



# Digital Champions – how to succeed

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**Digital Unite**

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# Our credentials



- One of the UK's main providers of digital skills learning established in 1996
- Has helped over ½ million older people engage with digital technologies through award-winning campaigns and community learning initiatives
- Over 11 years, worked with hundreds of housing providers in various ways
- Delivered 'Get Digital' for DWP/ DCLG - largest simultaneous delivery of community digital skills learning in sheltered housing (2010/11)
- Chair of DWP Age Action Alliance Digital Inclusion Group



# We believe...

... that **helping people to help others** and **themselves** is the **only viable, sustainable way** to achieve scale and longevity in **digital inclusion**

... that digital inclusion **is predicated on digital skills**



# Digital by default ... assisted digital ...



- Exemplar services
  - The government has **over 600** transactions with the citizen – there is an aspiration to deliver these digitally
- Assisted Digital
  - What support is needed for people to use digital services
  - Dedicated Government department to guide others
  - Not about getting people online
- Welfare Reform
  - 80% of benefits applications to be completed online by 2017
  - Online process can take as long as 45 minutes
  - 76% of claimants would struggle to apply for benefits online  
*Citizens Advice Scotland*



# The current state of play



7.1 million adults have never used the internet

Of those 6.1 million people are aged over 55 years

16 million people lack 'Basic Online Skills'

96% of all jobs now require some kind of computer interface



# Digital by default (in all its glory) could be both 'a carrot and a stick'



It's a terrific opportunity to show recipients the huge, life-changing benefits digital technology offers. You just need a plan!



# The digital skills benefits



**91%** say being able to use the internet makes us feel more connected

**20%** of residents now look after themselves better and know more about their health

**81%** of over 55s said being online makes them feel part of modern society

**9 out of 10** housing staff said social interaction between residents improved

**1 in 2** over 55s are now better in touch with friends and family

**82%** of over 55s said they save money by buying products and services online



# From the horse's mouth



*"I never thought I'd be near a computer, let alone finding out about things of the past that interest me!"*

*"This has been a life changing experience for me."*



**22 – 26 April 2013**

*"I am so happy to finally have an email address of my own."*

*"I never thought I would be able to achieve all of this in a year, never mind an hour."*





# Now everyone's mad for digital skills!



**Go ON** – Booz and Co Report 'This is for everyone' has a commitment to digital skills at its heart. [Go ON UK](#) has eight chief executives – Age UK, BBC, Big Lottery Fund, E.ON, EE, Lloyds Banking Group, Post Office and TalkTalk. Together, their vision is to make the UK the world's **most digitally skilled nation**.

**Big Lottery (BIG)**, as part of its commitment to help charity [Go ON UK](#) eliminate the digital divide, announced an investment of up to £15 million to build the skills that people and organisations across the UK will need in order to take full advantage of support and services available online.

**Labour Party, Helen Goodman**, Labour's culture spokeswoman, criticised the dedication to 'continue to invest in infrastructure' for better broadband in the Queen's speech. "A Labour government would switch half the money – £75m – from the super-connected cities programme to a **digital inclusion programme**. That could help some two million people get online."

**Parliament, EDM 1193** – A call for a debate in the House about the digital exclusion of the most vulnerable in the pursuit of digital by default – 54 signatories to date.



# Why skills matter - empowering people to empower themselves and others



# Quick Start course: Helping Beginners Get (and Stay) Online



*'After the course I can say, "do you realise you can change your computer to suit you?!" It's so simple to do and I never gave it any thought until doing this course.'*

