

## WP8 Board Meeting – June 2026 Minutes

Date: 11 June 2026

Time: 10:00 – 11:05 CET

Meeting Venue: [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_Nzc2Y2NhMDEtY2ZhNS00OTJkLWJhZDktNDg4NGU3M2UxZjE0%40thread.v2/0?context=%7b%22Tid%22%3a%2281913d12-81f0-4b7d-886c-bf06bb71bbb3%22%2c%22Oid%22%3a%225b173d3e-e77d-498f-b028-9b09dc94aca7%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_Nzc2Y2NhMDEtY2ZhNS00OTJkLWJhZDktNDg4NGU3M2UxZjE0%40thread.v2/0?context=%7b%22Tid%22%3a%2281913d12-81f0-4b7d-886c-bf06bb71bbb3%22%2c%22Oid%22%3a%225b173d3e-e77d-498f-b028-9b09dc94aca7%22%7d)

Moderator: Sylvia Velikova (UVT)

### List of attendees

Anna Civit de Sanz (OpenEU Secretariat), Anna Burlakova (DU), Anna-Maria Atanasova (UVT), Anna Ivanova (UVT), Manon Quint-Fens (OUNL), Neli Voynova (UVT), Patrícia Poeiras (UAb), Paulo Bento (UAb), Panagiota Zafeiropoulou (HOU), Sigurrós Jónsdóttir (BU), Silviya Hristova (UVT), Tasos Anastasiou (OUC)

### Agenda

1. Approval of previous minutes (27 May 2026)
2. T8.1.4 OpenEU Communication and Dissemination Toolkit – progress update
3. T8.2.2 OpenEU social media channels – progress update
4. T8.2.3 OpenEU Newsletter – progress update
5. AOB

### 1. Agenda approval

The meeting was opened by Sylvia Velikova, who outlined the agenda. Due to the absence of several editorial board members, the session focused on key updates, with follow-up meetings planned.

### 2. Review of previous minutes

The previous meeting minutes were acknowledged without detailed discussion.

### 3. OpenEU Communication and Dissemination Toolkit

- Sylvia Velikova presented the current status.
- Coordination with Rafael's team is required to finalize the web-based toolkit and its integration into the OpenEU portal.
- A reference example from another alliance was shared.
- The toolkit will remain dynamic and continuously updated throughout the project.
- Partners were invited to provide feedback.

### 4. Social media strategy

Tasos Anastasiou introduced the idea of a potential OpenEU BlueSky account, noting that such an account already exists but is currently inactive and was not part of the original grant agreement or planned activities. He emphasized that BlueSky should not be considered a priority at this stage, as the alliance has not yet fully consolidated its presence and performance across existing platforms. Tasos highlighted two key considerations:

1. Audience mismatch: BlueSky serves a different and more niche audience, making it less immediately relevant for OpenEU's current communication goals.

2. Resource implications: Creating and maintaining an additional channel would increase workload, requiring dedicated coordination and content management capacity.

As an alternative, Tasos proposed that if expansion is considered, TikTok may offer greater strategic value, particularly for:

- increasing engagement levels;
- reaching younger audiences (e.g., students);
- promoting audiovisual content such as inclusion videos.

He clarified that his suggestion was exploratory and not a formal proposal, stressing that any expansion should only be pursued if sufficient time and resources are available.

The discussion, supported by Sylvia Velikova, Paulo Bento and other participants, led to a shared understanding that:

- The alliance should first optimize and better coordinate existing channels before adding new ones.
- Any future decision on new platforms (including BlueSky) should be based on clear strategy, target audience alignment, and partner capacity.

Conclusion: prioritize improving current channels; expansion to be considered later.

## 5. OpenEU Newsletter

Sylvia Velikova presented a report on the first newsletter issue, highlighting that it reached approximately 700 recipients, which is significantly below the target of 5,000, but achieved a relatively high open rate, indicating good content relevance. The peak engagement time (09:00 AM) was identified, leading to the recommendation that future issues should be distributed in the morning. The most engaging content included:

- Podcasts
- Calls for applications (e.g., EDTU)
- Announcements of events such as the student festival

This suggests that audiences respond most strongly to timely updates and opportunities.

Several improvement actions were identified:

- Creation of a downloadable version on the OpenEU portal to extend reach beyond email distribution (UNED)
- Continued multi-channel dissemination via institutional websites and social media (all partners)
- Expansion of the mailing list to approach the target audience size (all partners)

Technical challenges were raised by Anna-Maria Atanasova, who reported that some subscribers did not receive the newsletter despite registering. Sylvia Velikova acknowledged this issue and confirmed that email authentication and delivery settings (e.g., spam filtering) will be rechecked.

Regarding Issue 2 (scheduled for **23 July 2026**):

- Content preparation is already underway.
- No broad call for contributions will be issued initially, as sufficient material is already available through communication officers.
- However, partners are still encouraged to submit suggestions.

The editorial process was discussed in depth:

- Anna Civit emphasized the need for a structured editorial plan before requesting contributions, to avoid duplication and exclusion of submitted content.
- Manon Quint-Fens requested greater transparency, including a shared content calendar and earlier visibility of planned topics
- Sylvia Velikova confirmed that a newsletter calendar exists and has been shared with WP8 board and will be reshared.

A preliminary list of potential topics for Issue 2 includes:

- Summer school (OUNL)
- Intercultural week in Hagen
- National advocacy event on micro-credentials (Bulgaria)
- Possible interviews or partner-driven content (subject to availability)

It was agreed that:

- Final content selection will be made by the editorial board, considering both relevance and format limitations
- All partners can contribute ideas, but not all submissions can be included due to space constraints
- A follow-up editorial meeting will finalize the content and structure before presentation at the next WP8 meeting

Overall, the discussion highlighted the need to balance inclusiveness with editorial coherence, while improving both reach and technical reliability of the newsletter.

## 6. Any Other Business

Manon Quint-Fens highlighted the need to consider summer availability of partners. Anna Civit suggested including a website progress update in the next meeting.

## 7. Next Meeting

Scheduled for 16 July 2026.

Action Points:

- Sylvia Velikova to coordinate with Rafael's team (toolkit & newsletter technical setup).
- Partners to submit newsletter content suggestions to Sylvia Velikova.
- Investigate newsletter delivery issues (reported by Anna-Maria).
- Include website progress update in next meeting agenda.