

Communications Plan

The dissemination of RUBRIC outcomes will be facilitated through a number of specific communication mechanisms, including:

- A RUBRIC website which will be housed and maintained on the USQ Content Management System. Public project documentation will be made available, together with links to relevant sites
- A discussion list which will be established for partner organizations to provide a continuous dialog mechanism on project developments
- A weblog will be established to disseminate information regarding project progress that can be accessed by the RSS aggregators of interested parties
- Publications that will be submitted to relevant conferences and journals
- The e-Framework will be used to disseminate outcomes and documents
- Conference presentations will be delivered at significant national forums such as EDUCAUSE, Online and VALA will enable the distribution of key project outcomes to the wider higher education sector
- Regular meetings will be held to bring together representatives from project partner organizations for both strategic planning purposes and regular updates on activity
- A series of annual Roadshows will be held to demonstrate project outcomes to the wider higher education community. The APSR team have suggested there may be opportunities for joint Roadshows with existing projects as well
- Marketing to industry will be done via a series of campaigns primarily targeting industry bodies closely affiliated to RUBRIC partner institutions, to raise awareness of access to research material being made available via the repository infrastructure.
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