrative manager of a component passed the civil service exam. She has worked in various administrations (Regional Board of Education, then the University).

MOTIVATION: She is continuing her career at the University, but is open to discovering new horizons, in other regions of France or in other administrations. She is considering coaching more staff. She mainly uses Facebook and Instagram, but is also present on LinkedIn.

GOALS & NEEDS: She aims to discover and understand professional practices across Europe, to carry out joint projects with local applications with INGENIUM partners, for the benefit of the students and staff of her component.

Specific persona profiles to the Gheorghe Asachi Technical University of Iasi (TUIASI - RO)

THE STUDENT - Mihai

Age: 21

Gender: Male

Personality: The Challenger (open-minded, self-confident, energetic, direct)

Job (if the case): no

Marital status: not married, single

Children: no

Country of origin: Romania

BIO: Early riser; Attending classes; Meets deadlines at the last moments; Participant in student competitions; Looking for role models; Able to filter sources of influence for their personal and career development; Digital enthusiastic; Empathetic to social causes.

MOTIVATION: Interested in self-development; Motivated by: well-paid jobs, willing to experiment with life learning opportunities, improve soft skills

GOALS & NEEDS:

Goals: Building self-confidence by expanding skills and competences; Good training for a successful professional journey.

Needs: A tailored fit for purpose: learning experience, interdisciplinarity.

CHALLENGES: Not enough flexibility in the educational path; Scarce financial resources for leisure, entertainment and multicultural abroad; Get frustrated when: facing inequity in the evaluation of achievements but does not necessary take actions; not enough state-of-the-art educational content and instruments; Not enough practice based experiential learning; Limited exposure to interdisciplinarity

THE PROFESSOR & THE RESEARCHER - Adrian

Age: 43

Gender: Male

Personality: The Investigator (independent, analytical thinker, persevering, innovative)

Job (if the case): Senior Lecturer

Marital status: married

Children: 1

Country of origin: Romania

BIO: Likes to travel a few times a year during weekends; Sport for fitness; interested in board games; Experienced in research projects; Frequent social meetings with friends; Involved in organizing and attending events in faculty; Working with post graduate and doctoral students; Heavy teaching workload.

MOTIVATION: Fast track career development, financial stability, good balance between teaching and research, increasing teaching satisfaction

GOALS & NEEDS:

Goals: Find new collaborative education & research opportunities; Willing to be a part of an innovative educational initiative; Willing to work with students eager to learn and perform well.

Needs: Support to find collaborations; Learn from best practices; Support for transition from traditional to modern and innovative teaching; To be part of collaboration in international research teams.

CHALLENGES: Insufficient access to good quality training support for development of new skills (digital, entrepreneurship); Excessive teaching workload; The need to take additional jobs to compensate for the lack of financial resources from the academic job; Lack of support in guidance for career development.

ADMINISTRATIVE STAFF - Maria

Age: 38

Gender: Female

Personality: The Loyalist (honest, practical, responsible, overly cautious and reserved, overly dependent)

Job (if the case): Assistant officer

Marital status: married

Children: 1

Country of origin: Romania

BIO: Early riser, support to multiple projects of the university, work best when given structured and clear expectations. She is interested in travel, fashionable and pays attention to the public appearance, up-to-date with community news

MOTIVATION: To be acknowledged as a valuable asset of the organization.

GOALS & NEEDS:

Goals: To support the university initiatives for growth and development.

Needs: Career development opportunities, New skills to be efficient at the workplace.

