

# Improving digital presence in the education sector



## About the course

This course was originally developed for **small and medium-sized enterprises (SMEs)** in the **education sector in Poland**. The course was translated into English to make the course accessible for SMEs in other countries.

The **process of digitization in education** is an important and necessary means to achieve the overarching educational objective of the development and well-being of learners and trainers and educators. This process includes, but is not limited to, the development of information and communication technologies (ICT), upgrading of infrastructure, and enrichment of content and resources.

The companies that operate in the education sector and that are already successful are the ones that have first and foremost defined their **educational goal** and used **technology wherever it is needed and justified**.

Appropriately introduced **digital technologies** can enable **learning outcomes** and **improve the effectiveness** of the educational process and contribute to **satisfactory results**.

## What will you learn in this course?

- You will learn the importance of fostering **digital transformation** in your company.

- You will learn how to apply **digital and innovative solutions** in education
- You will acquire the knowledge to **create innovative training content** and learn how you can **promote your business online**.
- You will learn about ways to **communicate online** that make it easier for you to **connect with your target audience**.
- You will learn tools and **practical examples** that will make you feel more confident implementing digital solutions into your business.

This course will also allow you to **discuss, interact** and **collaborate** in an interactive way.

## How long will it take you to complete the course?

We estimate approximately **two hours** of learning time, depending on how much you want to engage. The course can be interrupted at any time and resumed later.

## Author of the course

This course was created by [Danmar Computers](#) for the [DigiCULTS](#) project. This project is co-funded by the [Erasmus+](#) program of the European Union.

**Are you ready?** Take a look at the first chapter of this course!

- ≡ 1) Introduction - Digital transformation in education
- ≡ 2) Application of digitization and innovative solutions in the education sector
- ≡ 3) Creation of innovative educational and training content
- ≡ 4) Communication with the target group during the COVID-19 pandemic



# 1) Introduction - Digital transformation in education

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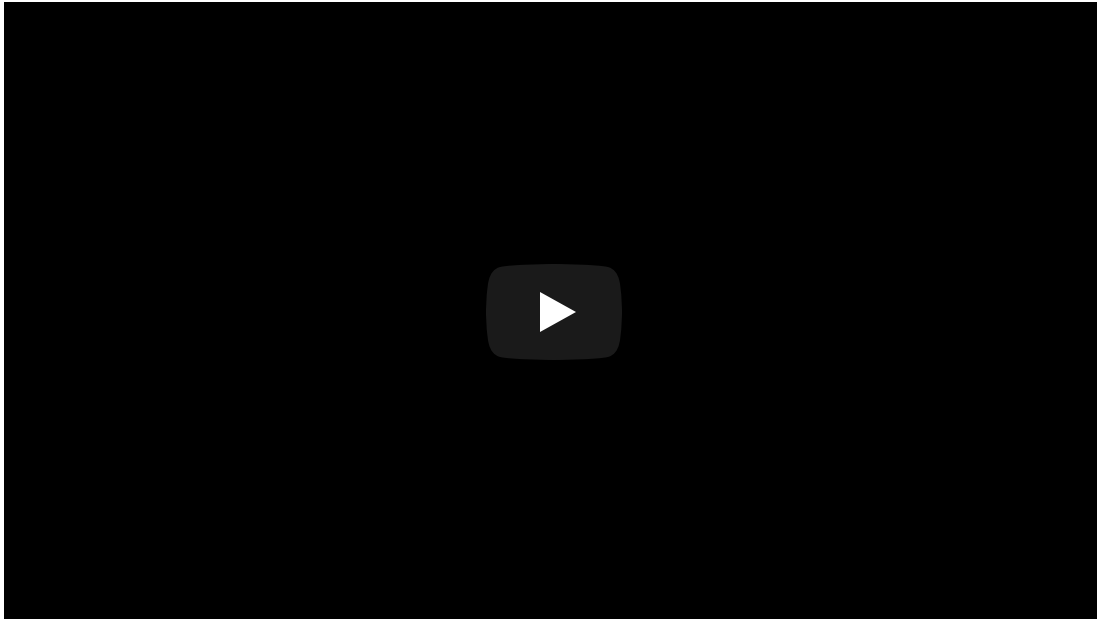


**Digital transformation** is all the **processes and strategies** of using digital technology that lead to a **change in the ways in which companies conduct their business** and serve their customers.

The combination of **human resources, business strategy, and new technologies** bring any business to life, enabling businesses in the education sector to deliver digital experiences, operations, and

innovation.

 YOUTUBE



## Digital Transformation | What is Digital Transformation | Digital Transformation 2021 | Simplilearn

🔥 Enroll for Free on the Simplilearn Digital Transformation Courses and get course completion certificate: <https://www.simplilearn.com/skillup-free-online-co...>

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The decision to introduce **digitization to the education sector** itself results in changes to the competence requirements of employees. It also involves setting new priorities and a change of focus towards computerization and automation of educational processes.

