

Forum Insights

PROJECT TITLE:

Project Title: Take one step – TEL weeks in the Shannon Consortium

Overview of the project

The Shannon Consortium (SC) partners (University of Limerick, Mary Immaculate College and Limerick Institute of Technology) launched a sector-wide initiative to stimulate staff and students to 'Take One Step' in engaging with digital literacy. The campaign built on the National Framework for Digital Skills (All Aboard) thereby embedding its skills framework and resources systematically across the SC, and contributing back to it through OER development and curation. Key facets of the digital enhancement programme included:

- 1) Diagnostic: using the National Framework for Digital Skills, staff and students were invited to identify a skill they wished to develop (it targeted novice level users of technology). This formed the basis of a needs analysis in relation to professional development and supports needs.
- 2) Design: an intensive design phase followed that focused on the building of a distinctive and compelling brand for the campaign, a comprehensive approach to social media dissemination and a strategy for student participation through student digital ambassadors.
- 3) TEL Roadshows: Five "TEL Days" were run in the SC campuses over a 6 week period (February 11th –March 15th). These events provided workshops, talks and webinars on the skills identified by staff and students.
- 4) Innovation Funds: A series of innovation funds were launched in each institution in order to encourage staff and students to engage in immediate impact 'lighthouse' innovations. Through this process staff and student expert users showcased the potential of TEL and produced a series of OERs that will link back to the National Framework.
- 5) Support: participants were supported in developing their skills and resources. This phase also made intensive use of online communication in order to showcase the progress of each innovation and helped to solidify the emerging community of practice across the SC.
- 6) Evaluation: Stufflebeam's CIPP evaluation model (2014)¹ informed the evaluation of the programme in its four phases (context, input, process and product)

in order to make judgments about the initiative and inform decisions about future programming. The result from this evaluation has resulted in a compilation of Standard Operation Procedures that will inform the implementation of the T1Step in the future and offers insights into the success of an implementation of the All Aboard Framework. The investigation takes a mixed-methods approach, triangulating diverse sources of data including altmetrics, focus groups, and pre and post surveys. Ethics approval was sought at UL and was acknowledged with the partner institutions.

Partners

Institutional representatives

UL (lead)

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MIC

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Project team

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¹ Stufflebeam, L. (2014): Daniel Stufflebeam's CIPP model for evaluation. An Improvement and Accountability-oriented approach. In Stufflebeam and Coryn (eds.) Evaluation Theory, Models, and Applications (pp. 309-339). San Francisco, Wiley

Key outcomes of the project (link to any available material/resources)

The following video gives an overview of what we have accomplished over the last 6 months: www.youtube.com/watch?v=w79W8KFoAhE&feature=youtu.be
 A total of 424 staff and students signed up initially to participate in the campaign. This allowed mapping of variation of the digital skills most requested across the institutions and allowed for a differentiated approach to the design of the TEL Roadshows and Innovation Fund initiatives:

ACTIVITY	MIC	UL	LIT
Roadshow	1 Roadshow for Staff & Students	2 Roadshows: - Staff - Students	2 Roadshows: - Staff Development Day - Staff & Students (Thurles)
Innovation Fund – Staff	General Call all Staff 7 projects funded	General Call all Staff Limit on Funding – 1k (15 projects funded)	Departmental Level
Innovation Fund – Student	Student Innovation 1st prize = €1,200	Student Innovation All prizes = €50	Student Innovation 1st prize = €500

During six weeks, a total of 26 workshops and webinars were offered to facilitate all those who signed up to *Take 1 Step* and to specifically address the skills that staff and students really wanted to learn. Student ambassadors helped to promote the event on each of the roadshow days, and led some of the student sessions. Attendance (not including webinars) totalled 335 (159 in UL, 80 in MIC and 96 in LIT). Webinars had good national impact and profiled well known speakers including Jane Harte (Blogging), Clark Quinn (Mind mapping) and Mark Glynn (Diigo as organisational and teaching tool).

Resulting from the Roadshows and the Innovation Funds a total of 30 OERs aligned with the All Aboard framework were produced and curated. The Innovation Funds originated 30 OERs/case studies from staff and 9 OERs from students².

Project portal www.t1step.ie
OERs and Resources http://www.t1step.ie/resources-2/
Innovation Fund projects http://www.t1step.ie/innovation-fund/
Facebook page https://www.facebook.com/t1step/
Twitter page #t1step

Outline how the project benefited students, staff and community

The diagnostic approach facilitated a knowledge bank of the real needs of the SC, by institution, which allowed for a differentiated response. This will also inform CPD into the future and provided a baseline to make judgements on teaching and learning impact over time. Standard Operation Procedures (SOPs) have also been defined and will lead the way to the most successful approaches to future iterations of the programme.

Outline how the project benefited the higher education sector nationally

The project enabled us to establish a strong and sustainable brand – locally and nationally- through the National Forum. With over 105,000 impressions on the Twitter account and over 600 tweets, the brand was widely disseminated in the partner institutions and nationally. The Take 1 Step Twitter account (@t1step) achieved an engagement rate of 1.2% over the 90 day period from Feb 11th to May 10th 2016³.

Learnings from the application of the All Aboard Framework for Digital Skills have been fed back to that project and will help to inform its future direction. Also, learning has been shared and discussed with other clusters implementing a version of the All Aboard framework (the project was presented twice in the Irish Learning Technology Association conference, EdTech2016, May 26th-27th).

Who to contact for more information/next steps (if appropriate)

Project PI: angelica.risquez@ul.ie

2 At the moment this Insight is produced, some of these OERs are in production as the project officially closes at the end of June 2016.

3 This doubles 1% the average .7% average of major brands (<http://www.dasheroo.com/blog/whats-a-good-twitter-engagement-rate-for-your-tweets/>)