Strategic Enhancement of Digital Competence for Educators

Erhvervsakademi og Professionshøjskole

Motivation
- The Ministry of Education called on educators to document an enhancement of digital competence.
- This birthed an effort at UCL to boost their digital strategy for the entire organization.

Challenge
- UCL needed a comprehensive overview of the digital competence levels of their educators, to be able identify the individuals in need of upskilling.
- Furthermore, they were in need of a benchmarking tool to track the progress and measure the effect of their strategy.
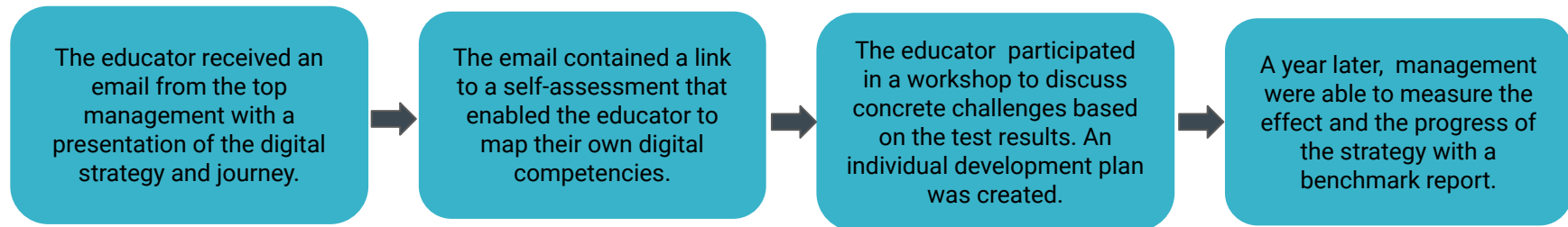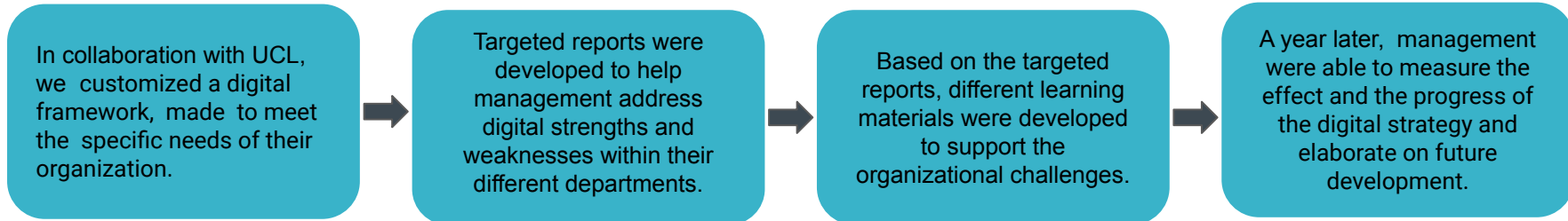
Objectives
- The main objective was to empower and strengthen the educators' digital competencies in a way that was measurable and relevant to the entire organization.

The Individual User's Digital Journey

| The educator received an email from the top management with a presentation of the digital strategy and journey. | The email contained a link to a self-assessment that enabled the educator to map their own digital competencies. | The educator participated in a workshop to discuss concrete challenges based on the test results. An individual development plan was created. | A year later, management were able to measure the effect and the progress of the strategy with a benchmark report. |

The Organisational Digital Journey

| In collaboration with UCL, we customized a digital framework, made to meet the specific needs of their organization. | Targeted reports were developed to help management address digital strengths and weaknesses within their different departments. | Based on the targeted reports, different learning materials were developed to support the organizational challenges. | A year later, management were able to measure the effect and the progress of the digital strategy and elaborate on future development. |

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The Effect of using MapUs in UCL's Digital Strategy:

The overall digital competence levels of the educators were strengthened.

UCL gained a comprehensive overview of digital strengths and weaknesses within the organisation.

A customized digital tool was created to help managers bring a digital agenda into the organization.

A demand for additional knowledge about digital competencies has been created as the educators understand the importance and find it relevant in their work.

Digital Professor

Digital Lecturer

Digital Candidate

Digital Bachelor

Digital Student

Digital Beginner