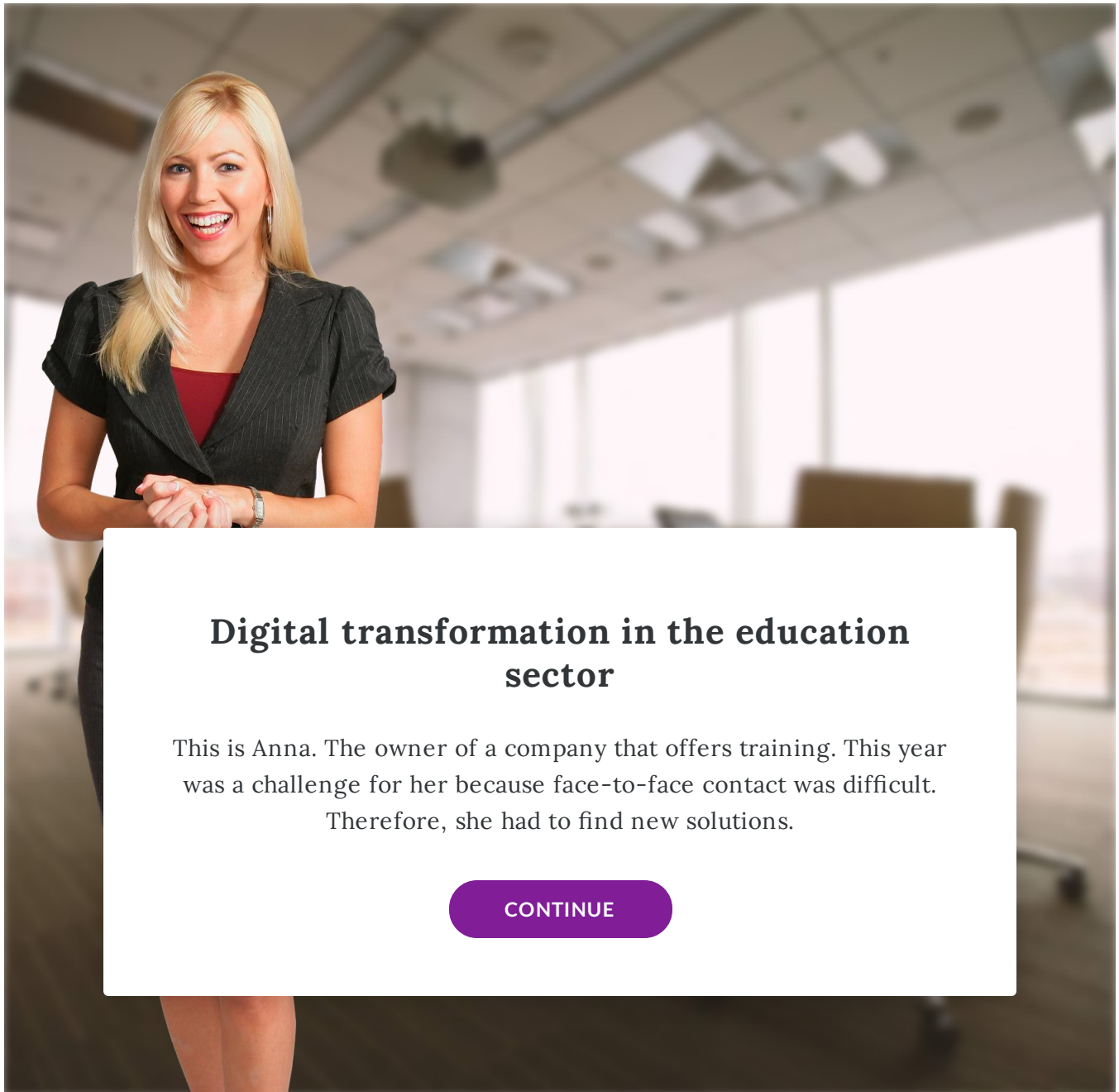


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## How can the education sector prepare for the digital evolution?

According to the study „[Smart Industry Polska 2020](#)”, Polish entrepreneurs in the SME sector are increasingly aware of the benefits of digitization. A large percentage of respondents who took part in the survey declared that technologies related to the Industry 4.0 concept are part of their company's strategy.

Do you have a moment to talk to Anna, a **business owner in the education sector**? If so, start the conversation by clicking "continue" below



## Digital transformation in the education sector

This is Anna. The owner of a company that offers training. This year was a challenge for her because face-to-face contact was difficult. Therefore, she had to find new solutions.

CONTINUE

### Scene 1 Slide 1

Continue → Next Slide



## Scene 1 Slide 2

0 → Scene 1 Slide 3

1 → Scene 1 Slide 3





Do you think introducing digital innovation into education is a good idea?

