Informing your strategic digital decisions

How our digital experience insights and building digital capability services can help
Making your investment count

Our digital experience insights surveys provide powerful data to help you understand how your students, staff and researchers are using the technology you offer.

Use this to inform strategic and operational decisions about the digital environment.

Our building digital capability service includes our innovative discovery tool that provides detailed, anonymised data on the digital capabilities and needs of your staff and students.

Improve digital capabilities using organisational and national benchmarking data.

Vital data that informs and evidences year-on-year improvement.

Everything we do around digital is effectively a piece of a jigsaw that helps us to build the digital landscape. The insights surveys enable us to understand what that bigger picture or landscape will look like and gives us the tools to construct it.

Rob Howe, head of learning technology, University of Northampton

United Kingdom is estimated to have a capacity of 3 million new technology jobs by 2025 (Microsoft Data Science utilising LinkedIn data, 2020)

Ability of SMEs to adopt digital technologies could generate an additional £145 billion in economic output in productivity increases and support 2.7 million jobs across the UK (techUK, 2021)

Only 48% of UK employers believe that young people are leaving full-time education with sufficient advanced digital skills (worldskillsuk, 2021)

We deliver 10-20% of our learning online for levels 2 and 3. Capabilities analysis will tell us who feels most confident, who is actively using technologies it provides data we can triangulate with teaching and learning teams. It takes the guesswork out and provides evidence of improvement over time.

Alicia Wallace, formerly digital learning manager, Gloucestershire College
Tried and tested: providing the services you need

Our services are a direct response to the challenges you told us you face. Extensively piloted and annually reviewed, our services provide unique insight, help to shape your future and direct scarce resources where they are needed most.

Taking an evidence-based approach to educational enhancement is fundamental. The Jisc services have given me trust and confidence in our approach. We have benefitted from access to road-tested services developed with the sector and supported by ongoing review and community engagement.

Elizabeth Newall, associate director (libraries, teaching and learning), University of Nottingham

A credible, evidence-informed and research-based approach

<table>
<thead>
<tr>
<th>Our services help you to:</th>
<th>So that you can:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Capture data to inform future investment decisions</td>
<td>• Understand and improve the digital experience you offer</td>
</tr>
<tr>
<td>• Secure return on investment and productivity savings</td>
<td>• Transform and enhance the digital experience of students and staff</td>
</tr>
<tr>
<td>• Gather baseline data to evidence year-on-year improvements and inform priorities</td>
<td>• Help students and staff to develop their digital capabilities</td>
</tr>
<tr>
<td>• Benchmark your progress against others’ nationally</td>
<td>• Support digital leaders and transformation projects</td>
</tr>
</tbody>
</table>

Used our discovery tool to reflect on and develop their digital skills in 2020/21
(building digital capabilities service, 2020/21)

Told us about their digital experiences in 2020/21
(UK digital experience insights surveys 2021)
Bringing together sector and global expertise

You can be confident that the services will deliver what you need.

Both services were developed through our co-design approach and continue to be developed in consultation with service users, key stakeholders and sector experts from across further and higher education, sector representatives organisations and our communities of practice.

Our digital capability role profiles have been developed in association with professional organisations including:

- Advance HE
- Association of Learning Technologists (ALT)
- The Chartered Institute of Library and Information Professionals (CILIP)
- Education and Training Foundation (ETF)
- Vitae (part of the Careers Research and Advisory Agency)

And along with use of open resource collections, we work with sector organisations and technology companies to map their resource sets to our digital capability framework, for example:

- Education and Training Foundation (ETF)
- Google Applied Digital Skills content
- LinkedIn Learning content
- Inspiring Digital Enterprise Award (iDEA)
- Microsoft professional development courses

Our ongoing evaluation and feedback processes mean that our services will continue to evolve and respond to your needs.

The discovery tool includes over 800 carefully curated and mapped resources – and the number is growing!
What students and staff have to say

Ultimately, it’s all about making a difference to students and learners and to ensuring staff can confidently deliver a learning experience that will equip them to take their place in the ever changing workplace of the future.

Developing my digital skills is making me work-ready because technology is everywhere in the workplace and it is just making me a step up compared to everyone else.

FE student

I feel passionately about taking part in the insights survey because I use a lot of the university’s digital resources and so I wanted to point out the areas that I thought benefited me and areas that I thought could do with some improvement for future students coming along.

