Digital Strategy In Education Survey Results

With the increasing use of digital technologies and digital media in education, the need for a digital strategy is more important than ever. Our survey explores this trend in more detail and provides essential feedback from a wide cross section of educational organisations, and people working in key roles within the education sector.
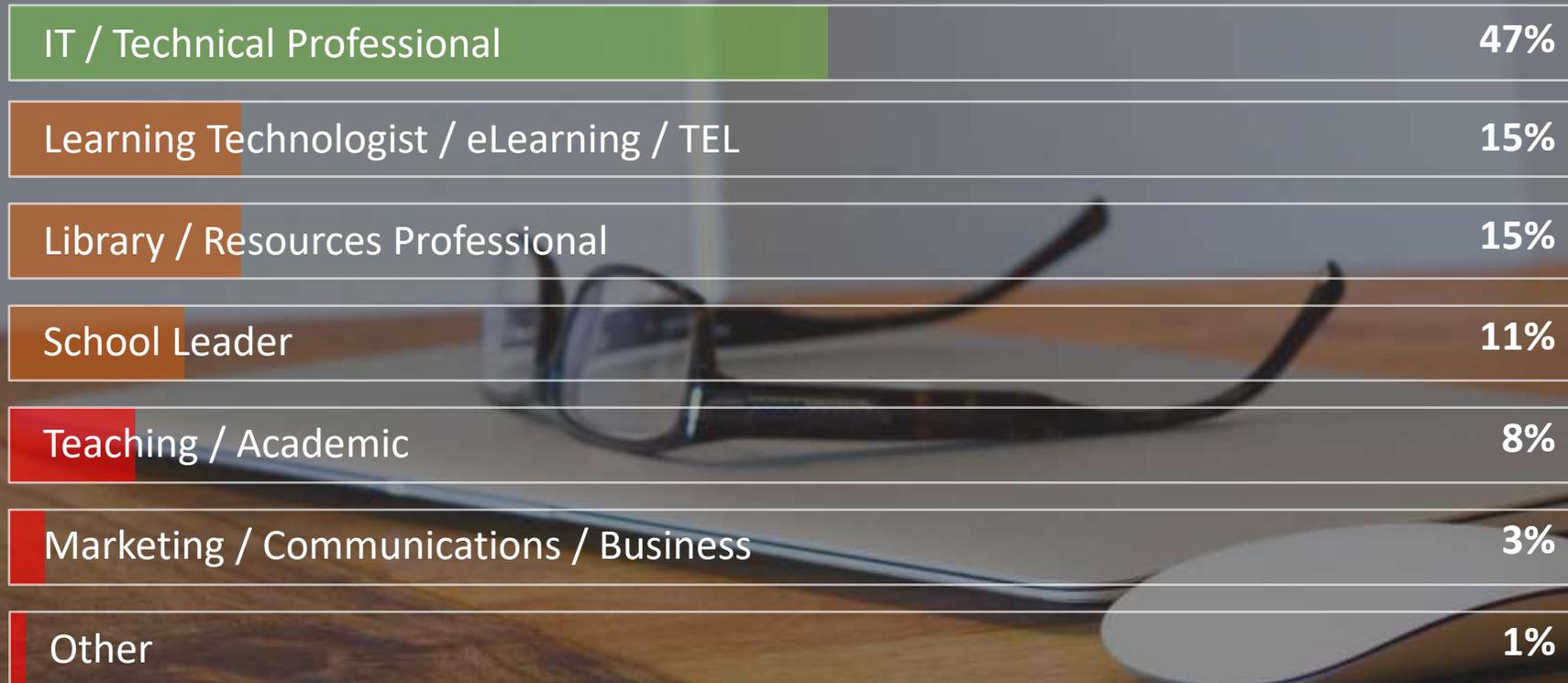
In partnership with…

independent schools council Digital Strategy Group

The following questions were posed to gather information about
the participants of our survey, including the type of educational organisation they
work for, their role and whether they have been / are involved in their organisation's digital strategy.

Which type of educational organisation do you work for?

Independent School	**52%**
Further and Higher Education Institute	**16%**
Further Education Institute	**14%**
Academy	**9%**
State Secondary	**7%**
State Primary	**1%**
Other	**1%**

From the following categories, which best describes your role profile within your organisation?

Category	Percentage
IT / Technical Professional	47%
Learning Technologist / eLearning / TEL	15%
Library / Resources Professional	15%
School Leader	11%
Teaching / Academic	8%
Marketing / Communications / Business	3%
Other	1%

Are you a member of your organisation's Senior Leadership / Management Team?

No	73%
Yes	27%

Does your organisation already have a digital strategy in place?

Yes	68%
Don't know	17%
No	15%
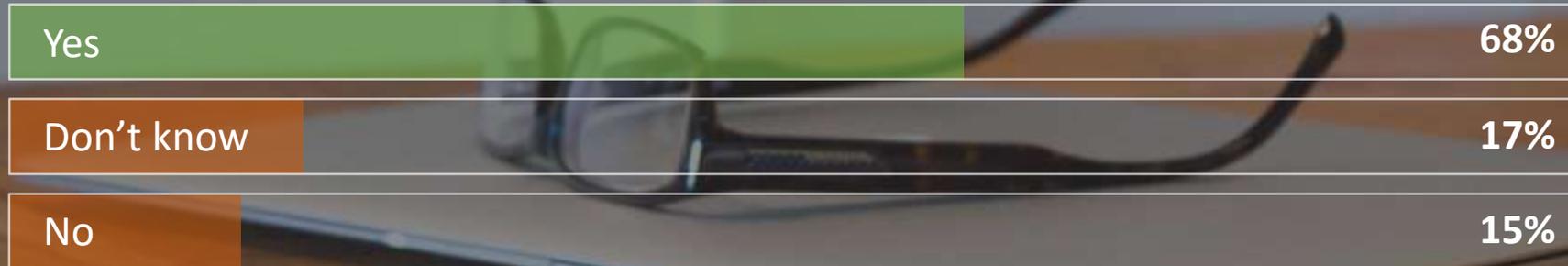
To your knowledge, did your organisation create their own strategy, use a template, or work with a third party consultant?

Own strategy	**89%**
Third party consultant	**7%**
Template	**3%**
Other	**1%**
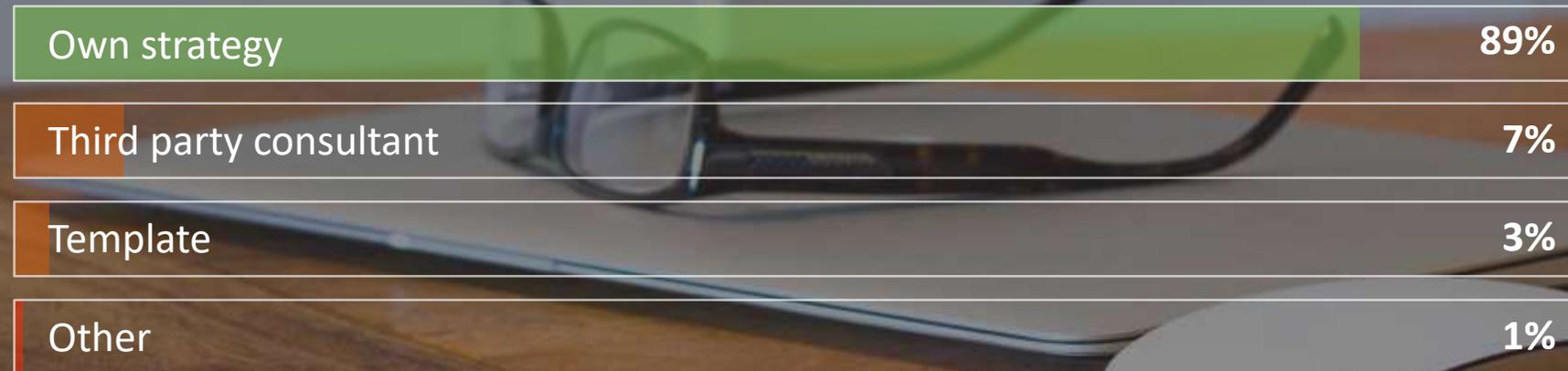
Is your organisation currently implementing or planning to implement a digital strategy?

Don't know	**47%**
Yes	**45%**
No	**8%**

Are you / have you been involved in the design and implementation of your organisation's digital strategy?

Yes	**70%**
No	**30%**

Was / is the design and implementation of your organisation's digital strategy driven by an individual or a group/committee?

Steering Group / Committee	**75%**
Individual	**25%**

We asked participants to indicate the type of role / roles that were typically involved in the implementation of a digital strategy in their organisation. Responses indicated the following...