1

I am not convinced. I do not have sufficient knowledge on the subject

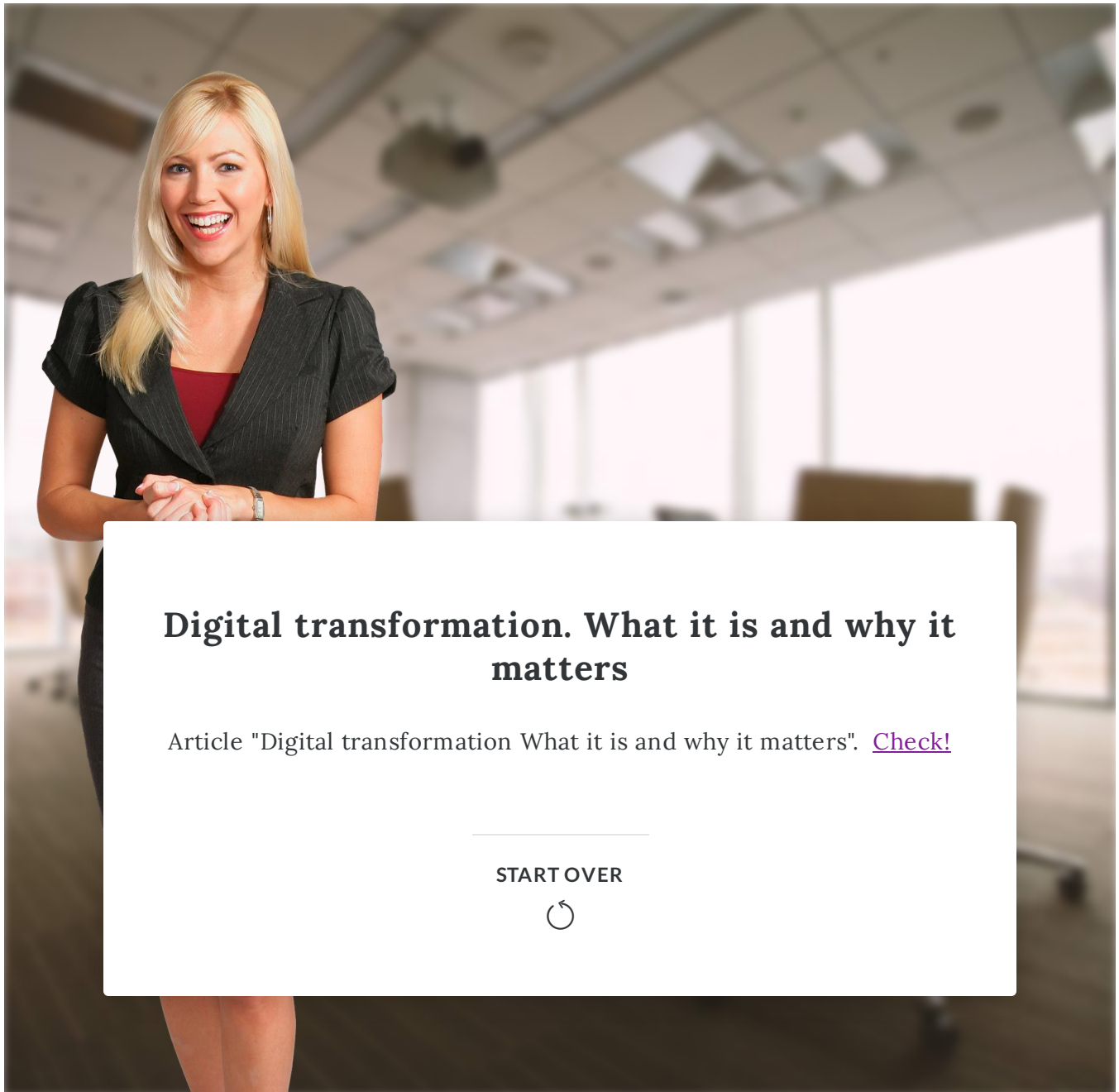
2

Yes, I believe that introducing digital solutions offers a great opportunity to grow a business!

### Scene 1 Slide 3

0 → Scene 1 Slide 4

1 → Scene 1 Slide 4



## Digital transformation. What it is and why it matters

Article "Digital transformation What it is and why it matters". [Check!](#)

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START OVER



### Scene 1 Slide 4

Continue → End of Scenario

**What exactly is digital transformation?**

Read the article which describes exactly what digital transformation is: [Article](#)

## Don't miss the chance to develop your business!

When embarking on digital transformation-related changes in your business, you need to adopt an appropriate action plan. Just wanting to change and knowing your purpose is already the first step to making changes. Below are some resources that may be helpful to you in improving the digital presence of your business.



### **The Power of Gamification in Education | Scott Hebert | TEDxUALberta**

Why the modern education system is experiencing an engagement crisis, and how we can solve it through a new approach in teaching.





WATCH

### **Increasing access and flexibility to higher education through digital transformation across EMEA**

Webinar discussion “Increasing access and flexibility to higher education through digital transformation across EMEA” between leaders from academia and industry.

WATCH

### **Digital Transformation in Education: Advantages and Challenges in 2022**

READ



What have you learned in this chapter?

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## Conclusions

In the first chapter, we learned that **Digital Transformation** is **all the processes and strategies of using digital technology** that lead to **changes in the ways in which businesses conduct their business and serve their customers**.

Thanks to additional sources, we now know why it is important to bring digital solutions to the education sector.

Now that we know the definition of Digital Transformation, we can move on to the next subsection, through which we will learn about **examples of the application of digitization and innovative solutions in the education sector!**

[Go to the next subchapter!](#)

## 2) Application of digitization and innovative solutions in the education sector

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**New technologies** are part of our daily lives and, in a sector as important as education, we should use them to encourage, engage and motivate learners.

First look at the **benefits** of digitization and innovative technologies in education, followed by **examples of innovative solutions in the education sector**.



## Benefits

1

**Education is becoming more attractive** - easier access to information, easier linking, and processing of data, more effective communication. Thanks to new technologies, learners are more interested in learning.

2

**Increased engagement** - innovation stimulates creativity and action, which can have a major impact on learners' creative abilities as well as digital competencies.

3

**Supporting people with disabilities** - the use of innovations can help in education for those who have problems with traditional ways of learning. Computers support the hearing impaired, visually impaired, and those with dysgraphia.

4

**Improving the quality of life** - New technologies are a kind of investment in the future of children and young people. Using innovative solutions from an early age prepares young people for the labour market, which significantly contributes to a better quality of their lives in the future.



“Innovation is the real driver of progress”

- Bill Gates

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## Examples of innovative solutions in the education sector



Innovative solutions make the work of small and medium-sized enterprises in the education sector much easier. Below are examples of innovative tools that anyone can use in their business to:

- Support collaboration and facilitate business relationships
- Efficiently and effectively manage customer relationships
- Support sales
- Manage projects and tasks more effectively
- Support finance and accounting

#### **Supporting cooperation and facilitating business contacts**

Cisco WebEx Meetings – is a tool that allows you to plan, participate and organise video

conferences. This tool is available as an application and allows you to share documents, applications and view presentations.

CHECK

### **Efficient and effective project and task management**

Asana is software that allows you to manage projects in your team efficiently and effectively. It has many functionalities that will significantly speed up and improve the organization of your company.

CHECK

### **Sales support**

Dropbox is a tool that provides secure access to all your files. It allows you to store files that only authorized people have access to, so everyone in your company can access the files they need anytime, anywhere.

CHECK

## **Want to find out about other tools?**

There are many other tools and innovative solutions that make work and management in the education sector much easier.

