Thinking digitally – harnessing digital technology to re-think the way we work

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Before I begin………………

• In order to engage fully with the presentation, please log on to www.menti.com using your smart phone, tablet or laptop. This will allow you to actively participate in the conversation.
A little bit about me..........
A note on terminology

- **Digital literacy** refers to the capabilities which fit someone for living, learning and working in a digital society (Jisc 2015)

- **Digital career literacy** refers to the digital career management skills required to manage one’s career. These are regularly referred to as the 7C’s (competences) of Digital Career Literacy (Hooley 2014).
Question 1: When you see this image how does it make you feel?

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Developing digital literacy awareness

+ 7Cs +

Digital strategy
Why should the CDI be interested in digital literacy?

• As a thought leader for the career development sector
• As a guardian of the occupational standards for the UK career development workforce.
• As an employer

The CDI is developing a digital strategy to enhance the delivery of our services
And what’s more………..

‘Careers professionals also need to develop digital talent and leadership to support people to update their own digital skills and access exciting career opportunities in the emerging hi-tech and digital industries. The CDI will publish a strategy and three-year action plan which will set out a vision for the sector to imagine new ways of working, using digital technology and to set out their training and development needs’.  

DFE 2017
The CDI as a thought leader

• Ensuring a pipeline of appropriately skilled individuals
• Understanding the need for the workforce to develop and continually update their skills to meet these demands.
• Entering the debate about digital skills not just in the services delivered directly to clients but grounded in a wider understanding of the digital world.
The CDI as a thought leader

The CDI will provide opportunities for the sector to investigate a range of topics which impact on our business for example how we:

• Develop an innovative digital culture
• Respond to and utilise the ‘internet of things’
• Utilise artificial intelligence to deliver services
• Exploit ‘big data’ to understand our impact
• Understand the impact of digital technology on the economy
• Address any issues of social inequality that the rise of digital technology might introduce
• Support the organisations and individuals who are our clients to respond to this changing world
Question 2: How much do you understand the implications for career guidance practice of the following:

- The internet of things
- Artificial intelligence
- Big data
- Social inequality and digital technology

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The CDI as a guardian of the occupational standards

• What digital capabilities are required by the career development workforce?
• What digital competences exist within the sector?
• What are the best approaches to meeting any skills gaps?
What skills are needed?

- ICT proficiency and productivity
- Digital communication collaboration and participation
- Digital creation, problem solving and innovation
- Information, data and media literacies
- Digital learning and development
- Digital identity and wellbeing
Question 3: Use three words to describe your attitude to developing digital literacy

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What I have learned about digital literacy

• We are not the only ones tackling these issues
• The EU and the DfE has a vision for digital literacy
• Other professional associations are working to meet these challenges
• There is no magic bullet
• Be brave and curious
• Talk to people who can help
• Share your learning
How will the CDI respond to the challenge?

In January the CDI

• Began to engage with practitioners, managers, thought leaders and policy makers across the UK to identify what skills are required for all aspects of our work. This will result in a training needs analysis.

• Digital literacy will be more evident in all aspects of CDI work

• Articles in Career Matters

• Opportunities for professional development through webinars, workshops and training events

• A LinkedIn group to share practice
Implications for new practitioners

• Explore the use of digital technology in all areas of practice including personal guidance, information development and presentation, careers education and processes of monitoring, review and evaluation.
• Develop your own digital career management skills
• Join the new Linked in group (even volunteer to get involved in coordinating this)
• Offer to become a ‘digital champion’
• Write for ‘Career Matters’
• Get involved in the research
References