D5.2

Stakeholder Engagement Plan

Edited by
Noaa Barak
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WP5 | D5.2

Report on Guidelines and Monitoring
tools-metrics

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List of Acronyms and Abbreviations

DoW  Description of Work
FM   Flash Meeting
NoE  Network of Excellence
PEST Political, Economic, Social, Technological
TEL  Technology Enhanced Learning
WP   Workpackage
WPL  Workpackage leader
Summary

This document describes the Guidelines, strategy, tools and methods for establishing the STELLAR stakeholders’ network and engaging with the TEL stakeholders.

The overall aim of WP5 is to build a TEL community level capacity, with five main objectives:

- The STELLAR consortium aims to unify the leading institutions and projects in European Technology-Enhanced Learning (TEL) in a Network of Excellence (NoE). As part of this, it aims to reduce community fragmentation by bringing together the key stakeholders in European TEL and stimulate ongoing knowledge exchange between them. This is the work of WP5.

As outlined in STELLAR’s Description of Work (DoW), WP5 has the following objectives:

- Ensure visibility of STELLAR aims and results and to valorise the activities and the results of STELLAR and to showcase the impact of STELLAR among the wider TEL community and related research and application communities.
- Identify core groups of external stakeholders with whom STELLAR will engage building upon existing links and networks and to enhance the understanding and integration of TEL research in external communities by expanding the influence and reach of STELLAR outputs.
- Guarantee the involvement of research stakeholders (policy makers, TEL industry, user industry, teachers’ associations, teachers’ training colleges, students’ and parents’ associations, etc.) in order to support definition of TEL research agenda and aid the validation and implementation of research across Europe.
- Foster dialogue and collaboration between STELLAR, TEL researchers and external communities and stakeholders through targeted engagement with existing and emerging TEL Associations, event mechanisms and related communication paths, including online interaction. A key drive is to foster involvement of former FP6 NoE actors and other researchers in the establishment of an open TEL research community.
- Collaborate with other WPs to ensure that key STELLAR outputs are co-ordinated and in a format appropriate for the requirements of external TEL communities.

The STELLAR stakeholders’ network described in this report will promote the achievement of these objectives by:

- Engaging with stakeholder groups through ensuring the visibility of STELLAR
- Identifying core stakeholder groups and guaranteeing their sustainable involvement in the definition of the TEL research agenda
- Fostering dialogues among different disciplines and communities related to TEL. We will apply monitoring tools and metrics to assess stakeholders’ engagement and take continuous measures to adjust the network according to their feedback.

WP5 also intends to involve TEL stakeholders in actions and instruments relating to other STELLAR WPs, in order to enhance the sustainability and integration of STELLAR and the wider TEL community.
1 Introduction

The STELLAR NoE reaches out to the wider stakeholder community via the organisation of strategic stakeholder communication which primarily constitutes of the Stakeholder Club, including 3 subgroups 1) the Stakeholder Board, 2) the Network of Networks, and 3) the Research and Innovation Group. Through the various tools and methods discussed in this report, we will facilitate an interdisciplinary dialogue and cross-fertilisation among different stakeholders and engage them in a range of STELLAR activities.

The guidelines outlined in this document are related to and partially based on work released in deliverable D5.1, in order to analyse and map the TEL stakeholders and to identify the specific objectives. These actions will pave the way to achieve the overall objectives of the Stakeholders Network and WP5.

1.1. Objectives

As outlined in STELLAR’s DoW, the stakeholder network has five main objectives, to which we have added a number of sub-objectives, according to the work presented in D5.1:

The STELLAR consortium aims to unify the leading institutions and projects in European Technology-Enhanced Learning (TEL) in a Network of Excellence (NoE). As part of this, it aims to reduce community fragmentation by bringing together the key stakeholders in European TEL and stimulate ongoing knowledge exchange between them. This is the work of WP5.

As outlined in STELLAR’s Description of Work (DoW), the stakeholder capacity building focus of WP5 has the following objectives:

1. Ensure visibility of STELLAR aims and results and to valorise the activities and the results of STELLAR and to showcase the impact of STELLAR among the wider TEL community and related research and application communities.

2. Identify core groups of external stakeholders with whom STELLAR will engage building upon existing links and networks and to enhance the understanding and integration of TEL research in external communities by expanding the influence and reach of STELLAR outputs.