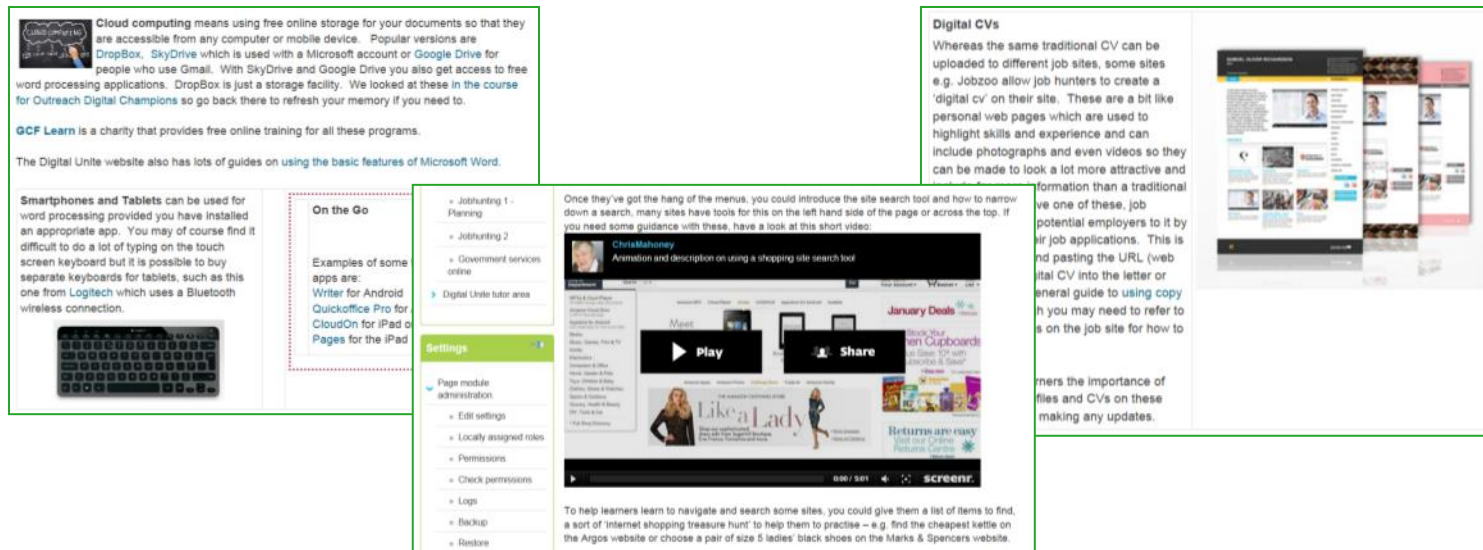


*'It really made me think about how other people used, or might use, technology.'*



# Hot off the Press! Quick Start Collection:

Quick Start foundation course with new Quick Start Extras:  
Helping Beginners with Money, Jobs and Services Online



**Cloud computing** means using free online storage for your documents so that they are accessible from any computer or mobile device. Popular versions are DropBox, SkyDrive which is used with a Microsoft account or Google Drive for people who use Gmail. With SkyDrive and Google Drive you also get access to free word processing applications. DropBox is just a storage facility. We looked at these in the course for Outreach Digital Champions so go back there to refresh your memory if you need to.

**GCF Learn** is a charity that provides free online training for all these programs.

The Digital Unite website also has lots of guides on using the basic features of Microsoft Word.

**Smartphones and Tablets** can be used for word processing provided you have installed an appropriate app. You may of course find it difficult to do a lot of typing on the touch screen keyboard but it is possible to buy separate keyboards for tablets, such as this one from Logitech which uses a Bluetooth wireless connection.

**On the Go**

Examples of some apps are:  
Writer for Android  
Quickoffice Pro for CloudOn for iPad or Pages for the iPad

**Digital CVs**

Whereas the same traditional CV can be uploaded to different job sites, some sites e.g. Jobzoo allow job hunters to create a 'digital cv' on their site. These are a bit like personal web pages which are used to highlight skills and experience and can include photographs and even videos so they can be made to look a lot more attractive and more information than a traditional CV. Some of these, job potential employers to try for their job applications. This is done by pasting the URL (web address) of the digital CV into the letter or CV cover page. You may need to refer to the guide to using copy and paste on the job site for how to do this.

Some of the importance of digital CVs on these sites is making any updates.

Once you've got the hang of the menus, you could introduce the site search tool and how to narrow down a search. Many sites have tools for this on the left hand side of the page or across the top. If you need some guidance with these, have a look at this short video:

**Settings**

- Page module administration
- Edit settings
- Locally assigned roles
- Permissions
- Check permissions
- Logs
- Backup
- Restore

To help learners learn to navigate and search some sites, you could give them a list of items to find, a sort of 'internet shopping treasure hunt' to help them to practise – e.g. find the cheapest kettle on the Argos website or choose a pair of size 5 ladies' black shoes on the Marks & Spencers website.

