



Working effectively with Digital Champions

A short exploration of Digital Champion Models and project contextual factors



Three distinct Digital Champion Models

Volunteer

- Person-centred basic skills support
- Often working in libraries, community centres or voluntary organisations

Professional

- Employed to provide basic digital skills support
- Digital advocates
- Potential to train other Champions

Embedded

1. Support other staff to develop their use of technology and confidence in using basic digital skills Or
2. Staff within an organisation who are providing digital support to their service customers



Lets explore

Groups A B and C

- One Person to take notes, and another to feedback
- Each group issued with a Champion delivery brief.
Use the matrix to discuss and explore those factors which will be critical for enabling effective Champion work



15 minutes task time

Environmental



Organisational



Individual

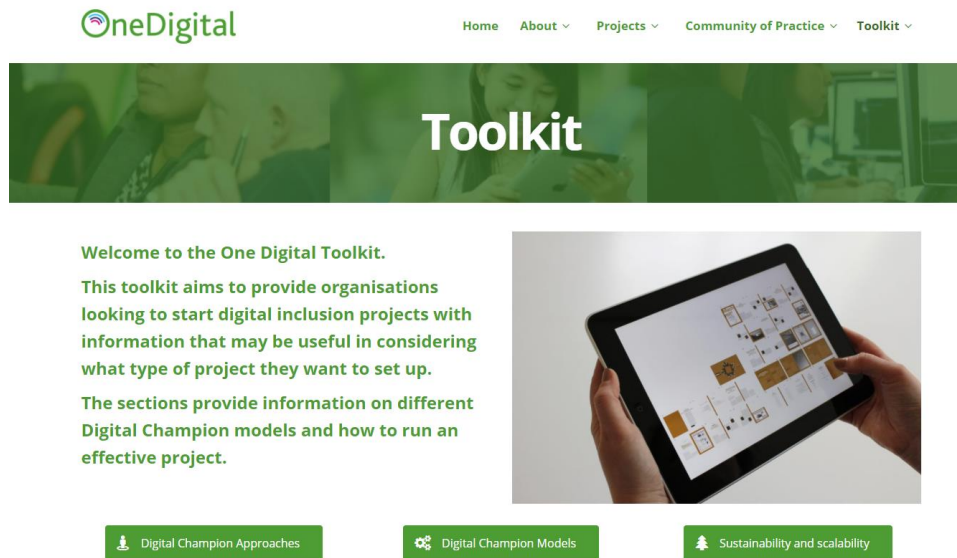


Process



Workshop results

- After each scenario we have included what the groups came up in the discussions for information
- We signposted to the One Digital toolkit for further information and advice onedigitaluk.com/toolkit/



The screenshot shows the homepage of the One Digital Toolkit. At the top left is the One Digital logo. To its right is a navigation menu with links for Home, About, Projects, Community of Practice, and Toolkit. Below the navigation is a large green banner with the word "Toolkit" in white. Underneath the banner, there is a welcome message and a description of the toolkit's purpose. To the right of the text is an image of a person holding a tablet displaying the toolkit's interface. At the bottom, there are three green buttons with icons and text: "Digital Champion Approaches", "Digital Champion Models", and "Sustainability and scalability".

OneDigital


Home About Projects Community of Practice Toolkit


Toolkit


Welcome to the One Digital Toolkit.

This toolkit aims to provide organisations looking to start digital inclusion projects with information that may be useful in considering what type of project they want to set up.

The sections provide information on different Digital Champion models and how to run an effective project.

 Digital Champion Approaches

 Digital Champion Models

 Sustainability and scalability

There are three of us who run the Family First Community centre in Caerphilly, Wales.

We aim to recruit one Volunteer Digital Champion by April, in order to help support our young families who use the centre.



**Group 1 - Rural accessibility – bi-lingual –
recruit from existing users**

**Consider - how to advertise opportunity to
get the right skills – retention of volunteers
– motivations on onward opportunities to
paid employment – links with existing
service provision (not an add on)**

Role descriptions – technical & people skills

**Recruitment to suit the needs of a service,
the learners**



Group 2

- Under the needs of the learners
- Consider how the volunteer will respond to the needs
- What will be the role of the staff how will they link to the volunteer
- Blended delivery might be a good approach
- Understand what the volunteer wants to bring





We are a company of two hundred staff who provide telecoms support in Sheffield.

We'd quite like to develop twenty of our staff into Embedded Digital Champions; in order to develop and support the digital skills of some of our front line workers.



Group1 –

Senior management & resource – everyone's responsibility

Build into role objectives

Time & opportunity to take on the role

Skills analysis & benchmarking of staff competency and confidence

Skills needed – patience, listening, motivation, behaviour change

Reflection time needed for Champions

What does success look like for the projects

Use pilot approach – respond to need



Group 2 - Define the role by understanding the role/gap – what will be needed – equipment, time, space

Sensitive working with colleagues needed

Strategic buy in for the project

Measurement and impact assessment

Celebrate and reward for Champions role



I run a young care leaver facility in London, which accommodates eight young people at a time.

I'm looking to recruit one professional DC to help ensure that my young people have the necessary digital skills required for independent living



Group 1 –

Process – role needs to be DBS checked with clear boundaries

Funding – project outline & job description

Learn lessons from wider work of the project and blending

Signposting & future opportunities built into the project including peer to peer mentoring



Group 2 –

Scope of delivery – including external to project

Qualifications around tech, teaching, comms

Incentivise the programme

Circular so young people can become Champions

6 week timeframe

DBS needed & sensitive approach to working with young people

Effectively Digital Champion work requires:

- **A consideration of ALL contextual factors** relevant to the project. Consider from an environmental, organisational, procedural and individual perspective
- **Organisational buy-in** and leadership support
- All those who play a role in the success of Digital Champion support **understand** the aim of the work
 - what is to be gained
 - how this work aims to make an impact
 - how it will be measured
- Exploration of **what ‘digital’ and ‘basic digital skills’ means** and how useful this is in practice