



# **BIOTALENT – Talent in Biodiversity**

## **Innovative education and new skills to increase engagement in Science**

### **RECRUITMENT PLAN 2016-2018**

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**ACTIVITY POLE 5**

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## 1. Introduction

Through the period 2016-2018, this Recruitment Plan will be the referential framework on which the engagement actions undertaken under the Activity Pole 5 of the BIOTALENT PROJECT are based. It will guide all the efforts from the Strategic Partnership, under the leadership of CETAF, to attract potential learners to participate, to engage educators in the capacity building and learning processes, and to involve policy makers in the further development of the project.

In the light of the common focus of the project, i.e., fostering scientific learning on biological diversity and climate change, the Recruitment Plan will align with the Dissemination Plan and will nourish the Valorisation Plan, underlining the benefits of participating in this unique initiative in the field of adult e-learning, in the life sciences domain.

This current plan aims to define clear objectives and to support CETAF in developing its tasks under **Activity Pole 5**.

## 2. Objectives

In order for this Recruitment Plan to be successful, clear objectives must be defined in terms of participants attending the course.

- For the on-line Part: 400 Participants
- For the face-to-face Part: 20 Participants

## 3. Targeted Audiences

The definition of the Audiences will constitute the pillar for implementing the Recruitment Plan as well as for developing the Dissemination Plan. These potential audiences have been already identified in the Project Proposal, and grouped into three different levels:

### 1. COMMUNITY OF PRACTICE

- ✓ Practicing biology (and related) **teachers** and trainee teachers in secondary education
- ✓ **Educators** in science museums, botanic gardens, science centers and nature organizations
- ✓ **Professionals**, such as biologists, rangers and conservation managers at nature reserves, national parks and civil organizations
- ✓ **Unemployed and /or interested** professionals

2. COMMUNITY OF INTEREST

- ✓ **Education organizations**, training organizations
- ✓ **Nature organizations** and societies, environmental agencies
- ✓ Science and education **policy makers** (and/or their advisors)

3. BIOTALENT partner institutions

**4. Key messages**

In order to encourage participation, the BIOTALENT Recruitment Plan will be structured around a spectrum of interconnected key-messages that will highlight the benefits of the project generally, as well as for specific actors, those span from learners, educators to policy makers.

Generally,

- BIOTALENT will allow to raise awareness of the crucial role of biodiversity conservation in human life.
- BIOTALENT, as a multilingual course, will ease access to many different approaches in an international environment

For potential learners:

- BIOTALENT will offer a unique platform for on-line learning and training, that will be developed by a highly experienced entity
- BIOTALENT will encourage and promote their interest in natural sciences and other related disciplines in their careers
- BIOTALENT will provide a fruitful combination of personal effort and joint work, by means of its blended methodology
- BIOTALENT will contribute to enhance their personal abilities and their professional skills in the domain of life sciences and thus, their employability

For educators (either individuals or organizations):

- BIOTALENT will open a path to follow with the aim of enhancing environmental education and understanding of impact of global changes on our ecosystems.
- BIOTALENT will connect them to an extremely important source of contents and knowledge (collections based institutions) and expertise (scientists and experts) to network
- BIOTALENT will improve quality of biodiversity education, effective at raising the level of biodiversity literacy for teachers and students, motivating them to learn about biodiversity and to engage in conserving Europe's biodiversity.

For policy makers:

- BIOTALENT will represent a tool for establishing priorities on education frameworks
- BIOTALENT will nourish the identification (and further support) to new jobs and competences

## 5. Means and Tools

The tools used for the recruitment process are the ones identified in the Dissemination Plan:

- BIOTALENT image (logo) to be included in all project related material
- BIOTALENT website
- Brochure of the BIOTALENT Course: flyer (digital and printed), also in its poster format
- Video of the BIOTALENT Course

The most common means will be used to communicate the content of BIOTALENT and therefore, to foster the participation and promote the involvement in the project:

- Emailing to the targeted audiences
- Permanent update of news and activities at the BIOTALENT website and also, at the Partners' websites and other related initiatives (as DEST)
- Use of social media
- Promotion of the BIOTALENT Course at the European Conferences (E1 & E3) and the Teachers Workshop (E2), as well as in the rest of scheduled International meetings
- Specific Call for participation, widely disseminated

## 6. Planning

The Recruitment Plan will be implemented throughout the Project, from the very starting point, once the website is on place, until the BIOTALENT Course starts, once the platform is operational, all contents are in place, the educators become engaged and the Course is completed and accessible. While permanent efforts will devote to disseminate the project and indirectly to raise interest on participating on it, specifically, the Recruitment Plan will last from M9 (March 2018) until M28 (December 2018).

Several key dates will conform the planning of the Plan and will frame the recruitment specific actions and influence on its intensity:

- Start of the project (M1-Sept16): initiating the dissemination of the project, and therefore, raising interest of its content and potential participation.
- European Conference (M9-May17): presenting the objectives, content, methodology and all relevant aspects of the project, including means to register and participate
- Workshop for teachers in Portugal (M26-Oct18): fostering their involvement in transmitting the benefits of BIOTALENT within their communities
- Call for Registration (M9-March 2018): establishing registration process

Further engagement of educators (and related educational/nature/other organizations) on potential actions beyond BIOTALENT lifetime will be also targeted at both, the International meeting and the 2<sup>nd</sup> European Conference in Brussels (M35-July19), when

presenting Project's outcomes and encourage involvement to ensure its continuity and sustainability in the longer future:

- 2<sup>nd</sup> European Conference (M35-July19)

## **7. Evaluation and Indicators**

As per BIOTALENT project, there are several indicators to follow-up that will assess the achievements of the Activity Pole 5 as a whole, integrating the 3 major undertakes: dissemination of the contents, recruitment of learners and valorisation of the project. Those will be assessed mid-way through the Plan (December 2017) and one year after, near to the end of the Plan (December 2018). These evaluations will enable the Partners to introduce any correction measure, if needed.

The indicators will be:

- Number of public visitors to the project website and the e-learning platform, for which several statistics references will be placed (such as Google analytics).
- Number of Applications
- Extent of the valorisation of the project:
  - Number of participants to events
  - Number of participants to meetings
  - Number of applicants to the course

The results of these evaluations shall be presented to the Consortium and could eventually be published publicly on the BIOTALENT website.

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