3. Guarantee the involvement of research stakeholders (policy makers, TEL industry, user industry, teachers’ associations, teachers’ training colleges, students’ and parents’ associations, etc.) in order to support definition of TEL research agenda and aid the validation and implementation of research across Europe.

4. Foster dialogue and collaboration between STELLAR, TEL researchers and external communities and stakeholders through targeted engagement with existing and emerging TEL Associations, event mechanisms and related communication paths, including online interaction. A key drive is to foster involvement of former FP6 NoE actors and other researchers in the establishment of an open TEL research community.

5. Collaborate with other WPs to ensure that key STELLAR outputs are co-ordinated and in a format appropriate for the requirements of external TEL communities.
1.2. Expected Outcomes and Benefits

The benefits that STELLAR will provide for the various stakeholders in TEL are manifold. The TEL research community itself is one of the main beneficiaries of the STELLAR endeavours.

- First, a joint infrastructure based on the “Science 2.0” concept for TEL will not only allow the sharing and joint use of research infrastructure such as tools, resources and services. The philosophical approach that we have chosen with a Science 2.0 portal also contributes to bottom-up networking activities that allow individual researchers a personalised approach to the community and a personalised use of TEL infrastructure. The results of Delphi studies (WP1) will condense and integrate multiple perspectives on TEL research, and will produce recommendations (e.g. in the form of White Papers”) to serve as a common framework for TEL researchers in Europe. The TEL research community will have a pool of well-trained young researchers with a multidisciplinary vision on the subject. It will have a series of well-established instruments in place for capacity building, knowledge sharing and spreading of excellence. Sustainability planning is thus foreseen from the very beginning of the project and will be continuously enhanced by the stakeholders network

- Second, sustainable structures and mechanisms for changing and supporting future TEL research and development will be created. We will produce a range of ‘instruments’ that will live on beyond the network and help to structure the European success past 2012. Stakeholders will become members of an active network offering links to different disciplines and communities and fostering the exchange of knowledge and the establishment of working/research relations between them

- Third, a strategic view of future TEL research of relevance to policy makers and stakeholders. We will provide a vision embedded in a Grand Challenge framework that will integrate viewpoints of researchers, policy makers and other stakeholders, thus granting stakeholders a real opportunity to influence the future of TEL.
2 Definition of Structure

The central entity in the stakeholder network will be the Stakeholders club. This club will be composed of a variety of interested parties including researchers, students, associations, teachers, SMEs, industrial companies, and so on. We will apply minimum filtering of membership and allow for anyone interested in TEL to become a member. The primary aim of the club is to engage with a wide set of individuals and organisations interested in TEL. This will be done through newsletters, discussion forums, invitation to conferences, shaping the field of TEL via questionnaires, and more. This type of communication constitutes the main communication channel and it will reach all stakeholders in the network.

In addition to its core activities, the Stakeholders club will also consist of (at least) 3 Subgroups\(^1\): 1) the Stakeholder Board, 2) the “Network of Networks”, and 3) the Research and Innovation Group. These subgroups will have both restricted and open working-networking areas and will hold focused discussions on designated issues. In correspondence with the specific roles of each such subgroup, its members may engage in activities that are not open to the rest of the Stakeholders Club. We may consider adding other subgroups or sub-communities, dedicated to specific tasks or discussions, as the Stakeholders Network evolves.

It is important to note that as all members of these subgroups are also members of the Stakeholders Club, the majority of communication streamlined to them will be the same as mentioned above for the club. Their other roles and affiliations are in addition to being members of the Club.

WP5 will manage and mediate the interaction of the Stakeholders network with other instruments in STELLAR, as envisaged in this deliverable, as well as in related deliverables (4.1, 4.2 and others). Figure 1 presents the organizational structure of the Stakeholders network and it’s relation to STELLAR.

\(^1\) Or: Special Interest Groups (SIGs), Channels, etc.
Figure 1: Structure of the STELLAR stakeholders’ network and its relation to WP5 and STELLAR. The red arrow represents the main channel of communication

The composition and roles of the subgroups shall be as follows:

**The Stakeholder Board:**

- Composition: 8-12 high profile members coming from industrial companies, SMEs, large user organisations, national organisations and research labs which are not members of STELLAR, with balance kept between different disciplines and communities

- Main task: Overview the activities of the project and act as a review panel expressing its opinions on research related decisions, reports and any issue on demand by the project coordinator or the Executive Board.