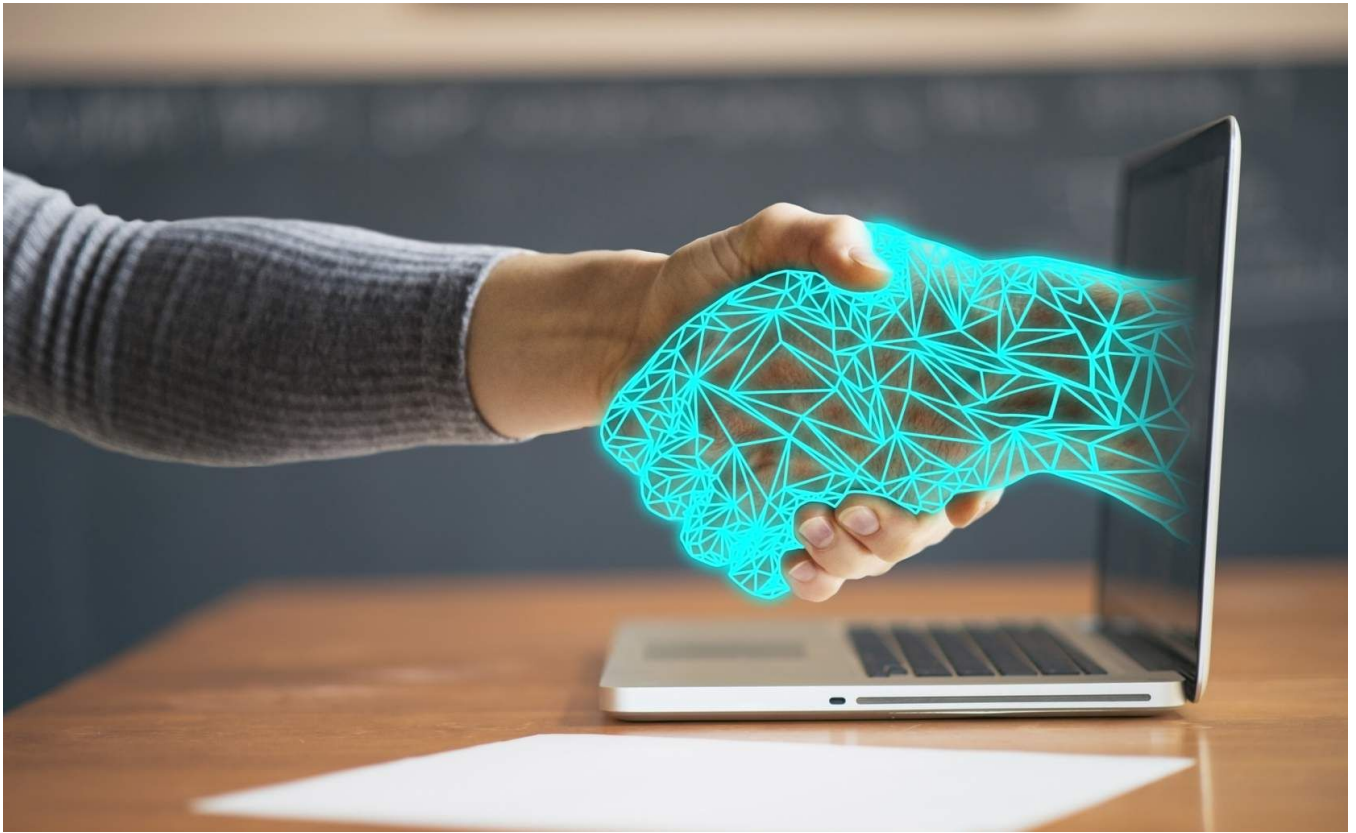
We invite you to read the following documents, which contain examples of these tools:

[7 mobile apps small businesses need](#)

[The 30 Best Apps for Small Businesses in 2021](#)

[17 Best Time Management Tools You Need to Check Out](#)









Take time to reflect.

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### **Time for reflection**

In this section, we have explored the benefits of introducing innovative technology into the education sector, as well as learning about tools that will make management and customer contact much easier.

Did you know them before? Do you have the opportunity to introduce these innovative tools to your company?

What are the benefits?



## Share your experience

We have created a virtual board where you can share your experiences of using innovative tools and solutions.

- Do you have experience using and implementing innovative tools in your sector?
- If so, what tools do you use and to what extent do they improve your work?

Add your answer to these questions in our online discussion forum below. To add a note, use the keyboard shortcut Ctr+Shift+P, or press the note icon on the left side of the screen:

[https://jamboard.google.com/d/1c8o0vvN0mc9G2wDe0DOVzx0lJeCxPSxxsWaiXme\\_r0A/edit?usp=sharing](https://jamboard.google.com/d/1c8o0vvN0mc9G2wDe0DOVzx0lJeCxPSxxsWaiXme_r0A/edit?usp=sharing)

You can open Padlet in a separate browser tab.

**i** Haven't used Jambard yet? It's pretty friendly and intuitive. To use it, you need to have a Gmail account. If you would like to learn more about how to use it, here is a short [YouTube-tutorial](#).



### "The Digitalisation of Science, Technology and Innovation "

OECD (2020), The Digitalisation of Science, Technology and Innovation: Key Developments and Policies, OECD Publishing, Paris, <https://doi.org/10.1787/b9e4a2c0-en>

LEARN MORE

### "10 Essential Tools to Support Your Digital Transformation"





## Summary

In this section, we have explored both the benefits and the many tools that can make our work in the education sector much easier.

We invite you to the next section, in which you will learn how to create innovative educational and training content.

[CONTINUE](#)

### 3) Creation of innovative educational and training content

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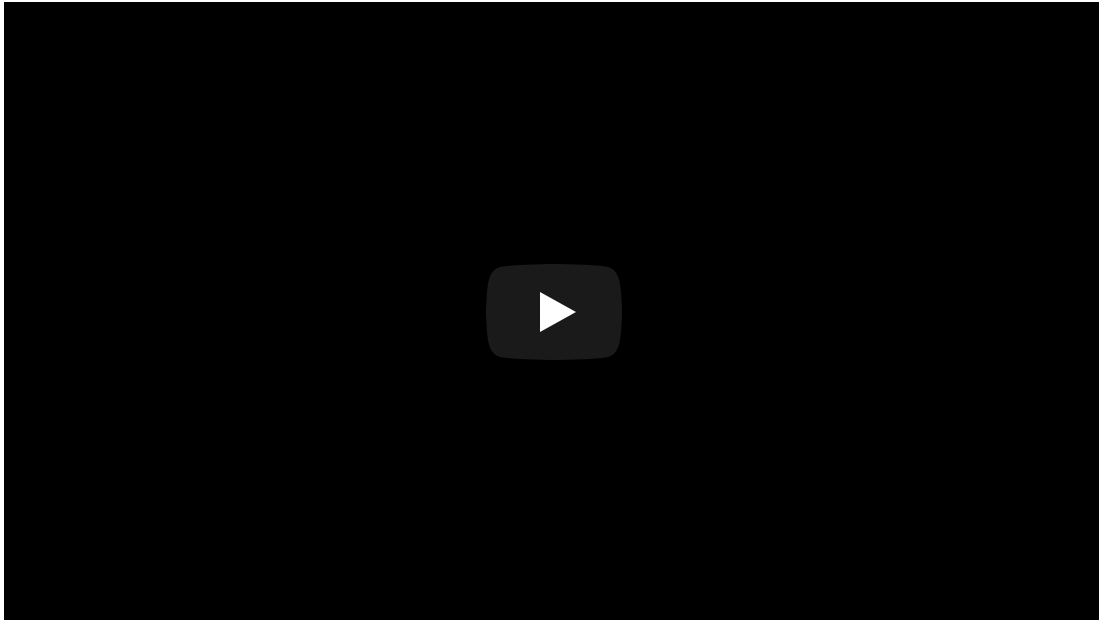
#### Content marketing - what is it?

