

# Cultural Challenges of Digital Transformation

## Digital Transformation – Delivering the Vision



**4C** | STRATEGIES

Gill Rowbotham





- ➔ Vision
- ➔ Approach
- ➔ Procurement
- ➔ Deployment
- ➔ Managed Service
- ➔ Training
- ➔ Evaluation



- Enhance learning and teaching
- Improve Student Experience
- Improve Staff Effectiveness
- Improve organisation and management
- Improve University Reputation
- Accessible from any device
- John Smith Scheme to be included

# Core Applications



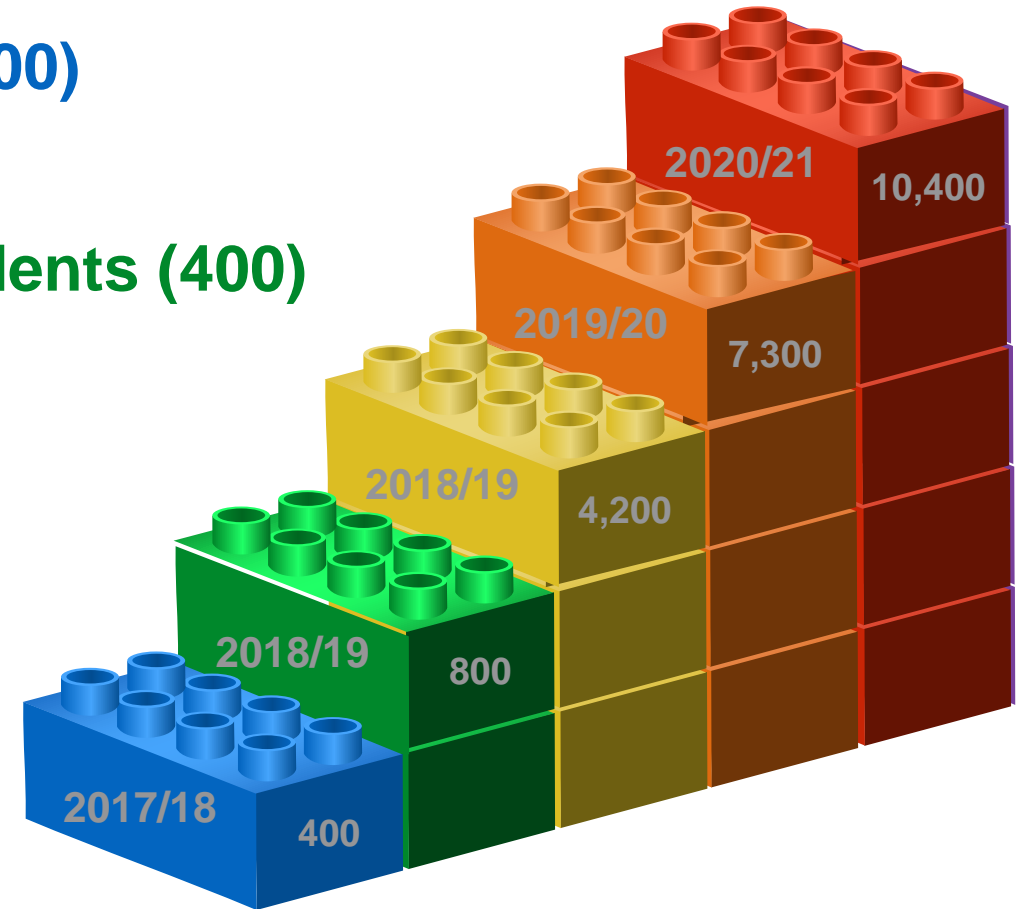
**1 Academic Staff – teaching Y1 students (400)**