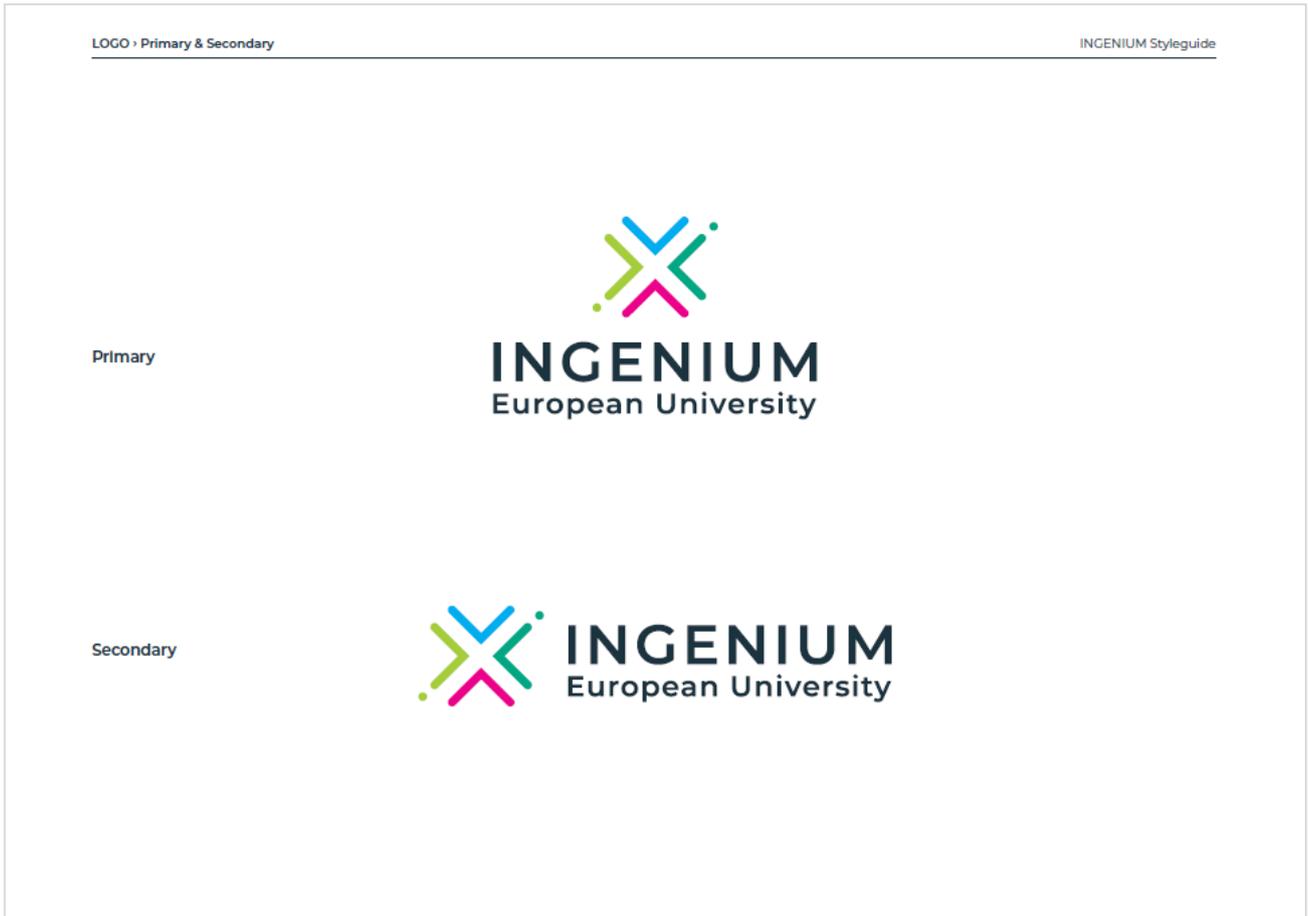
CHALLENGES: Limited proficiency in foreign languages, lack of practice in taking initiatives for problem-solving, lack of experience in collaboration across the organization.

Annex 2

INGENIUM Styleguide



LOGO



LOGO › Safe zone

INGENIUM Styleguide



At least this much space to other graphic elements or format borders.

The two main parts of the Logo are the Symbol (the Ingenium Compass) and the name INGENIUM. Parts of the Symbol may be used as graphic elements:



Arrows used as bulletpoints



Compass used to mark a Headline



Ingenium Compass used as watermark

LOGO Usage INGENIUM Styleguide

If possible, the Logo should be placed centered, on a white background, either on the top or at the bottom.
In certain products like the Letterhead, it could be placed at the top right.



