

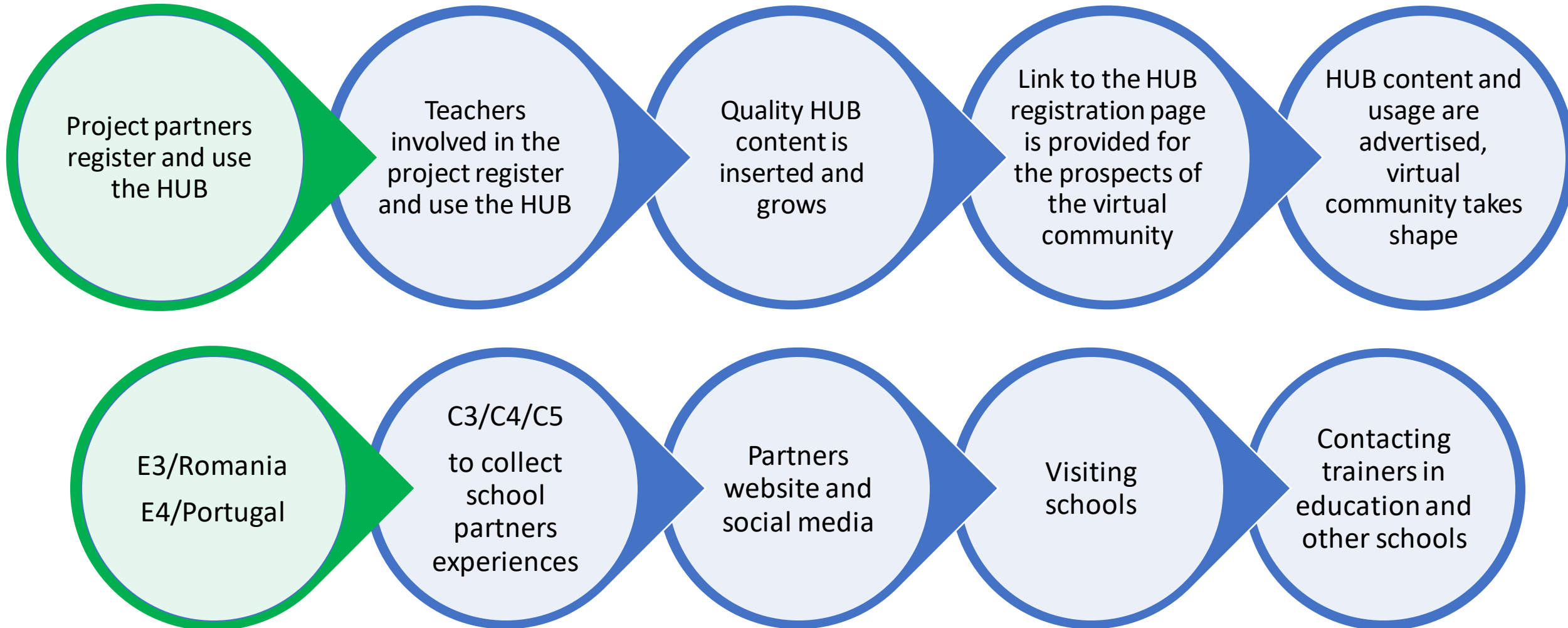
A strategic plan to create and manage a community of teachers on the HUB

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Strategic steps and time frames



Where are we now in terms of BMH features and functionalities

- We have to create a virtual space where teachers interested in models about behaviors management can meet together, discuss, share experiences
- a repository where the contents of the project training activities will be released as open
- educational resources [DONE]
- a repository collecting the data gathered during the project survey (O4) [TO DO]
- a space where the experts of the partnership can spread high quality materials or good practices worth of mention about behavior management models or techniques [TO DO]
- an “information desk” where the trained teachers can stay in touch with their trainers getting feedback and suggestions from them about how to transfer in their school environment what they have learned during the training courses [TO BE IMPROVED]

Strategic objectives

- Build the main core
- Reach out to people
- Promote the HUB and make it grow

Build the main core: strategic activities

- actively involve all the project partners: register and get familiarized with the functionalities and usage of the HUB
- actively involve all the teachers attending the trainings to register to the HUB and use it to fill in with real case studies and other relevant content
- every project partner shall participate: during the training courses they provide to the teachers involved in the project, HUB content shall be inserted

Reach out to people: strategic activities

- teachers not involved in the project need to find out that an online community exists and provides rich and useful content that can be of value to them, BUT...
- before anything is advertised and presented to prospected members of the virtual community, relevant content must be available. Real interest does not present itself from nothing, it has to be raised and nurtured through high quality content
- once this exists, a web link to the registration page should be the main gate of the community
- email dissemination and invitations to join
- website informative content and blog articles
- social media posts and discussions to attract professionals to the community

Promote the HUB and make it grow: strategic activities

- to write blog articles about the BMH and related content (interesting and relevant)
- to write social media promotion, both personal (word-of-mouth) and professional
- to run email campaigns to promote the existing and growing community

E3 New ways to strengthen school children's behavior

This will be a meeting aimed to spread information about the project ongoing results.

It will involve the progress of outcomes

(O3) Behavior management hub

(O2) Open Educational Resources about Behavior Management Models

(O4) European behavior management models at school: a survey.

E3 New ways to strengthen school children's behavior

The event speeches will be focused on the following topics:

- the BEHAVE application and the different functionalities available to the user;
- the qualification program and the area of the BMH linked to the gathering of open educational resources produced during the courses;
- the dissemination of the mobility educational program to the audience of teachers, informing them about the possibility to be involved in the training activities also not in mobility;
- the presentation of the survey designed for exploring the behavior management models adopted at school in Europe;
- the description of the frequency of use at school of both evidence-based practices and technologies for the behavior management.