Content marketing is a marketing strategy that involves creating and distributing engaging content to attract a target audience and encourage them to engage with you or buy from you. It is ideal for those who want to fully showcase the personality of their brand.

Therefore, in the education sector it can be crucial to engage and encourage learners. Creating innovative education and training content can be the key to success for SMEs in the education sector.

In this section, you will learn about the types of content marketing, how to create effective education and training content, and the tools that will help you create this content.

 **YOUTUBE**



## **Content Marketing Across Regions with Pam Didner**

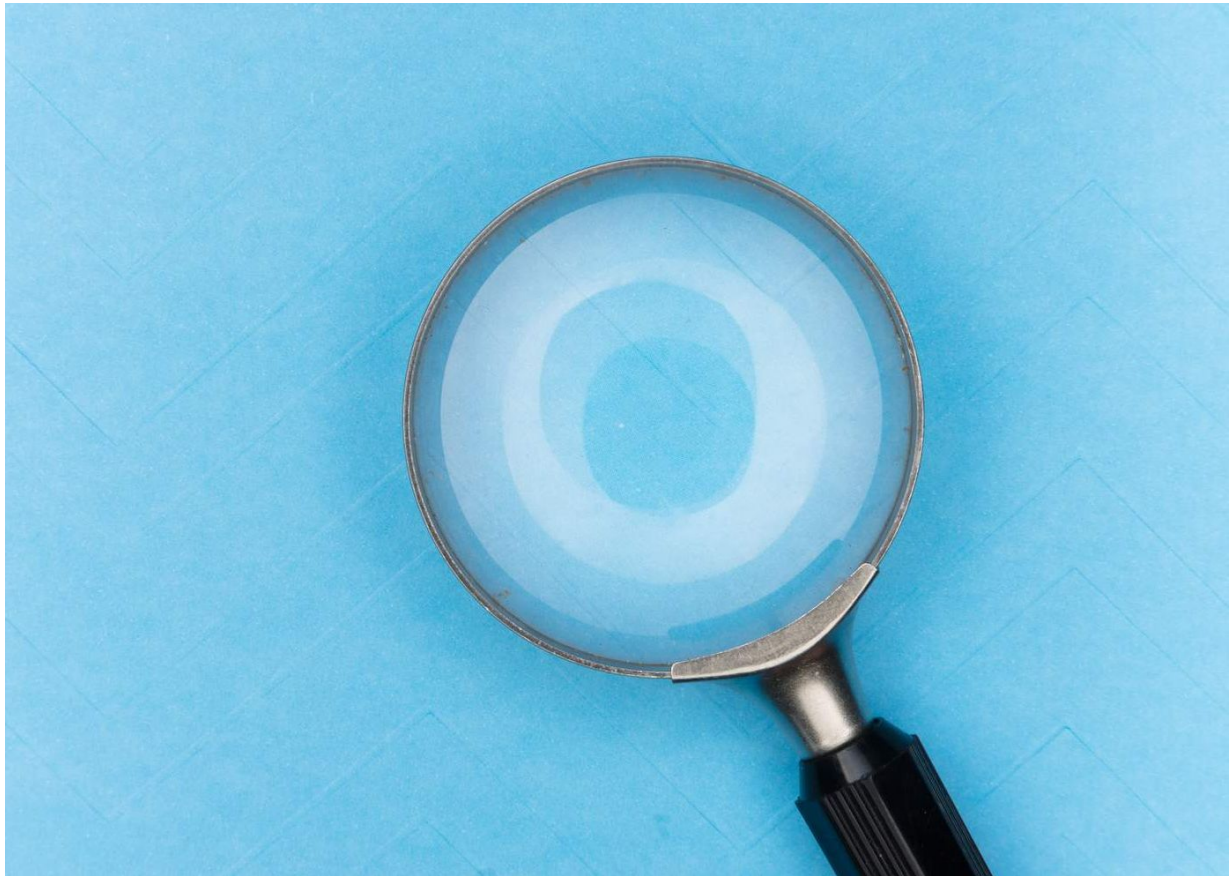
This video is one part of the Content Experience Jam Sessions webinar. Pam Didner and Vitor Peçanha spoke about how companies should create a content market...

**[VIEW ON YOUTUBE >](#)**

“ Traditional marketing talks at people. Content marketing talks with them.

Doug Kessler





**How do you create content that is compelling and has valuable content in it?**

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Education is a sector that deals with content daily, both in classes (courses) and in online materials, textbooks, presentations, etc.

**So how can you create content that is appealing and has valuable content in it?**

The key to success is to accurately **define your target audience** and then "step into their shoes" and tailor content that will appeal to them most.

To do this, you first need to know the types of content marketing.



A photograph of a bar with people and a title overlay. The title 'Types of content marketing' is written in white text on a dark, semi-transparent background that covers the top half of the image. The background image shows a bar with various bottles and people sitting at the counter.

## Types of content marketing

1

**Infographics** - Visualisations that use a combination of graphical elements as well as charts and statistics.

2

**Video** - Short content in the form of animation that can be posted on a website, YT channel or other social media.

3

**Podcasts** - an increasingly popular form of marketing. According to research, more than 25% of internet users listen to podcasts regularly and rate them as more reliable than classic media.

4

**Webinars** - Online video presentations. Their undoubted advantage is their great reach and the possibility for participants to actively participate and ask questions in real-time.

5

**Interactive slide presentations** - Visually interesting presentations with graphic elements and information, tips and tricks.