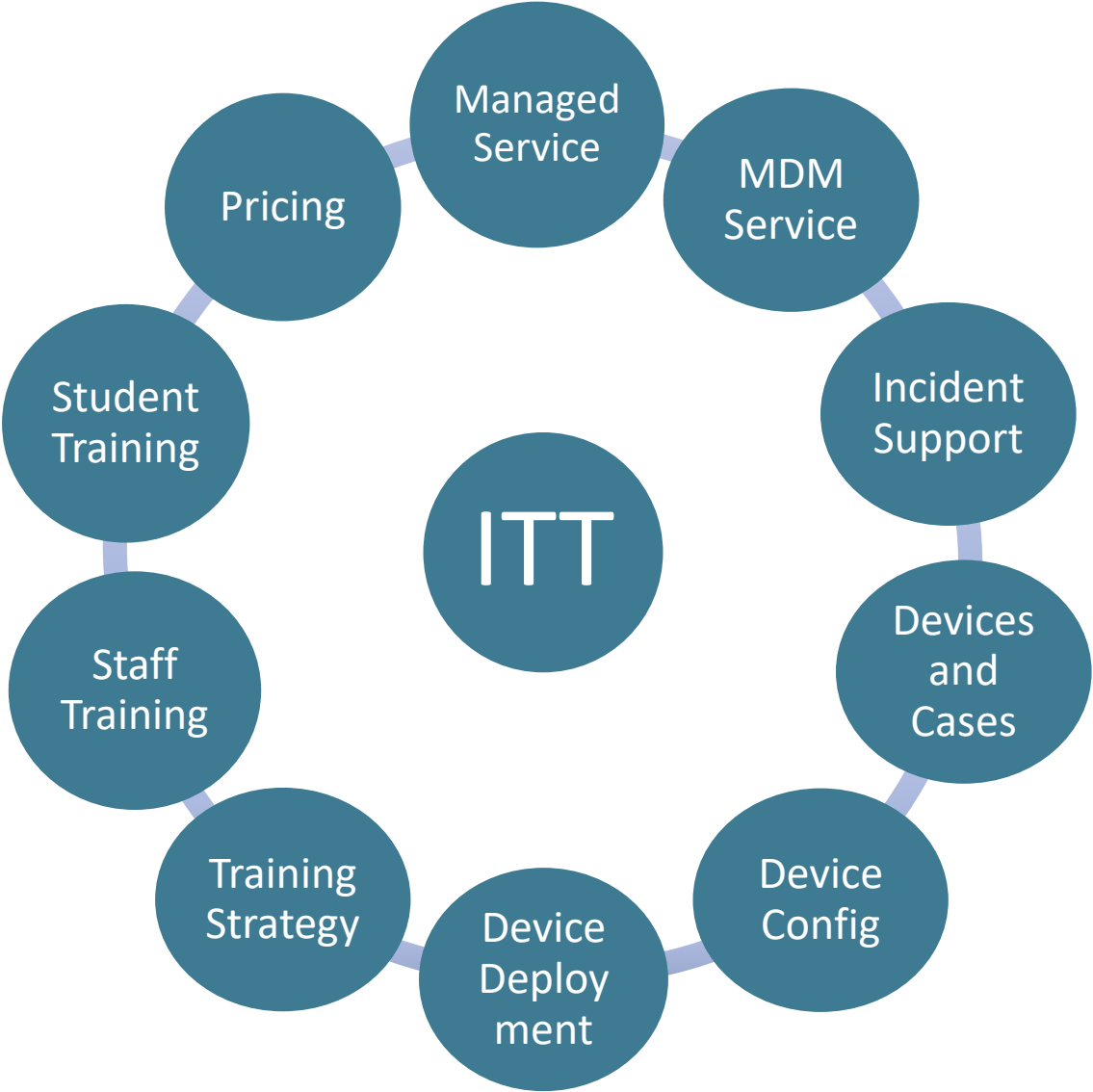
**2 Academic Staff – teaching Y2 and Y3 students (400)**

**3 Year 1 Students (3,400)**

**4 Year 2 Students (3,100)**

**5 Year 3 Students (3,100+)**

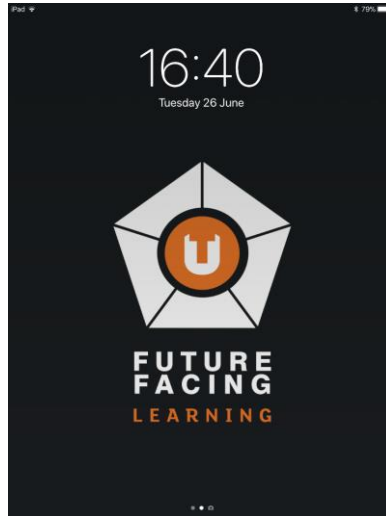






## Challenges

- ➔ Experience of similar projects
- ➔ Assistance with the Vision
- ➔ Buy-in to device agnostic plan
- ➔ iPad device changes
- ➔ Brexit / Apple Partnership programme changed pricing



