

# D5.1 – FOSTER Website

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## WP5 – Dissemination & Networking

UNIWARSAW

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## DOCUMENT DESCRIPTION

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## SUMMARY

This deliverable describes the approach developed by the FOSTER project to create and plan the different steps and evolution of the website at the different levels of maturity of the project.

Based on the objective of supporting the project activities, the website is instrumental in disseminating and promoting the information and material developed by the project. It is developed with a strong focus on the identified groups of stakeholders making sure they have easy access to the information relevant to them.

Over the course of the project, the emphasis will move from the initial description of the aims and strategies of the projects towards the growing offering of high-quality training content and material. The stimulating factor for the success of the website and thus contributing to the overall success of the project will be its openness and positive appeal to the community resulting in frequent visits and commitment to promote the ideas and activities of the project.

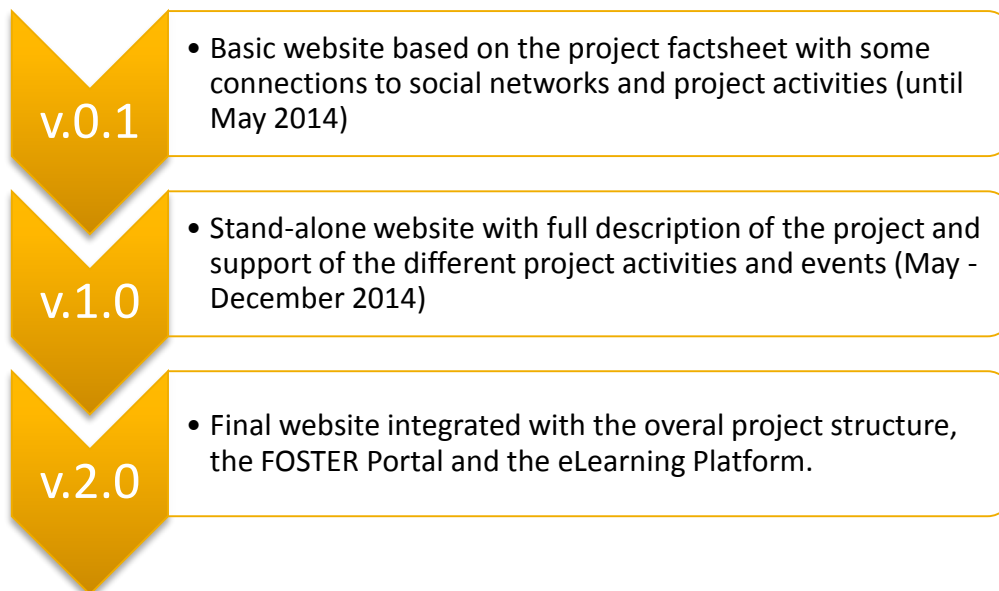
## INTRODUCTION

As the project consortium considers dissemination a key issue to the success of the project activities, before the official start date of the project, the domain “fosteropenscience.eu” has been subscribed and we created a buzz page to disseminate the domain, the keywords and have subscribed users that will receive more information about the project activities.

Figure 1 - Screenshot - Buzz Page



Considering the development of the project tasks, we see three different stages corresponding to three different websites over the duration of the project. We summarize the different stages:



This initial version of the website was prepared to present the project to the community and start disseminating the different activities right from the start date of the project.

This website is based on the concept of a one-page website with a menu that links to different parts of the same webpage. The advantage of this solution is to provide a summary of all the information of the project on a unique webpage.

Until now, this website has been used to disseminate the call for training courses<sup>1</sup> with a form and a speaker directory<sup>2</sup> as well as the open call for open science contents.

The URL used is [www.fosteropenscience.eu](http://www.fosteropenscience.eu) because it reflects the project name and the nature of the project as an EU-initiative. Other considered options were already taken.

This version has also integrated a Twitter timeline about the tweets of the projects and the tweets that talk about the FOSTER project. This approach is based on the social media communication of the project.