6

**Blog posts/articles** - Educational content in the form of articles.

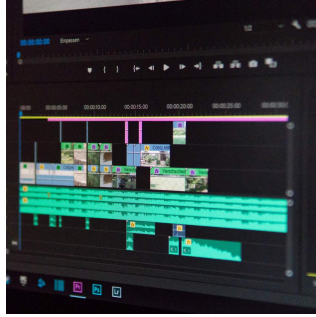
7

**Ebooks** - in the form of interactive flipbooks that can be downloaded in PDF format.





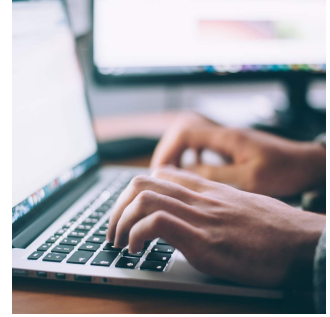
Infographics



Video



Webinars



Ebooks

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**What tools can be used to create innovative training and educational content?**

**Below we give you some examples of tools to help you create interactive and innovative educational and training content.**

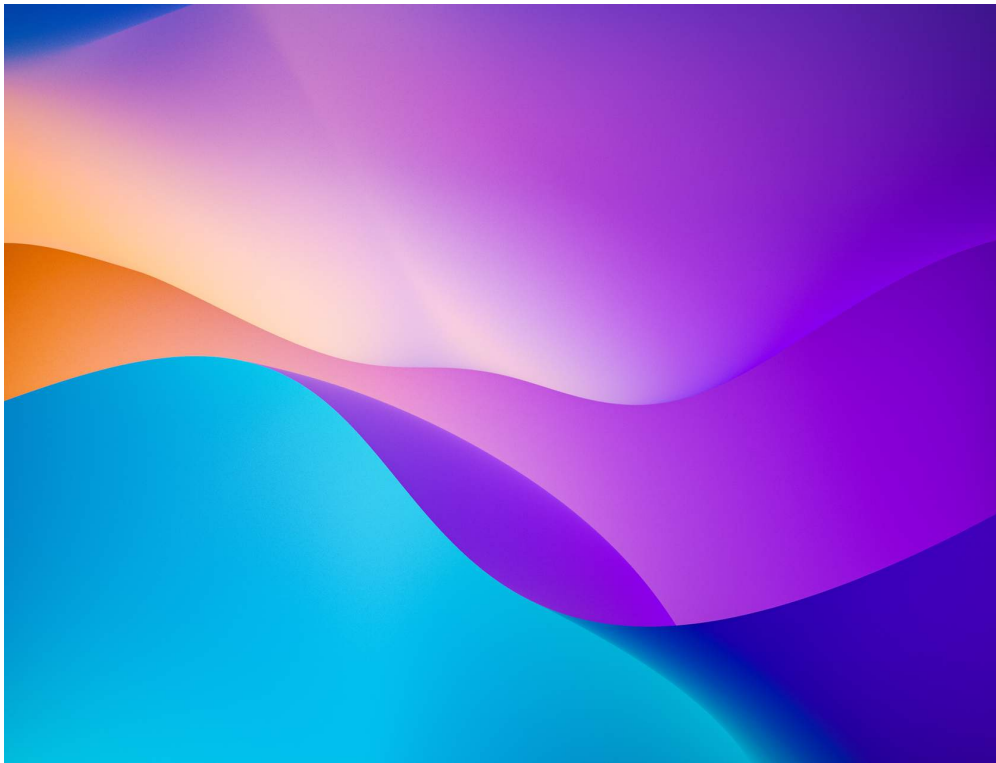
Each of these tools is very powerful and allows you to create a lot of content that you can use both to promote your business and to create content that will be valuable educational material for your audience.

## Canva —

Canva is a free and easy-to-use online graphics program that allows you to create presentations, videos, social media posts, infographics, posters, etc.

To access this tool, go to: [www.canva.com](https://www.canva.com) and create a free account.

If you are not sure whether this is a tool that will be useful for you, we invite you to watch a short tutorial on this tool: <https://www.youtube.com/watch?v=oNi8uCRMFP8>



## PlaceIt —

PlaceIt is a tool that also allows you to create attractive educational content. The tool has a large number of free templates built-in, making it much easier to create presentations or videos.

Website: <https://placeit.net/>

Tutorial: <https://www.youtube.com/watch?v=DkKMkgmQzEI>

## Infogram —

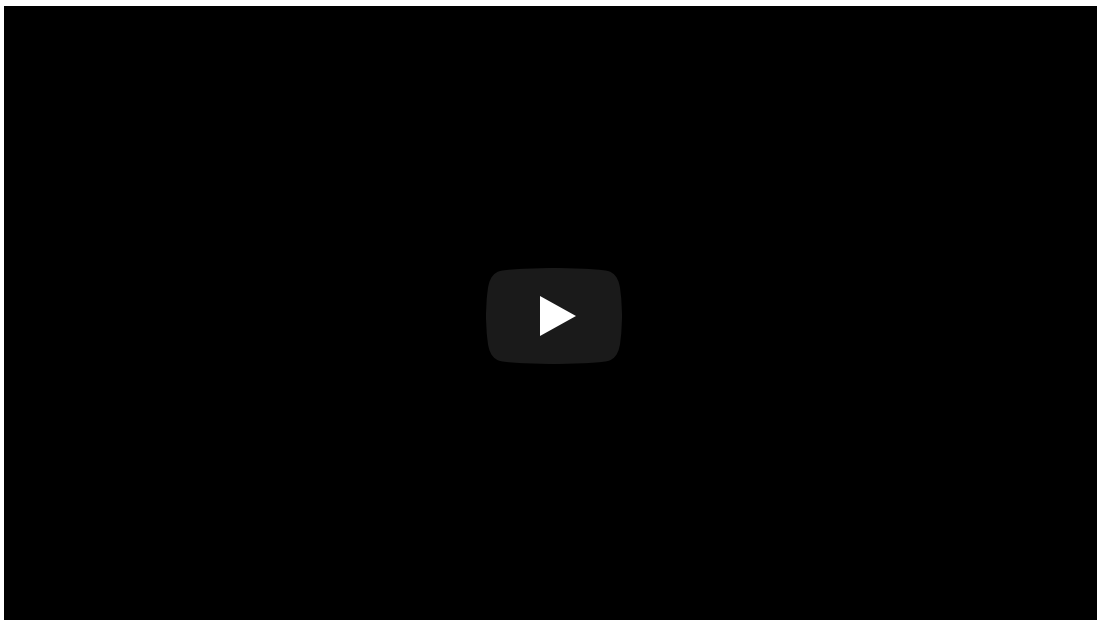
This is a tool that will greatly help you when creating infographics. After logging in, you will get access to templates with which you can create unique infographics.

