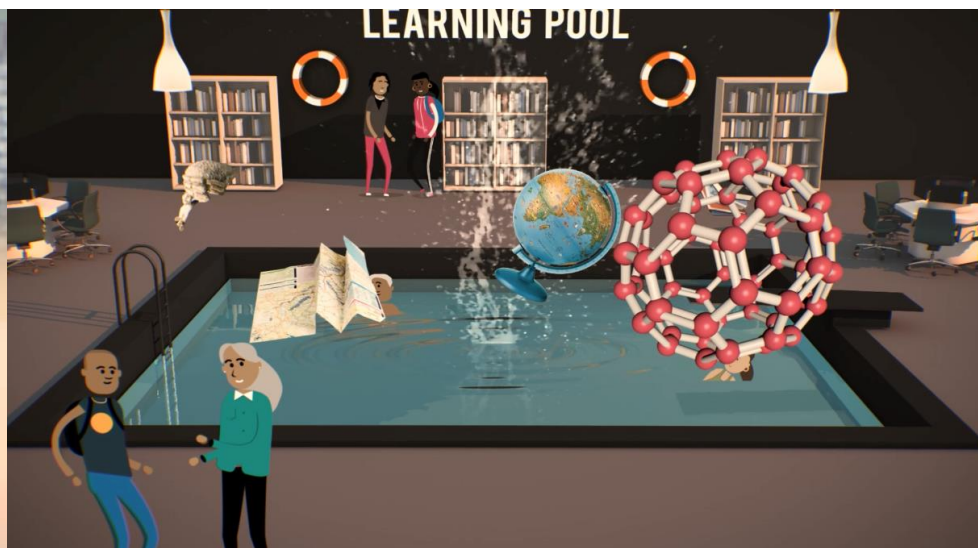The University Of Sheffield.

Digital Presence
at the University of Sheffield.

Dr Christopher Stokes*
Director of Digital Learning   @cwstokes

Professor Marie Kinsey
Director of Digital Learning   @journotutor
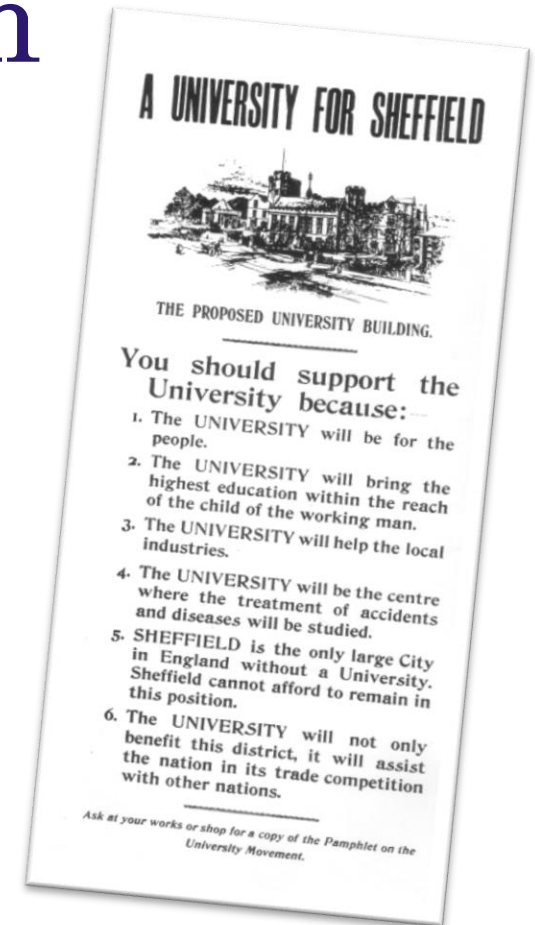**University of Sheffield**

A WORLD
TOP 100
UNIVERSITY

The University of Sheffield.

- 26,000 students, 7,000 staff

- 26% overseas, 143 countries

- 350 UG courses, 100 subject areas

- Institutional VLE, central support with embedded support in some departments

- Mainly on-campus delivery, often blended and some online only

TOP 100
A WORLD
UNIVERSITY

The University Vision

- Any vision for Digital Learning must embody the University Mission, Vision and Identity

- Our mission as a university is to be "one of the best universities in the world, renowned for the excellence, impact and distinctiveness both of its research and its research-led learning and teaching."

- We were founded with penny donations to make real impact on the city's economy and to improve health.

A UNIVERSITY FOR SHEFFIELD

THE PROPOSED UNIVERSITY BUILDING.