Figure 2 - Twitter Widget



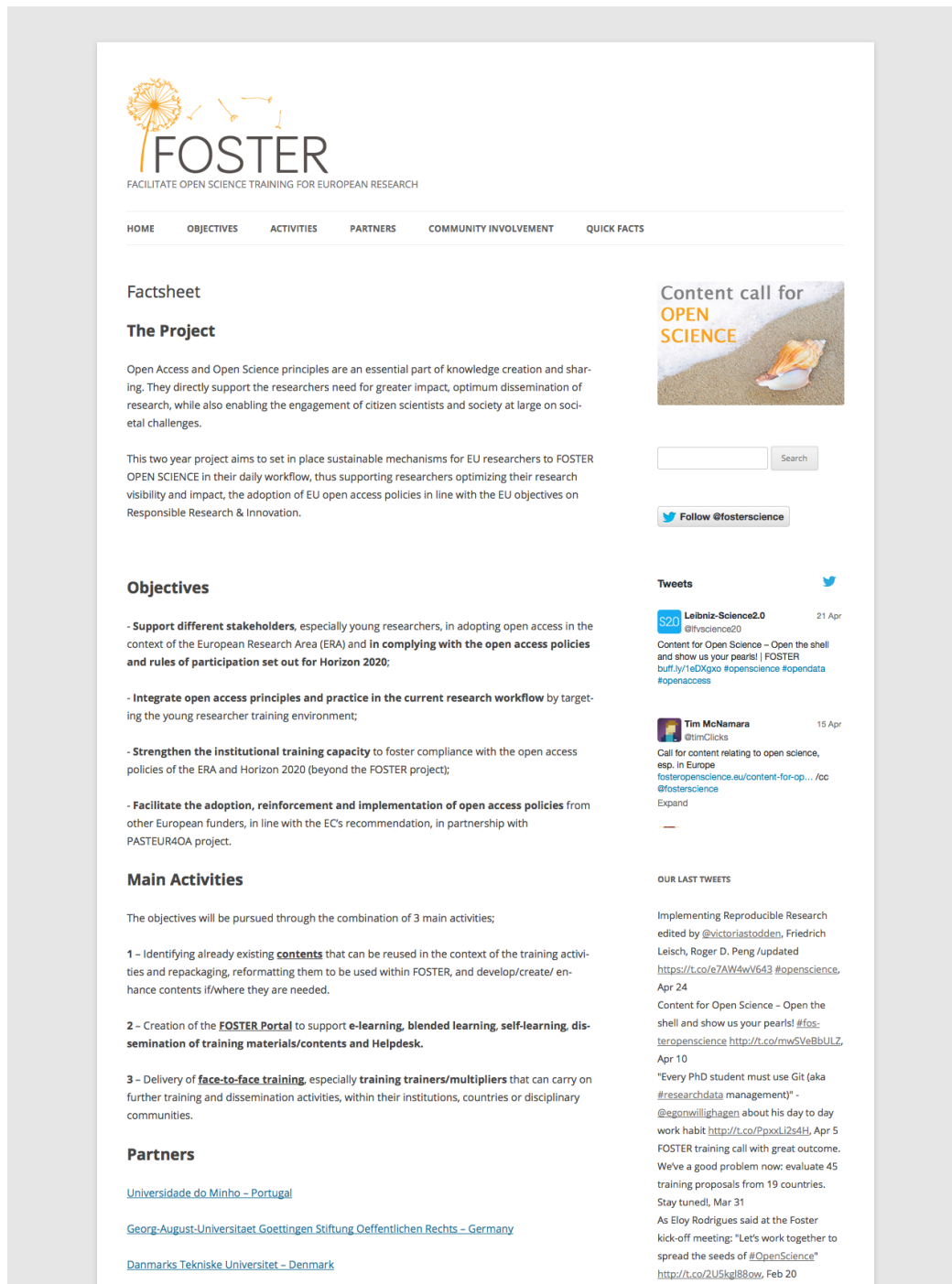
The information about the visits of the website is also been tracked based on the service Google Analytics<sup>3</sup> and will be useful to check and monitor the number of visits and the impact of the project.

<sup>1</sup> <http://www.fosteropenscience.eu/training-call-2014/>

<sup>2</sup> <http://www.fosteropenscience.eu/speaker-directory/>

<sup>3</sup> <http://www.google.com/analytics/>

Figure 3 – Screenshot of the Website v.0.1



The footer of the website has references to the funder and the Grant Agreement Number.

