

The background image shows a modern, multi-story building with a large glass facade, identified as Ayrshire College. The building is partially obscured by a semi-transparent purple overlay. In the foreground, a paved plaza is visible with several people walking, their figures slightly blurred. A tall, dark signpost with the college's logo is positioned in the middle ground. The overall scene is captured in a wide-angle shot, emphasizing the scale of the building.

Ayrshire College

Digital Strategy 2022–2025

INTRODUCTION

Ayrshire College will be at the forefront of digital innovation by supporting the skills development of our students and staff, enabling blended learning approaches, and investing in our infrastructure and systems. Achieving this vision will underpin transformation in our learning, teaching and service delivery and enable a 'digital first' culture.

The digital experience for all users will also be engaging, fun and enhanced through easy to use and accessible digital tools and resources.

The Digital Strategy supports the Statement of Ambition (2030) including strategic objectives and priority themes. The Strategy will, therefore, enable the College to establish enhanced, flexible learning and teaching and service delivery models incorporating the use of digital technologies, where appropriate. The overarching Ambitions are:

- To be an accessible, inspirational, and inclusive place to work and learn
- To support, empower and inspire our staff and students
- To be a high-performing, environmentally responsible college recognised for excellence, equality, and integrity



Strategy Aims

The Digital Strategy is shaped around three essential and interrelated aims, to:

Aim 1 | Enable Digital Transformation

Aim 2 | Develop Digital Confidence

Aim 3 | Support Digital Learning

The aims will be achieved through the successful delivery of a range of key strategic outcomes. The outcomes will be embedded, on an annual basis, within the College's Operating and Enhancement Plan.



Strategy Outcomes

Enable Digital Transformation

This aim will be achieved through the following outcomes:

1. Investment decisions on introducing and updating digital systems and infrastructure are made as part of a strategic and planned approach to support student and staff experiences, improve organisational effectiveness, and assist the College in meeting its environmental and sustainability commitments.
2. Digital tools and resources are assessed to ensure their accessibility, safety, security, and ease of use prior to implementation, through effective consultation with staff and students, taking account of necessary legal obligations and relevant standards.
3. Accessibility, digital skills, use of technology and digital wellbeing are considered in all College policies and business decisions.
4. Students of all backgrounds and abilities maximise their potential through the use of digital technology and applications to increase flexibility and support independent learning.
5. Students are supported in meeting their goals through the collection and analysis of data to identify appropriate actions and enable successful outcomes.
6. Effective collaboration takes place internally between departments, to streamline systems and processes in order to provide a high-quality digital experience for our students and staff.
7. Innovations across the digital landscape are actively monitored by the College, to embed current developments within the delivery of learning, teaching, and support services taking account of Government and Sector digital goals and aspirations.
8. Effective partnership working with key stakeholders enables and supports digital transformation across the Ayrshire region.



Develop Digital Confidence

This aim will be achieved through the following outcomes:

1. All staff and students are empowered to take ownership of their use of digital technologies and supported to develop their digital skills within a positive and inclusive organisational culture.
2. Guidance and continuing professional development (CPD) are available to all staff in the use of appropriate digital technologies, tools, and devices to enhance student experiences of the College and improve service delivery.
3. All staff and students are supported in developing and maintaining positive Digital Wellbeing through appropriate resources, designed to raise awareness of the opportunities and risks associated with the safe and effective use of technology.
4. All staff and students are supported in managing online safety through appropriate resources, designed to enable responsible use of social media and online reputation management.
5. Effective communication arrangements are in place to facilitate and support all staff and students in sharing good practice in relation to digital technologies and digital skills.
6. Digital Support networks are established to enable students to engage effectively in an online environment and widen digital inclusion.



Support Digital Learning

This aim will be achieved through the following outcomes:

1. High quality, accessible and inclusive learning and assessment is delivered, using effective blended learning approaches to meet the needs of individual learning styles and abilities.
2. Digital learning tools and resources are used creatively by staff to engage and support students in their learning, to help overcome barriers to student participation and success.
3. Staff are developed to become digital educators to implement blended learning design and enhance the student learning experience through contextualised digital pedagogical approaches.
4. Quality assurance of the Virtual Learning Environment (VLE) takes place regularly, to support staff in preparing consistent and high-quality online learning course content.
5. Staff are empowered to explore experimental and innovative approaches in the design and delivery of digital learning and teaching, evaluate and reflect on the outcomes, and share good practice and lessons learned across the College.
6. Staff have access to specialist support and resources in the design and delivery of blended learning including continuing professional development consistent with the professional standards for lecturers.



Digital Strategy – Key Reference Documents

A Changing Nation: How Scotland will thrive in a digital world

(Scottish Government, 2021)

Remote Learning In Scotland's Colleges: National Overview

(Education Scotland, 2021)

Digital Capability: A Scottish Landscape Review

(CDN, 2021)

Our Digital Ambition for Scotland's Colleges

(Colleges Scotland/CDN/Jisc, 2020)

The College of the Future

(Independent Commission on the College of the Future, 2020)

Elevating the UK Further Education and Skills sectors

(Jisc, 2020)

Accessibility

Ayrshire College is fully committed to challenging discrimination, advancing equality of opportunity, promoting inclusion and celebrating the diversity of all of its students, staff, visitors and partners.

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