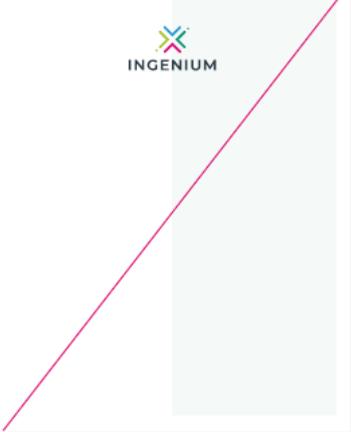
The Ingenium Color-Gradient may be used als Footer-Element, it is not a „must“

LOGO Usage INGENIUM Styleguide

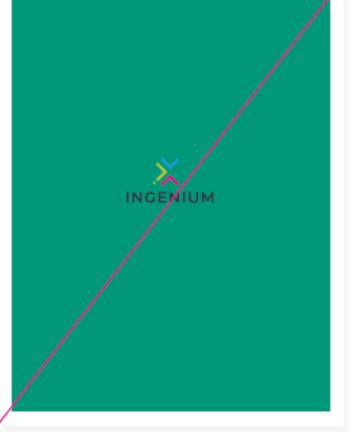
Don't place part of the Logo on a photo



Don't place the Logo partially on photos or colored surfaces



Don't place the Colored Logo on colored background



On colored background use the white version of the Logo



COLORS

COLORS INGENIUM Styleguide

Lime 	Teal 	Cyan 	Magenta 	Anthracite 
cmyk: 40 00 100 00	cmyk: 100 00 65 00	cmyk: 100 00 00 00	cmyk: 00 100 00 00	cmyk: 60 30 20 80
rgb: 175 202 11	rgb: 000 152 121	rgb: 000 159 227	rgb: 230 000 126	rgb: 041 049 051
web: #afca0a	web: #009878	web: #009ee3	web: #e5007d	web: #293133

Lime 0% Teal 35% Cyan 65% Magenta 100%

Ingenium color gradient | positions

 As Ingenium uses several Colors there should be no other additional colors added, except different tones of grey.

FONTS

MONTSERRAT

A geometric sans-serif typeface that celebrates a special style of underline that is integrated into the letterforms found in the Montserrat neighborhood of Buenos Aires. Montserrat has subtle optical adjustments, which resulted in a sans serif family with multiple versions and multiple possibilities, both in the editorial and corporate realm.

Download font here: <https://fonts.google.com/specimen/Montserrat>



Systemfont Arial can be used in Word-Documents, PowerPoint, Newsletters or other Office Applications as Fallback if Montserat is not available.