- ➔ iPad – pre-configured
- ➔ Case / Keyboard
- ➔ Box / Label
- ➔ Internal Jiffy bag for cables / charger
- ➔ iPad Quick Start Guide
- ➔ £100 On-line John Smiths Voucher / year

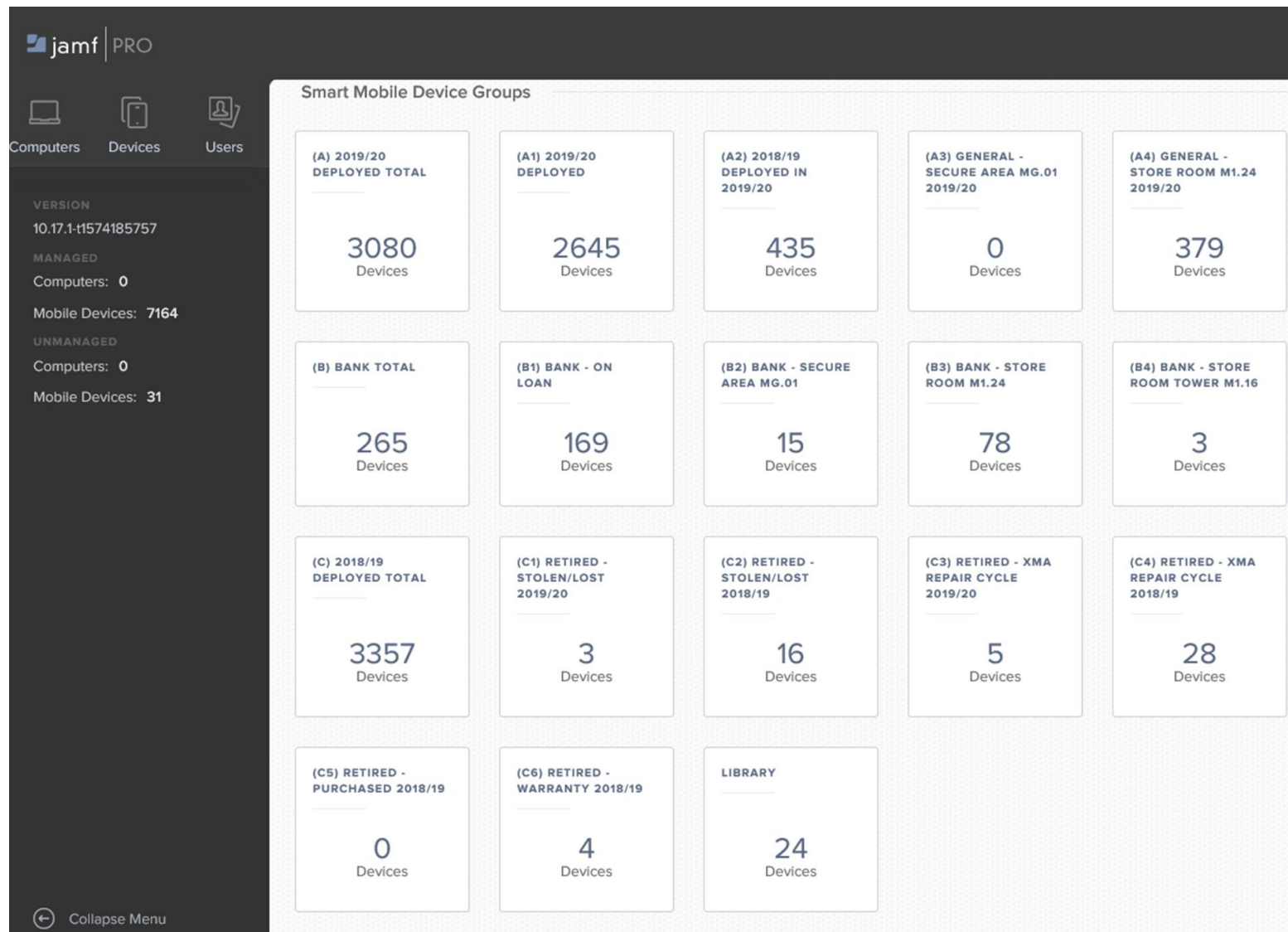