Digital Learning / Digital Strategy Related

- Director of Digital Learning
- Director of Digital Strategy
- Head of Digital Strategy
- Digital Leads
- Digital Learning Co-Ordinator

Academic / eLearning Related

- Director of Learning
- Director of Studies
- Head of Academic Departments
- Head of e-learning
- Assistant Head (Academic)
- Deputy Head Co-Curricular
- Head of Work Based Learning
- Innovation and Learning Advisor
- Selected Heads of Department
- Curriculum Leadership Team
- Teaching and Learning Department
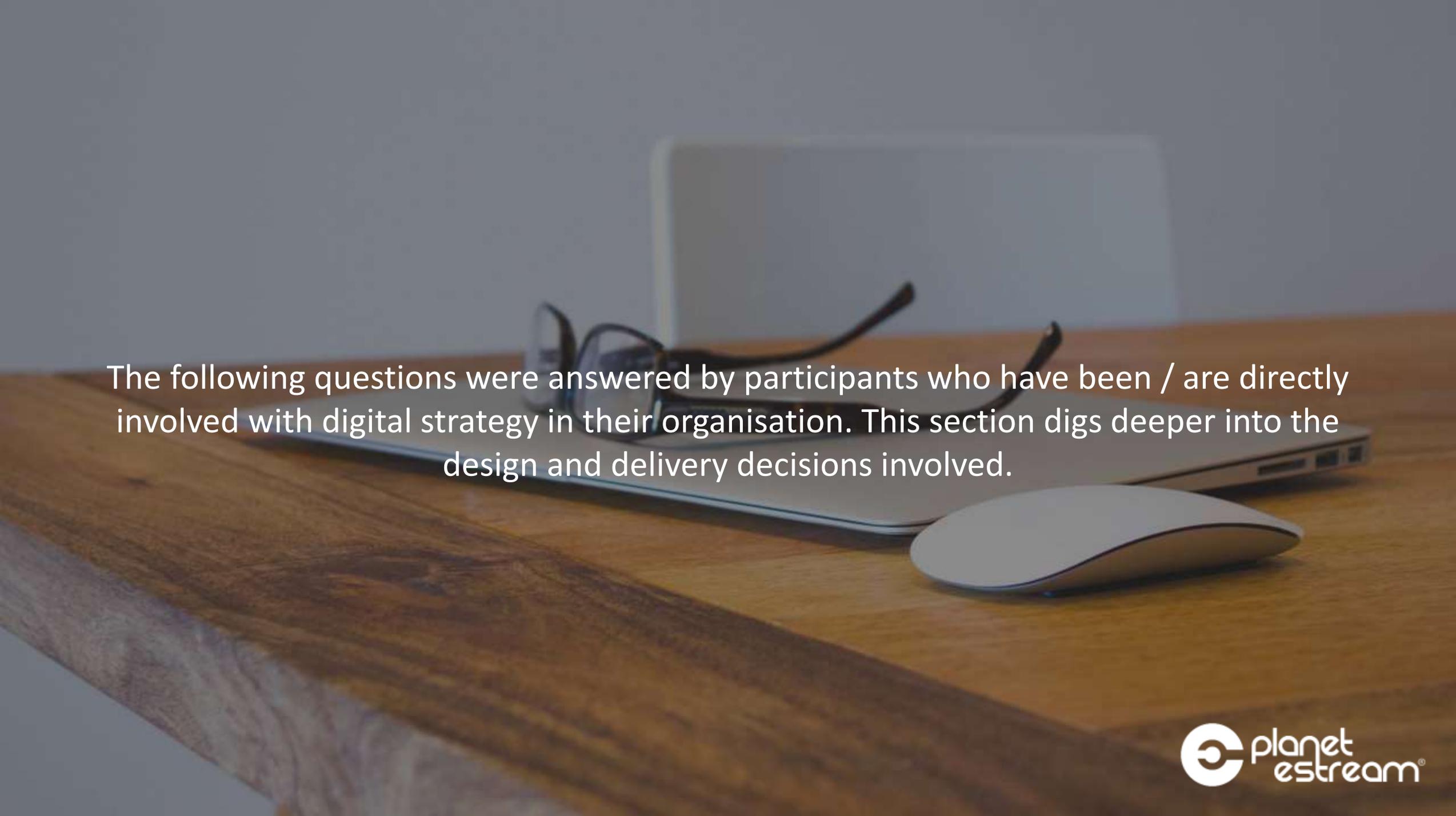
IT / Technology Related

- Director of IT
- Head of Computer Services
- Network Manager
- IT Manager
- ILT Team
- Director of Educational Technology

Marketing /Communications Related

- Director of Marketing
- Communications Manager
- Marketing Manager

Senior Management

- Staff Consultative Committee
- Bursar
- Governors
- Senior Leadership Team

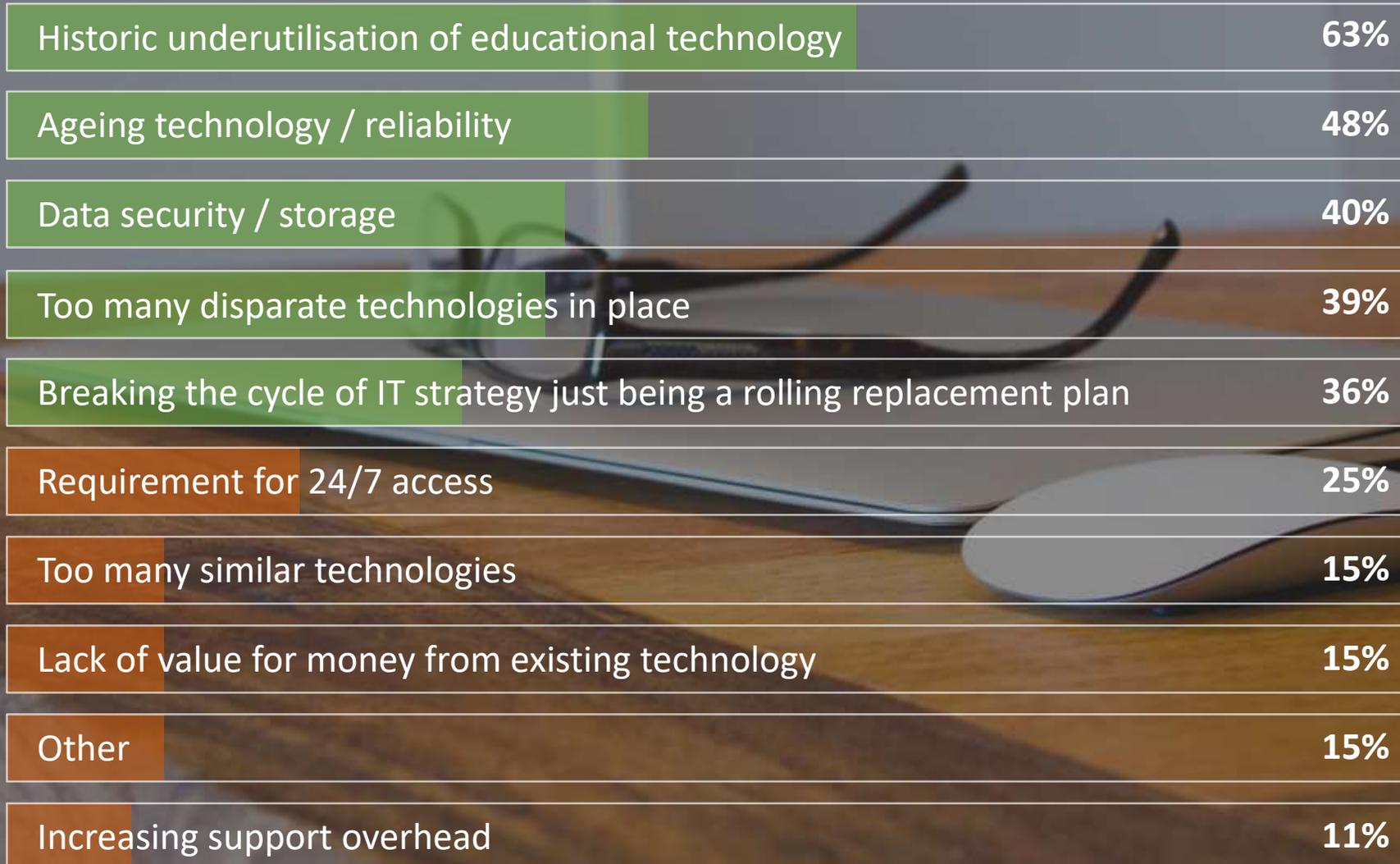The following questions were answered by participants who have been / are directly involved with digital strategy in their organisation. This section digs deeper into the design and delivery decisions involved.

Which year did you start / are you planning to start implementing your digital strategy?

2015 or earlier	35%
2016	20%
2018	19%
2017	15%
2019	11%

What were the key drivers that led / are leading to the implementation of a digital strategy in your organisation?

