DIGITAL WITH PLYMOUTH UNIVERSITY

DIGITAL
STRATEGY

Vision

Our vision is to ensure our world-class teaching, learning and research continues to thrive in an increasingly digital world by rapidly adapting to digital trends and exploiting digital opportunities in everything we do.

Aim

The Digital Strategy aims to inform the University 2020 Strategy and other cross-cutting strategies by answering the question, 'How will our organisation thrive in an increasingly digital world?'

The Digital Strategy is outward looking yet internally cross-cutting; 'digital' needs to be considered by everyone, in all that we do.

Context

We are immersed in a rapidly evolving digital age. Many of our staff and students intuitively and purposefully engage with digital technology in all aspects of their lives and expect these digital norms to pervade their University experience. Historical boundaries such as geography and access times erode in the digital paradigm.

In order to thrive in an increasingly digital world, it is essential that we become an 'edgeless' digital university with a reputation and presence that extends beyond our physical campus.

In order to achieve this, we will need to develop a culture of digital evolution and innovation, underpinned by appropriate levels of digital literacy and effective digital solutions.

Goals

We have identified five goals to inform Plymouth University Strategy 2020, and to drive the exploitation of appropriate digital opportunities in everything that we do.

Goal 1: Enable Digital Skills

We will enable students and staff to thrive in digital society by ensuring they are digitally fluent and competent. To achieve this we will:

- perform the difficult yet necessary cultural shift in digital proficiency required to keep pace with frequently changing digital trends, and capitalise on opportunities;
- equip people with the skills to leverage digital information and technology, and the ability to act ethically, responsibly and securely in a fast-moving digital environment;
- develop digitally literate people who are able to appropriately choose, use and personalise technologies and digital content to suit their own needs;
- equip people with the digital skills and confidence to overcome barriers to participation and inclusion;
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Goal 2: Continually Evolve Our Digital Capabilities

We will develop a culture where people are empowered and enabled to continually evolve and revolutionise our digital environment. As part of this, we will embed a 'digital first' approach to teaching, learning, research, University processes, and Enterprise activities. To achieve this we will:

- embed the use of digital technologies and resources in our curriculum design, development and delivery, ensuring that all subjects are supported with suitable and effective accompanying information technology tools, digital media and virtual environments;
- maintain a student and staff experience which is pervaded by digital norms;
- ensure digital and non-digital aspects of teaching, learning, research and business processes are complementary and aligned;
- develop a culture of sharing and adopting good digital practice across the organisation.

Goal 4: Stimulate Digital Innovation

Measures of Success

Goal	Title	Measure
1	Enable Digital Skills	Adopt criteria which define and allow continual measurement of digital fluency, competence and self-efficacy for our staff and students.
2	Continually Evolve Our Digital Capabilities	Define and adopt a rating system to measure the digital efficacy of our teaching, learning, research,

Translating the strategy through the University

Our strategy is translated and delivered from high-level ambitions to local level actions throughout the University and with our partners. It is a process that connects strategy to people, offering sufficient freedom and flexibility to capture creativity and sustain enterprising behaviours.

Guided by our values and leadership principles, Plymouth University's Strategy 2020 will help deliver strong performance and sustainable outcomes that s

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