

WP8 Board Meeting – September 2026 Minutes

Date: 7 September 2026

Time: 10:00 – 11:30 CET

Meeting venue: [online](#)

Moderator: Sylvia Velikova

List of attendees:

Anna Burlakova (DU), Anna Civit de Sanz (OpenEU Communication & Engagement Officer), Anna Marinova Ivanova (UVT), Anna-Maria Atanasova (UVT/ OpenEU Student Council), Antje Solenski (FeU), Carolina Quitério Costa (UAb), Manon Quint-Fens (OUNL), Neli Voynova (UVT), Panagiota Zafeiropoulou (HOU), Rafael Pastor Vargas (UNED), Sara Stigge Lopez (UOC), Sigurrós Jónsdóttir (BU), Tasos Anastasiou (OUC), Theodoros Vagenas (HOU)

Agenda:

1. Approval of the minutes of the WP8 Board Meeting held on 16 July 2026
2. Updates on WP8 subtasks
3. Any other business

Additional agenda point raised during the meeting: Communication and Dissemination Toolkit – online publication and translations

1. Approval of the minutes of the WP8 Board Meeting held on 16 July 2026

Sylvia Velikova reported that no corrections or additions had been received.

Decision: The minutes of the meeting held on 16 July 2026 were approved without amendments.

2. Updates on WP8 subtasks

2.1. Communication and Dissemination Plan and KPI tracking

The KPI tracking table was presented. Partners were reminded to enter current activities in the **2026 sheet** and update the table as soon as activities are completed. Regular updating is particularly important for the forthcoming midterm reporting.

A question was raised on how “people reached” should be calculated. It was explained that the method depends on the activity. Attendance or registration figures may be used for events, while analytics may be used for online content.

Anna Marinova Ivanova (subtask leader) clarified that the **“Shared by partners”** column should be completed by institutions that reshare another partner’s content. The resharing institution should enter its name so that the wider dissemination can be assessed.

The risk of duplicating information reported by other work packages or the Secretariat was raised. Sylvia Velikova and Anna Ivanova clarified that other work packages report their core activities, while WP8 records the related communication and dissemination. Partners should notify WP8 coordination if they identify duplicate reporting.

A question was asked whether an activity should be included if its link is no longer available. Anna Ivanova confirmed that it should still be recorded. Communication officers should, where possible, enter activities immediately after publication to preserve links and metrics.

Social media posts

The Board discussed whether social media posts should be included in the KPI table. Hashtags can help locate posts, but partners cannot access the detailed analytics of other institutions’ accounts.

Decision: Social media posts will be included in the KPI tracking table. The decision was approved without objections.

Institutions should report their own posts and use available metrics, such as views or reactions, consistently.

Actions

- **All partners:** Enter completed activities in the 2026 KPI sheet on an ongoing basis.
- **All partners:** Record their own social media posts and available reach metrics.
- **Communication officers:** Enter activities promptly and include links wherever available.
- **Sylvia Velikova:** Resend the direct link to the KPI tracking file.
- **WP8 coordination:** Add an explanation of the “Shared by partners” column.
- **Anna Ivanova:** Add social media posts as a reporting option.

2.2. OpenEU portal

Rafael Pastor Vargas reported that the general design of the new OpenEU portal was largely complete. Work was continuing on:

- adding final content;
- defining editors’ roles and responsibilities;
- creating a workflow for requesting changes;

- preparing brief instructions for non-technical editors.

The proposed approach is for work-package coordinators, or their delegated representatives, to act as editors. A suitable portal version was expected by the end of September 2026, subject to approval by the Secretariat and the Coordination Committee.

Anna Marinova Ivanova suggested adding the portal instructions to the next update of the Communication and Dissemination Plan.

Actions

- **Rafael Pastor Vargas and the portal team:** Finalize editor roles, the publishing workflow and the change-request process.
- **Rafael Pastor Vargas and the portal team:** Prepare brief editing and publishing instructions.
- **Portal team:** Aim to submit a suitable portal version for review by the end of September 2026.
- **Secretariat and Coordination Committee:** Review and approve the portal before publication.
- **WP8 coordination:** Consider including the instructions in the next Communication and Dissemination Plan update.

2.3. Social media monitoring

Tasos Anastasiou reported that he was assessing the Supermetrics tracking tool, including its cost and suitability. He would consult Anna Civit before proceeding.

Actions

- **Tasos Anastasiou:** Complete the initial assessment of Supermetrics.
- **Tasos Anastasiou and Anna Civit:** Discuss its suitability, cost and possible next steps.

2.4. OpenEU newsletter

Sylvia Velikova reported that the latest newsletter had 979 recipients and was successfully delivered to 970 of them. Mailchimp recorded strong open and click rates.

The most-clicked content included the summer school page, the Joint European Bachelor's Degree, the OpenEU Summer Challenge and information on the European Degree Label.

The next newsletter is scheduled for the **second half of November 2026**. Materials will be collected and reviewed during October and November, with editorial proposals circulated in November.

Sylvia thanked Anna Civit for designing the newsletter, supporting its publication and monitoring relevant Alliance activities.

Actions

- **Sylvia Velikova and Anna Civit:** Collect and review potential newsletter content during October and November.

- **Newsletter editorial team:** Select the content and circulate editorial proposals in November.
- **Newsletter team:** Publish the next issue in the second half of November 2026.

2.5. Role Model Campaign

Sylvia Velikova requested an update on the Role Model Campaign. Tasos Anastasiou reported that he had discussed coordination and future promotional activities with Eleni.

Actions

- **Tasos Anastasiou and Eleni:** Continue coordinating the promotion of the Role Model Campaign.
- **WP8 coordination:** Arrange a fuller update at a future meeting.

2.6. Additional agenda point: Communication and Dissemination Toolkit

Anna Marinova Ivanova raised the online publication and translation of the Communication and Dissemination Toolkit as an additional point.

The toolkit was available in Google Drive and as a document on the portal, but the editable files were not directly downloadable from the portal. The planned translations had also not yet been completed.

Rafael Pastor Vargas confirmed that the toolkit files could technically be made available through the portal. A decision is required on whether they should be public or restricted to internal OpenEU users. Sylvia Velikova noted that some materials could potentially be published openly as project outputs.

Partners agreed to translate the toolkit's written guidance into their local languages. The translations do not need to cover every image, multimedia resource or template.

Deadline: 30 September 2026.

Completed translations should be uploaded to the **Communication and Dissemination Toolkit folder in Google Drive**. They can subsequently be published on Decidim or the OpenEU portal once the access arrangements have been agreed.

Sara Stigge Lopez agreed to prepare the Catalan translation. Rafael Pastor Vargas agreed to prepare the Spanish translation.

Actions

- **Each partner institution:** Translate the toolkit guidance into its local language or languages by 30 September 2026.
- **Sara Stigge Lopez:** Prepare the Catalan translation.
- **Rafael Pastor Vargas:** Prepare the Spanish translation.
- **All partners:** Upload completed translations to the Communication and Dissemination Toolkit folder.
- **Anna Marinova Ivanova/WP8 coordination:** Arrange a separate discussion on the toolkit's online publication.

- **Rafael Pastor Vargas and the portal team:** Prepare the toolkit resources for online publication.
- **WP8 Board/appropriate governance bodies:** Decide whether the resources will be public or restricted to internal users.
- **WP8 coordination and portal team:** Aim to upload the web-based toolkit and translations during October 2026.

3. Any other business

Anna Marinova Ivanova raised the forthcoming mid-term report to the European Commission.