*'The course format was excellent and gave me lots of confidence and a wealth of ideas to share with people.'*



# Digital Champion ITQ



*'What this course did was make me use some features I had previously avoided (Twitter and Facebook) and gave me the confidence to pass this on to others.'*



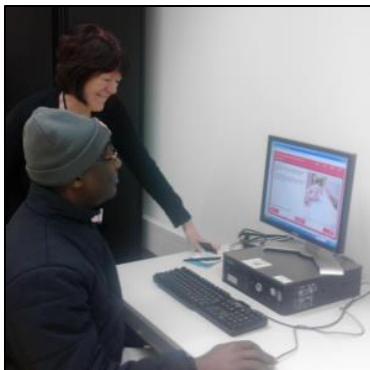
*'It's certainly given me a better understanding of what the internet can be used for, and increased my confidence to help people.'*



# Our Digital Champion Alumni says



**100%** now feel they are a Digital Champion compared to only 4 out of 10 (40%) who considered themselves to be prior to their course



**8 out of 10** say their course has given them new ideas and techniques



# Our Digital Champion Alumni says



**Over half (55%)** have seen an increase on the number of people they helped prior to the course because they:



Can plan and deliver training better  
(83%)

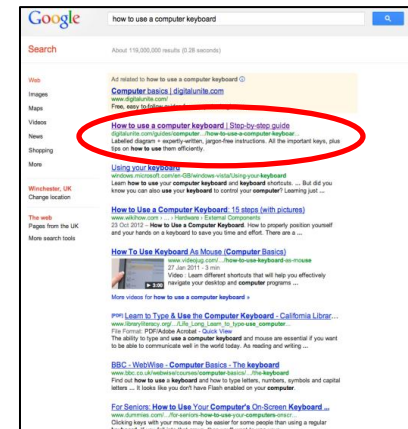
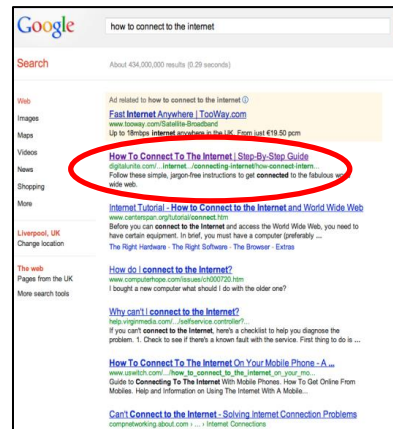
Have more confidence as a Digital Champion  
(83%)



# Developing www.digitalunite.com

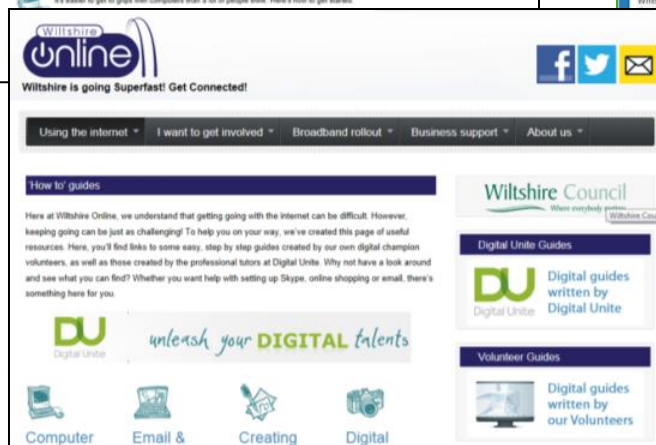
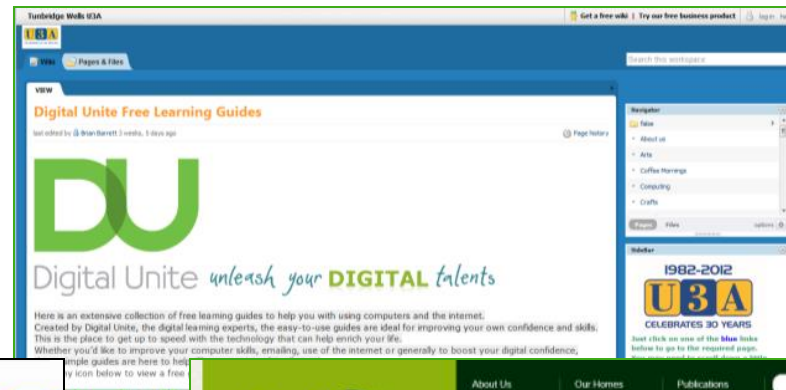


- Around 300 free online learning guides about digital technology and lively community
- Developed based on the way people learn digital skills, how they learn them and what they're looking for to support that learning.
- Most popular guides: Beginners' help/computer basics
- 130,000 visitors and growing each month





