

CHARM-EU WebEx Community @ Ruhr West University of Applied Sciences (HRW)

An online community used to disseminate CHARM-EU information

Goal

Integrated in WebEx Teams, the standard video conferencing and collaboration software platform of HRW, the online HRW / CHARM-EU community group environment endeavors to productively disseminate targeted CHARM-EU information, Alliance calls to action, and celebratory event reports via the internal professional working tool used by all employees of the University.



Target group

- Academic and administrative staff interested in CHARM-EU

Format & type of content

The Community is hosted by the Teams 'group chat' utility of the WebEx software platform. Calls for participation, news from and about the Alliance, and general HRW CHARM-EU information is shared to the feed on a frequent basis. This is usually done by a locally-appointed core CHARM-EU team member, who functions as the moderator, after a brief, internal leadership exchange about the relevance of the item.



Channels & tools used

- WebEx community membership starts via HRW CHARM-EU core member invite, when interest is expressed informally or at CHARM-EU info sessions and events.

Impact and efficiency

- Number of new community members / member retention over time
- Increased awareness of CHARM-EU Alliance among staff; greater knowledge of its activities, values, commitments, and opportunities
- Replies to, views of, and interactions with posts
- Networking connections forged between group members
- (Increased) engagement and interest in available CHARM-EU activities and the Alliance in general by members



Necessary resources

- Human resources: preparation and publishing of information; community management; moderation, reply to questions
- Technical & material resources: ideally, CHARM-EU instrumentalization of an online platform already used by the university; alternatively, the purposeful acquisition of a new tool



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on visuals etc.)
- Use of a tool that is universally employed by staff and can be rendered more accessible by individual users
- Deploying inclusive language in community posts and general communication, and paying attention to aspects of inclusivity in the calls and opportunities disseminated via the community