The tool also gives you the option to share your creations on social media or websites.

Website: <https://infogram.com/>

Tutorial: [https://www.youtube.com/watch?v=PNtCtvsafgU&feature=emb\\_title](https://www.youtube.com/watch?v=PNtCtvsafgU&feature=emb_title)

 YOUTUBE



# How To Create Social Media Content That Attracts Coaching Clients

3 methods to create powerful social media content that attracts the right coaching clients and grows your reach, impact, and ultimately - your coaching business...

**VIEW ON YOUTUBE >**



## 10 Content Marketing Types to Grow Your Business

Explore further examples of tools to help you create interactive training and educational content

**READ**

**Content Marketing For Beginners: Complete Guide**



In this video, you'll learn how to do content marketing and some tips to help you get started (even if you're a beginner).

WATCH



What have we learned?

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## Summary

In this section, we learned what content marketing is, what types of content marketing there are, and we learned about some tools that will help us create innovative educational and training content.

In the next section, we will learn more about online communication and get to know other online tools. This time they will be tools that will facilitate our collaboration and online communication.

### Online Communication as a Substitute?

## 4) Communication with the target group during the COVID-19 pandemic

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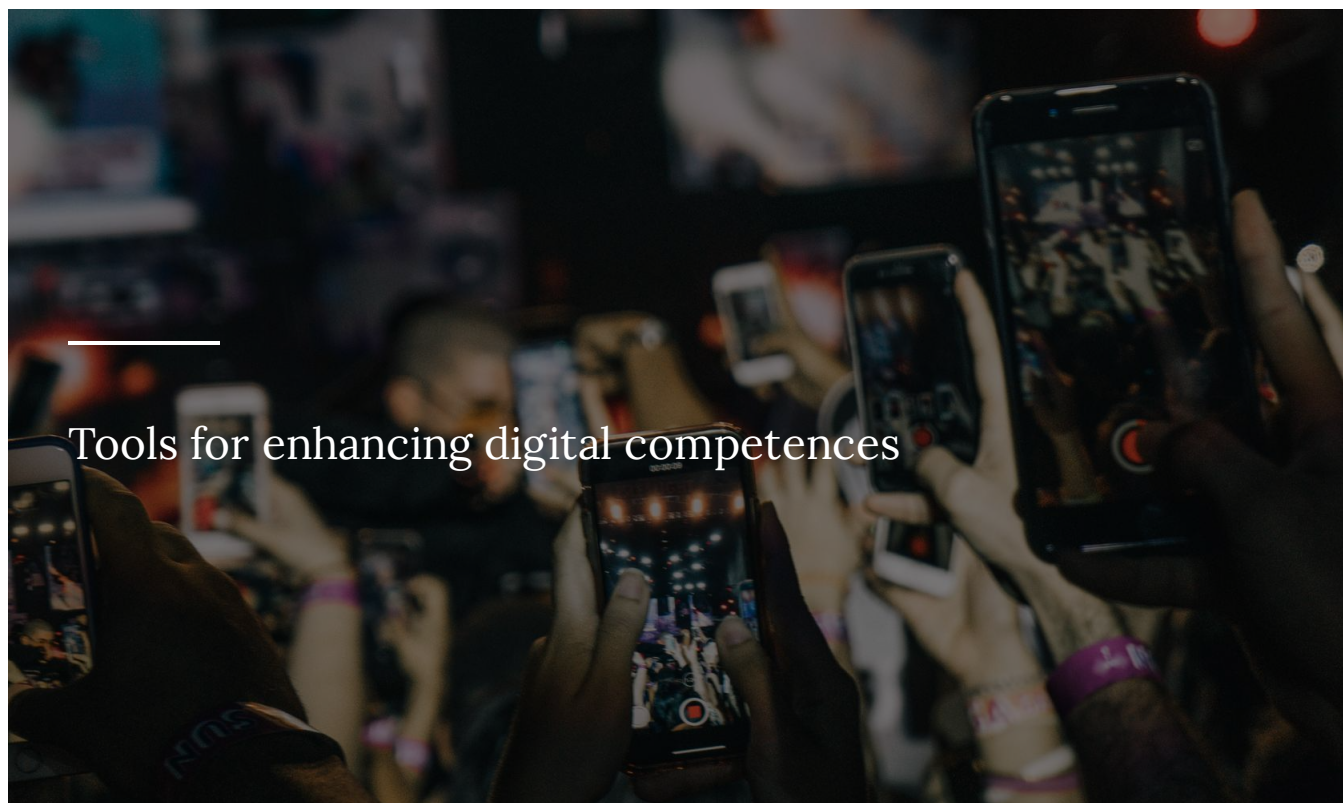
### Wprowadzenie

The Covid-19 pandemic has affected all aspects of our lives and put all businesses to a great test. In these difficult times, companies have had to deal with impaired communication both internally, with other employees, and externally with their target audience.

Many companies already had experience with remote working and online communication, but some companies encountered many tools for the first time during the pandemic. This required significant upgrading of the digital competence of employees, which involved training and courses in this area.



In this section, we will present some online tools to help you increase your digital competence, as well as tools to help you communicate with others online.

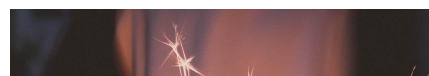
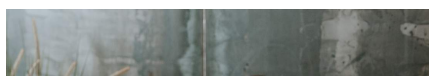


## Digital competences

Digital competencies are one of the key ones nowadays and they allow us to function in society. According to the [NPRM's Digitisation Unit](#), digital competencies are: "a harmonious composition of knowledge, skills, and attitudes that enable people to live, learn and work in a digital society".