For this question respondents were able to select more than one option

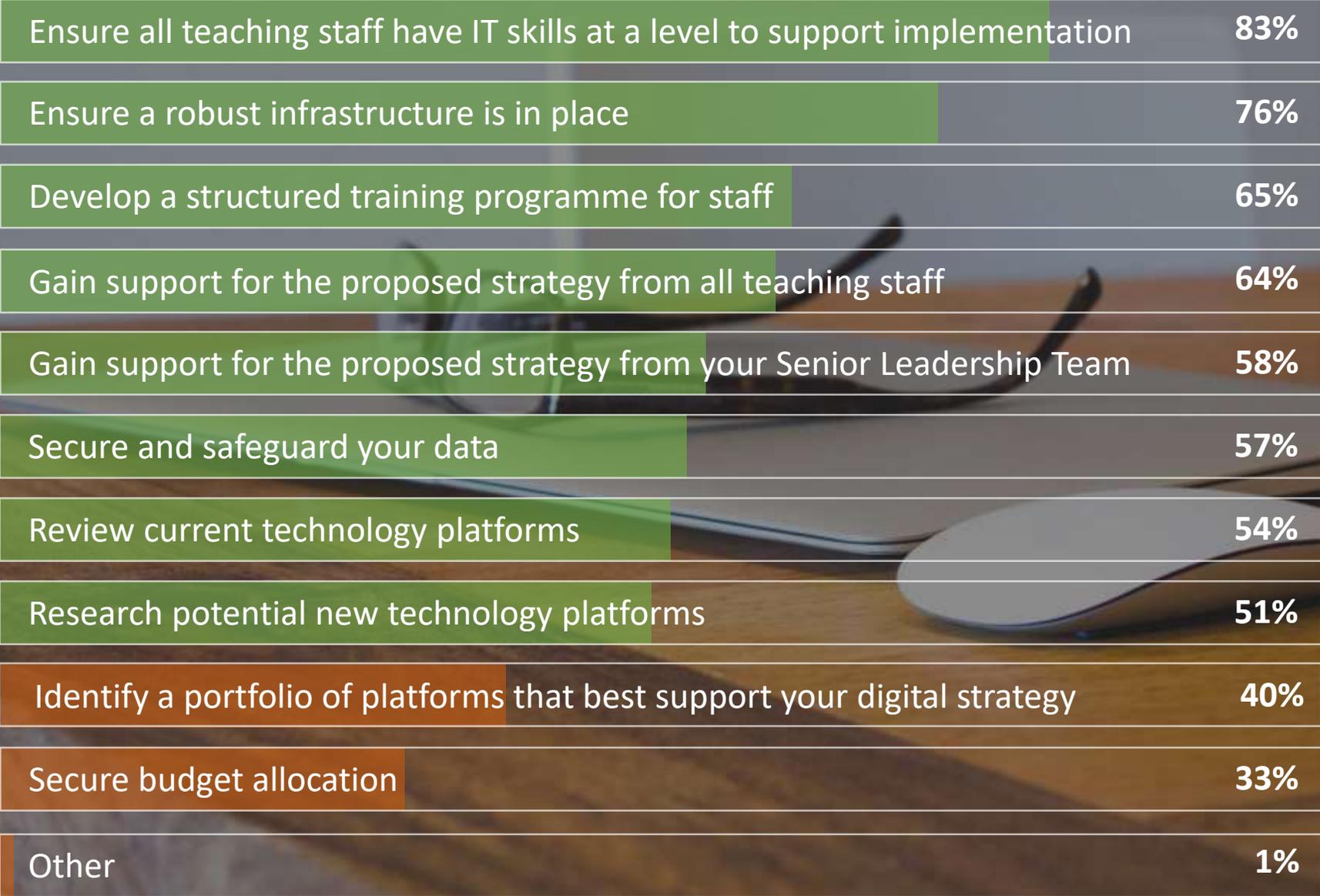|	
Historic underutilisation of educational technology	**63%**
Ageing technology / reliability	**48%**
Data security / storage	**40%**
Too many disparate technologies in place	**39%**
Breaking the cycle of IT strategy just being a rolling replacement plan	**36%**
Requirement for 24/7 access	**25%**
Too many similar technologies	**15%**
Lack of value for money from existing technology	**15%**
Other	**15%**
Increasing support overhead	**11%**

What are your organisation's digital strategy goals?

For this question respondents were able to select more than one option

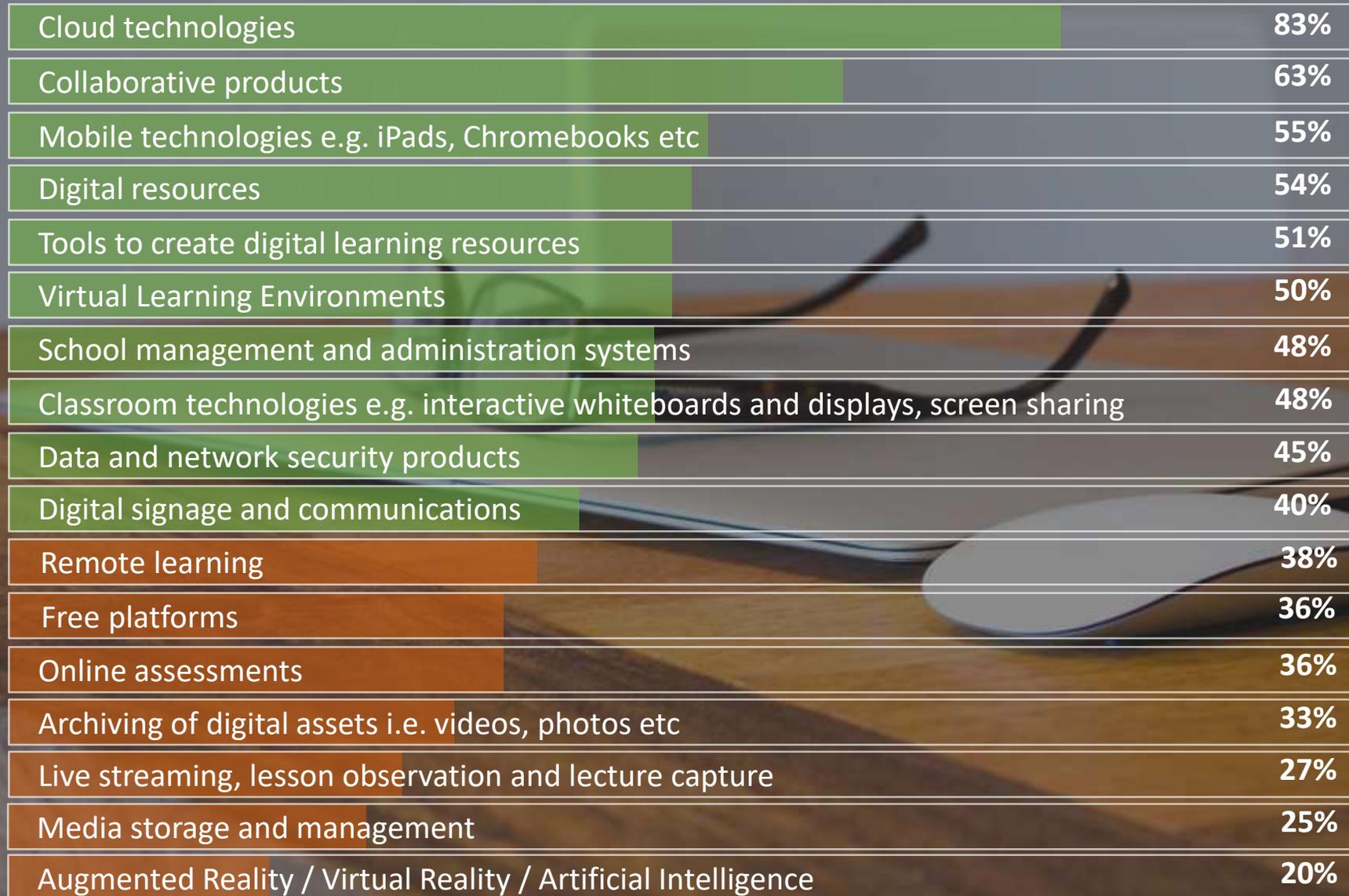| Goal	Percentage
Enhance learning outcomes	89%
Increased staff, student and parental engagement	80%
Implement collaborative technologies	61%
Promote digital wellbeing	50%
Implement unified and integrated technologies	49%
Technology refresh as part of an overall strategy	43%
Increase attainment	39%
Implement a data security policy that delivers on both legal and operational requirements	37%
Achieve better value for money	35%
Driving efficiencies within your technical team	31%
Better analytics	13%

From the list below, what do you see as the key steps required to achieve your strategy goals?

For this question respondents were able to select more than one option

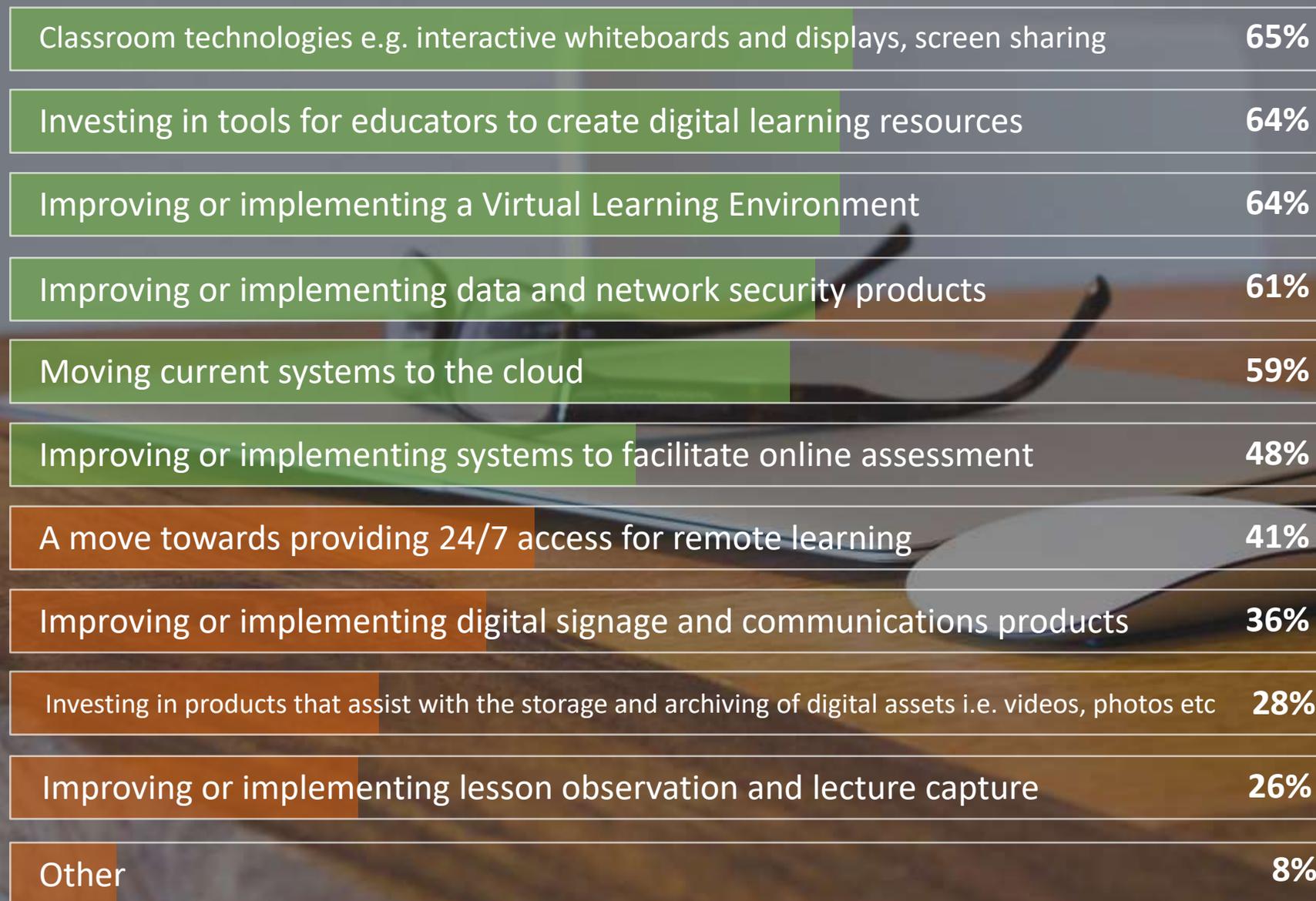| Step	%
Ensure all teaching staff have IT skills at a level to support implementation	83%
Ensure a robust infrastructure is in place	76%
Develop a structured training programme for staff	65%
Gain support for the proposed strategy from all teaching staff	64%
Gain support for the proposed strategy from your Senior Leadership Team	58%
Secure and safeguard your data	57%
Review current technology platforms	54%
Research potential new technology platforms	51%
Identify a portfolio of platforms that best support your digital strategy	40%
Secure budget allocation	33%
Other	1%