You should support the University because:

1. The UNIVERSITY will be for the people.
2. The UNIVERSITY will bring the highest education within the reach of the child of the working man.
3. The UNIVERSITY will help the local industries.
4. The UNIVERSITY will be the centre where the treatment of accidents and diseases will be studied.
5. SHEFFIELD is the only large City in England without a University. Sheffield cannot afford to remain in this position.
6. The UNIVERSITY will not only benefit this district, it will assist the nation in its trade competition with other nations.

Ask at your works or shop for a copy of the Pamphlet on the University Movement.

Digital Presence Project

- The University sought to broaden its digital offer in **scope, flexibility and purpose**, seeking to experiment with **different styles and models of online learning**.

- This would be to support its mission of providing **distinctive education** serving a **civic agenda**, and to seek to **learn from the experience** of these new approaches in **enriching the existing learning and teaching provision** online and on campus..

2 key approaches:

- MOOCs

- iTunesU
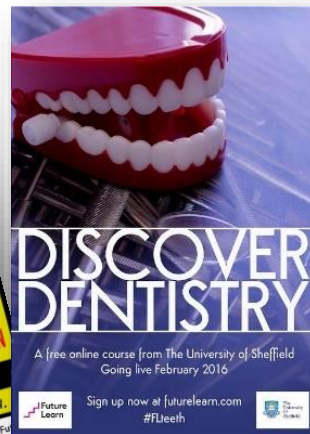
Massive Open Online Courses

- Became **FutureLearn** partner in 2013

- Team put in place to support new project

- Contrasting approach to online course design

- No single agenda for course selection – experiment and learn…

Our MOOCs

- The University of Sheffield has created 10 unique courses to date with 3 more currently in production:
  - Discover Dentistry
  - Literature of the English Country House
  - Writing Applications
  - Interviews
  - Exploring Play
  - Measuring and Valuing Health
  - How to Write Your First Song
  - Crime, Justice and Society
  - Making Sense of Data in the Media
  - Health Technology Assessment

MOOC choice and design

- **Discover Dentistry** – widening participation
- **Play** – showcase research groups
- **Literature of the English Country House** – experimented with new teaching methods
- **CV and Job Application writing** – how to engage broad audiences

DISCOVER DENTISTRY   THE UNIVERSITY OF SHEFFIELD

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
3 Mar	10 Mar	17 Mar	24 Mar	31 Mar

WEEK 1: DISCOVER DENTISTRY

Welcome to Week 1
In this section Dr Chris Stokes describes the objectives for welcome our fellow learners, and start the discussion by ex perceptions of dentistry in the media.
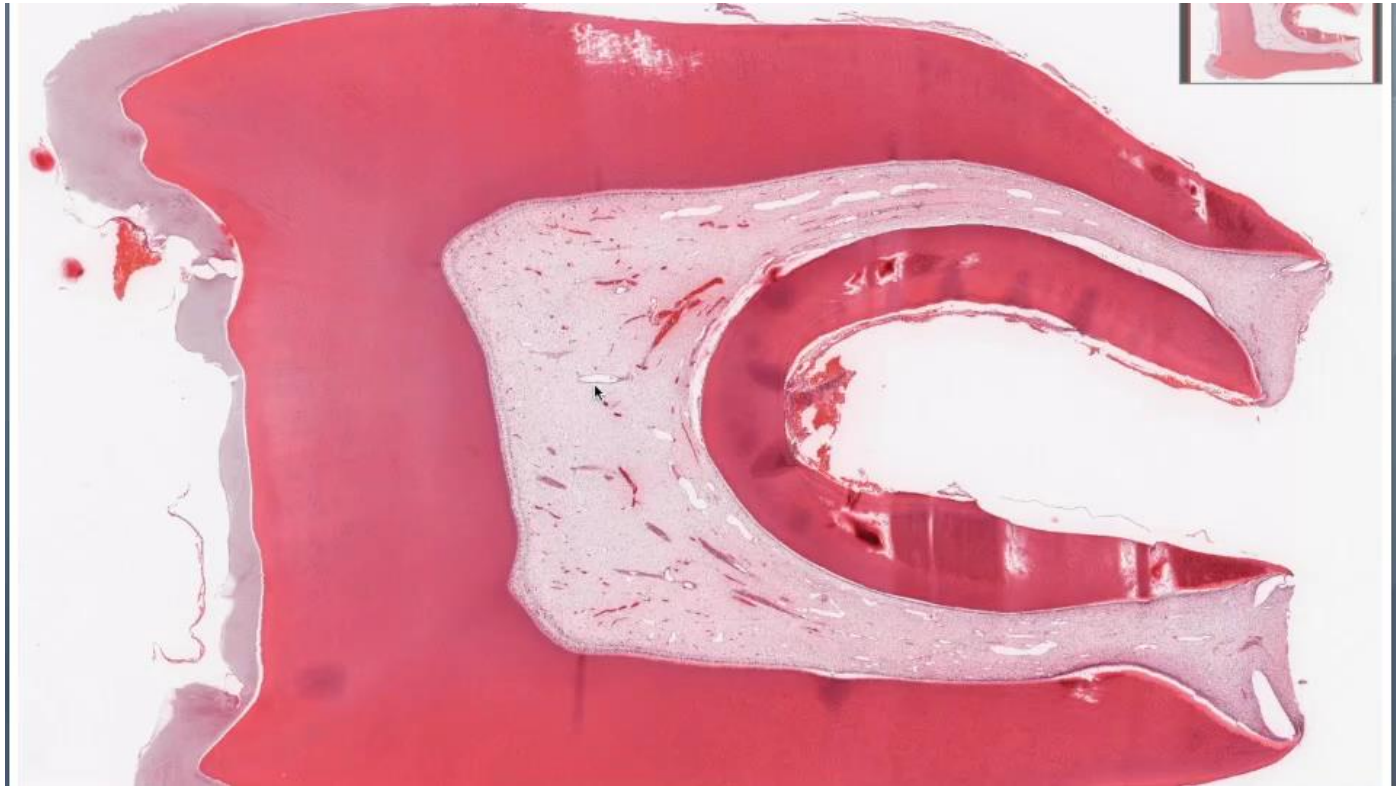
1.1	WELCOME FROM DR CHRIS STOKES VIDEO
1.2	HOW TO USE FUTURELEARN VIDEO
1.3	LET'S GET TO KNOW YOU ARTICLE
1.4	WHAT DO YOU KNOW ABOUT DENTISTRY? DISCUSSION
1.5	THE PERCEPTION OF DENTISTRY IN THE MEDIA DISCUSSION

