

4 STEPS TO AN EFFECTIVE DIGITAL STRATEGY

FOR EDUCATION PROVIDERS & LEARNING ORGANISATIONS

Achieve industry leadership through Digital Strategy - some questions and actions to get you started:

Evaluate

- **Start with your key objectives in mind.**
- Gather quality data on student performance
- Gather input from all key stakeholders, including students and the IT department.
- Involve various stakeholders in interpreting the data. In addition to educators and your student success team, include instructional designers and LMS administrators. Do the same if you are designing new / improving your analytics processes.
- Do not assess anything in isolation. Various data should be evaluated against each other for well-informed decision making, and continuous improvement in your teaching and learning processes.
- Avoid assumptions based on numbers alone. Use both quantitative and qualitative analysis for a more complete picture and embrace data visualisation tools to help you see patterns and hidden stories – incorporate those in your strategic planning.

Realign

- Realign your data to your organisation's strategic priorities.
- How what you measure fits with your short term and long term goals?
- What do your findings tell you about achieving success in the PURPOSE, PEOPLE and PROFIT pillars of your organisation's strategy?



Innovate

- From your Evaluation and Realignment exercises, what did you find you could do better?
- How can data collection / processes / technologies be improved to better serve your organisation's strategic priorities?
- Do you need to speak with an external consultant to gather new ideas?
- Is there something you can / want to do better than your competitors (as aligns with your positioning strategy; a point of difference you want to develop)? What technologies need to be utilised to achieve that? Will you need custom application development or can you make use of existing systems?
- How can you achieve efficiencies in everyday, ongoing processes and tech maintenance so you can focus on the bigger picture and continuous improvement?

Enable

- The What and Who of your organisation's transformation – list what's required and who is responsible? What needs to stay in-house and what's best outsourced?
- Get access to your data and / or set up systems to collect better / more relevant data as aligns with your strategic priorities.
- Have you got all the right tools in place?
- Do your stakeholders need new / ongoing training?
- How can technology enable your digital strategy evaluation and innovation? Are your applications up to date, sustainable, well maintained?
- Are you well set up from cyber security and business resilience perspective, so you can focus on rolling out new strategy and innovative technologies with a peace of mind?
- Do you have access to a flexible, scalable Cloud infrastructure that's well monitored?

The 4 steps do not work in isolation, and not always in a linear fashion. Working together in a closed loop, these actions will form a winning digital strategy that will help you achieve industry leadership, business resilience and continuous, sustainable growth. We expand on many of these topics in our blogs - catalyst-au.net/blog, some of which we have linked to in text above. We regularly provide how-to guides and checklists for you to use. Subscribe at catalyst-au.net/news to stay up to date.