From the following list, identify the types of technology you feel would best support / are best supporting your digital strategy?

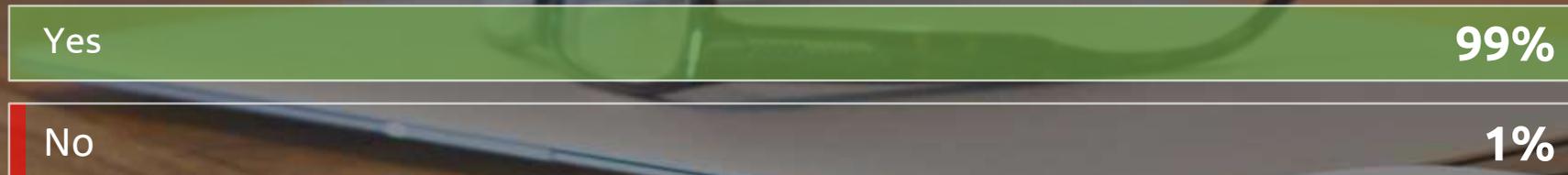*For this question respondents were able to select more than one option*

Technology	%
Cloud technologies	83%
Collaborative products	63%
Mobile technologies e.g. iPads, Chromebooks etc	55%
Digital resources	54%
Tools to create digital learning resources	51%
Virtual Learning Environments	50%
School management and administration systems	48%
Classroom technologies e.g. interactive whiteboards and displays, screen sharing	48%
Data and network security products	45%
Digital signage and communications	40%
Remote learning	38%
Free platforms	36%
Online assessments	36%
Archiving of digital assets i.e. videos, photos etc	33%
Live streaming, lesson observation and lecture capture	27%
Media storage and management	25%
Augmented Reality / Virtual Reality / Artificial Intelligence	20%

From the list below, identify the top 5 priorities for your organisation to address within the next 24 months?

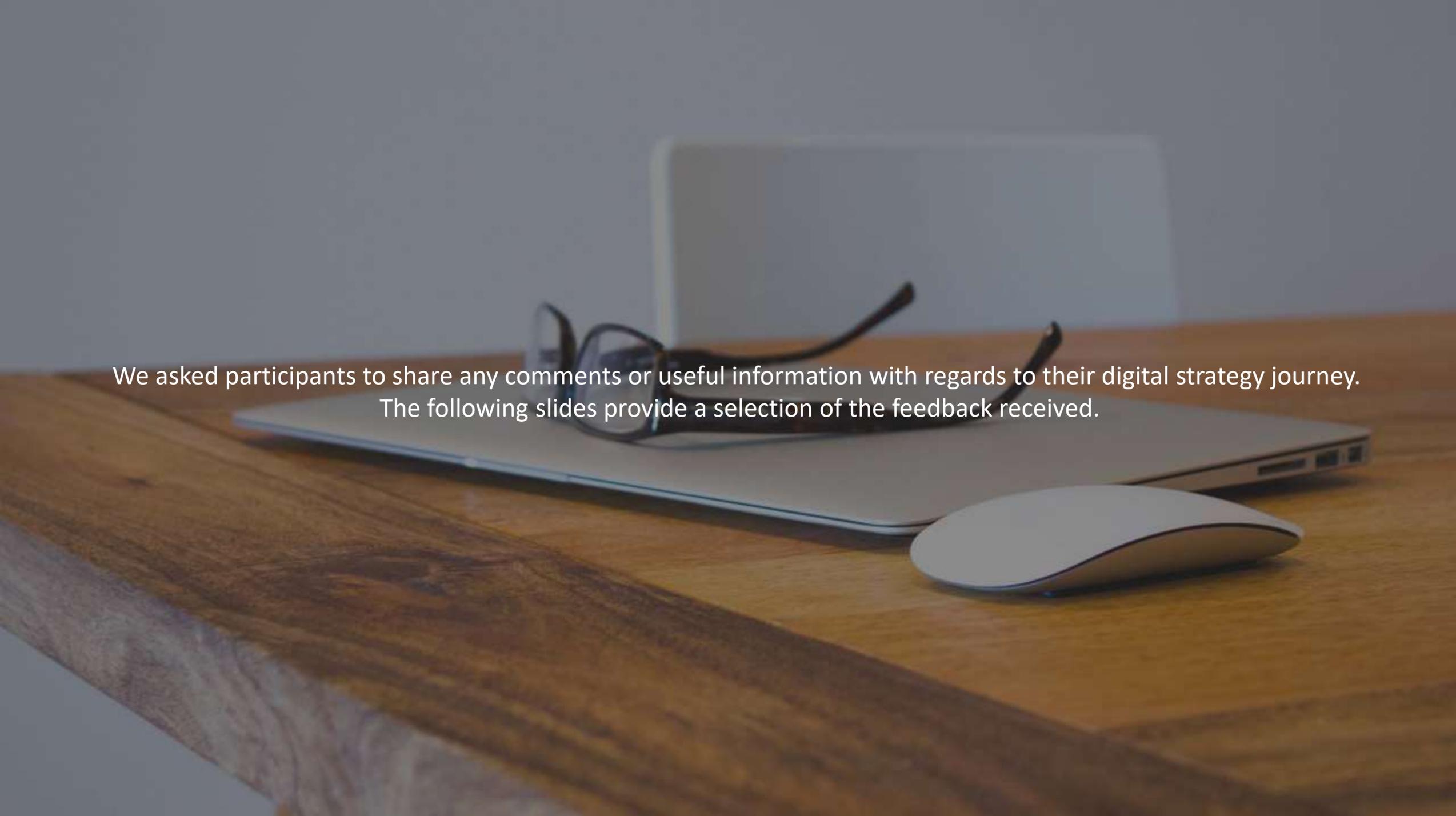*For this question respondents were able to select more than one option*

Classroom technologies e.g. interactive whiteboards and displays, screen sharing	**65%**
Investing in tools for educators to create digital learning resources	**64%**
Improving or implementing a Virtual Learning Environment	**64%**
Improving or implementing data and network security products	**61%**
Moving current systems to the cloud	**59%**
Improving or implementing systems to facilitate online assessment	**48%**
A move towards providing 24/7 access for remote learning	**41%**
Improving or implementing digital signage and communications products	**36%**
Investing in products that assist with the storage and archiving of digital assets i.e. videos, photos etc	**28%**
Improving or implementing lesson observation and lecture capture	**26%**
Other	**8%**

Cloud technologies have played / are expected to play an important role in the implementation of a digital strategy