Figure 4 - Footer of the Website

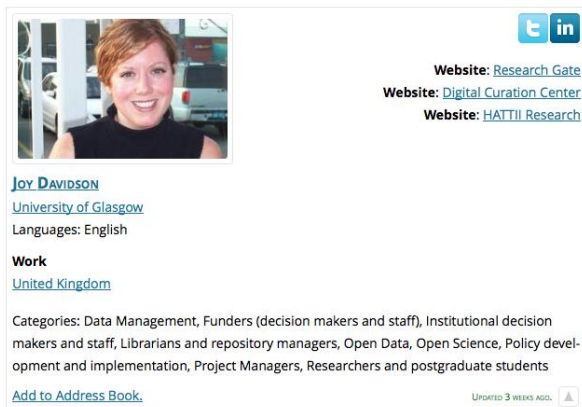


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## SPEAKER DIRECTORY

The speaker directory is based on the project partner's profiles and was used to display potential speakers for the training call activities. The speaker directory is based on the categories developed by the project and the user can filter by topic, country, and institution and check for more information about each profile on the social websites of each speaker.

Figure 5 - Speaker Directory Example



## THE CONTENT FORM

The available form was developed to submit the training course proposals based on the template provided. This form registers the information and sends it by email to the involved partners.

Figure 6 - Training Proposal Form

### FOSTER Training Proposals Submission

[Download the FOSTER Training proposal form!](#)

\* Required fields

Name \*

Institution \*

Email \*

Phone

Comments (if any)

File Upload

(1 file only, max file size 6024kb. Allowed file formats are .doc, .docx, .pdf, .zip, .odf, .odt)

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This initial website was developed based on the free and open source content management system WordPress<sup>4</sup>.

<sup>4</sup> <https://wordpress.org>



During the first half of the FOSTER project, this fully-developed website will provide the major communication platform reaching out to the envisioned groups of stakeholders. Its main objective is the wide dissemination of information about all FOSTER training activities and material developed during the project duration. According to the dissemination strategy it will serve as an anchor tying together the different dissemination channels and networking activities, bundling the different communication elements and media types and presenting them in one consistent place.

The website consists of **two main areas** in order to suit the perspectives of different target groups: one area is set up around **the project**, its details and activities providing a comprehensive description of the project to introduce every interested individual into all aspects of the FOSTER project and displaying the different project activities. By illustrating the aims, strategies and results of the project visitors will be able to assess project-progress.

The second part is built around the main project outcomes, which are **the training events**. It hosts the training event calendar and supports a whole range of activities, from identifying suitable training content, to calls for hosting training events, targeting potential participants to attend trainings and, finally, supporting the trainings themselves. Work packages 2, 3 and 4 are closely involved with providing high quality content for this area of the site. In the course of the project, the training portal will contain all the published training material, and so the part of the website hosting now the training event calendar, calls for trainings and all supporting material will then be migrated to the training portal.

**This website will be based on Joomla**, a sophisticated open source content management system supported by a large community of users and developers<sup>5</sup>. A great collection of extensions provides all the necessary functionality to develop the website further over time and add more modules if the need arises. The website will be hosted at ICM UW. It will use Google Analytics to measure traffic and provide metrics and reporting.

The website is currently under development and will shortly be available as a beta version to be tested and signed off by consortium partners. Naturally, after the launch of the web site, it will continue to evolve. The publishing process for new content must be easy, flexible and fast and allow for quality assurance. The workflow that is agreed amongst partners for adding content to the site, consists of

- the way of contributing articles and material by all partners by either sending it to the WP5 team (via a common email address, such as [webmaster@fosteropenscience.eu](mailto:webmaster@fosteropenscience.eu)), as well as having individual user accounts set up for frequently contributing partners allowing them to create pages directly in the system (supported by a Joomla mechanism of setting pages to the so-called 'Unpublished' status), and
- the process of releasing those pages to the public by the WP5 team after a review