New learning approaches

MOOCs Impact

- **21** course runs with over **1.2 million** views of course pages

- 276,000 course joiners from across world

- 22,000 'Fully Participated'

- 40% of the learners are 'social'

- 3000 were TUOS

- **140 staff and PGR students** have been directly involved in course development.

- Materials produced for MOOCs have been extensively reused with TUOS students

iTunesU

- An *international* platform to showcase University Learning and Teaching

- Used in addition to YouTube, Vimeo, embedded Facebook content

- Reflects 6 'value' areas: L&T, Research, Public Engagement, Student Experience, Achievement of our Students/Junior Researchers, Outreach

- Hundreds of videos in many collections

- Featured content by Apple

Challenges

- "Does not produce direct income"

- Analytics not always as detailed as you would like

- 'Leaky pipes' – varied ownership of the 'digital' agenda means step-change is complex with many stakeholders

- Crosses existing boundaries, and cost centres

- At a department level, delivering at scale can be an issue

- Not removing need for on-campus IT -
    - e.g. promoting drive to e-assessment = large IT rooms still required

Digital Presence Impact

- Benefits in culture change, upskilling, new roles

- Curriculum design – permeable classroom walls

- New interdisciplinary approaches

- Raised international profile

- New research collaborations

- Re-purpose and re-use of content

- Data shows widening participation value e.g. Discover Dentistry

- New ways to tackle big projects: Achieve More institutional module for 5k students

Project Outcomes

Learning and teaching strategy

- Currently developing a new strategy, with **digital** being a strong theme

- Increased emphasis on **collaboration** in *curriculum* design

- Support in aspects of platform, tools, infrastructure, networks

- Learning from Digital Presence incorporated in new **Digital Commons**

Outcomes from Digital Presence

- Directors of Digital Learning – cross cutting, with remit to make 'step change' in digital learning

- Bringing together cognate teams for strategic activity – Library, MOOCs, TEL, Enterprise, Student Support, and others

- Learning from Digital Presence…

- Fresh methods to define the new approach: Hack Days, Retreats, provocative seminars, visiting experts

- **Digital Commons** – collaborative, multidisciplinary course design approach

Government Digital Service Blog

To Discover And Understand.

Digital Commons

- *Provocation. Inspiration. Collaboration.*

- Hosted in the Library, working across departments and services

- Building networks, providing support, challenging the existing methods.

- Hackdays, development retreats, seminars and digital career support.