Yes	**99%**
No	**1%**

What challenges do you feel you have faced / will face in implementing a digital strategy?
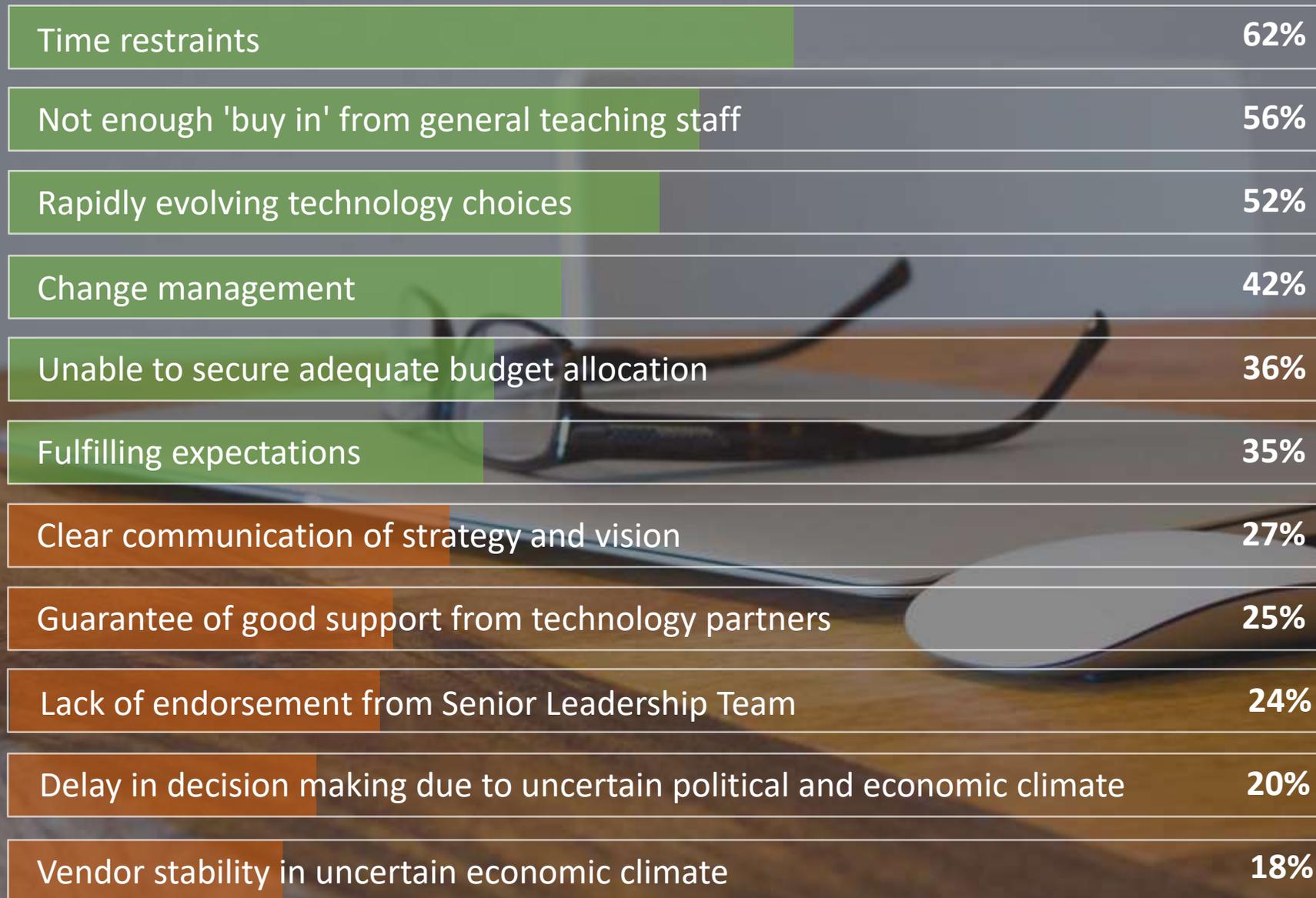
For this question respondents were able to select more than one option

Challenge	Percentage
Time restraints	62%
Not enough 'buy in' from general teaching staff	56%
Rapidly evolving technology choices	52%
Change management	42%
Unable to secure adequate budget allocation	36%
Fulfilling expectations	35%
Clear communication of strategy and vision	27%
Guarantee of good support from technology partners	25%
Lack of endorsement from Senior Leadership Team	24%
Delay in decision making due to uncertain political and economic climate	20%
Vendor stability in uncertain economic climate	18%

We asked participants to share any comments or useful information with regards to their digital strategy journey. The following slides provide a selection of the feedback received.

Seeing all things digital as an absolute in schools is misleading. Take it slow. Build practice. Always allow teachers to not use digital. Protect what we are expert in. Allow for innovation through support. Our strategy aims to provide the very best of what is available digitally speaking whilst not insisting that anything but the necessary digital procedures are compulsory.

Digital Strategy Leader from an Independent School

Do not pre-judge the outcome of consultation with the whole school community, we ended up with a different approach than the one we thought we would adopt.

Communication with parents in particular is vital to the success of rolling out a new strategy/vision. I think we slightly underestimated the challenge of this to start with.

School Leader from an Independent School

Support from Senior Management is key in making the strategy work.

Learning Technologist from a Further Education College

Our basic infrastructure is holding up full implementation of a digital strategy, aging equipment and lack of full technical expertise/strategic oversight means the roll out of Windows 10 has been very problematic.

Leadership Team from a Further Education College

As part of a Trust (primary schools and a small secondary school with a sixth form), we are trying to develop our ICT systems which will both facilitate, promote and develop the learning of all of our students across all subjects, whilst making our working practices more efficient. We are taking a holistic approach and currently reviewing our teaching and learning practices in conjunction with the way we work.

Educator from an Academy

I have found that the keys to ensuring the success of our strategy are:

1. Keep it simple - overly complicated strategies are likely to disenfranchise the school community, and offer less flexibility in the ever changing world of technology.

2. Be willing to compromise on what you believe to be the best solution, by hearing and understanding others and accepting that you may not be right.

3. Is it sustainable? Capital investment is one thing, but can you maintain it for the foreseeable future?

4. Would anyone notice if it was gone? If no one is using it, and it's not making a positive impact on learners success, react quickly to address buy-in, or drop it.

5. Be agile - manage your projects and planning well; SCRUM will change your life, if you're brave enough to give up the 'how we've always done it' approach.

6. Have fun! If you enjoy the process, and your implementation team are happy, they will naturally bring the rest of the school with them for the ride

IT Professional from a State Secondary School
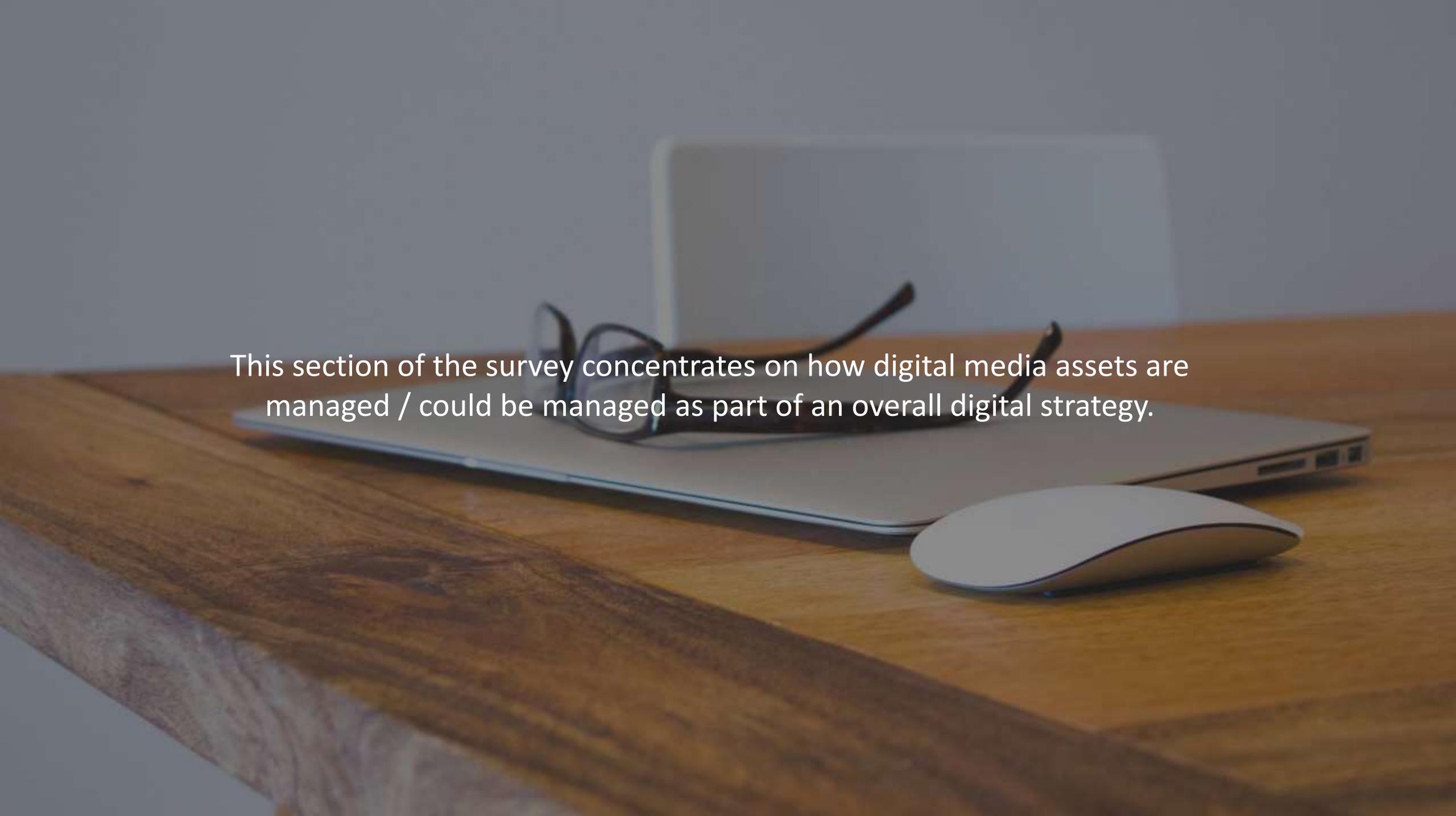
This section of the survey concentrates on how digital media assets are managed / could be managed as part of an overall digital strategy.

How you manage and deliver your media and digital resources is an important part of an overall digital strategy

|	
Agree	**94%**
No opinion	**5%**
Disagree	**1%**
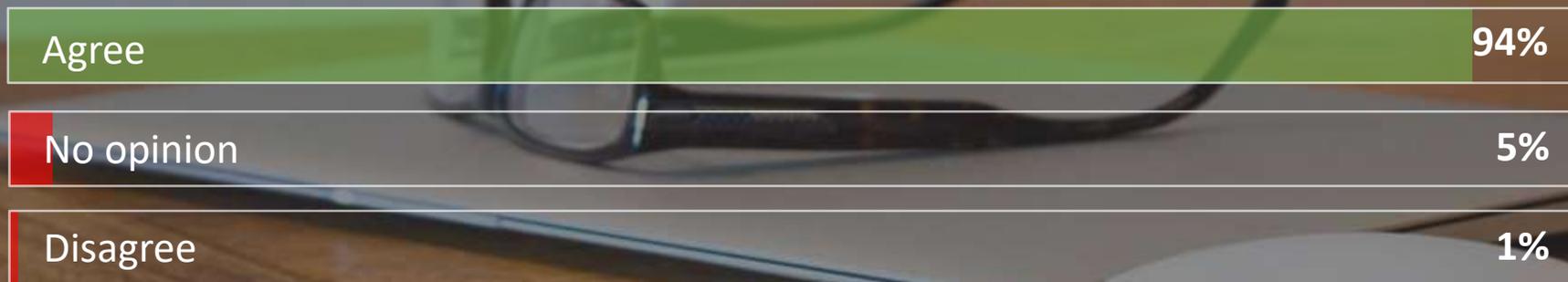
Teachers regularly use digital resources in the classroom to support teaching and learning. How does your organisation currently provide access to these resources?