**The Network of Networks:**

- Composition: 20-30 representatives of TEL associations and other related associations from Europe and beyond, with a balance kept between different disciplines and communities

- Main Task: Form a “network of networks”
  - Provide an important conduit to their specific stakeholder communities to ensure effective two-way communication
  - Provide intelligence to STELLAR on engaging with wider stakeholder communities
  - Comment, where practical, on activities and draft reports for WP5
The Research and Innovation Group:

- Composition: No maximum number of participants but we will strive to have a high rate of participation from SMEs and researchers, as they are perceived as main driving forces of innovation. We will also encourage participation of other communities (industry, policy makers, etc) in order to reduce fragmentation.

- Main task: Openly discuss innovative ideas, following up on national and EU TEL agenda etc, funding opportunities, options for exploitation, standardization and legislation that are relevant for innovation.

Note that due to external marketing considerations, the entities mentioned above – The Stakeholder Club, The Stakeholder Board, The Network of Networks and the Research and Innovation Group – might be renamed. This will be done prior to the official kick-off event of the Stakeholders Network. In addition, following feedback from stakeholders the composition and main tasks of these entities may be revised.
3 Guidelines

The following paragraphs specifies the general guidelines for the main actions and interactions we foresee for the Stakeholders Network, including membership in the network, main communication tools, meetings and directory of contacts. In a first analysis the consortium will identify and refine the main use cases for different stakeholder groups and map them onto functionality. These use cases, as already can be seen from first questionnaires (see conclusions in deliverable 5.1), will include activities of STELLAR member partners as also external stakeholders of STELLAR. Several of the use cases are a product of shared interests between the different external and internal partners (Figure 2).

Figure 2: Selected use cases in the monitoring and implementation clusters for two target group clusters external stakeholder and STELLAR member.

In general the STELLAR stakeholder club will consist of different layers and functions.

The underlying core functions are networking, community work, and monitoring. As STELLAR has to integrate a wide variety of existing networks, the approach for linking in and flexibly connecting to others is essential. Therefore, the basic stakeholder infrastructure builds on existing social networking solutions and allows individual participation and memberships.

A first analysis of the different social networking tools revealed that for most extended community functionality platforms even with extensions and integrated applications will not be sufficient. Therefore on a second layer the club will make use of dynamic community and grouping software as for example ELGG\(^2\) (for the consideration of other software, see Annex 1: Analysis of social webs). This will

\(^2\) elgg.org
enable the integration of a variety of different kinds of tagged online content as blogs, forums, feeds, tweets, or even instant messaging. ELGG enables different grouping approaches from dynamic tagged based groups to static defined and even moderated groups. The development of these groups and the tagged content landscape will be monitored in a third layer via the Stakeholders Board, Network of Networks and the Research and Innovation Group. Based on the outcomes of the monitoring process specific activities can inserted and launched in the Club platform. An overview is shown in Figure 3.

Figure 3: Different layers of the stakeholder club infrastructure of STELLAR

3.1. Membership

Membership in the Stakeholders club will be open to every individual with an interest in TEL, providing he/she completed a profile and gained access to the platform on which the stakeholders networks is managed (ELGG or else).

Selected members of the Club will be invited by WP5 to form the subgroups, providing that they fit the profile envisaged for these subgroups.

A code of conduct will be published on the website defining the behaviour expected of members and the conditions by which a member might be expelled from the network. In addition, members will have to abide to the standard code of conduct in the platform.

3.2. Representation

As a general rule, members of the stakeholders club are individuals and their activities will be perceived as such. In specialised groups, specifically the
Stakeholders Board and the Network of Networks, individuals will represent the organisations they belong to.

3.3. Meetings

In addition to the continuous activities we will facilitate via the website and other virtual tools, we also plan to hold Face-to-face meetings:

- We will convene the Stakeholders Board and the Network of Networks at least once a year, preferably in conjunction to main TEL events, to discuss their activities and receive their feedback.

- At least once during the lifetime of the project, we will hold a STELLAR conference which will target all stakeholders and will strive to offer interdisciplinary content based on data collected from members of the club.

- In addition, whenever an event is held that has wide participation of STELLAR stakeholders, WP5 will consider holding a STELLAR networking session.

