DIGITAL LANDSCAPES IN AUSTRALIAN SCHOOLS: KEY FINDINGS

CAMPION EDUCATION

This research project ran during 2022 as an in-depth survey. Specific senior staff from Australian schools were invited to participate:

32.6% of responses were from government secondary	**28.8%** of responses were from non-government secondary	**28.1%** of responses were from P-12 or K-12 (both government and non-government)	**Few** responses were from government primary and other types of schools	**38.5%** of responses were from government schools (including local and selective)	**61.5%** of responses were from non-government schools (including independent and religious)

The most **significant digital technology strategy decision** makers in schools are Director of Innovation/eLearning and Assistant Principal for Teaching and Learning, closely followed by IT/ICT Manager and Principal.

Heads of Department were rarely lead decision makers but were often rated as significantly involved.

> ½ of schools were nominated as dual learning, utilising both digital and print tools and resources.

Non-government schools were more likely to be more tech-enabled than government schools.

> ⅓ of schools are **looking to deepen their digital commitment** and become highly tech enabled in the short to medium term future, with active plans including roadmaps, steering committees, implementation plan.

Respondents are experienced users of varying technologies. Most popular technologies in use:

96.2% PDF textbooks

92.3% Interactive textbooks

90.1% Digital learning software

95.5% LMS tools
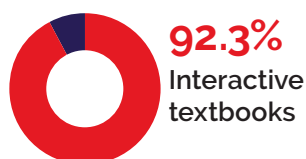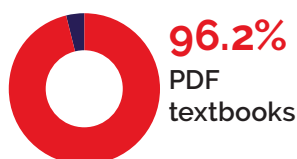
Most common motivations in determining digital strategy are **potential learning outcomes and benefits, connectivity and accessibility for students.**

Cost of hardware and software for students, clarity of information available and funding capacity are critical commercial considerations. Staff technical skills commonly proved more challenging than expected.

Key factors in seeking commercial partners include affordability for families, provision of quality curated content, cost efficacy for school, data management and adherence to privacy policies.

TOOL FOR DEVELOPING YOUR DIGITAL STRATEGY

Based on the trends in responses, these key points form an effective pathway to developing digital strategies.

1 **Alignment with school agenda and strategic masterplan**

Review digital strategy alignment with your three to five year plan, thinking specifically about

- Community – demographic, student and parent engagement
- Drive for innovation and brand
- Teachers – engagement, objectives in day to day teaching, capability
- Teaching and learning goals.

2 **Leadership**

The leaders tasked with driving the digital and technology strategy need the experience, resources and time to evaluate, plan and implement change across the school.

Do they have the deep understanding of the school's medium to long term plans, to ensure coherence between school strategy and digital implementation?

3 **People and training**

Best practice includes planning to build skills and knowledge for all staff (teaching and non-teaching) – to learn, innovate and implement. 'There is often benefit in allocating an internal product champion for each platform or technology, who is willing and able to go deep with the technology and drive implementation, personalised to the school's needs.

Can your technology partners offer training or professional development that you can harness for the wider staff and student community?

4 **Data management**

Your data management plans will include storage, data transfer, privacy and data breach policies. As digital strategy changes, your data management plan must also evolve.

Are your suppliers working to certification and compliance to your required standards? Have you built regular reviews of data management planning into your implementation process?

5 **Cost efficacy and investment**

The use of digital resources and systems can bring progression, innovation and position your school to lead, but investment in digital comes at cost (both financial and resource/time).

Scoping is likely to include both implementation costs, and regular and realistic analysis of the return on investment, including sustainability of the investment over time, and your school community's ability to meet those costs in exchange for the benefits you seek.