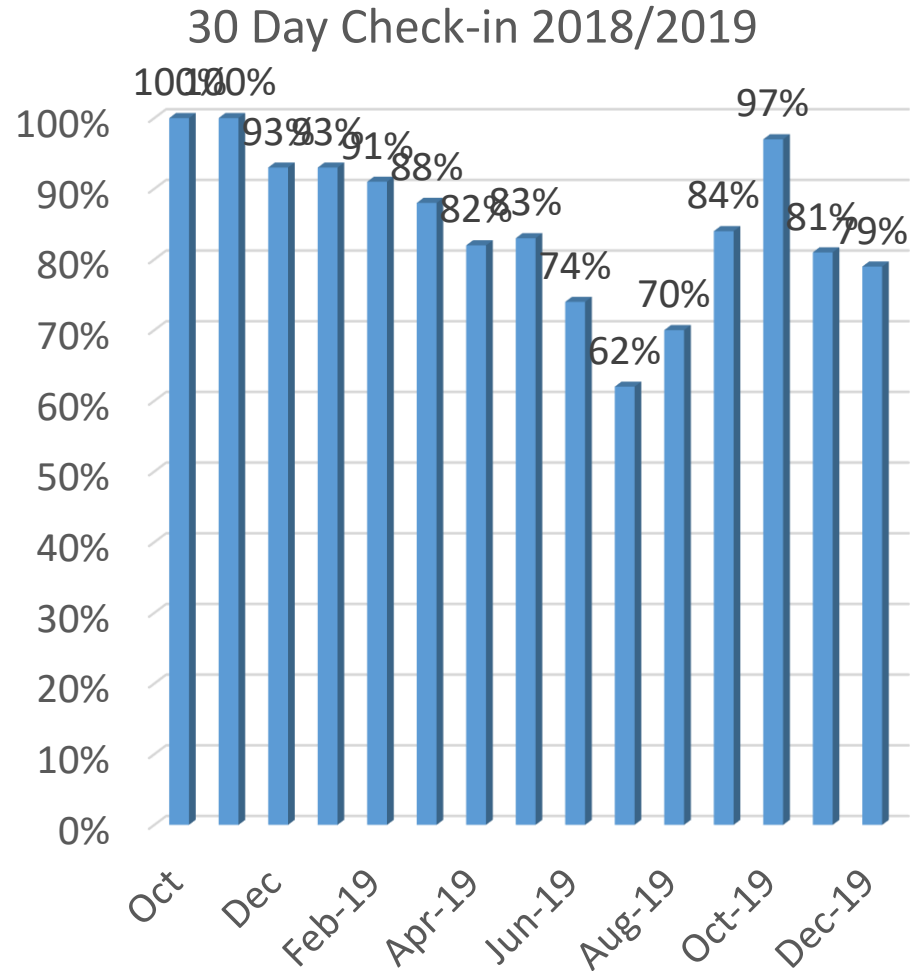
- ➔ Delivery and Storage of iPads
- ➔ Student Eligibility
- ➔ Physical Security Concerns
- ➔ Skilled Deployment Staff
- ➔ School specific Toolkit
- ➔ Personalise Student Device