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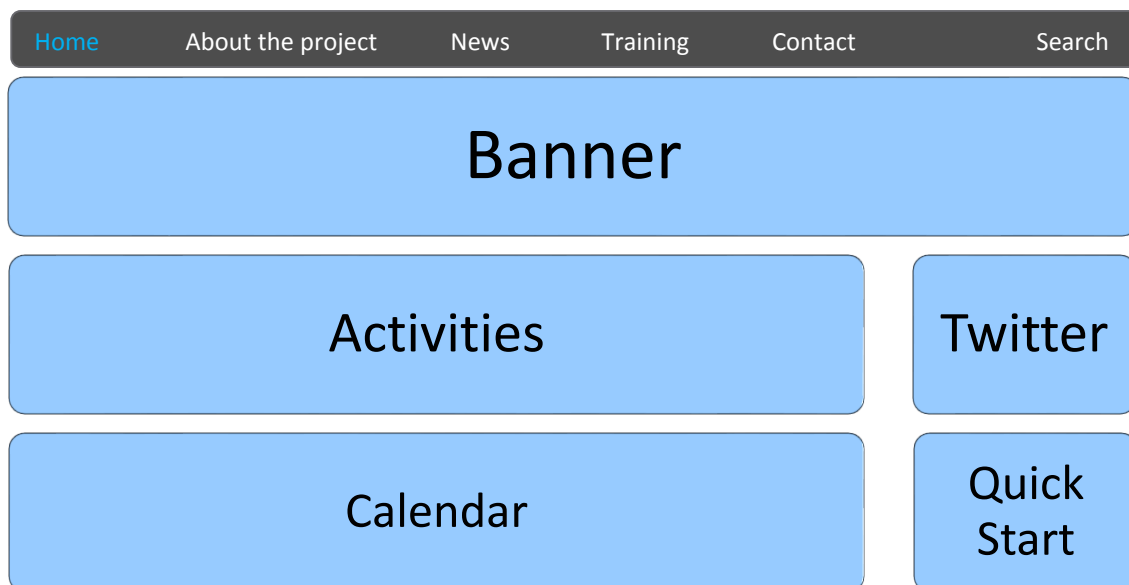
<sup>5</sup> <http://www.joomla.org>

## STRUCTURE OF THE WEBSITE

The menu outline consists of the following items structuring the contents of the website into useful sections providing fast access to the parts of the website that targeted visitors are most interested in:

- Home
- About the project
  - o Project information
  - o Dissemination Material
- News
- Training
  - o Contribute
  - o Participate
  - o FOSTER Trainers
- Contact
  - o Contact Form
  - o Help
    - FAQ
    - Ticket system for asking questions

Figure 7: Homepage of Website v.1.0



## HOME

The entry page of the website will cover a short abstract with the most important facts about the FOSTER project for a first orientation of visitors new to the site and to the project with links to more in-depth information in the “About the project” section. It uses headlines/teasers and eye-catching graphics to attract users attention and pull them deeper into the content.

The other blocks shown here will display always the newest and most up-to-date information from the different areas of the website – again with “Read more” references – which repeated visitors will find valuable. The main idea is to draw attention to the training events that are organized and/or (co-)funded and the activities the project is building around them.

To make orientation even more convenient, a “Quick Start” box will guide visitors according to the target groups used throughout the project (academic staff, institutions, project managers and funders) as well as other groups (like journalists, trainers and the interested public) to quickly access the information most relevant to them.

Snippets from the other website sections highlighted here include:

- upcoming events from the training events calendar to give potential trainees an overview of the training offering to select a suitable training in their region and/or for their discipline,
- most recent project activities to provide a vibrant view on what is going on in the project, and
- current social media activities highlighting ongoing discussions in the Open Access and Open Science community

## ABOUT THE PROJECT

This offers the main area to find all information about the FOSTER project. The “Project information” summarizes its objectives, strategies and results. Descriptions of every project partner with links to their institutions show which expertise is brought together in the project consortium. Reports show the ongoing progress. Stakeholders interested in project details can find all relevant information to identify how FOSTER links to their own targets and intentions and where they can use and promote the project’s ideas and results aiming at increased participation and support of the objectives of the project.

The “Dissemination Material” submenu will provide all the dissemination material that is going to be created - according to the dissemination plan - throughout the project lifetime to achieve the project’s impact. The material is provided here for download, so that it can be used by supporters of the project as well as in all presentation and trainings contexts. Examples are: presentations, articles, papers, adaptable templates for brochures, posters, flyers, etc.). The FOSTER-branded design should ideally be present at all trainings (co-)funded by the project, therefore the necessary material is offered here for download, so training organizers can incorporate them into their training material, hand-outs, display, etc.

Activities carried out in Task 5.2 Community Alignment deserve additional attention. Liaisons with initiatives that can help promoting the aims of the project as well as directly promote training in Open Access will lead to increased use of project deliverables. Once there are successfully established ties to influential projects and organizations, liaison partners and multipliers need to be feed with promotional material: from a simple FOSTER button to integrate into their websites linking them to our website to elements they can include in their communication to distribute the message to the widest possible audience.

## NEWS

Under “News” there will be Blog-style entries communicating relevant project activities, press releases and other communication on milestones giving insight into the ongoing project progress. Future plans inform interested stakeholders about activities that are in the pipeline and how these can be useful to them (for instance any upcoming calls). The dissemination plan foresees targeting conferences and other stakeholder events to disseminate information about the project and invite stakeholders to support and take part in project activities. All these opportunities will be used to communicate each of these activities to a wide audience.

