

Workshop 3: Measuring impacts for Digital Champion

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General Notes

- Digital Champions want the organisation that they are involved in to think that they are an asset and doing a great job.
- Need for more project management resources
- *Question: What are the key themes around organisations wanting to build networks for DC's?*
 - Training DC's is a part of digital transformation for every organisation. As digital skills is a problem at scale, the solution can only realistically be run by DC's
 - DCN has a hugely varied membership of organisations that each have varied motivations to training DC's
 - DU have seen a big increase in staff supporting staff model
- *Question: Apart from awards, are there any other incentives?*
 - Newsletter
 - DU encourage members to hold celebration events
- *Question: How can recruiting DC's become sustainable?*
 - Varies depending on who the organisation and what the offer is to the individual DC. DU feel that the DCN has a strong online offer
 - The most successful projects are those where there is a dedicated member of staff within the organisation
- *Question: Is there a time commitment for DC's?*
 - No, but it is always good to provide some guidance
 - It is trial and error depending on different DC's
 - Varies according to the DC – highlights the flexibility of the role
- Useful resource – Institute of Volunteering research – insight into motivations of volunteers.

Group Activity

Persona 1: David

Benefits to the DC:

- Satisfaction
- Feel valued
- Building skills – digital etc
- Something to do

- Social – reduce isolation
- More connected

Information to capture:

- How many beneficiaries (evidence of activity)
- Confidence
- Particular skills/confidence
- What has improved for you?
- What's missing?

How would you capture information?

- Building relationships with the DC
- Potentially need for independent evaluators
- Through observation

Challenges of the evaluation:

- Too many lengthy tools
- DC perception of ability
- Cultural impact on answers
- Incomplete/lack of feedback
- No response
- Communication channels e.g. use of WhatsApp

Persona 2: Noella

Benefits:

- Extra responsibility
- Variety in role
- Supporting independence
- To feel manageable
- See benefit to the customer
- Role in organisational change
- Personal development
- But....does Noella have the relevant skills?

Information to capture:

- People supported
- Were the assumed benefits achieved?
- Suggested improvements
- Was the training adequate?

- Was the support adequate?

How would you capture information?

- Survey
- Linking to wider organisational data
- Always report back to the DC
- Evaluate internally – people therefore feel listened to by their organisation and less cautious

Challenges of the evaluation:

- Finding out how helpful Noella has been
- Resistance from Noella
- Noella potentially doesn't have the relevant skills

Solutions:

- Use Essential Digital Skills Framework Toolkit
- Start voluntarily