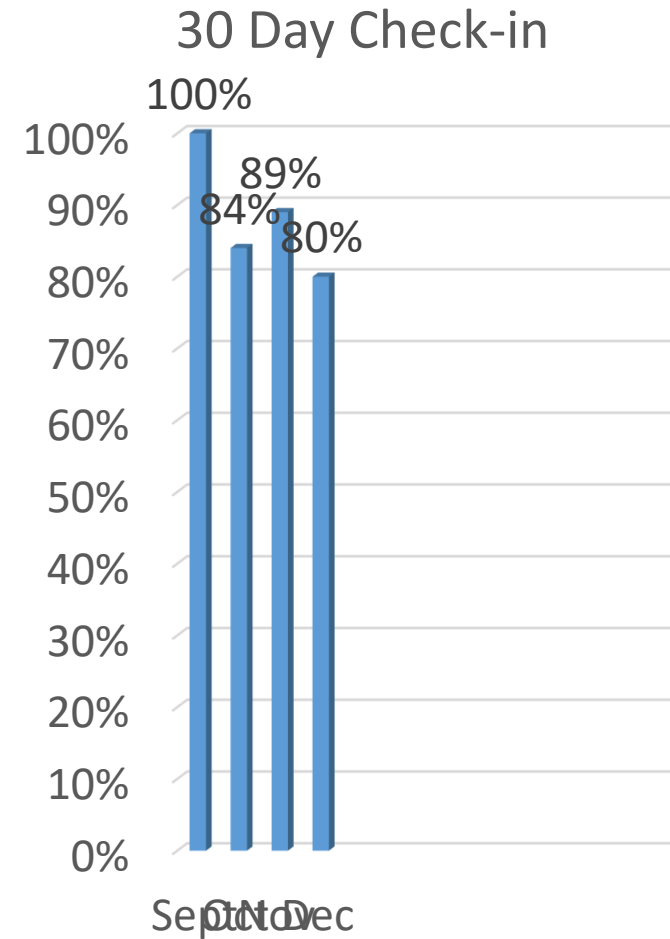
## Dashboard



## Year 2 (deployed 2018/19)



## Year 1 (deployed 2019/20)

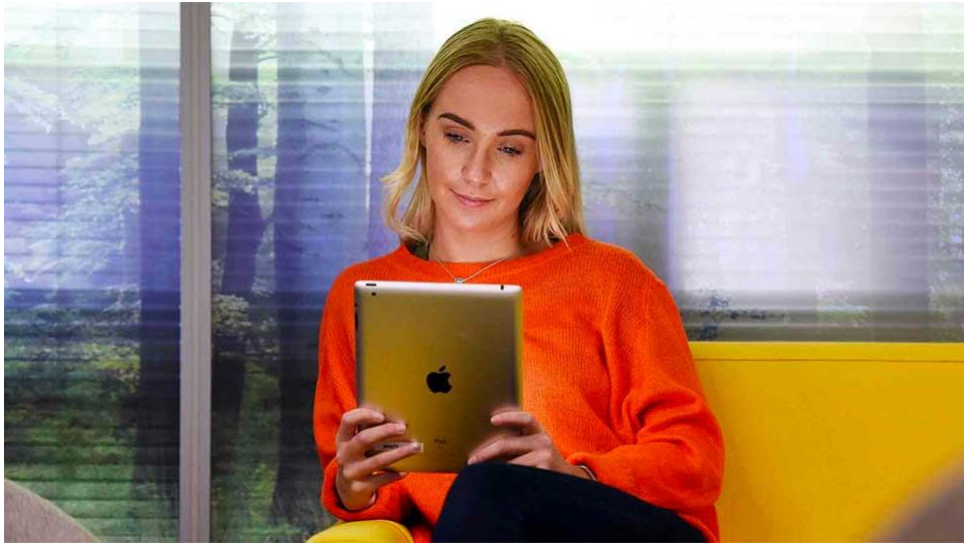


- 'Zero-touch' iPad Management
- Integration into University Help Desk / Systems
- Remote Supplier management of local resource
- Reporting





- ➔ Future Facing Learning Digital Development Programme
- ➔ 1 Apple training days every 50 iPads
- ➔ Supplemented with Microsoft trainer
- ➔ Majority of staff now completed
  - ➔ Six formal sessions
  - ➔ FFL Sandpit Events
  - ➔ MIEE certification optional
- ➔ Focus now on enhancing pedagogical practice with the use of various digital tools



