# YOUR GUIDE TO MOOW CODE

## Introduction to MOOW Code Impact Days
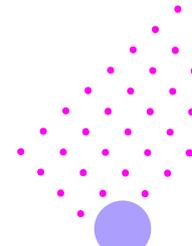
# TABLES

# OF CONTENTS

Massive Open Online Week for Collaborative Digital Education
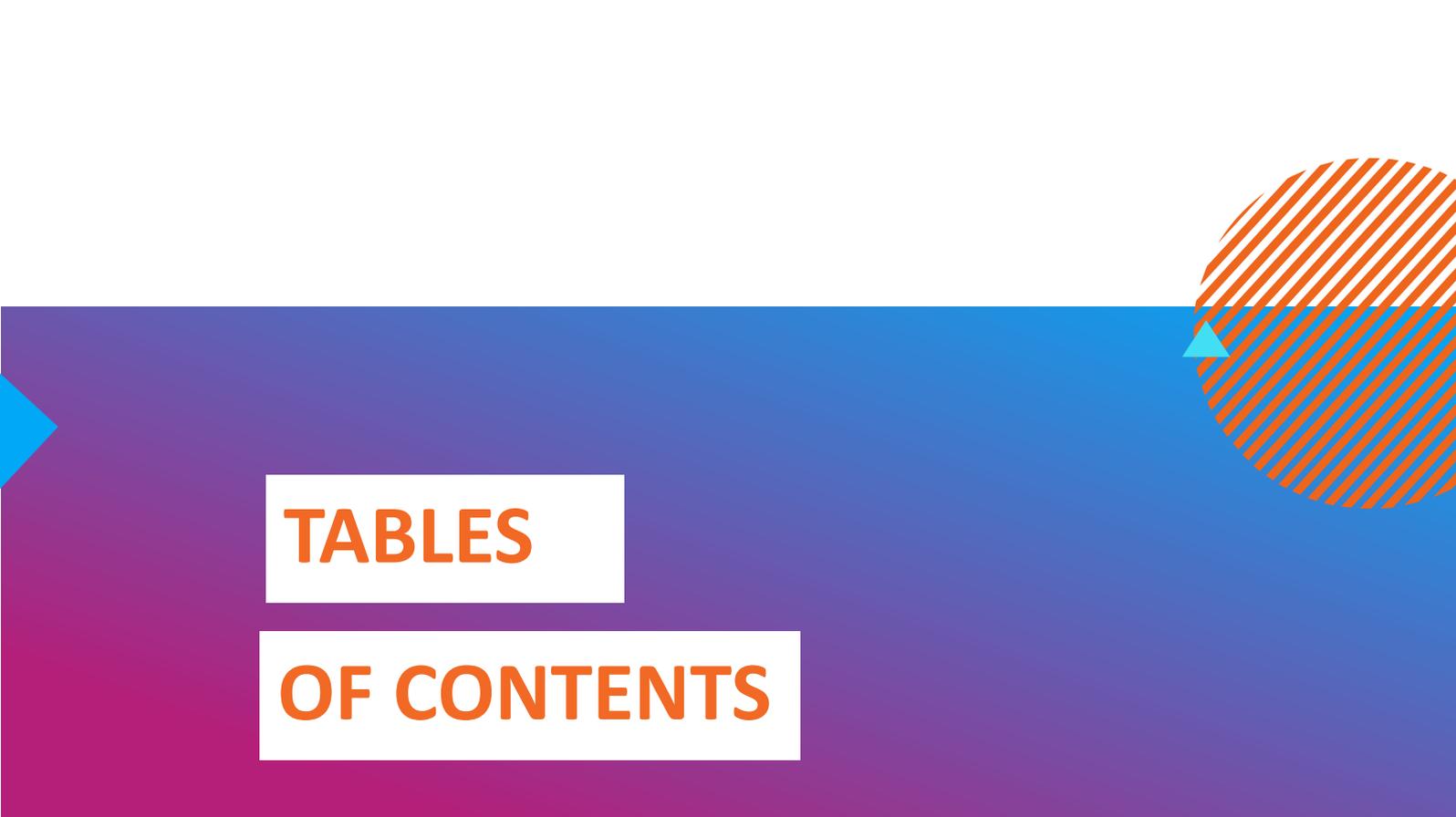
# 01