For this question respondents were able to select more than one option

Resource	Percentage
Social video platforms e.g. YouTube, Vimeo etc	82%
Shared network drives / folders	81%
Websites	80%
Dedicated on-demand video platform / media library e.g. Planet eStream	70%
Subscription to individual content providers e.g. Discovery Education, Clipbank, BoB	44%
DVD Players	32%
Other	7%
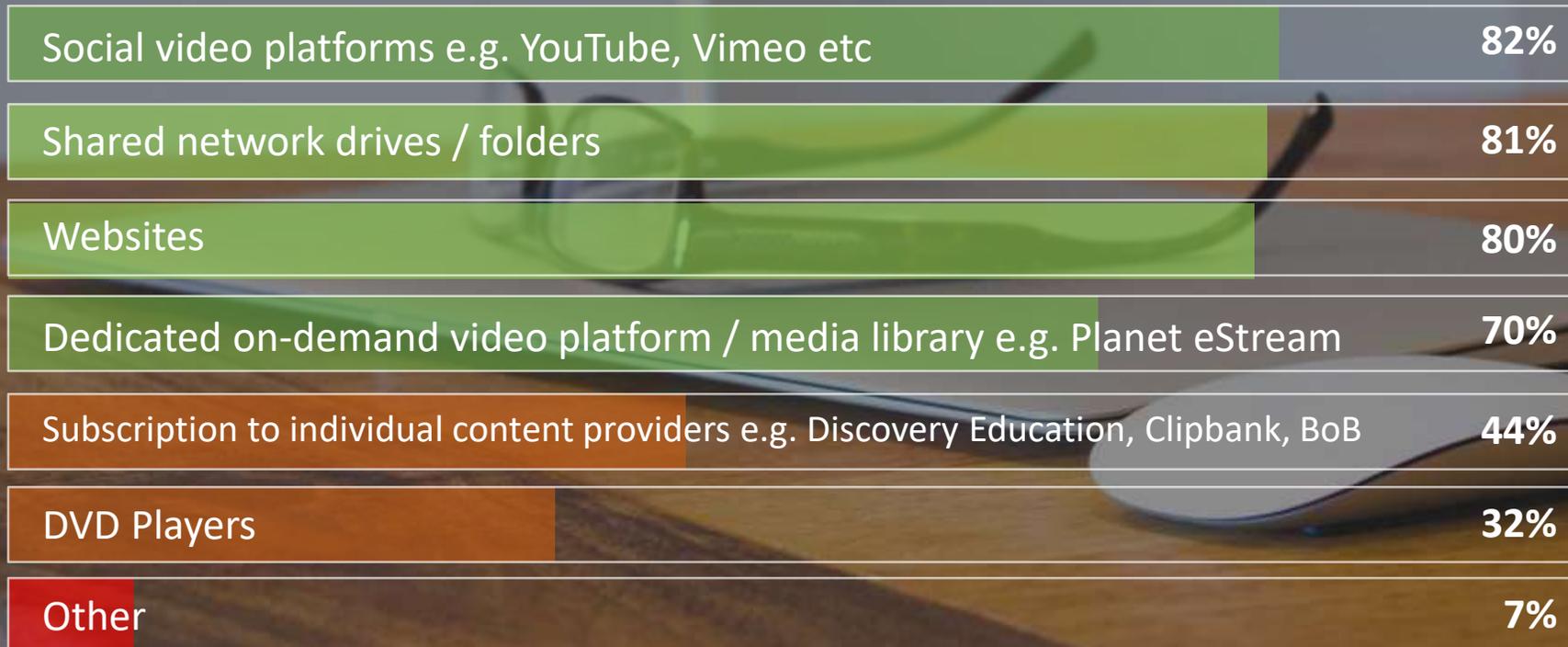
Do educators in your organisation create their own content for flipped learning or similar pedagogical practices?

Yes	72%
No	17%
Don't know	11%
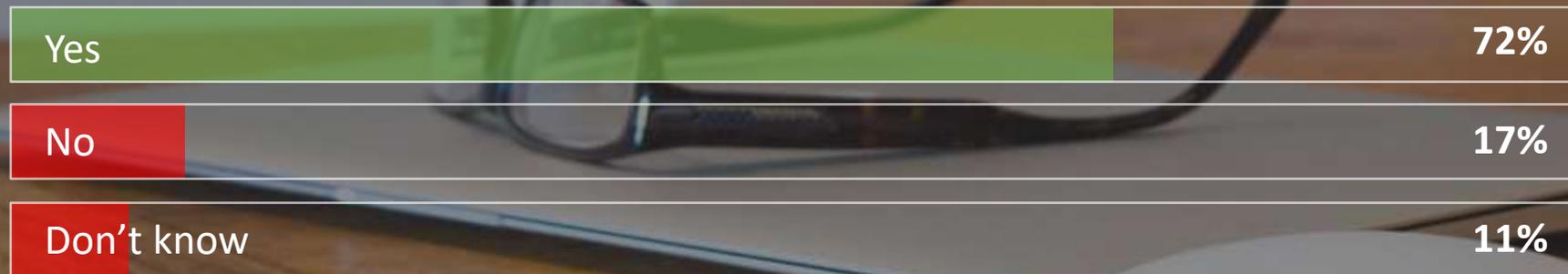
Do educators in your organisation currently use any interactive learning tools, such as creating video based quizzes?

Yes	75%
No	18%
Don't know	7%

Do you feel your organisation's media management could be improved
to enable easier access to digital resources?
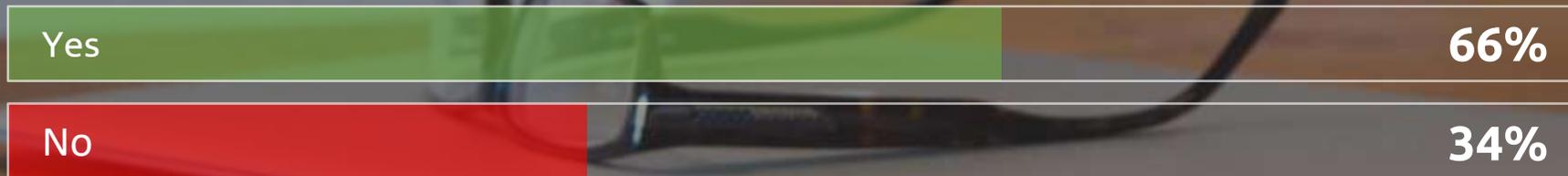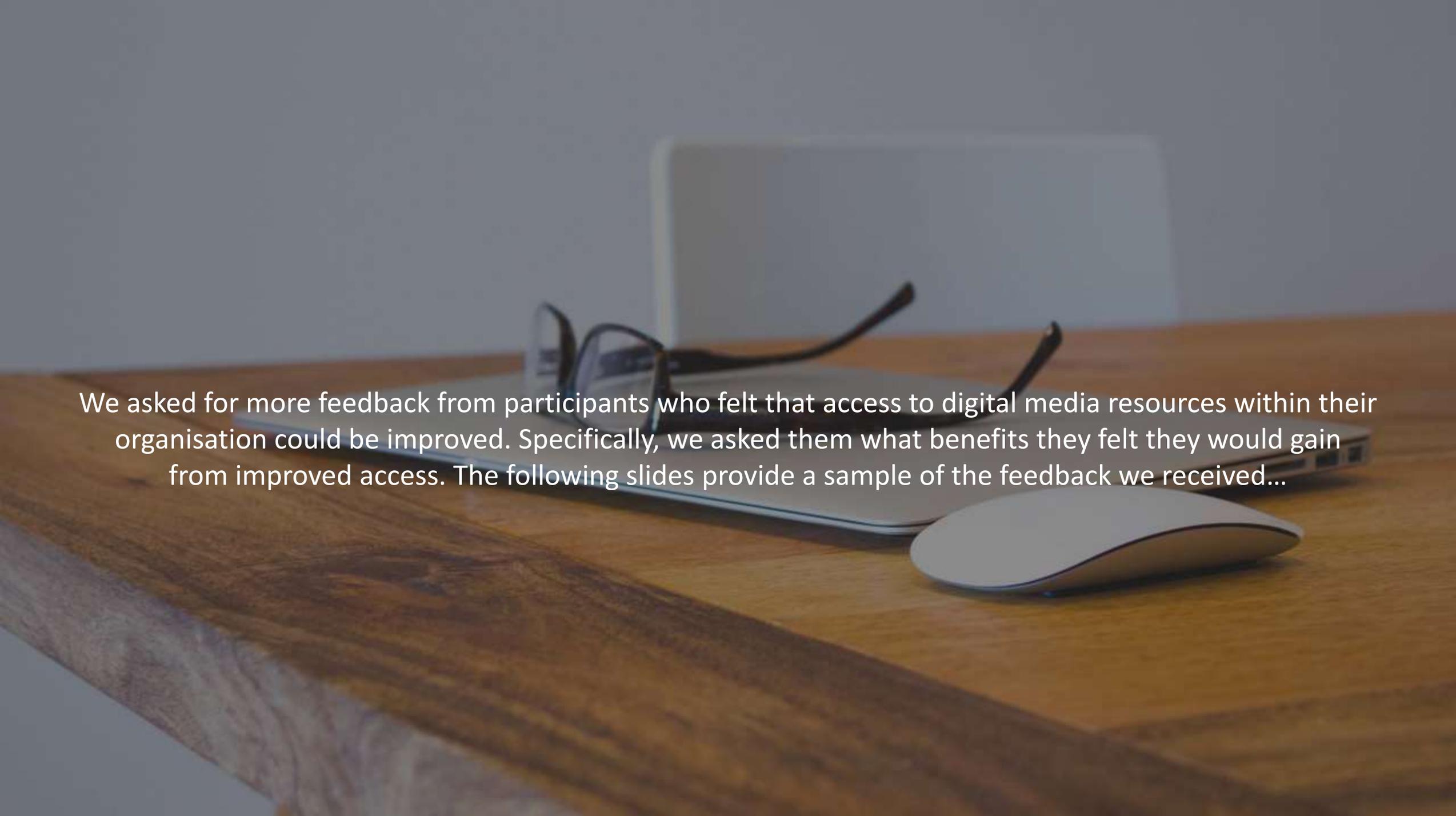
Yes	**66%**
No	**34%**

We asked for more feedback from participants who felt that access to digital media resources within their organisation could be improved. Specifically, we asked them what benefits they felt they would gain from improved access. The following slides provide a sample of the feedback we received...