# Making our guides widely available



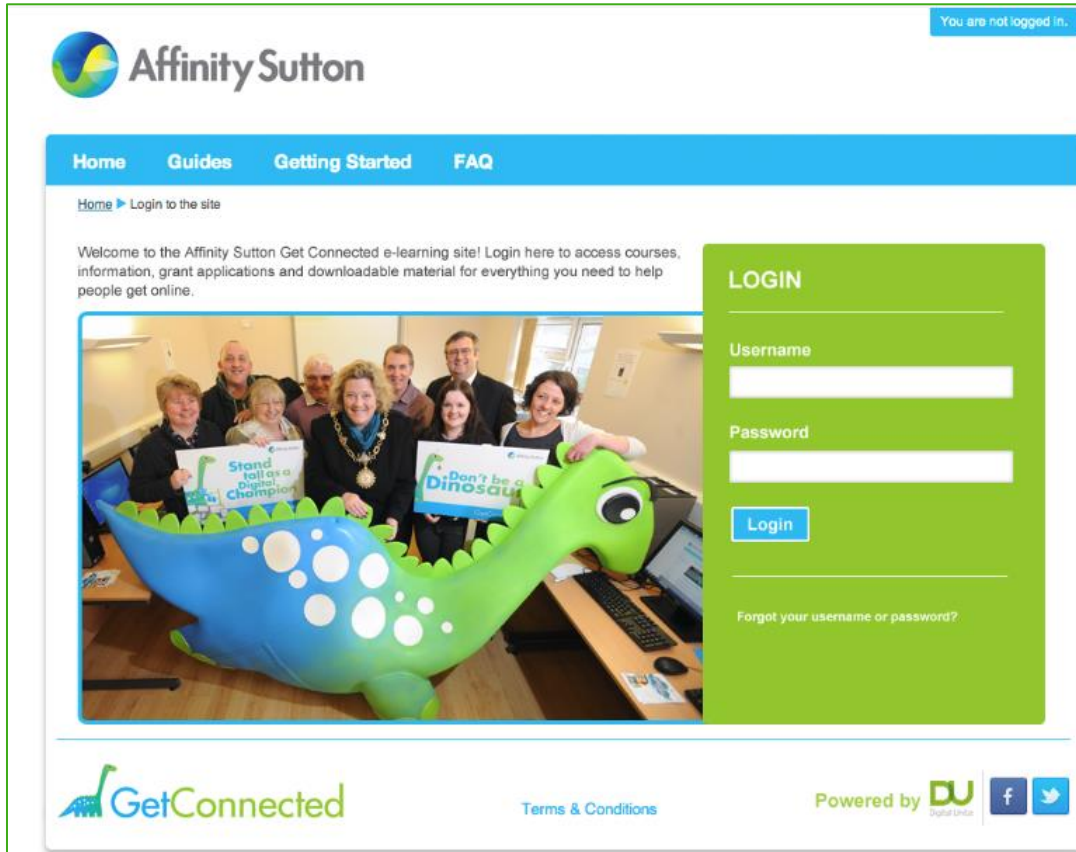
# New Model Working



**Affinity Sutton and Digital Unite**  
**Building digital skills capacity through**  
**Digital Champions**

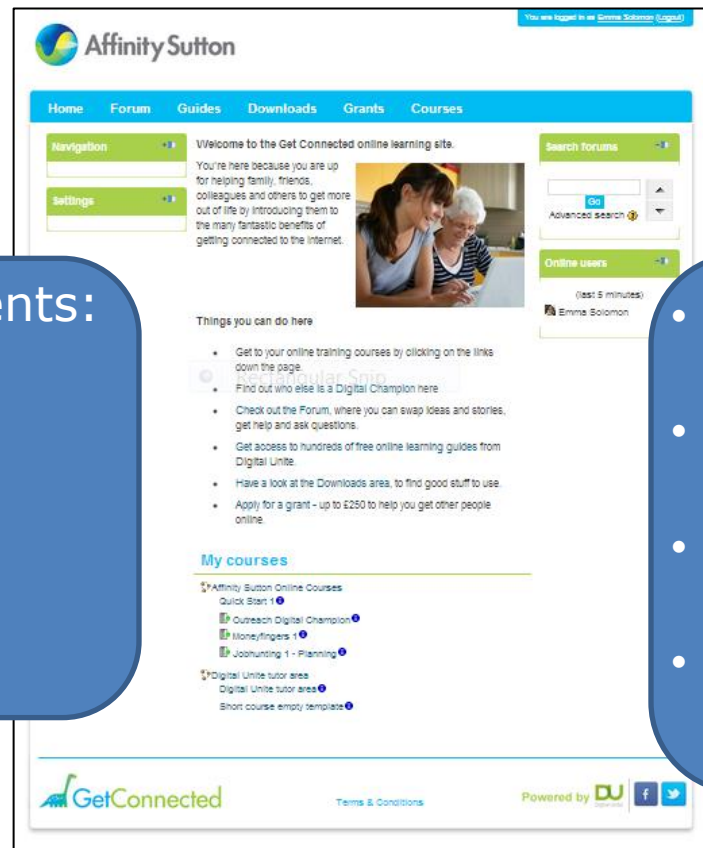


# At the centre...



The screenshot shows the Affinity Sutton website's login page. At the top right, a blue box says "You are not logged in." The main header features the Affinity Sutton logo and navigation links for Home, Guides, Getting Started, and FAQ. Below the navigation, a breadcrumb trail reads "Home > Login to the site". A welcome message states: "Welcome to the Affinity Sutton Get Connected e-learning site! Login here to access courses, information, grant applications and downloadable material for everything you need to help people get online." A central image shows a group of people standing behind a large, colorful dinosaur-shaped desk. Two signs are visible: "Stand tall as a Digital Champion" and "Don't be a Dinosaur". To the right is a green login form with fields for "Username" and "Password", a "Login" button, and a link for "Forgot your username or password?". The footer includes the "GetConnected" logo, "Terms & Conditions", and "Powered by DU Digital Unite" with social media icons for Facebook and Twitter.

# Community management moderation and analysis



## Front end components:

- Forum
- Guides
- Courses
- Downloads
- Grants
- Courses

- Learners tracked, tested and supported
- Certificates on completion
- Linked to grant applications
- Champions impact data collected

# Community management moderation and analysis

- Easy to use platform
- Learning activities
- Bespoke content
- Champion community management



The collage displays various components of the Affinity Sutton platform and its content:

- Website Navigation:** Screenshots of the Affinity Sutton homepage and a course page (Section 2b - Mobile Technology) showing navigation menus, search bars, and course categories.
- Learning Resources:** A video titled "Web Search Strategies" with a play button icon, and a "First Click from the BBC" article about a campaign for older people.
- Activities and Guides:** A "Web Search Strategies" activity page with a list of tasks (e.g., "Download Jack's Plan and see what Session 1 looks like") and a "Smartphones" guide with icons for Email, Learning to use the mouse, Skype, Desktop, and Shopping online.
- Supporting Text:** A "Jack's son" article about a Windows 7 upgrade, a "Vicky's story" about internet access, and a "Learning Plan for Alice" for a 90-year-old user.
- Additional Content:** A "Greenery List" (Break, Walk, Butler) and a "Smartphones" section listing various mobile devices like Windows 8, Android, and Apple iPhone.



**Affinity Sutton**



**GetConnected**



# Features to keep Champions engaged...



- Guides area for end learner content
- Forum to share and broadcast wider ASG news
- 'Mother Moodle' function

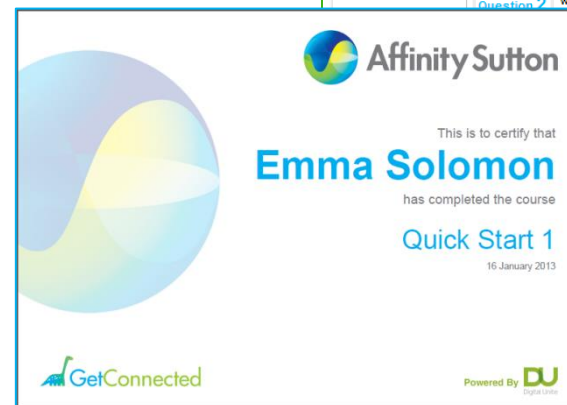
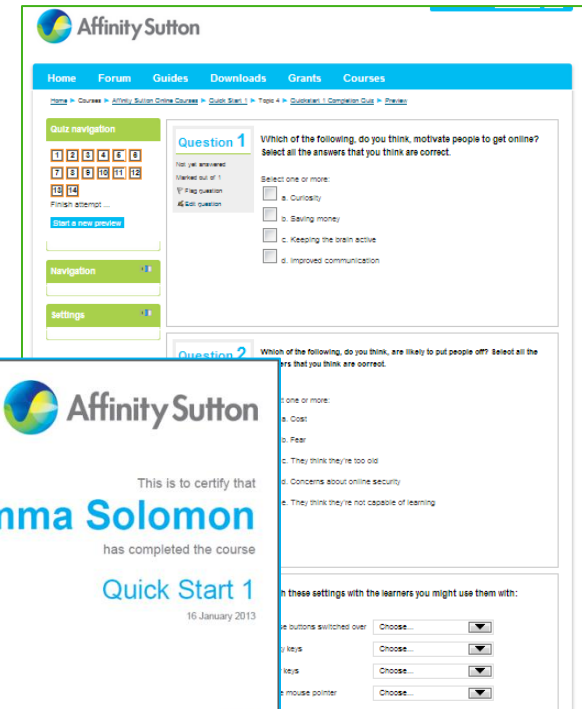
The image shows two screenshots of the Affinity Sutton website. The top screenshot displays the 'Digital Champion' forum page, which includes a navigation menu, a search bar, and a discussion topic about a lightbulb icon. The bottom screenshot shows the 'Guides Area' page, which features a grid of various digital skills guides such as 'Computer Basics', 'Using the Internet', and 'Social Networking & Blogs'. Both screenshots include the Affinity Sutton logo and navigation tabs for Home, Forum, Guides, Downloads, Grants, and Courses.