How can we check what level of the above-mentioned competencies we possess?

Here are some tools to help you:







<https://businessinsider.com.pl/wielki-glod-kompetencji-cyfrowych/h04wgxz>



Digital competences have a major impact on a company's competitiveness

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Online communication tools



You probably already know some examples of online communication tools, such as **Zoom**, **Skype**, **Google Teams**, etc.

In this section, we want to introduce you to platforms that will make it easier for you to organise tasks and improve communication in your company.

ASANA

SLACK

TRELLO



**Asana** is an online tool that is used to manage employee projects and tasks. It is a platform that makes remote collaboration much easier.

Learn more about Asana: [https://www.youtube.com/watch?v=qqANMTvVp\\_E](https://www.youtube.com/watch?v=qqANMTvVp_E)

Asana guide: <https://asana.com/guide>



ASANA

SLACK

TRELLO

**SLACK** is a tool that is used for internal communication within the company. It has the typical functions of an instant messenger, which allow the chat participants to change their avatar, status, or photo.

The undoubted advantage of this platform is that it has a free plan, which is very extensive and has many functionalities.



Users can post in the main chat or communicate online.

Moreover, SLACK has a very user-friendly and easy-to-use interface.

Link: <https://slack.com/>

How to use SLACK: <https://slack.com/help/articles/360059928654-How-to-use-Slack--your-quick-start-guide>

ASANA

SLACK

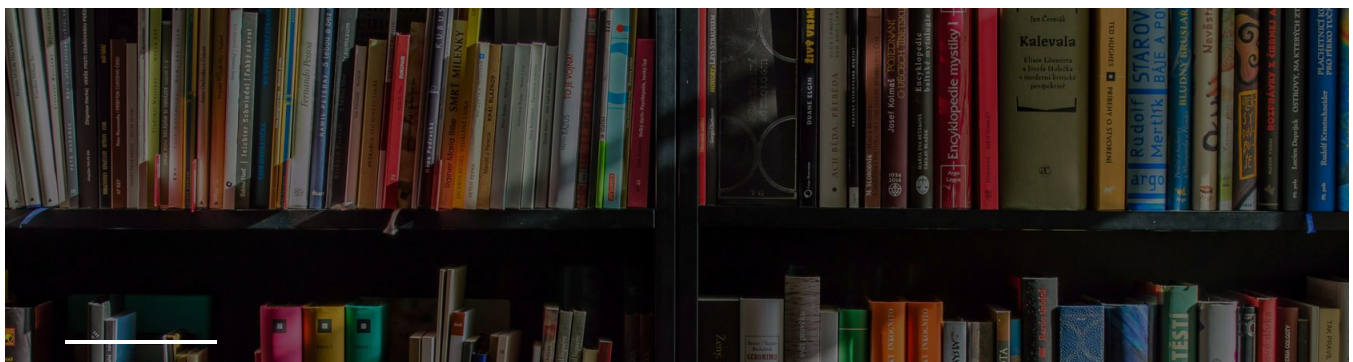
TRELLO

**Trello** is a tool that helps you organize your individual and professional work. The tool is accessible through a browser as well as through an app.

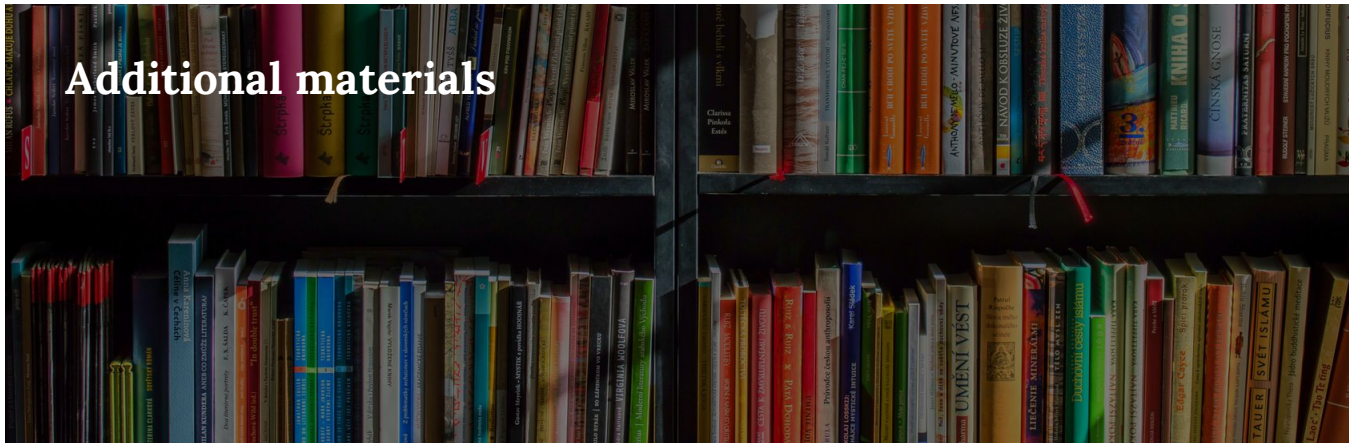
Trello allows you to invite colleagues, create tasks and assign individuals to them, and track work in detail.

More about Trello: <https://trello.com/>

How to use Trello: <https://www.youtube.com/watch?v=e-qb7WZuIvk>



## Additional materials



### 7 Online Communication Tools That Can Help You Collaborate In Your eLearning Teams

CHECK

### Digital competence: the vital 21st-century skill for teachers and students

CHECK

### Best Practices for Communicating Effectively Online - GotoMeeting

CHECK



## **Summary**

In this section, we have learned how important digital competencies are in a company and how important it is to continuously develop them.

We have also seen examples of tools that can help us to check our digital competencies.

Finally, we have seen examples of platforms that will help us organize, manage and communicate online.

We invite you to read additional materials, which contain very interesting information that will help you to understand the essence of digital competence and also increase your awareness on this topic.

## **Contact information**

- Facebook: <https://www.facebook.com/DanmarComputersEU>
- LinkedIn: <https://www.linkedin.com/company/danmar-computers>
- Website: <https://danmar-computers.com.pl/en/>