## INTRODUCTION TO IMPACT DAYS GUIDANCE TO ORGANIZERS
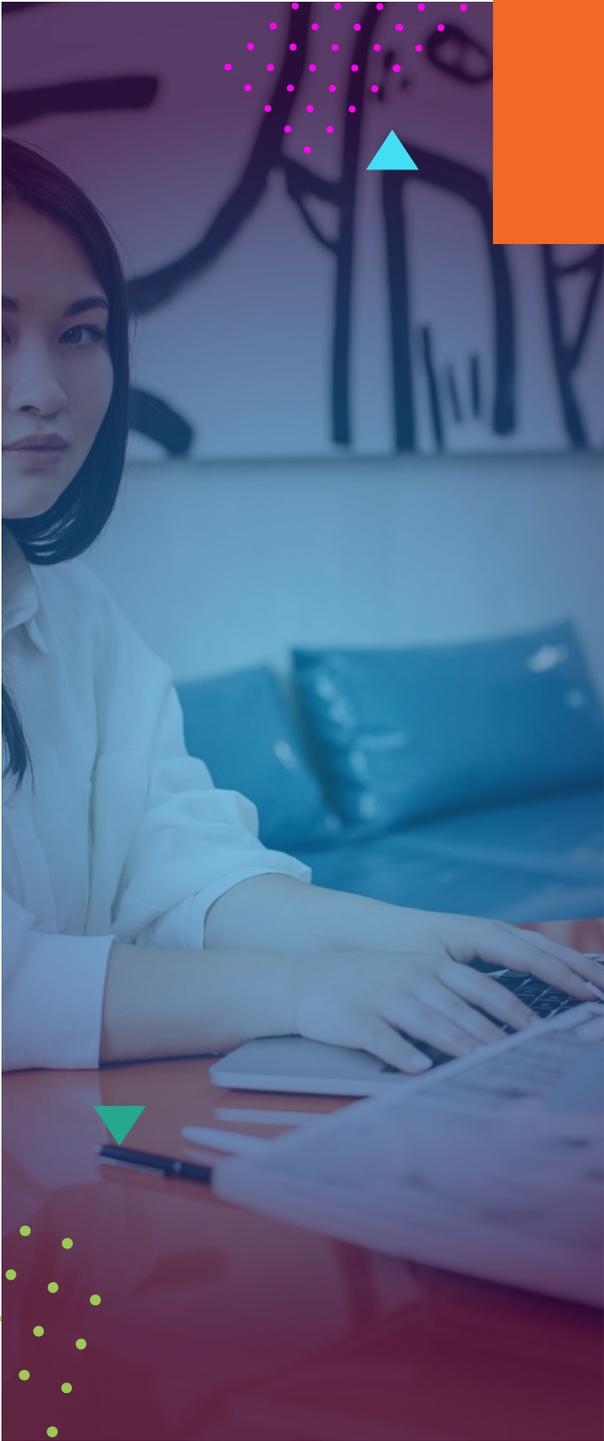
# GUIDANCE TO ORGANIZERS

**Purpose**
The main goal of the Impact days is to recruit participants (students and teachers at a variety of career stages - PhD, postdocs, professors) who are going to participate to MOOW digital bootcamp and raise awareness of MOOW at University

**When**

Impact Day will be held in each university 2-4 weeks prior to the MOOW launch. For UNINA it will take place at the end of March-beginning of April 2023

**Participants**

According to the guidelines it is important in the selection of participants to considered:
- the level of interest of participants.
- the recruitment should be inclusive without discrimination;
- equal opportunities to join the course

## IMPACT DAYS: SELECTION OF PARTICIPANTS

**For Students:**

You may e.g. consider the past experiences of your Institution in similar events. You may ask teachers whom you want to engage in the realization of the project to recognize the declared interest during the classes.

The other suggested possibility is a short survey via social media of your University. Try to reach with information about MOOW to other Universities to recruit some part of the participants from outside of the University;