# Recognition and reward



- Course completion quiz
- Completion certificates
- Digital Champion Goodie Box
- Reporting data on demand



# The six key benefits



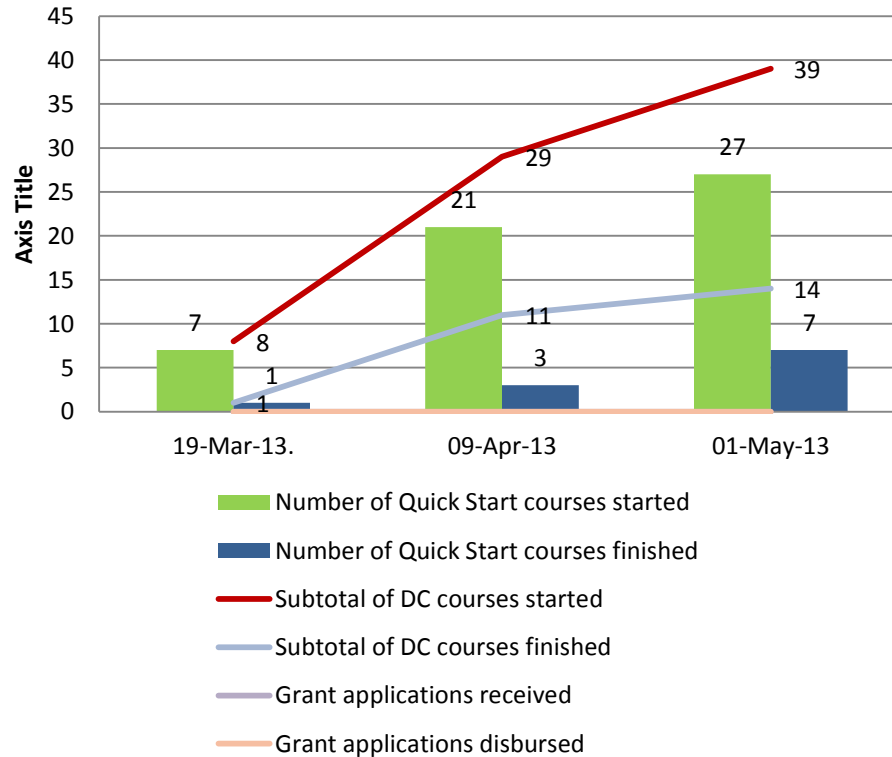
1. Engages, empowers and involves residents in delivering and improving digital and financial inclusion
2. Provides a structured online platform from which to manage, track and measure progress centrally
3. Offers personal and professional development opportunities and a sustainable community environment
4. Helps to directly drive usage of the organisation's own e-services
5. Marketing and recruitment strategies are provided supported by an incentivised grants framework
6. The core theme of digital inclusion can be used as a tangible way to strengthen internal business relationships company-wide



