



**JUST-CRS**  
**DISSIMINATION &**  
**MARKETING**  
**MANUAL**



Co-funded by the  
Erasmus+ Programme  
of the European Union



# Establishment of an interdisciplinary Clinical rehabilitation sciences master program at JUST JUST-CRS

Project No: “573758-EPP-1-2016-1-JO-EPPKA2-CBHE-JP”

## Dissimention and Marketing Plan



Co-funded by the  
Erasmus+ Programme  
of the European Union

### **Disclaimer**

JUST-CRS Master Program is funded by the Erasmus+ Programme of the European Union.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project Reference Number “573758-EPP-1-2016-1-JO-EPPKA2-CBHE-JP”



## INTRODUCTORY MESSAGE

Prior to any implementation of any task in this EU-funded project, please have the time to review the following documents, as they are integral and legal pieces of documents that we all have to abide with:

- 1) Guidelines\_for\_the\_use\_of\_the\_grant\_cbhe\_8.12.16: This is a detailed document about the issues related to the project, and mainly related to the grant holder. However, there are many issues that are related to all the members as well.
- 2) EACEA link: [https://eacea.ec.europa.eu/erasmus-plus/beneficiaries-space/capacity-building-in-field-higher-education-2016\\_en](https://eacea.ec.europa.eu/erasmus-plus/beneficiaries-space/capacity-building-in-field-higher-education-2016_en) (if link does not work, copy and paste on the internet browser).

This link has everything and every form we need to complete.

- 3) Project agreement (JUST and EU)
- 4) Bilateral agreements (JUST-OBU), (JUST-HU), (JUST-ESSA), (JUST-UJ) and (JUST-HaU).



## ABOUT THE PROGRAM (JUST-CRS)

The interdisciplinary clinical master program in Rehabilitation Sciences (JUST-CRS) provides opportunities for physiotherapists and occupational therapists to deepen their knowledge and skills in various specialized areas of clinical rehabilitation settings. This master program, additionally, prepares professionals to possess leadership role in rehabilitation services through combination of courses, clinical internship, and practice-based research project. This program is of a two-year duration entirely provided on full-time basis. Courses will emphasize advanced professional skills, advanced clinical evidence-based competencies as well as clinical research building capacities. Graduates will obtain the degree of Master in Clinical Rehabilitation Sciences that will be provided in an interdisciplinary manner.

JUST-CRS program emphasizes interdisciplinary clinical rehabilitation education for physical and occupational therapy professions. The program consists of 2 years (4 semesters minimum). The student has to complete 36 credit hours (which is equivalent to 120 ECTS in Europe). The program consists of 18 credit hours of compulsory courses, 9 credit hours of elective courses, and 9 credit hours of thesis.

JUST-CRS master's program is an European Union funded project through Erasmus Plus capacity-building in higher education program scheme. In this international project, JUST has partnered with three other top-notch European Institutions in the field of rehabilitation sciences as well as other two national institutions; Oxford Brookes University (UK), ESSA (Portugal), Hacettepe University (Turkey), The University of Jordan and The Hashemite University (Jordan).

In this project, expertise from all consortium partners are brought together to create an innovative interdisciplinary master's program that aims to address the national rehabilitation priorities, improve the quality of rehabilitation services and improve the quality of rehabilitation higher education in Jordan.

JUST-CRS program is intended to serve as a benchmark program in the region that produce competent rehabilitation sciences' professionals. The curriculum was created according to both Jordanian and European higher education standards; applying both Bologna Process and Jordanian Accreditation Commission for Higher Education standards

### PROGRAM VISION:

To achieve leadership at the local and regional level in education, training and scientific research in the field of rehabilitation sciences

### PROGRAM MISSION:

To prepare qualified graduates with scientific and practical expertise to meet the needs of the labor market in Jordan and the Arab World.