- As a general rule, members of the Stakeholders network will be notified of STELLAR sponsored events and will be invited to attend those which they find relevant.

Following the results of a preliminary questionnaire we have distributed internally among STELLAR members, we have identified a number of international and national events as potential events to hold meetings of the Stakeholders network (see D5.1 for an overview of events). Within the course of the project we will refine the list of events using input from additional questionnaires we intend to distribute among a wider network of STELLAR and non- STELLAR contacts.

3.4. Communication tools

The Stakeholders Network will mainly operate virtually, but members of the STELLAR WP 5 team would aim to engage with individual members at the various conferences and events we are jointly attending (i.e. ICDE, ALT-C, Educa, etcetera).

The main communication tools we plan to make use of can be classified as belonging to 1 of 3 groups:

1. Tools available on the Stakeholders Network Website, of include discussion forums, news feeds, mailing lists, periodic newsletters

2. Tools based on mailing lists

3. Other virtual tools
All tools will be integrated on a loose level also to enable the integration and interconnection with facilities and resources coming out of the other workpackages of STELLAR, such as the STELLAR Open Archive (WP6).

### 3.4.1.1 Stakeholders Club Website

**Homepage**

The homepage will be a dynamic version of Kaleidoscopes Coffee corner, presenting news, events, highlights from the forums, calendar of events, profiles of selected stakeholders (“stakeholder of the week”) etc.

**Forums and Blogs**

As we intend to reduce both the fragmentation between disciplines and the fragmentation between communities, our forums will be structured to support interdisciplinary discussions as well as to accommodate the needs and interests expressed by stakeholders. Forums will be linked to the Open Archive, allowing members to post and search relevant literature.

**Profiles**

Each member of the Stakeholders Network will have a profile that provides general information about his/her area of expertise, experience, interests, membership in associations, and more. In order to set an example, all STELLAR members will be requested to complete their profiles on the network prior to the official kick-off of the Stakeholders Club.

**Calendar**

A calendar presenting STELLAR events as well as other international and national TEL events will be presented on the website providing stakeholders with an overview of relevant events, as well as an opportunity to indicate their plans for attending the event and view others who may be attending. This calendar will consume some basic feeds of relevant available calendars and enable STELLAR Stakeholder Club members to announce relevant events to a broad target group.

Prior to STELLAR events, and possibly additional events, we will post material which stakeholders can use as preparation for an event.

**Restricted working areas**

To support the Stakeholders subgroups we will establish restricted working areas allowing members of each subgroup to discuss specific issues relevant to their activity. In general, this option will exist to allow for an un-biased evaluation of specific items, and should not be the rule for the subgroups work. Open and visible discussions will be encouraged.
3.4.1.2 Mailing lists

Members will be able to subscribe to various mailing lists STELLAR will produce, each dedicated to a different topic (funding opportunities, events, vacancies, etc). At any stage members will be able to modify their preferences and/or choose not to receive emails from the STELLAR mailing lists. Specifically we foresee the following:

**STELLAR Newsletter**

A newsletter devoted to TEL will be sent periodically to members of the Stakeholders’ Club, summarising recent activity in the field of TEL and in the different STELLAR instruments, containing highlights of important publications, summarizing central discussions in the forums, and inviting members to attend events and take part in other activities. The newsletter will also be available on the STELLAR website.

When necessary, WP5 will also produce a printed version of the newsletter for distribution in events.

**Targeted emails**

Based on interests expressed by members when signing into the STELLAR Stakeholders Club, they will receive emails relevant to their field of interest or to a specific type of activity.

3.4.1.3 Other Virtual tools

Virtual meetings:

- Virtual meetings will serve as a tool for holding working sessions in cases where discussions cannot be supported in a satisfactory manner through the website
- We foresee this tool will be used only as means of communication with the subgroups

3.5. Directory of contacts

A key issue for engagement with stakeholder is the creation and maintenance of an up-to-date and efficient directory of contacts. The directory will rely on new and existing networks and will be built based on the mapping and analysis of stakeholders (deliverable 5.1).