We need to ensure we have a seamless digital strategy and media management that allows staff to learn from each other, so they can become confident users of digital technology, use it in their teaching and enable students to use it in their learning

Resources Professional from a Further Education College

More interactive elements in lessons leading to a more engaged classroom and better results overall

Learning Technologist from a Further Education College

Better sharing and use of videos. More opportunities for school community building and collaboration

IT Professional from an Independent School

Most people are visual learners. Young people are especially visual in how they take in information. Meet them where they are, rather than trying to change them

IT Professional from a State Secondary School

Students not having to go to lots of different platforms and/or having to remember lots of different logins. Being able to generate and compare usage statistics more easily

Resources Professional from an Independent School

Teaching staff do not have the time to spend researching and setting up media - easy access is key!

Resources Professional from a Further Education College

A more streamlined and across the board approach to learning inter discipline and cross curricular

Resources Professional from a State Secondary

A central store of up to date media that gets refreshed, rather than having loads of old out of date media that no one is responsible for and clogs up the storage system

IT Professional from an Academy

Ability to locate educational material without advertising or worry of inappropriate content

Learning Technologist from a Further Education College

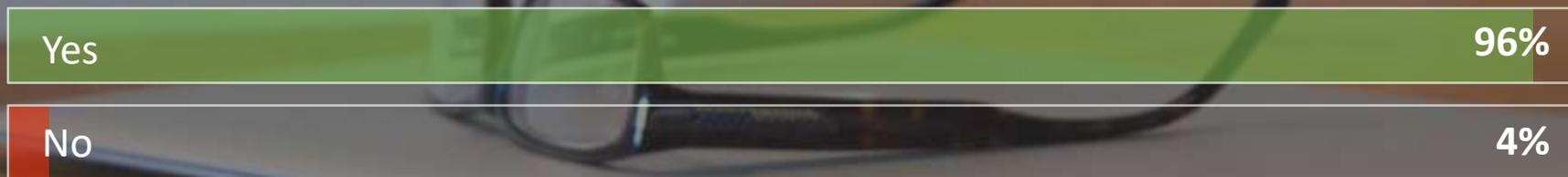# What else does your organisation use digital media for?
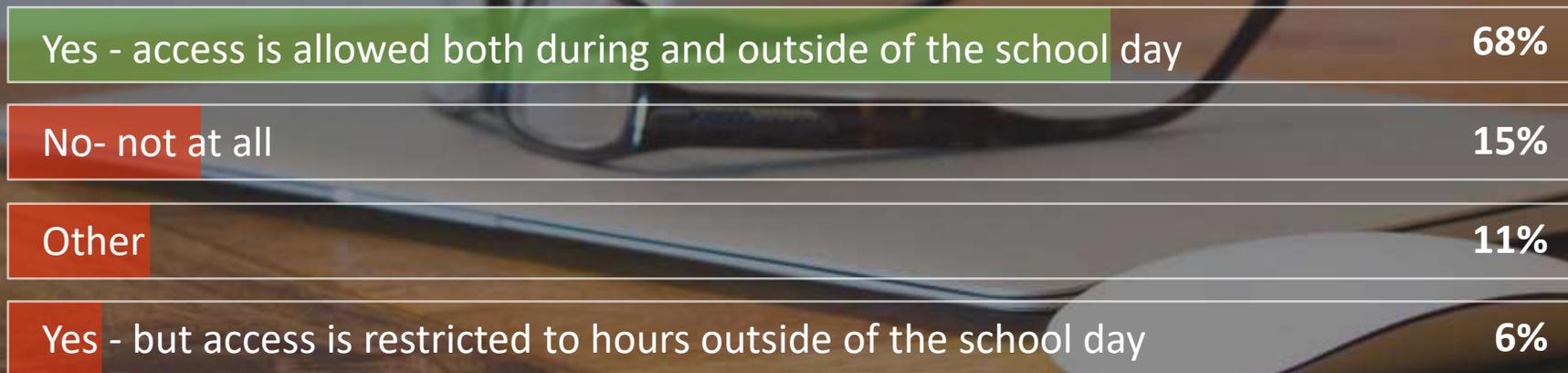### *For this question respondents were able to select more than one option*

Category	Percentage
On your website	79%
Marketing	70%
Staff training / CPD	70%
Digital Signage	69%
Archiving of digital assets with regard to school activities and events	51%
Parental engagement	48%
Performance analysis	31%
Enrolment	29%

The use of social video platforms such as YouTube in an educational setting is becoming increasingly problematic for a number of reasons, including safeguarding and security.
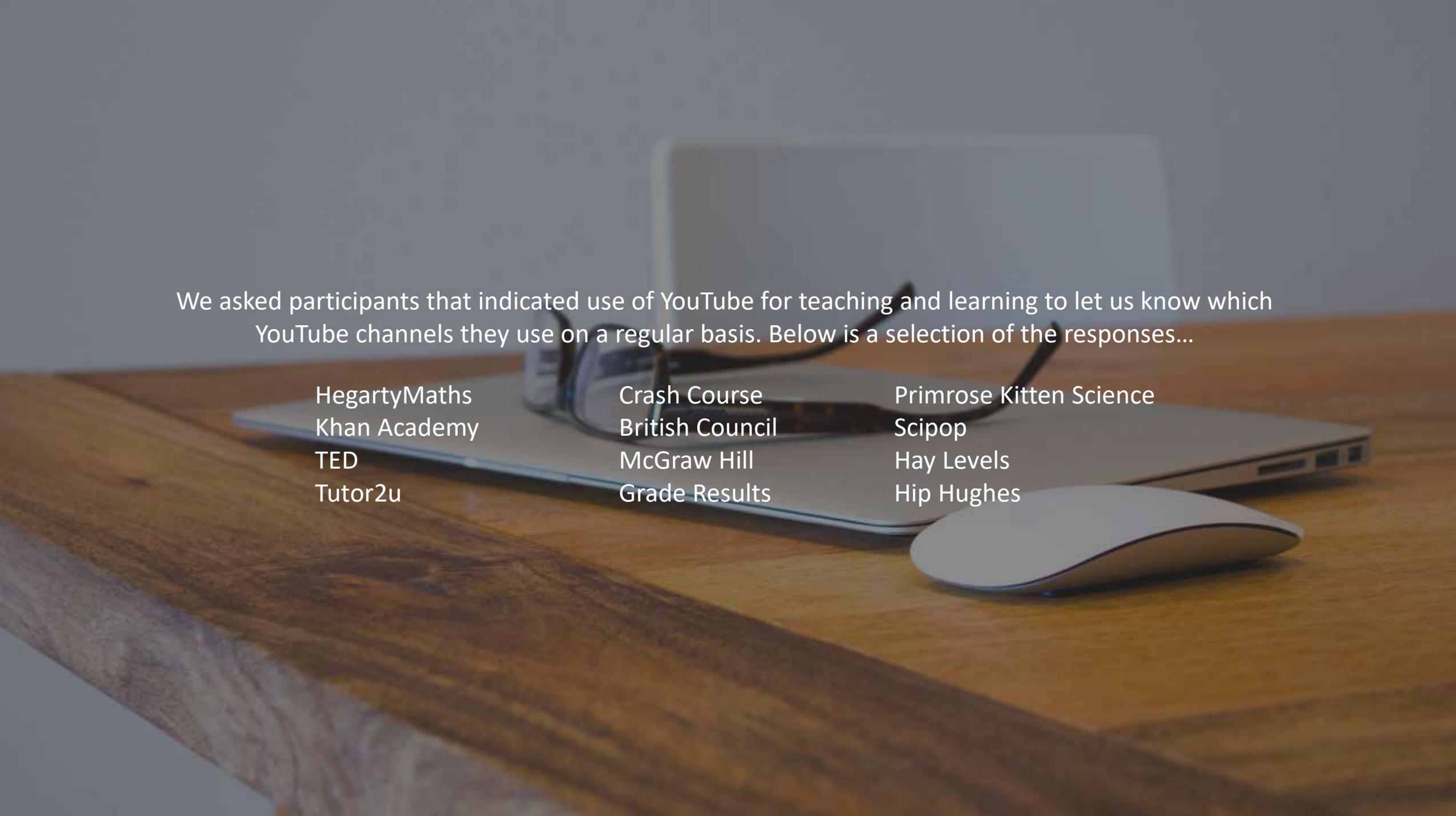
Agree	**74%**
Disagree	**15%**
No opinion	**11%**
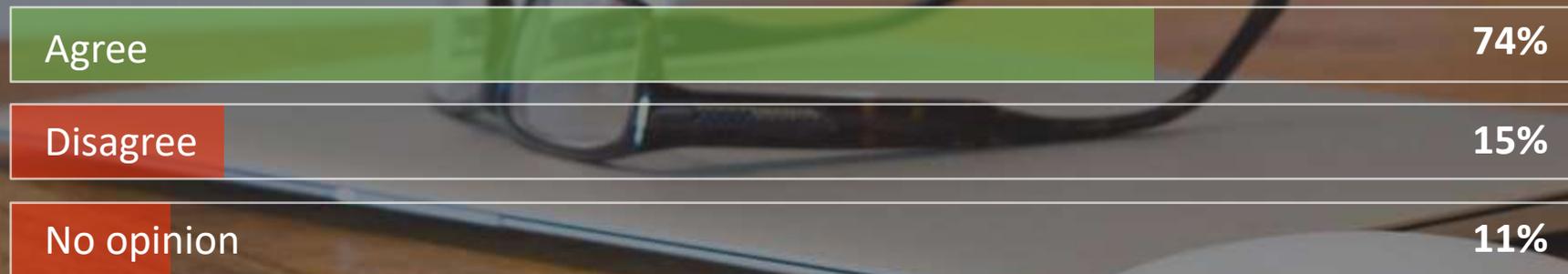
Does your organisation allow access to YouTube for teaching staff?