HE student

For a holistic view the staff voice is equally important

The data helps me to prioritise staff training. We look at what the learners have asked for and at what staff require to get to that point. For the learners to be happy then we need staff to have the right skills to deliver that within the classroom.

Janine Magee, quality assurance, teaching and learning manager, City of Wolverhampton College

One of the crucial elements of the insights survey is that we passionately want to use evidence-based decision making in informing what we do to enhance the overall students’ experience and also the staff experience as well.

Professor Helen James, senior pro vice-chancellor (education, enhancement and student experience), Canterbury Christ Church University
See the digital experience through the eyes of your students and staff

Key elements of our digital experience insights service

Survey templates for students, teaching staff, researchers and professional services staff to gather their experiences and use of your digital environment

Customisable templates that include institutional-level questions

Sector benchmarking data

Results templates for summarising and sharing your findings with management teams, students and staff

Real-time access to own data

Annual reports that highlight national issues

Use of the insights service is a must. It helps you to validate what you are doing, identify areas of strength and where you can improve. The insights data enables me to be responsive and to work towards providing the best possible experience for learners and staff.

Conrad Taylor, e-learning manager, quality, City of Wolverhampton College

Find out more at digitalinsights.jisc.ac.uk
Helping your students and staff thrive in a digital world

Key elements of our building digital capability service

- **A nationally recognised digital capability framework** to help you determine the digital skills your organisation needs
- **Role profiles mapped to professional frameworks** to highlight digital skills relevant to specific roles (e.g., teachers, students, researchers, library and information professionals)
- **Organisational models and tools** to help move you towards being a digitally capable organisation
- **Our discovery tool** – an empowering first step for staff and students to reflect on their digital skills. It generates a personalised report suggesting next steps and developmental resources
- **Organisational data dashboards** provide anonymised views of discovery tool completion rates and capability ratings for staff and students

Previously when promoting the need to embrace a digital agenda people listened but having something like a nationally recognised framework to discuss and a diagnostic that could help individuals and institutions has added credibility to the debate.

Professor Gunter Saunders, associate director digital engagement and library services, University of Westminster

Find out more at digitalcapability.jisc.ac.uk
Your journey towards a digitally enabled organisation

Helping you to succeed: how the services can help you on your digital transformation journey

Identity
Starting points
- Infrastructure
- Environment
- Skills and development needs

Explore
Digital vision and goals
- Infrastructure
- Support systems
- Transformation projects
- Curriculum design
- Human resource processes
- Digital skills development
- Student engagement
- Careers and employability

Engage
All stakeholders
- Curriculum initiatives
- Personal action plans
- Resources
- Badges

Plan and Develop
Data driven improvements
- Annual review cycle
- Communicate progress and signpost next steps
- Reward and recognition
- Iterative monitoring

Improve
Review and report
- Evidence informed decisions
- Enhanced learning and teaching experiences
- Digitally confident students and staff
- Increased student and staff satisfaction
- Enhanced employability

Digitally enabled organisation
With you at every step of your journey

We’re here to help you when you need it with extensive online guidance, regular service webinars, an active community of practice and access to consultancy, training and support. Our services include:

- Use of our surveys and audit tools to identify your organisational needs
- Exploring strategy and practice through a digital lens
- Drawing on the discovery tool outcomes to design a development plan for your staff and learners
- Membership of an active and supportive community of practice and mailing list
- Continued responsive support (email, blogs, webinars, access to expertise)
- Step-by-step guidance on all aspects of planning, implementation, engaging users, data analysis and communicating outcomes

"The Jisc data informed our thinking pre COVID-19. Post-COVID, it has reinforced the importance of student digital capabilities but, in a time of hard choices, is helping us to prioritise both efficiently and effectively."

Professor Sarah Speight, pro-vice chancellor for education and student experience, University of Nottingham
Let's work together to transform your digital experience

Find out more from our service websites:

- Building digital capability service: digitalcapability.jisc.ac.uk
- Digital experience insights service: digitalinsights.jisc.ac.uk

How can we help you to achieve your goals?
Email the team at help@jisc.ac.uk to arrange a call
Please add digital insights and/or digital capabilities in the subject title

Jisc is a registered charity (number 1149740) and a company limited by guarantee that is registered in England under Company No. 5747339, VAT No. GB 197 0632 86. Jisc’s registered office is: 4 Portwall Lane, Bristol, BS1 6NB.