- The existing networks established by Kaleidoscope and Prolearn form the starting point to the STELLAR stakeholder network. These directories are being refreshed and restructured and the consortium already has started joined meetings for integrating the legacy from Kaleidoscope and Prolearn in the STELLAR LinkedIn Group
• STELLAR partners have answered a questionnaire in order to map our immediate network of contacts (reported in deliverable 5.1). These contacts will be added to the directory and will serve as a primary tool to expand the network.

• Targeting specific events. Based on feedback from the first questionnaires we will establish a calendar of conferences, symposia, workshops and info-days where the STELLAR Stakeholders network will be promoted.
4 Action Plan

The foreseen action plan for the stakeholder network aims at having a fully operational network, including all communication tools, planned events and entities, established by the end of 2009, as presented in Figure 4. The execution of these tasks will be reported periodically in deliverable 5.3.

4.1. Overview of WP5 Activities

Activities which are already completed include the distribution and analysis of an internal questionnaire, the composition of an external questionnaire and establishing the main guidelines for the Stakeholders Club and its subgroups as described in this document.

Activities in progress include revision of the directories of contacts, resuming contact with Stakeholders via the external questionnaire, inviting stakeholders to join discussions of the network in the STELLAR LinkedIn group, collecting candidates for the stakeholders’ subgroups, preparing for the kick-off event and developing the central communication tool and its links to other STELLAR instruments (Figure 4).

WP5 has already begun to resume conversation with stakeholders from Kaleidoscope and Prolearn via a questionnaire (See Annex 2: Draft of External Questionnaire) seeking their opinion on the added value of a stakeholder’s network and the activities they would like to see in such a network. As these persons have already taken part in at least one TEL network, we believe their input can direct us towards tailoring a stakeholder’s network that is better suited to the characteristics, needs and expectations of the TEL community.

Figure 4: Foreseen action plan for 2009
The progress of the network and the execution and coordination of the necessary actions are discussed in WP5 weekly or bi-weekly virtual meetings, recorded on the FM website³.

4.2. Overview of work related to other STELLAR instruments

As already outlined in other STELLAR deliverables (e.g. deliverable 4.2), STELLAR intends to be integrative and exploit the many possible synergies between the different WPs and instruments. From the point of view of WP5, STELLAR offers both content and instruments which can be of great interest to TEL stakeholders. These mainly include exploring the Grand Challenges in TEL and the future research agenda (WP1), building research capacity through Rendezvous, Theme Teams and Incubators (WP3), building a TEL doctoral community of practice, including a mobility programme (WP4), and establishing a TEL Open Archive (WP6).

In agreement with the objective “To actively solicit the feedback, views and visions of TEL stakeholders and facilitate the use of this information by various STELLAR instruments”, it will be one of the tasks of WP5 to ensure that information on related STELLAR activities, such as the ones mentioned above, is readily available to members of the Stakeholders Club and that they are able to take an active part in these activities, when relevant.

To further ensure that the interests of stakeholders are represented within STELLAR and that actions related to Stakeholders are fully coordinated, thus avoiding flooding and creating confusion among members of the Stakeholders club, the Stakeholder network will be a standing item for discussion on the agenda of the periodic WPL Flash meetings.

³ http://fm.ea-tel.eu/ registration and invitation to the STELLAR group is required
5 Monitoring and Assessment

In addition to the evaluation activities performed by WP7, we will apply techniques and tools to monitor and assess the level of engagement of stakeholders in the network. This assessment will be done at the individual, community (organisational/institutional) and discipline levels, so that indicators will exist to estimate our ability to foster discussion and networking between communities and disciplines, as well as between individuals.

Monitoring and assessment actions will be performed continuously so that we will be able to adapt to necessary changes in real time. We also plan to set up incentives to enhance active participation of stakeholders. Results of the monitoring and assessment actions will be discussed continuously in WP5 meetings, and summarised and presented periodically in deliverable 5.3. Upon the detection of deviations, WP5 will take corrective measures, assisted by members of WP7.

5.1 Methodology

In general, we will examine the traces that members leave when engaging with the network and the information they retrieve from the network in order to assess different levels of engagement. We view the entire range of activities associate with the Stakeholders club as visible via 3 major tools:

1. Monitoring on-line activity
2. Questionnaire
3. Face-to-face Conversations

The data gathered via these tools will be analysed with regards to the individual, organisational, community and disciplinary levels.

The following presents a detailed overview of these tools and concludes with a table summarising tools, criteria and measurements.