IMAGES

IMAGES

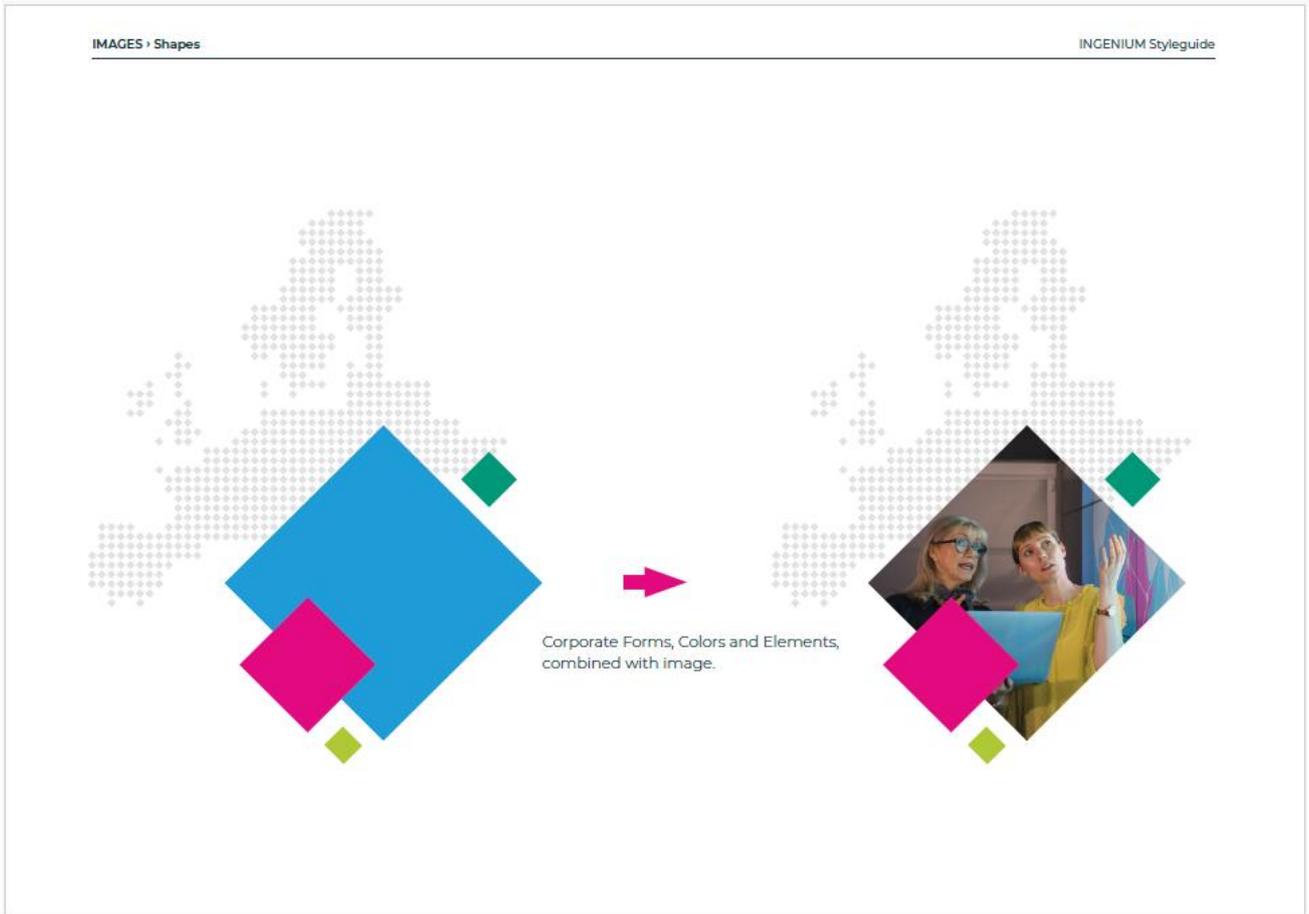
INGENIUM Styleguide

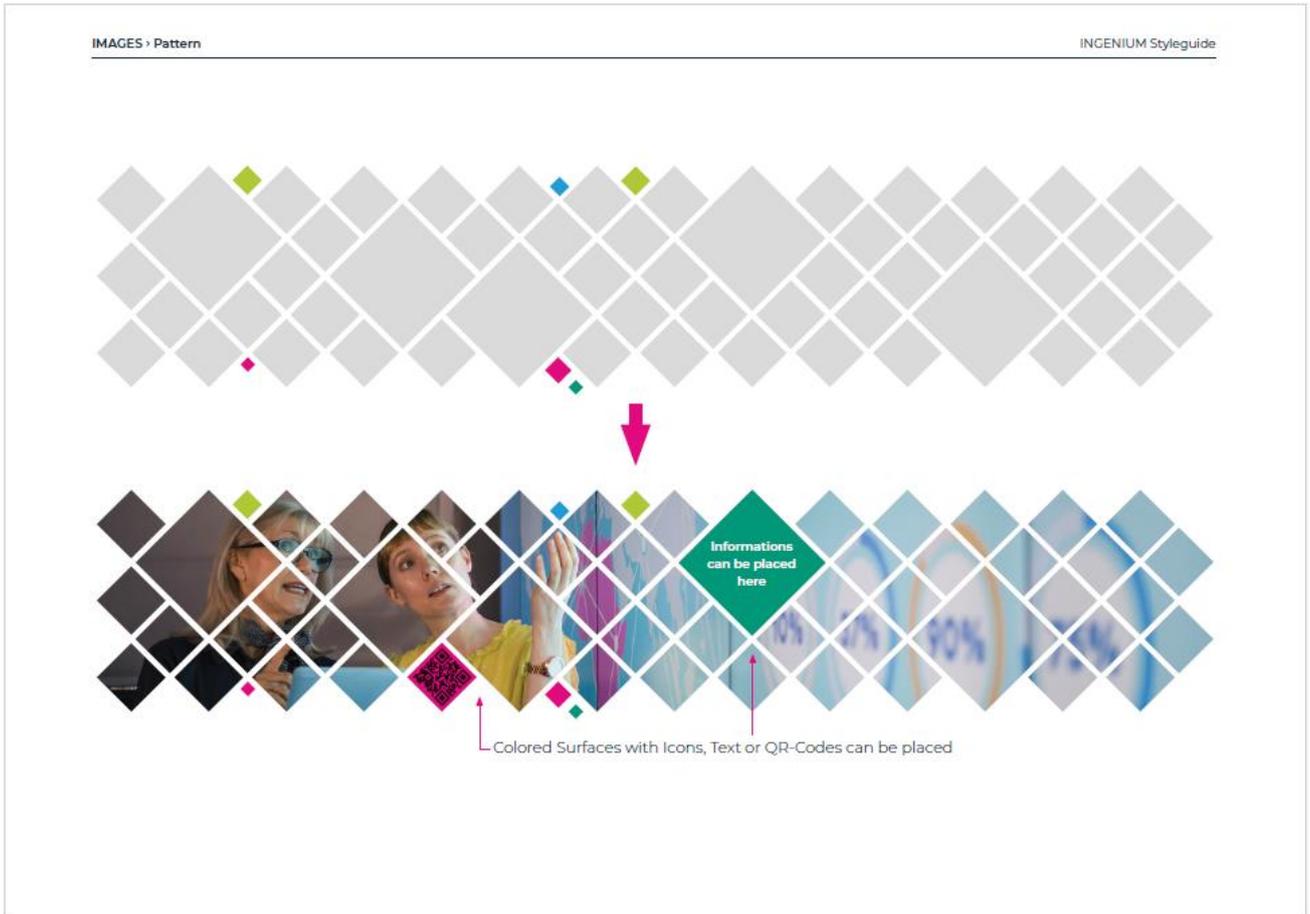
The pictures should be bright, friendly, positive and modern. They should show people in conversation/collaboration with each other. The intercultural/international aspect can be shown by choosing images with people of different ethnicities.



Geometric forms and Patterns such as grids, networks which symbolize „connecting, sharing, diversity“ are used to illustrate Ingenium's Values.







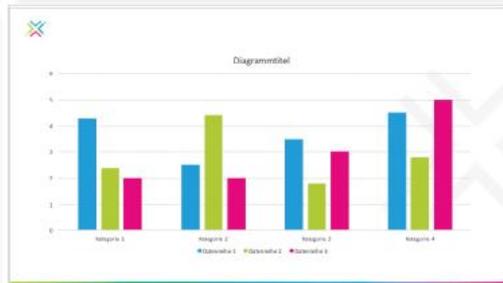
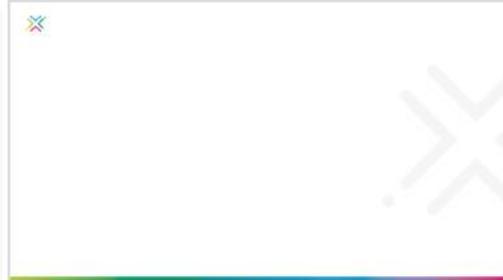
PRINT

PRINT › Mesh/Banner

INGENIUM Styleguide



DIGITAL





Annex 3

Bottle





Mesh



INGENIUM
European University

CONNECT | SHARE | LEARN
Across Europe

ingenium-university.eu




Universitatea Tehnică
„Gheorghe Asachi” din Iași



Co-funded by
the European Union

Notebook



Pencil



QR Card



T-shirt



Roll-up



INGENIUM
European University

CONNECT | SHARE | LEARN
Across Europe

ingenium-university.eu




Universitatea Tehnică
„Gheorghe Asachi” din Iași



Co-funded by
the European Union

Stickers



Tote bag





Annex 4

Background conference - regular



CONNECT | SHARE | LEARN
Across Europe

ingenium-university.eu

Background conference - reflect



Badge for host



Badge for guest



Certificate of attendance

 **INGENIUM**
European University

Replace this group with university logo

10 Days of INGENIUM
INGENIUM Summer School on Language, Culture and Diversity
13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

.....
in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
.....



Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Health, Well-being and Technology
13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

.....
in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
.....

Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Language, Culture and Diversity
13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

.....
in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
.....

Replace this group with university logo

10 Days of INGENIUM

INGENIUM Summer School on Health, Well-being and Technology
13-17 of June, 2023

Certificate of Attendance

This certificate is awarded to

for attending the 10 Days of Ingenium event organized by

.....
in June 2023.

INGENIUM Director,
Ana Isabel Alvarez Gonzalez

Host University,
.....

Email signature

Gideon Villegas

Researcher

Phone number: +0 00 000 000

Email: gideon.villegas@ingenium-university.eu



Envelope



Metal pin

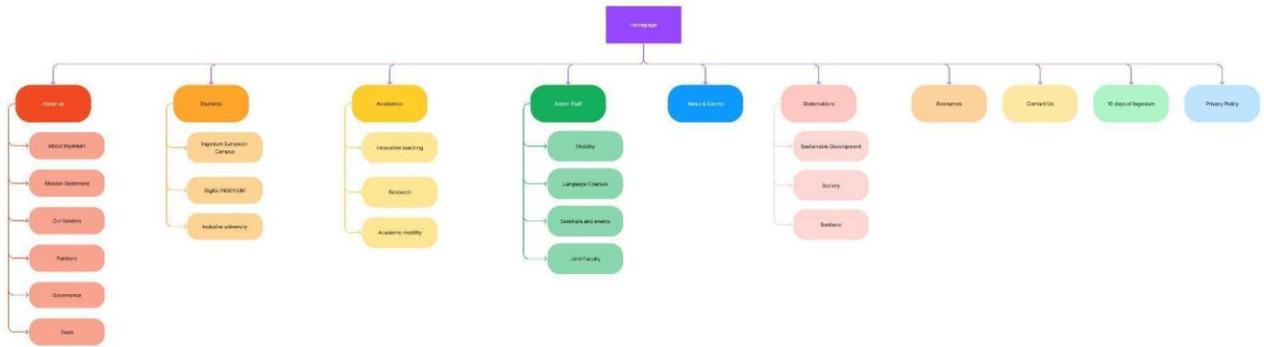


Pen



Annex 5

Sitemap



[View full size](#)

Navigation



INGENIUM
European University

Search Login/Register  English    

 About us **Students** Academics Admin Staff News & Events Stakeholders

Ingenium European Campus	Digital INGENIUM	Inclusive university	
IEC Faculty	Open Data	Educational system	
Open Degree	Open Science	Language courses	
Student mobility	E-Learning Catalogue	Healthy campus	
INGENIUM Joint Programmes	E-Learning Platform(s)	Sports	
Winter/Summer Schools	Open forums	INGENIUM Olympic student tournament	
	Virtual Student Registry	Well-being online conferences	
	Student Enrolment		

Footer



INGENIUM
European University

Subscribe to our newsletter

[Privacy Policy](#) [Resources](#) [Contact us](#) [Archived newsletters](#)  Co-funded by the European Union

Annex 6

Newsletter



Insert title Here

Connect



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed aliquam metus ac purus vulputate, non gravida ipsum auctor. Integer nec euismod magna.

[Read more](#)

Share



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed aliquam metus ac purus vulputate, non gravida ipsum auctor. Integer nec euismod magna.

[Read more](#)

Learn



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed aliquam metus ac purus vulputate, non gravida ipsum auctor. Integer nec euismod magna.

[Read more](#)

News



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed aliquam metus ac purus vulputate, non gravida ipsum auctor. Integer nec euismod magna.

[Read more](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed aliquam metus ac purus vulputate, non gravida ipsum auctor. Integer nec euismod magna.

[Read more](#)



Do you want to be the first who finds out more opportunities?

STAY CONNECTED



[Unsubscribe](#)

Annex 7

10 days of INGENIUM website landing page