Yes	**96%**
No	**4%**

Does your organisation allow access to YouTube for students?

Yes - access is allowed both during and outside of the school day — 68%

No- not at all — 15%

Other — 11%

Yes - but access is restricted to hours outside of the school day — 6%

We asked participants that indicated use of YouTube for teaching and learning to let us know which YouTube channels they use on a regular basis. Below is a selection of the responses...

HegartyMaths	Crash Course	Primrose Kitten Science
Khan Academy	British Council	Scipop
TED	McGraw Hill	Hay Levels
Tutor2u	Grade Results	Hip Hughes

We asked participants to rank features from the list below in order of importance with regard to the digital media archiving goals of their organisation. Here are the results ranked from most to least important...

Rank 1   Ease of access - one central archive for all digital assets

**Rank 2**   Accessibility - access your digital assets from anywhere and any device 24/7

Rank 3   Permissions - control the content that different users can view

Rank 4   Transcription - convert the spoken word into searchable text when capturing lesson or lectures

Rank 5   Artificial intelligence - facial / object recognition for ease of image archiving

Please indicate how important you feel media management is as part of an overall digital strategy...
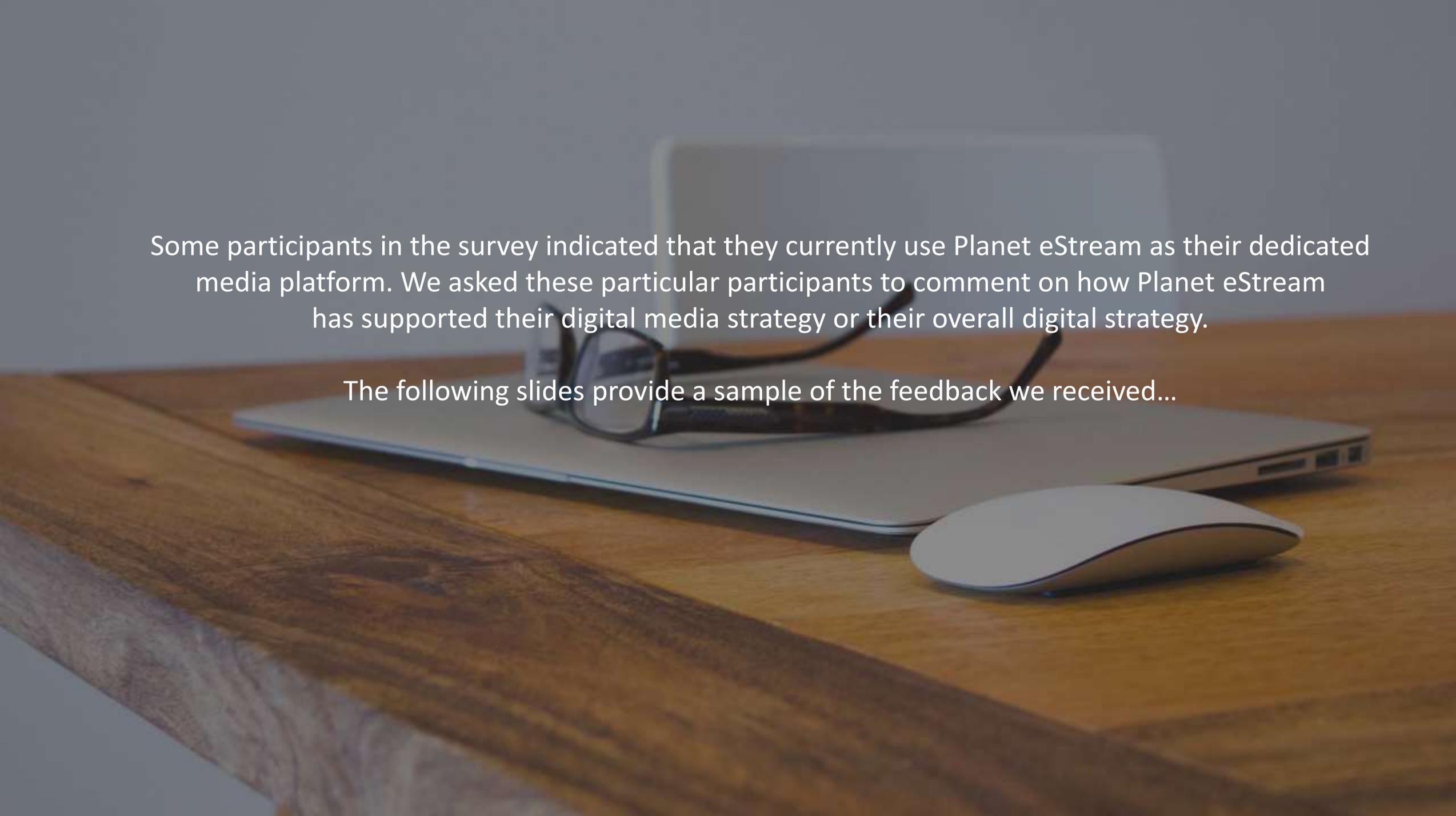
Important	70%
Crucial	21%
Not important	5%
No opinion	4%

Some participants in the survey indicated that they currently use Planet eStream as their dedicated media platform. We asked these particular participants to comment on how Planet eStream has supported their digital media strategy or their overall digital strategy.

The following slides provide a sample of the feedback we received…

Enabling us to have an archive of materials to deliver to the students and also to store video and audio files of pupils' work.

Programmes Coordinator from an Academy

It has given us a solid platform to help base our upcoming projects such as tutorials and best practise media.

IT Support Manager from a State Secondary

It has made it easy for staff to find media, create interactive content and embed these into Moodle. As a result, it encourages staff to create more interactive content.

Blended Learning Technologist from a Further and Higher Education Institute

Enabled a central storage of media so that resources can be easily located and shared across the college.

Resources Professional from a Further Education College

Video storage is great. Recording TV great too. Permissions to give access to pupils is important (boarding school). Signage is well used. Live streaming used. Looking to explore video quiz features.

Director of Digital Strategy from an Independent School

In recent years there has been an increased transition to online systems and VLEs in a college like ours. Planet eStream has been one of the key additions and the best investments we ever made, and whenever I've needed any help or support it has always been exceptionally good and the Planet support technicians are very knowledgeable.

Technology & Media Manager from a Further and Higher Education Institute

It has enabled teachers to create content to "flip the classroom".

Head of ICT Services from an Independent School

It has vastly improved our communication throughout the college.

Resource Centre Manager from a Further and Higher Education Institute

Very easy to use for lesson recording from Dance, Sports etc . Access to TV programme archives for many subjects is brilliant.

IT Professional from a Further Education Institute

Works well as a repository of content that is easy to use and accessible to all users. Has become more or less the go to store/provider for video content.

IT Professional from an Independent School

For the staff who use it they have found it invaluable, as it makes sharing chapters incredibly easy rather than having to find the particular part in the video. The ability to jump to any section as well makes life really simple. We recently had a parents' evening where we recorded staff talking about their departments, and had QR codes on the walls for parents to scan to watch the videos directly from Planet eStream, which was amazing.

IT Professional from an Academy

All school's video materials are stored on Planet eStream and we record TV programmes as needed by tutors

Technical Professional from a State Secondary School

Providing an excellent variety of online digital content for use by staff & pupils.

Director of Information Systems from an Independent School

Centralised storage of video, with better access to resources, improved workflow for handling video assessments and management of digital signage.

Technical Professional from a Further Education Institute

The Independent Schools Council will be launching their ISC Digital Strategy Templates during their conference at Radley College on the 29th of November. These templates are designed to help reduce school staff workload, simplify implementing and developing successful solutions and help the growth of digital intelligence and 21st Century skills for the whole school community. We asked people to indicate if they were interested in learning more about how you can access these innovative free resources- available to all educational sectors.

Yes – Please send me a link to the templates	83%
No – I am not interested at this time	17%

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Thank you for taking the time to review the results of our digital strategy survey.

We would like to take this opportunity to thank the Independent School Council Digital Strategy Group for their help in putting this survey together. If you would like to learn more about accessing the ISC Digital Strategy Templates or how Planet eStream can assist your digital media strategy then please feel free to contact us.

www.discoverestream.com

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independent schools council

Digital Strategy Group