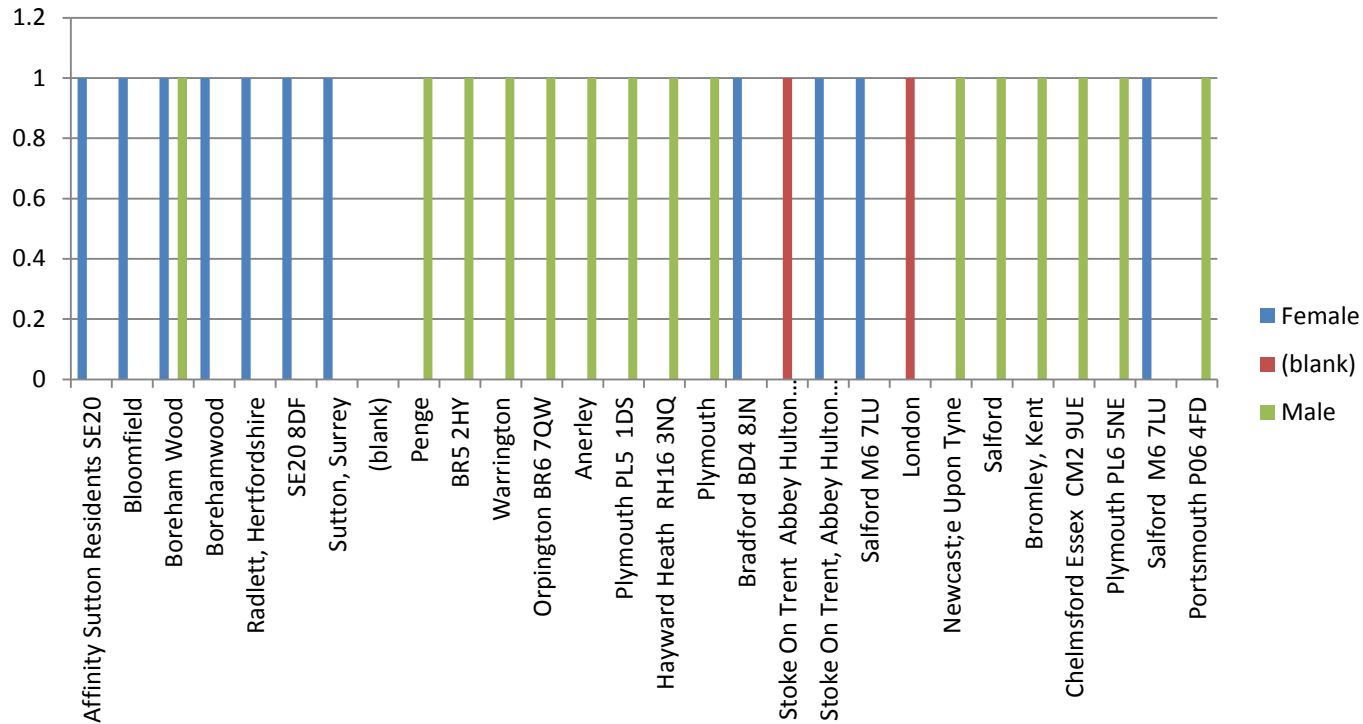


# Sample summary report

## Digital Champion Training



# Digital Champions by location



Affinity Sutton



GetConnected



# Impact – End Learner Confidence

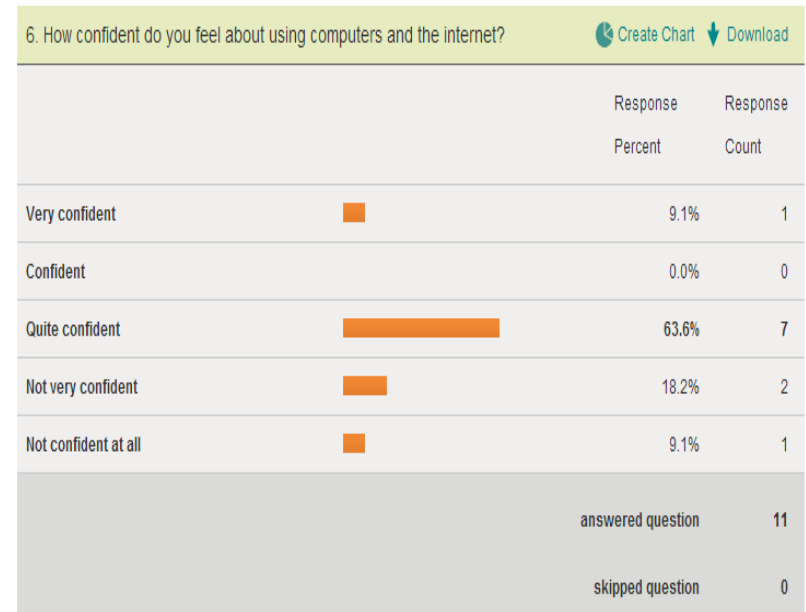


## Before

Feedback received	
Number of learners	
1. How confident do you feel about using computers and the internet?	Total
Not very confident	2
Not confident at all (blank)	7
	2
<b>Grand Total</b>	<b>11</b>