5.2 Online activity and the scoring method

In order to allow stakeholders to receive an overview of their level of engagement with the network, we will make available a scoring method presenting an indicator of their level of involvement based on the interactions they have with the network: number of visits and repeated visits to the portal, involvement in discussions - both viewing and contributing, number of links posted and files downloaded, number of colleagues invited to join the network, etc. Each stakeholder will be able to view his/her engagement level as evaluated through this method and will be able to take action to improve his/her score.

This indicator can be analysed in the individual level, but also at higher levels. In this sense, a user can also view the level of engagement of his/her organisation,
community and discipline. We will possibly introduce additional incentives based on this method, such as announcing the most active stakeholders on the website, dedicating in each newsletter a section to an active stakeholder, etc.

5.3. Questionnaires

We recognise that it is important to give stakeholders an opportunity to provide direct feedback to STELLAR about STELLAR. While the online tracking system seeks to measure the level of engagement by stakeholders via website interactions, the questionnaires will be used on an intermittent basis to ask stakeholders active feedback on the following two issues:

a. Are we addressing their needs appropriately? (e.g. Is STELLAR working well for them?)

b. Is there anything that we have missed which could improve their experience of engaging with STELLAR? (e.g. How can we improve what we do?)

To this extent, we have circulated an initial questionnaire to the stakeholder communities present in the previous Networks of Excellence (see D5.1 for discussion). We consider this an important development to:

- Strengthen our own thinking and perhaps challenge STELLAR assumptions about stakeholder involvement
- Help us isolate particular strengths, weakness and future opportunities for future stakeholder engagement
- Show continuity as these stakeholders will likely be some of the more prominent members of the new STELLAR stakeholder communities.

Colleagues in WP5 will be responsible for administering the questionnaires, and also for ensuring that feedback arising from these survey instruments is reported widely within STELLAR. In this way, it should ensure that agreed recommendations are acted upon and that the network indeed evolves to accommodate the needs and preferences of TEL stakeholders.

5.4. Face-to-face conversations

Face-to-Face conversations will take place at formal explicit STELLAR meetings, directed specifically at members of stakeholders’ network. In addition, we will also set-up informal networking sessions at STELLAR related events and conferences to encourage direct interaction and feedback from stakeholders present at those events.

The aim of the networking sessions is to create a relaxing atmosphere in which to share views and perspectives and for STELLAR to gain a better understanding if it is meeting the needs of the stakeholders. Another purpose of these networking sessions, or "semi-formal focus groups", is to raise awareness to the work of
**STELLAR**, give updates on work to participants, and to allow stakeholders to express freely their opinions.

We will encourage feedback and review between the formal and informal stakeholder meetings as a way to find out broader opinions, test ideas and invite overviews of **STELLAR** activities and direction. This strategy will also demonstrate to the stakeholders the importance and attention that **STELLAR** pays to their views and overall satisfaction.

The feedback will then be reported to **STELLAR** through WP5. We will also record the number of stakeholders attending these events, but we argue that feedback provided during networking sessions and meetings is more valuable than just 'head counting' the attendance of people at a conference.

The overall tools and measurements we intend to apply in order to evaluate the engagement level of stakeholders are summarised in the table below:

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<th>Tool</th>
<th>Criteria</th>
<th>Measurements</th>
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<td><strong>Monitoring online activity</strong> <em>(supported by the scoring method)</em></td>
<td>To better understand the current complexity and richness of the virtual <strong>TEL</strong> network and how it evolves overtime</td>
<td><strong>Individual level</strong></td>
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<td>The following measurements mostly rely on individual activity in the club:</td>
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<td>The following measurements mostly rely on organisational activity within the “network of networks” and the “board”:</td>
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<td>• Repeat the analysis for the individual level, only looking at the organisational level</td>
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</table>

**Discipline level**

The following measurements mostly rely on discipline activity within the “network of networks” and the “board”:

- Repeat the analysis for the individual and institutional levels, only looking at the discipline level
- Content analysis to demonstrate changes in inter-disciplinary conversations

**Questionnaires**

Solicit the view of Stakeholders on thematic as well as quality-related issues

**Analysis across all 3 levels of engagement with regards to the following measures:**

- Active participation: questionnaires completion rate, degree of responding to open questions
- Qualitative and quantitative feedback provided by members