## DISSEMINATION & MARKETING PLAN OF PROJECT

JUST-CRS dissemination and marketing plan consists of many facets:

- 1) The overall communication plan of the project
  - a. Non-disclosure agreement
  - b. EU and EU fund identity policy
  - c. Publication and authorship policy
    - i. Visual identity of EU fund for studies and publications
  - d. JUST-CRS Guidelines for studies, publications and conferences
- 2) Dissemination and marketing plan
- 3) Sustainability plan



## NON-DISCLOSURE POLICY

Guided by the overall project agreement and the bilateral agreement:

- The coordinator and the beneficiaries undertake to preserve the confidentiality of any document, information or other material directly related to the project that is duly classed as confidential, if disclosure could cause prejudice to other party.
- The parties shall remain bound by this obligation beyond the closing date of the project.
- See Appendix A: Non-Disclosure agreement



## EU AND EU VISUAL IDENTITY POLICY

Prior to any dissemination activity in this EU-funded project, please have the time to review the dissemination sections of the following EACEA documents:

- Guidelines\_for\_the\_use\_of\_the\_grant\_cbhe\_8.12.16: This is a detailed document about the issues related to the project, and mainly related to the grant holder. However, dissemination issues are one of the issues that are related to all the members as a whole.
- EACEA rules on the visual identity of EU and the EU fund:  
[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

As stated in the EACEA website:

**"Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material"**

"The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag. E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union"."



## PUBLICATION AND AUTHORSHIP POLICY

There are a number of products that are expected to be produced as outcomes of this project; manuals, handbooks, brochures, journals articles and conference presentations.

The following are general rules that consortium partners have agreed on:

### VISUAL IDENTITY OF THE EU FUND FOR STUDIES AND PUBLICATIONS:

Prior to publishing any item to journals, websites, and conferences, please have the time to review the following EACEA documents:

- EACEA rules on the visual identity of EU and the EU fund:

[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

As stated in the EACEA website:

#### **"Guidelines on the application of the visual identity on studies and publications produced by external organizations"**

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

The complete guide is available in the following link:

[https://ec.europa.eu/info/sites/info/files/guidelines-studies-publications-by-external-organisations\\_en.pdf](https://ec.europa.eu/info/sites/info/files/guidelines-studies-publications-by-external-organisations_en.pdf)

Or see Appendix B: Guidelines studies publications





## **JUST-CRS GUIDELINES FOR STUDIES, PUBLICATIONS AND CONFERENCES:**

The ownership of all project results, including copyrights and intellectual property rights, must be governed by the EU rules and regulations for EU-funded projects. However, all reports and other documentation resulting from the project will be vested in the beneficiaries based on substantial contributions.

Materials developed and brought in may be only used within the scope of the project as templates of good practice.

Copyrights shall be strictly safeguarded and permission for reproduction and scale of production has to be consented in writing by the project coordinator of the grant holder institution.

In case of a publication in Journal studies and conferences presentations and proceedings:

1. The project coordinator takes responsibility for deciding authorship and order of authorship for any publications produced from data collected as part of this project. Authorship will be based on:
  - a. Substantial contributions to conception and design, acquisition of data, or analysis and interpretation of data;
  - b. Substantial contributions to drafting the article or revising it critically for important intellectual content; and acquiring the final approval of the version to be published.
2. The project coordinator is the corresponding author for any publications produced from any data collected as part of this project.
3. The project coordinator, the dissemination work package leader, and core authors of the document will have responsibility for overseeing the publication process and ensuring the integrity of the final document.



4. Any data collected as part of this project could be presented in the international or local conference meeting or research meeting after getting the permission of the project coordinator.
5. All potential authors should be in a position to defend the publication within limits of his or her professional competence, for the accuracy of the report.
6. The consortium recognizes the nature of the project as collaborative and cumulative, therefore any published content in journals and conference proceedings should have the names of the co-authors, followed by "JUST-CRS working group".
  - a. The "JUST-CRS working group" includes all the names of all team members who participated in the project core activities from all partners.
  - b. Prior to any publication, all partners should have the opportunity to update their list of the contributors to the overall JUST-CRS working group.

See Appendix C: "JUST-CRS Working Group"



## DISSIMINATION & MARKETING PLAN

### JUST-CRS Marketing:

#### 1) JUST-CRS consortium collaboration:

JUST-CRS project, with its dissemination plan, targets the community of rehabilitation academic instructors and clinicians. High collaboration between national and international partners in the consortium is required for its success. Such collaboration brings professionals together, disseminates knowledge and experiences. These partnerships will provide an environment to share resources, provide internship, and take part in study and work exchanges in the future, allowing JUST-CRS students to benefit from synergy of information and practical experiences even after the completion of the project.

#### 2) Outreach and community awareness:

Marketing will also help to sustain the goals of the project by performing outreach and building the awareness of the community about JUST-RS program. This will be done during and post-project through information days such as awareness days and lectures to fourth year students at partner universities, job fairs, awareness lectures in scientific days, conferences and Journals, both nationally and internationally.