Getting in touch with the relevant Open Access and Open Science community as well as related other communities and initiatives through social media channels is another essential part of the dissemination strategy. All activities that are carried out in social networks will be reflected here and show the level of integration that FOSTER will have achieved. Starting with an integration of the already established Twitter presence, other social networks will be added here like Facebook, Linked-In or Google+.

## TRAINING

As “Training” is the main content and deliverable of the FOSTER project this will be an important part of the site, and eventually be migrated to the Training Portal once this is fully operational (see description Website v.2.0).

As mirrored in the submenu items, “Contribute” and “Participate” visitors will likely either look out for setting up training or taking part in a training event. Academic staff like researchers and students will rather be looking for training dates or even training material (the training material itself will not be part of the website but of the training portal). Staff of libraries and funding bodies as well as research administrators and policy makers might be looking for either taking part in a training themselves or searching for support to set up training events. Therefore under the headline “Participate” one will find the complete **calendar of training events** sortable by dates, regions, disciplines and formats. Thus potential participants can select the training most suitable to their needs and find all necessary information on how to attend these trainings, what prerequisites are required and how to prepare.

Contributors to training will find information on how to get training funded through the open calls for training events that FOSTER is issuing. Furthermore, help will be given on how trainings should be structured and aligned to participants’ needs through guidelines and examples for best practices. The Speaker Directory imported from the Website v.0.1, renamed as **FOSTER Trainers** can be used to invite speakers from the FOSTER consortium based on their expertise or some other category, such as country or language.

## CONTACT

The “Contact” menu will provide means to get in touch with the project. An email address and contact form allows direct requests to the project, whether it is submitting ideas or calling for more information (this will form the initial base for developing into an advanced ticket system that will finally be realized on the FOSTER Portal). A “Frequently Asked Question” collection will provide answers to questions relevant to the different target groups and the option of asking more questions dealing with developing content and delivering trainings under the scope of the project. For more comprehensive information about open access and open science links will be provided to already existing sources of information such as delivered by OpenAIRE<sup>6</sup>.

A subscription form is used to continue collecting contact details of interested individuals asking for more information. All contacts are registered and will be used for keeping in touch and communicating highlights of the projects to them. This will form another suitable target for our disseminating activities.

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<sup>6</sup> <https://www.openaire.eu/support/faq>

The last version of the website is the one integrated with the FOSTER Portal. This version will be a merge of the definition of the deliverable 3.1 – Requirements analysis and system architecture and the version 1.0 of the website.

The deliverable of work package 3 will be a Training Portal and eLearning platform, containing every aspect of information about and material on the training FOSTER is organizing and promoting. Therefore the parts of the website v.1.0 relating to the training events will then move to be part of the portal to not have redundant information in two places. Visitors will not notice and don't have to be concerned about this, so both services will be tightly integrated. To ensure a smooth migration, which is planned for the end of 2014, a number of aspects are being considered, such as: graphical appearance, defining of URLs and name services and migration of scripts and content.

## CONCLUSION

The FOSTER team was able to establish the web presence at a very early point in time, even before the start of the project, and create awareness of the topics that the project is aiming to support, from the very beginning. This was essential for the initial project activities which started directly with the Kick-Off and contributed to the great success of the first open call for training. On this can be built a more developed website serving as the key element in the dissemination strategy to let key stakeholders know about project activities and outcomes and motivate support of and participation in our next steps. The end goal is considered, where the training portal takes over the main communication function underlining the project's focus on delivering a broad range of training to the identified target groups. Visitors and users of the website should, however, not be distracted by changes of the website appearance over the different stages. Thus several key elements like logo, graphics, colour scheme and the over-all impression will resemble each other throughout those phases. The underlying and joining concept will be ease of use with clear and simple design elements and a user-centric perspective in the navigation based on the defined target groups that are addressed by the FOSTER project.

Important for establishing the project as a credible player and valuable source of information to the intended audience is the quality of the content provided. Therefore especially the content related to trainings is developed in close contact with the different work packages leaders mainly with WP4 leaders and contributors.

While the website reaches out to disseminate information about the project activities, the presence in social networks allows for more dialog-oriented communication with direct quantitative and qualitative feedback. The level of integration into the Open Access and Open Science community as well as adjacent networks achieved through these channels is mirrored by embedding them into the website re-using its traffic and deepening the impact among identified stakeholders.