- ➔ Digital Welcome Sessions
- ➔ Workshops covering 6 Training Topics
- ➔ Available for all students on any device
- ➔ 40 short videos
- ➔ Integrate with existing Library courses
- ➔ Microsoft Office Specialist
- ➔ Focus on Accessibility

# Student Engagement



## Student Ambassadors:

- Campaigns
- Content creation

TEESIDE ADVANCE

## IPAD HELP POINT



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@tuipads - mainly students



@tuipads - mainly staff/societies



@tuipads - mainly students/societies

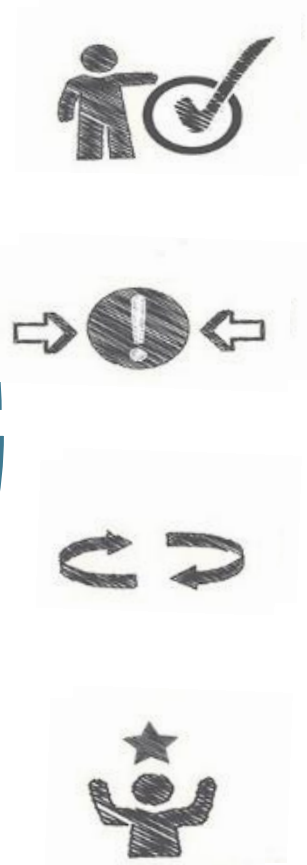
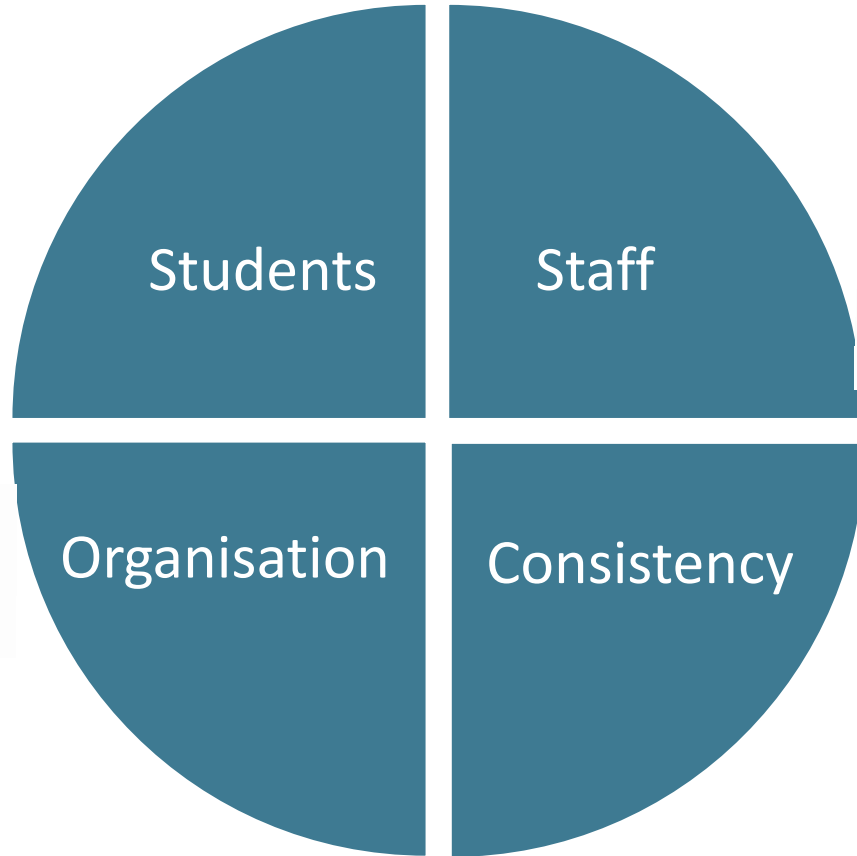


@tuipads – best when staff share via Blackboard





- Student Engagement
- Nurture localised innovation at subject level
- Digital Student Champions
- Communities of Interest
- Encourage engagement from non-student facing staff
- Maintain momentum



- ➔ Enhance learning and teaching
- ➔ Improve Student Experience
- ➔ Improve Staff Effectiveness
- ➔ Improve organisation & management
- ➔ Improve University Reputation



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