#### 3) EU and EU Fund Visual identity:

The visual identity of the EU and EU fund must be ensured in all activities.

#### Actions:

- a. JUST-CRS logo
- b. JUST-CRS rollup and banner
- c. JUST-CRS web page
- d. JUST-CRS email
- e. JUST-CRS Facebook page: to be promoted whenever possible by all partners.
- f. JUST-CRS communication toolkit:



- i. Logo
  - ii. Headed letter template for the project
  - iii. PowerPoint template
  - iv. Introductory presentation about the project
  - v. Project brochure
- 
- 4) Newsletter (yearly) and regular news feeds in both CRS webpage and FB page
  - 5) Add CRS logo and webpage to the main page of partner universities.
  - 6) Share brochures, rollups, and panels with all partner universities and specifically at entrance halls of participating Jordanian universities.



## SUSTAINABILITY PLAN

### Introduction:

There is an urgent need for a post-graduate program in rehabilitation sciences in Jordan and the neighboring region as evidenced by the constant inquiry of students and professionals about such a program. Availability of only undergraduate level of occupational and physical therapy programs in the region limits the quality of rehabilitation services provided by the rehabilitation community. JUST-CRS aims to produce highly specialized, highly employable professionals who are well-trained on advanced rehabilitation concepts, and can deliver optimum services using optimum clinical reasoning and evidence-based practice. These are the skills and apparently the deficits that JUST-CRS aims to cover.

#### 1) JUST-CRS accreditation:

This first-ever master's program in the region, when officially accredited, will become a highly attractable choice of post-graduate education among the rehabilitation professionals. JUST University is highly committed to quality of education as evidenced by its strategic vision to rank among the best 500 universities worldwide. JUST-RS program is an added plus for JUST and very congruent with its vision, all of which ensure the sustainability of the project. As JUST starts the accreditation process and starts the enrollment of students, using a carefully-accomplished scientific curriculum, and a program that is equipped with two clinical teaching laboratories and research emphasis, this a huge guarantee that this program is sustainable. JUST-CRS is expected to be fully integrated with the list of post graduate degrees that JUST offers.

#### 2) JUST-CRS curriculum:

JUST-CRS curriculum, given the collaborative approach that governed the process of its establishment, is expected to be a huge success. The curriculum of JUST-CRS is for all partners to use, provided acknowledgement of the EU fund, and name and number of the project.



### 3) JUST-CRS Rehabilitation laboratories Capacity Building:

It is expected that improvements in capacity building at the JUST-RS affiliated rehabilitation laboratories will make both existing BSc. and future Msc. very attractable to prospective students. The content of the two neurological and orthopedic rehabilitation laboratories has to be carefully selected based on the curriculum and the proposed learning outcomes of all curricular modules and courses in the curriculum.

### 4) JUST-CRS Jordanian Professors Capacity Building:

#### a. Collaborative teaching:

The improved professional capacity in rehabilitation higher education for Jordanian instructors while co-teaching with European counterparts is indeed an important strategy that ensures sustainability beyond Erasmus plus funding.

During the 36-month period of funding, most of the work is condensed at the beginning of funding. The work gradually slows down by the third year allowing for gradual weaning of Erasmus Plus support by asking JUST and other Jordanian partners to take bigger role in teaching while international partners will be involved more with overseeing and evaluating the conduction of these last year courses. Jordanian instructors will need to incorporate feedback to improve their delivery of courses. Thus, preparing JUST to be self-sufficient beyond Erasmus Plus funding.

#### b. ‘train the trainers’

The ‘train the trainers’ component will sure build the capacity of a number of Jordanian clinical professors and clinicians. Also, this will provide the opportunity to multiply the effect of training and clinical capacity building for more clinicians



in Jordan. The trainers, who at one point got their training in the higher educational institutions in EU, will conduct at least one 30-hrs clinical workshop to disseminate learned knowledge and skills to more clinical professionals for local consortium members and other rehabilitation stakeholders in Jordan.

c. JUST-CRS online system:

The ‘clinical online system’ component is another medium that will ensure dissemination of project activities to wider range of audiences. Although the main aim of the clinical online system is to complement regular face to face teaching with new trendy and high technical pedagogies in clinical rehabilitation education, the system will be open to interested professionals from all consortium members. Online and audiovisual material will be shared with consortium members’ professors and program instructors. The hope is that some of the online materials will be used to create a continuing education forum for Jordanian professional working currently in the field.