



**HUMAN-LED, DATA-DRIVEN, TECH-POWERED**  
**DIGITAL STRATEGY**

# CONTENTS

---

WHY DO WE NEED THIS STRATEGY? 3

---

SEVEN STRATEGIC GOALS 4

---

SEVEN STRATEGIC AIMS 5

---



# WHY DO WE NEED THIS STRATEGY?

**We commit to providing a tailored learning experience for every student, underpinned by an equality of access to digital resources residing on a robust, secure, and agile digital infrastructure.**

Every member of staff has a specific role to play in making the experience of learning, teaching, assessment and skills development high quality and a success, underpinned by digital skills and access to digital resources.

As the only college in our region, we are focused on providing digital skills and knowledge to support our regional economy.

We inspire, include and engage our staff and students by delivering trusted and innovative technology and services, and by providing digital solutions that are mobile, intuitive and remove barriers to learning.

The digital revolution is well underway, with artificial intelligence at the forefront of this transformation. By adopting this digital strategy, we will ensure our college prepares our students and staff for success in a rapidly evolving digital world by remaining at the forefront of further and higher education development.

In making our commitment to our staff and students to provide a high-quality digital experience, this strategy is shaped by the college's overarching four strategic goals:

- **Inspiring and enabling success for all**
- **Supporting economic recovery and growth**
- **Strengthening our communities**
- **Leading with vision and empathy**



**Our Human-led, Data-Driven, Tech-powered, digital strategy has seven strategic aims aligned to these goals**

# SEVEN STRATEGIC GOALS

## 1. SECURITY

To ensure data protection, cyber security and infrastructure resilience by implementing robust data protection measures and cyber security protocols to ensure the safety and privacy of our digital community.

## 2. INCLUSION

To provide services that facilitate, inspire, and enable success for all, users should have well-defined expectations of the digital experience and interaction they will have with us.

## 3. DATA

To use data at the core of business decisions we will use data and data science techniques to ethically maximise performance and efficiency across all areas of the college and support our students to achieve their goals.

To achieve digital literacy we will ensure all students, teaching and support staff possess essential digital skills and can confidently use digital tools for teaching, learning and administrative tasks.

## 4. DIGITAL LITERACY

To develop and use digital systems to drive effectiveness and efficiency we will design, review and update our digital systems, applications and processes as part of a continuous cycle of business process review.

## 5. EFFICIENCY

To integrate Artificial Intelligence in learning and support we will capitalise on AI technologies for a personalised learning and teaching experience.

## 6. ARTIFICIAL INTELLIGENCE

To deliver sustainable digital development by ensuring our digital transformation is environmentally responsible and sustainable.

## 7. SUSTAINABILITY

## AIM 1 – SECURITY

### To ensure data protection, cyber security and infrastructure resilience we will:

- Comply with Cyber Essentials and Cyber Essentials+ plus and embed the National Institute of Standards and Technology cybersecurity framework.
- Work in partnership to maintain, review and upgrade the core digital infrastructure, business applications and all endpoints connected to it.
- Work with the Scottish Government, sector representative bodies, industry contacts and suppliers to share threat intelligence, and collaborate to adopt and develop sector-wide approaches to cyber security.
- Promote and support college-wide cyber security training and awareness using staff and student communication platforms, the college website and social media channels.
- Adopt and promote guidance and training opportunities provided by the National Cyber Security Centre.
- Ensure all data is stored, accessed and secured relevant to statutory bodies and prevailing legislation.

## AIM 2 – INCLUSION

### To provide services that facilitate, inspire and enable success for all we will:

- Embed digital safeguarding in all college services.
- Engage with our digital community, ensuring that digital service developments and practices are shaped to meet the needs of our users and that users are placed at the centre of specification, testing and implementation.
- Design and adopt technological and digital service solutions in a way that ensures digital inclusion.
- Invest in a high-capacity and resilient Wi-Fi service and support a Bring Your Own Device approach that enables staff and students to achieve their goals.
- Make accessibility and ease of use at the core of secure and trusted digital services that are available anytime, anywhere and on any device.
- Adopt a range of communication strategies to ensure our digital services and applications are clearly defined and transparent to the end user.
- Create tools that encourage online visitors to engage with the college.

## AIM 3 – DATA

### To use data at the core of business decisions we will:

- Demonstrate and build the culture of a data-driven college by embedding data science and analytics into our business operations.
- Invest in providing simple, intuitive, high-speed dynamic business intelligence tools that allow users to use data to gain insights that support evidence-based decision making.
- Continuously review and evaluate data-driven tools to measure impact, usefulness and value to the college.
- Employ prescriptive and predictive analytic models to better support our students and staff through their learning journey, helping to optimise positive outcomes.
- Use our data in ways that are ethical, sound and fundamentally to the benefit of our students and staff.

## AIM 4 – DIGITAL LITERACY

### To achieve digital literacy we will:

- Engage and collaborate with the Scottish Government, peer organisations and relevant third parties to develop and adopt an appropriate digital skills framework.
- Provide regular training and workshops for students and staff to improve their digital skills.
- Integrate digital skills across the curriculum, making it an essential part of learning.
- Encourage and support the use of digital technologies in teaching methods and administrative tasks.

## AIM 5 – EFFICIENCY

### To develop and use digital systems to drive effectiveness and efficiency we will:

- Encourage and support our users to engage actively in process improvement and systems development to drive more effective and efficient digital services.
- Continue to embed the process of continuous improvement and self-evaluation led by our users and use a business impact approach when prioritising projects that put the needs of our users at the centre of our decision making.
- Review business processes and applications to eliminate the need for our users to provide the same information multiple times in varying formats.
- Embed automated data validation and verification checks throughout business applications and work with users to design our digital services harmoniously.

## AIM 6 – ARTIFICIAL INTELLIGENCE

### To integrate Artificial Intelligence in learning and support we will:

- Use AI-powered learning platforms to deliver personalised learning experiences, for example by using adaptive learning technologies that adjust to the individual needs of students.
- Implement AI-powered analytics tools to track student progress, identify gaps in learning and provide timely intervention.
- Explore AI-enabled platforms to provide 24/7 support for students, assisting with course-related queries, administrative tasks and mental health support.
- Use AI to streamline administrative tasks such as enrolment, timetabling and assessment, enabling staff to invest more time on supporting and enabling student success.
- Provide training on the ethical implications of AI use in education, focusing on issues such as data privacy and algorithmic bias.

## AIM 7 – SUSTAINABILITY

### To deliver sustainable digital development we will:

- Implement energy-efficient practices in the use of digital technologies.
- Encourage the digital community to adopt environmentally responsible behaviors, such as minimising unnecessary printing.
- Consider the environmental impact when procuring digital tools and services.
- Examine the intelligent campus model to aid monitoring of our target of Net Zero Carbon by 2040.



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