**For Teachers:**

Recruitment can be based on the research interests of the teachers.
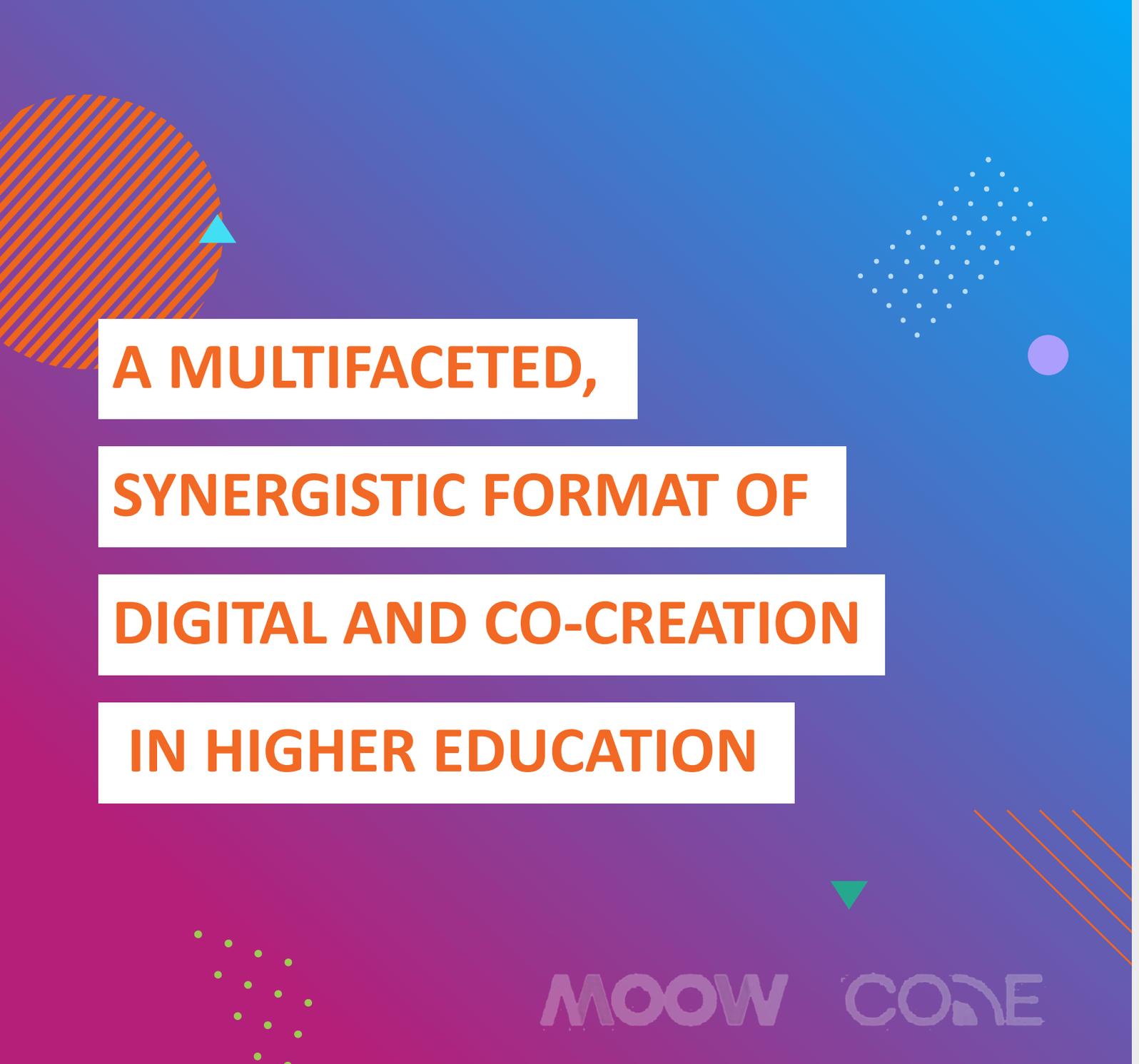
# A MULTIFACETED, SYNERGISTIC FORMAT OF DIGITAL AND CO-CREATION IN HIGHER EDUCATION

MOOW CONE

# 02

## IMPACT DAYS INSTRUCTIONS

# IMPACT DAY INSTRUCTIONS

## DURATION

- A standard Impact Day will be a 2-3 hour

## TYPE OF ACTIVITES

- Impact Day involves 6-7 talks, plus Q&A about MOOW and Digital Bootcamp in the form physical or online session consisting of presentations and interactive activities

- Our suggestion is to organize it as hybrid event to reach as much students as possible, keeping the chance to be in presence at University premises

For example, an interactive activity could be watching or listening to a podcast with a following discussion. During the event it's important to clarify the topic of the MOOW, its organization, the bootcamp-style, the commitments and the benefits. If foreseen, the other form of recruitment should start at the same time.

# IMPACT DAY INSTRUCTIONS

**MEMBERS OF MOOW AND EXTERAL EXPERTS**

They should be developers and entrepreneurs having expertise and achievements in MOOW topics.

They play a significant role as they participate in:
(1) impact days which aim is to recruit students and staff and are
(2) facilitators during the MOOW.

**LANGUAGE OF USE**

in Country language to allow a wider student participation

**EDUCATION IS THE
MOST POWERFUL
WEAPON WHICH
YOU CAN USE TO
CHANGE THE WORLD**

Nelson Mandela

# 03

## IMPACT DAYS PROMOTION

# IMPACT DAY PROMOTION

According to the guideline, in order to promote Impact Days and MOOW activities you can use social channel, newsletter/email, face-to-face meeting for example during a class lesson and to ask for collaboration of colleagues interested in the topic.

**An example of Impact Day Programme**

**Intro on MOOW project**

*First part: Mental health*
*(3 talks, the titles can be defined according to selected speakers)*
*Duration: approximately 1 h*
    1 speaker: Mental health in University Campus
    2 speaker: Stress and Coping Strategies in University Students
    3 speaker: Life transition and Resources to Face Challenges

*Second part: Entrepreneurship*
*(3 talks, the titles can be defined according to selected speakers)*
*Duration: approximately 1 h*
    1 speaker: intro on MOOW project for *entrepreneurship related to digital bootcamp*
    2 speaker: technological and digital start up related to psychological needs: example 1
    3 speaker: technological and digital start up related to psychological needs: example 2

*Third part: Students Recruitment*
*Duration: approximately 1/2 h*
    MOOW digital bootcamp description: goals, organization, competence certification etc.
    Q&A

**FOLLOW OUR**

**JOURNEY**

MOOW CODE

f  🐦  in

www. **moow-code**.eu