Evolving the training and support for Digital Champions

Kathy Valdes  Digital Unite

November 2019
Digital Unite specialises in digital learning and skills through Digital Champion led training.

- 23 years expertise
- Over 5 million online views to our expert guides each year
- Currently supporting over 200 organisations
- Over 3,500 Digital Champions on our Digital Champions Network
- Over 12,000 people helped by Network’s Champions
- 97% of Champions recommend their training
The Network is now supporting over 200 organisations with their Digital Champion programmes
Digital Unite has trained and supported Digital Champions across One Digital Partners.
Digital Unite know the many elements needed for successful Champion programmes

- Internal support
- Measurement framework and feedback
- Training and support for PMs
- Tailored learning
- Tailored resources
- Incentives and rewards
- Successful project
- Strong comms
Digital Unite uses technology to support Organisations, Digital Champions and learners at scale.
There was a need for project specific resources to be surfaced easily.

We created tailored resource hubs for specific project, for example Health Champions or Workplace Champions.

For our Workplace champions this has resulted in hundreds of resources viewed in just 3 months.
Our extensive and up-to-date resources save time and fuel ideas

“We use the resources and I get positive feedback about them being really useful.

“The practical ideas about how to engage learners are what users really value.”
Bite-sized courses for Project Managers and Coordinators

Originally we had a toolkit but the need for some CPD certified project management courses was clear.

We created a suite of 5 bite-sized e-learning modules specifically to support those running projects.

Feedback from these has been so positive we know this is helping projects flourish.
97% of project managers would recommend them!

Part 1: Recruiting Digital Champions

Part 2: What makes a good Digital Champion project?

Part 3: Ready to begin

Sowing the Seeds
Having a plan
Actively recruiting
Promoting and supporting
Excellent Digital Championing
Capturing activity of Digital Champions

Organisations and Champions themselves are interested in the impact of their project.

We built a mobile app, Nudge emails, and Badges for activity.

Increased the number of Digital Unite project Champions recording sessions has more than doubled.
Personalised and flexible data capture tools
Age UK wanted some content focused on helping older people having fun by using digital technology.

We worked with Age UK to build 2 courses specifically designed to help Champions engage older people with technology.

These courses have been completed by 100s of Digital Champions.
“As we have so many older people coming to the Library, I found this course especially interesting and so helpful”
Digital Champions wanted evidence of their learning and activity.

Personalised record of achievement. Sharing tools for LinkedIn, email signatures etc.

Every month over 50 Digital Champions download their record of achievement.

1 in 2 Champions want evidence of professional development.
Record of achievement can also be used internally to recognise the commitment of Digital Champions.

George Harrison

About this Record of Achievement

Digital Champion Record of Achievement

Monday 11 February 2019

Digital Champion Record of Achievement

About this Record of Achievement

George Harrison registered on the Digital Champions Network with Clinton Futures Digital Champions Network on 17 October 2017. Since then, George has completed 10 Digital Champion courses and helped 80 people with their digital skills.

List of achievements

1. Helping someone with an accessibility need: identifying accessibility needs
   - Completed on 12/03/2017
   - Has gained an understanding of how to sensitively identify a learner's accessibility needs.

2. Helping someone with an accessibility need: working with people with memory loss
   - Completed on 12/03/2017
   - Has knowledge of the appropriate teaching methods and tools to use to help learners with memory loss.

3. Helping someone with an accessibility need: identifying accessibility needs
   - Completed on 03/12/2017
   - Has gained an understanding of how to sensitively identify a learner's accessibility needs.
The Network is a learning ecosystem for Champions

- Online courses: 25%
- Learning management: 19%
- Expert interaction: 11%
- Teaching resources: 11%
- Learning pathways: 10%
- Recording teaching: 9%
- Peer-to-peer learning: 6%
- Using the web app: 5%

The Network provides a comprehensive range of services and resources designed to support champions in their learning journeys.
Supports project managers with training and support too

The Network combines on-the-job management training with project management and reporting tools.

- Managing their Digital Champions: 26%
- Measuring project impact: 60%
- Developing own skills and knowledge: 14%
For One Digital the DCN has supported Digital Champions by the four other partners and their projects.
Over 1,300 Digital Champions trained and supported.

And collectively used 373,433 training resources.
Over 80% say the training will make them better Champions

All Champions with improved skills attributed it to the Network
External evaluation of the Digital champions Network for both DCs and organisation

82%
• Felt better able to help others are their training

78%
• Thought DCN courses were relevant

75%
• Said the courses had increased their confidence

Digital participation delivered more efficiently
“I can’t overstate just how useful DCN is to an organisation like ours. It allows you to do more and achieve more, with less time spent on administration.”
Training should be tailored to the setting and learners

Make sure you have relevant resources for your Champions to use with learners

Reward success of project, learners and Champions

Create progression and learning pathway opportunities where possible for Champions

Support those who are running the project
Thank you for listening,

Kathy Valdes  Digital Unite
November 2019

Email du@digitalunite.com
Web www.digitalunite.com