**73%** reported increased confidence  
**Median increased from 'Not confident at all' to 'Quite Confident'**

## After



# Impact – End Learner Skills

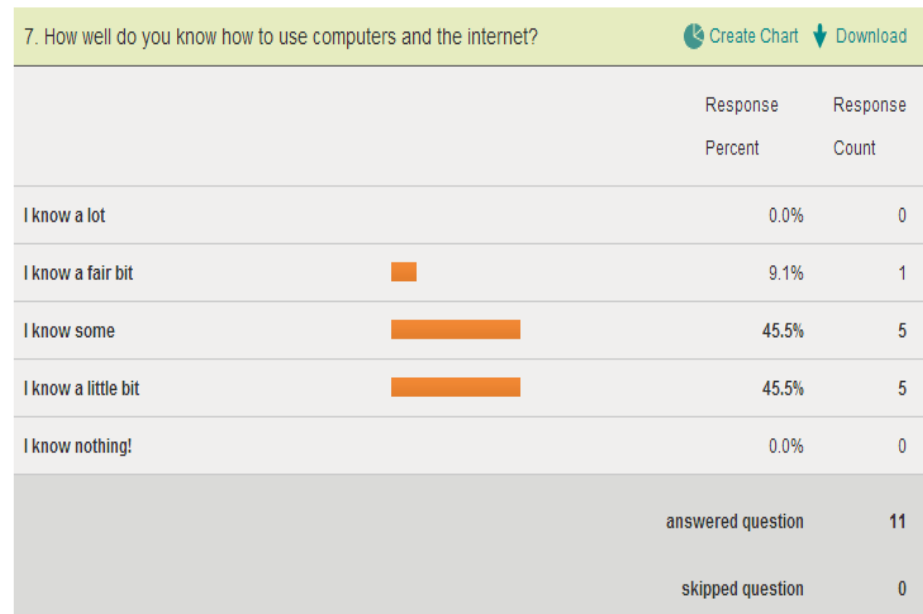
## Before

Feedback received	
Number of learners	
2. How well do you know how to use computers and the internet?	Total
I know some	1
I know a little bit	7
I know nothing!	2
(blank)	1
<b>Grand Total</b>	<b>11</b>

**45% reported increased skills**

**Median increased from 'I know a little bit' to 'I know some'**

## After



# Impact – End learner Capabilities



**91% thought it would now be easier to develop more computer skills**

13. Since the training, which things do you think it will be easier to do? (Please tick all that apply) [Create Chart](#) [Download](#)

	Response Percent	Response Count
Meet new people	27.3%	3
Keep in touch with friends and family	27.3%	3
Develop more computer skills	90.9%	10
Be more in touch with the modern world	45.5%	5
Find work	45.5%	5
Pursue my interests and hobbies	54.5%	6
Save money	9.1%	1
Find out about public services	27.3%	3
Find out about local events	18.2%	2
Access Affinity Sutton services online	18.2%	2
Help other people use computers	9.1%	1
Fill in forms online	54.5%	6
Other (please specify)		0
answered question		11
skipped question		0





# New Digital Champions Network for Housing



- Builds on the success and investment of the Affinity Sutton 'Get Connected' project
- 7 Founder Members already signed up with a combined total housing stock of around 172,000.
- Collaborative approach by housing on a national project
- Opportunities for joint working at a local level



# Digital Champion model - the ultimate virtuous circle



Residents  
empowered to  
help others get  
online



Residents  
not online  
and  
disengaged



Residents  
inspired &  
supported to  
get online



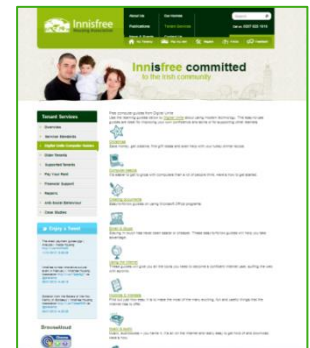


# Building digital skills and capacity for you, with you

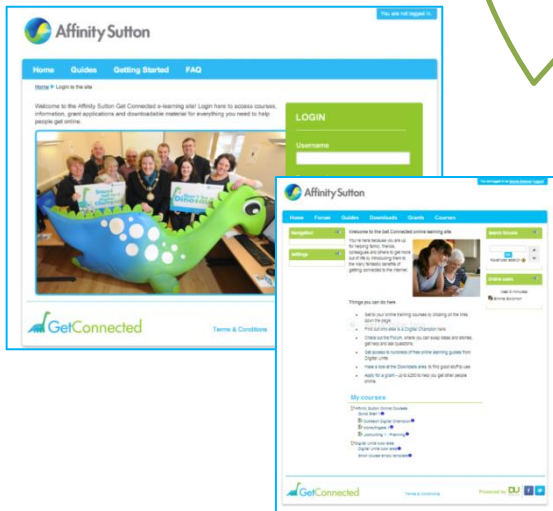


Digital literacy campaigns – ready made engagement, and fun

Learner content and learning community – embed them in your site



Digital Champion expertise – identify, train, support, nurture. We can give you a customised online platform too.



**Thank you**

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