**Face-to-face conversations**

Engaging in a direct dialogue to enhance the quality of ongoing TEL network development

**Quality analysis at the network level**, with a distinction made between official STELLAR stakeholder meetings and non-official networking sessions in other events.

| Questionnaires | Solicit the view of Stakeholders on thematic as well as quality-related issues | Analysis across all 3 levels of engagement with regards to the following measures: |
| Face-to-face conversations | Engaging in a direct dialogue to enhance the quality of ongoing TEL network development | Quality analysis at the network level, with a distinction made between official STELLAR stakeholder meetings and non-official networking sessions in other events. |

Table 1: metrics and tools for evaluating the engagement of TEL stakeholders with the STELLAR Stakeholders network
Annex 1: Analysis of Social Webs

1. **Facebook** ([http://www.facebook.com/](http://www.facebook.com/))

*General information about Facebook*

- Is very powerful, has a lot of features
- The usability is not very intuitive
- Many groups are available on Facebook - a lot of them are not very meaningful
- Advertising may occur

*Features of a group*

*General publishing features*

- General information
- Search for members
- Blackboard
- Pictures
- Links
- Videos
- Meetings

*Features of a moderator*

- Send a message to all members of the group
- Send invitations to members
- Add additional information about the group
- Administrate further moderators

Facebook is known as a rather informal platform aimed more at recreation than business or academia. Nevertheless, it is very popular among students and would be a good entry point to reach out to this stakeholder group.
2. LinkedIn (http://www.linkedin.com)

**General information about LinkedIn**

- Is easy to use
- Has a number of features
- Many groups are available - a lot of them seem to be very professional

**Features of a group**

**General features**

- General overview page containing information about the discussions, news and activities of the group
- Discussion forum
- News
- Employment ad
- Automatic updates via Email: collection of all things happened during the week
- List of all members
- List of moderators
- Preferences to the group

**Features of a moderator**

- Invite other LinkedIn members
- Export group members: either to CSV-File or VCF-File
- Administration of the members
- Administration of the moderators and responsible person of the group
- Add additional information about the group

LinkedIn appeals to people from business as well as research. This would be a good platform to reach out to a multitude of stakeholder groups (with the possible exception of students), in particular to researchers, teachers, and knowledge workers.
3. **XING** ([https://www.xing.com](https://www.xing.com))

**General information about XING**

- Very professional - payment required for advanced features
- Very powerful
- Some requirements have to be fulfilled for creating a group.

**General features**

- Multi-lingual discussion groups
- Search after members in your groups
- Group-pages are HTML-editable
- Send a HTML-message to the group members
- Embed RSS-Feeds
- Create group-meetings in the group calendar

XING is very much focused on professionals. This is underlined by the fact that advanced (and also some basic) features require payment. It would be a good platform to reach out to education professionals, and possibly also policymakers.

**Mapping of contacts**
Annex 2: Draft of External Questionnaire

Stellar Network of Excellence: Stakeholders invitation to comment

Dear colleague

You participated previously in an EU funded Network of Excellence on Technology Enhanced Learning (TEL) where your input was greatly valued.

The EU has funded a new Network of Excellence building upon this previous work (http://www.stellarnet.eu/). It is still early days for us, but we would like to know your opinion on the following issues. The purpose is to gather ideas and insights, in an informal manner, into the most appropriate and meaningful ways of engaging with you and others in the wider TEL community.

We welcome all contributions and will do our best to accommodate your requests. This is an early opportunity to influence the emerging structure and operations of the stakeholder engagement and activities.

Please note that responses will be treated in confidence and will not commit you to any action. You do not have to leave your name. Therefore we would appreciate your considered views.

We are particularly keen to receive responses by XX July 2009.

* Required

Are you based in: *
- Corporate organisation
- Research organisation
- SME
- Other

1. In what ways did the previous NoE work well for you?
   e.g. NoE communications, resources, reports, conferences & events, mobility exchanges, networking, introductions etc

2. How could the new NoE improve its activities with external stakeholders, such as you?
   Please suggest practical steps.
3. In what ways could the wider TEL research community be of more benefit, impact and significance to your organisation? i.e. knowledge transfer activities, access to test beds, innovation reference sites, expert reviews, cross-national infrastructures, lobbying, standards etc

Name (not essential)

Thank you for your time and cooperation

Submit

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