

WP8 Board Meeting – June 2026 Minutes

Date: 16 July 2026

Time: 10:00 – 11:28 CET

Meeting venue: [online](#)

Moderator: Sylvia Velikova

List of attendees:

Àlex Hinojo (OpenEU SG), Amalia Susana Creus (UOC), Anna Burlakova (DU), Anna Civit de Sanz (Secretariat), Anna Marinova Ivanova (UVT), Anna-Maria Atanasova (OpenEU Student Council), Antje Solenski (FeU), Atanas Markov (UVT), Carolina Quitério Costa (UAb), Panagiota Zafeiropoulou (HOU), Patrícia Poeiras (UAb), Sara Stigge Lopez (UOC), Sigurrós Jónsdóttir (BU), Theodoros Vagenas (HOU)

Agenda:

1. Approval of the minutes of the WP8 Board Meeting held on 11 June 2026
2. Subtask 8.2.1 – OpenEU Portal
3. Subtask 8.2.2 – OpenEU Social Media Channels
4. Information on reserved OpenEU social media accounts
5. Subtask 8.2.3 – OpenEU Newsletter
6. Progress update on the preparation of Issue 2 (publication scheduled for 23 July 2026)
7. Upcoming communication and dissemination activities
8. OpenEU Mid-term report and KPI tracking
9. AOB

1. Approval of previous minutes

The minutes of the WP8 Board Meeting held on 11 June 2026 were presented for approval. No amendments or comments were raised by participants.

Decision: The minutes were approved unanimously without modifications.

2. Subtask 8.2.1 – OpenEU Portal

An update was provided regarding the development of the OpenEU Portal. A new graphical user interface (UX) mock-up has been delivered by the Secretariat (with

contributions from Anna Civit and the VOX team). Implementation of the updated front-end is expected within the following week.

The development team is preparing supporting documentation, including:

- Content upload procedures
- Roles and responsibilities for content management
- Feedback and bug-reporting workflows

The projected timeline for the portal's full deployment remains **end of September 2026**.

The portal will serve as a central hub for:

- Newsletter subscription and dissemination
- Access to communication materials and toolkit resources
- Hosting of official WP outputs

The Decidim participatory platform will be progressively adopted for:

- Meeting management and registrations
- Storage of agendas, minutes, and deliverables
- Improving transparency and inter-work package coordination

Actions:

- Distribution of test portal link and feedback form to all partners (Sylvia Velikova)
- Partners to provide structured feedback on usability and content
- Share support materials for Decidim (Sylvia Velikova) based on the 2025 tutorials ([Video 1](#) and [Video 2](#)).

3. Subtask 8.2.2 – OpenEU Social Media Channels

3.1 Current status

The WP8 team continues to prioritize consolidation of existing social media channels. In parallel, additional platform accounts (BlueSky, TikTok, X) have been proactively reserved to secure the OpenEU digital identity. These accounts remain inactive pending resource availability.

3.2 Social Media Analytics

A proposal was introduced to allocate budget resources for paid analytics tools to enhance data collection (e.g. demographics, engagement metrics).

Key considerations discussed:

- Alignment with mandatory KPI reporting requirements

- Risk of recurring costs associated with paid tools
- Limitations in aggregating data across institutional accounts

The team agreed to first evaluate the adequacy of existing free analytics tools before committing to paid solutions.

Actions:

- Consultation with subtask lead (Tassos) and LinkedIn account manager
- Internal review of current analytics capabilities and reporting needs

4. Subtask 8.2.3 – OpenEU Newsletter

Progress on Newsletter Issue 2 was presented.

Planned publication date: 23 July 2026

Subscribers: 967 (Mailchimp)

The proposed content includes:

- OpenEU events and initiatives (e.g. intercultural week, student festival, summer school)
- Policy and advocacy activities
- OpenEU podcast promotion
- Announcement of the first OpenEU joint degree programme
- Interviews and partner contributions
- An interactive “summer games” feature linked to the OpenEU Festival has been developed to enhance engagement.

A proposal was made to include additional WP2-related content (e.g. On-site Student Week on climate crisis and upcoming Open Master and AI literacy course) in the newsletter, along with a request for clarification on timing.

It was agreed that materials should be submitted for consideration, with final selection depending on newsletter space and event deadlines.

Content not included will be disseminated via alternative communication channels.

Actions:

- Final content selection and editorial validation
- Integration of interactive elements and final technical checks
- Newsletter editorial calendar to be re-shared (Sylvia)

5. Upcoming Communication and Dissemination Activities

5.1 OpenEU Student Festival Communication Campaign

The OpenEU Student Festival (23–25 October 2026, online) was presented as a major upcoming dissemination activity under WP7, led by the Student Council with strong volunteer involvement.

Current status

- Dedicated website, programme structure, and confirmed speakers already developed
- Registrations recently opened
- Students have demonstrated high engagement and initiative

Communication Needs

Due to the summer period and approaching timeline, student organisers have requested structured support from WP8 for a coordinated communication campaign.

Proposed Campaign Strategy

Phase 1 – Awareness (July–August):

- Initial promotion via OpenEU channels
- Launch of “summer challenge” campaign linked to the festival
- Integration with Newsletter Issue 2

Phase 2 – Coordinated Campaign (September):

- Joint dissemination across all partner institutions
- Use of shared templates and visual assets
- Promotion during university welcome weeks
- Alignment of messaging and timing across institutions

Phase 3 – Final Push (October):

- Intensive promotion (“last call”)
- Emphasis on registration conversion

Materials and tools

- Social media creatives and adaptable templates developed
- Customization by institutions (e.g. featuring local speakers)

Key strategic considerations

- Need for a unified alliance-level communication framework
- Synchronisation of messaging across partners
- Balance between central coordination and local flexibility

Decisions:

- A coordinated communication framework will be developed collaboratively

Actions:

- Partners to review and contribute to campaign strategy resources (Carolina's email)
- WP8 to consolidate inputs and define common communication guidelines

6. OpenEU Mid-term Report and KPI Tracking

6.1 Mid-term Reporting

The mid-term reporting process was introduced, with a formal deadline in **December 2026**. WP8 will establish an earlier internal deadline to ensure timely consolidation.

A dedicated coordination meeting among subtask leaders will take place in **September 2026** following a central briefing.

6.2 KPI Tracking Framework

A revised KPI tracking approach was presented, aligned with European Commission definitions of:

- Communication
- Dissemination

Key improvements include:

- Standardised activity categories and formats
- Reduced duplication with Secretariat reporting processes
- Simplified data entry through predefined dropdown fields
- Removal of non-essential data fields

6.3 Social Media reporting

A proposal was discussed to:

- Eliminate detailed post-level reporting
- Replace it with aggregated annual metrics (e.g. number of posts, followers, reach)

This approach aims to:

- Reduce administrative burden
- Improve data consistency
- Align with reporting requirements

Decisions:

- Revised KPI template to be reviewed by all subtask leaders before final adoption

Actions:

- Updated KPI tracking template to be shared (Anna Ivanova)
- Subtask leaders to assess template against reporting needs
- Feedback from all partners to be collected and integrated before finalization
- Integration of European Commission definitions of:
 - Communication
 - Dissemination
- List dividing data collection responsibilities (WP8 vs Secretariat) to be shared (Sylvia)

7. Any Other Business (AOB)

No additional items were raised.

The next WP8 meeting is proposed for 7 September 2026, with August excluded due to holiday periods across partner institutions.