

**ABSTRACT
PARALLEL WORKING SESSION**

UNIVERSITY MANAGEMENT & INNOVATION

Kay Moore

Principal Lecturer
Learning and Teaching Institute
Sheffield Hallam University, UK

A Strategic approach to Building the Digitally Fluent University

Despite years of innovation and extensive good practice in utilising technology in HE many universities have been frustrated by the slow pace of change and the dark corners where the beam of technology never reaches. Is it time now for University Management to take a more strategic approach to building a university that can truly support the digital aspirations and preferences of the next generation students?

The presenter will outline the approach that has been developed at Sheffield Hallam University in the UK over the past twelve months to take a more strategic approach to whole university change. By giving a clear institutional message that Digital Fluency is an essential characteristic of a modern University experience and a pre-requisite for lifelong learning and employability we have put down a marker for the cultural shift that will be required.

The underpinning rationale for digital fluency is the recognition that the way we live, work and learn is becoming increasingly e-permeated. How organisations and individuals communicate has been transformed. Technologies are becoming more convergent. Digital fluency will be vital to enable individuals and organisations to function in the global economy of the 21st Century.

To achieve this requires a commitment to transform the student experience, embedding digital fluency as a core graduate attribute. Digital Fluency must also be acknowledged as an essential element of staff development, supported by infrastructure, environments, resources and time that enable staff to gain confidence and keep refreshed their related competencies. No corner of the institution can be left out, support services, HR functions and administration all need to be brought into this ethos to bring about sustainable change.

The presentation will be interactive, drawing on the challenges and experiences of audience members and identifying successful approaches to strategic change.