



**Digitally Agile CLD**  
**Future Fit**

# **Digitally Agile Community Learning and Development 2013**





# Digitally Agile Community Learning and Development 2013

## Digitally Agile Community Learning and Development Project Partners Statement

*YouthLink Scotland, Learning Link Scotland and the Scottish Community Development Centre worked in partnership to deliver the Digitally Agile Community Learning and Development (DACLD) Project in 2012. The project emerged from strategic discussions at the CLD **National Workforce Development Group**. The project initiation came from the three partners with support offered by Education Scotland as part of Community Learning and Development (CLD) Up-skilling Programme, managed by Education Scotland.*

*DACLD 2 will extend the up-skilling opportunity and platform to share new technologies practice with 200 delegates across Scotland's Community Learning and Development sector, including local authorities, voluntary organisations and interested individuals through a key stakeholders event, three regional learning seminars and action learning sets. The events will introduce participants to the findings of the Digitally Agile CLD project and provide a unique networking opportunity for participants to share their new technologies knowledge and practices, with input from leading education and technology activists.*

## DACLD Project Partners

*Digitally Agile Community Learning and Development project partners believe the use of new technologies and an active and effective presence on key social media channels, forms an important element of an organisation's communication and information function. It allows CLD organisations to disseminate information instantly and directly to a large and ever growing constituency as well as providing a platform through which meaningful, two-way engagement with service participants and the wider CLD sector can take place.*



Supported by



# Digitally Agile Community Learning and Development Key Stakeholders Event

***Dynamic Earth, Edinburgh  
24 January 2013***

## Event Programme

- 09.30 Registration and Refreshments
- 10.00 Welcome from the Chair– Alan Blackie
- 10.10 Interactive voting 1
- 10.15 **KEYNOTE:** Lauren Currie, Director – We Are Snook, *‘Do Digital Different: Human After All’*
- 10.35 Q & A time/Discussion time
- 10.45 Interactive voting 2
- 10.50 **KEYNOTE:** Ross McCulloch, Third Sector Lab *‘What’s the Risk?’*
- 11.10 Q & A time/Discussion time
- 11.20 Comfort/Tweet Break
- 11.40 **WORKSHOP 1 & 2 & 3 (50 MIN)**  
Mapping Modern Literacy Practices – Edinburgh College  
Thinking Digitally – LEAD Scotland  
Pimp Your Online Presence’ Workshop – Clear Minded Creative
- 12.30 LUNCH
- 13.15 **WORKSHOP 4 & 5 & 6 (60 MINS)**  
Social Media for a 21<sup>st</sup> Century Youth Service: Embracing Web Tools – Stirling Youth Services  
Twitter for Organisations – Third Sector Lab  
Scots Words and Place-Names – University of Glasgow and Scottish Language Dictionaries
- 14.20 **KEYNOTE:** Jenni Robertson, Edinburgh City Council, 1:1 ‘Digital Learning’
- 14.40 Mike Russell MSP, Cabinet Secretary for Education and Lifelong Learning
- 14.50 Interactive voting 3
- 14.55 Round table discussions (themed)
- 15.30 Final point/Pledge/Evaluation/DACLD Reference Group intro
- 15.45 Chairs summing up and event survey feedback
- 16.00 End

# Digitally Agile Community Learning and Development Key Stakeholders Event

***Dynamic Earth, Edinburgh  
24 January 2013***

## Participants List

**Peter Taylor**, CLDMS

**Pauline Roberts**, Stirling Council

**Lawrence Reid**, Midlothian Council

**Anne McConaghy**, Midlothian Council

**Natalie Christison**, Volunteer Centre  
Midlothian

**Carol Jones**, Argyll and Bute Council

**Mark Conway**, West Dunbartonshire

**Stephen D'Agostino**, East Lothian

**Lynne Gibbons**, Stirling Council

**Charlotte Otter**, Social Care Ideas

**Stacey MacDonald**, Craig Owl  
Communities

**Alasdair Tollemache**, Stirlingshire  
Voluntary Enterprise

**Hugh Scott**, Inverclyde Council

**Claire Alexander**, Inverclyde Council

**James Allan**, Perth & Kinross Council

**Eddy McGregor**, Skillnet Edinburgh

**Mark Meechan**, Falkirk Council

**Sarah Clark**, Falkirk Council

**Isobel Taggart**, Glasgow City Council

**Gordon Horsbrough**, East Lothian Council

**Kirstin Thomson**, North Lanarkshire  
Council

**Maria Gray**, Edinburgh City Council

**Rab Byfield**, Edinburgh City Council

**Gavin Crosby**, Edinburgh City Council

**Dawn Kelly**, Edinburgh City Council

**Graham Hewiston**, Angus Council

**Katie Goudie**, Edinburgh

**Kim Smith**, YWCA

**Stuart Lennie**, Falkirk Council

**Bill Miller**, Stirling Council

**Barry Fisher**, Duke of Edinburgh

**Graeme Brooks**, Youth for Christ

**Alastair MacKinnon**, Fast Forward

**Jennifer Hinshelwood**, East Dumbarton

*Council*

**Laura Kerr**, South Ayrshire Council

**Bill Stevenson**, Boys Brigade

**Susan Wilson**, Edinburgh City Council

**Nicola Sykes**, South Ayrshire Council

**Linda Muir**, South Ayrshire Council

**Carrie Manning**, Princes Trust

**Suzi Farrant**, Church of Scotland

**Lynn Hall**, Church of Scotland

**Michele Dolan**, East Renfrewshire Council

**Heather Layton**, East Renfrewshire  
Council

**Jane Morrison**, Glasgow's Regeneration  
Agency

**Carla Belkevitz**, Rathbone Training

**Nessie Oswald**, Glasgow Regeneration  
Agency

**Lizanne McMurrich**, North Lanarkshire  
Council

**Frank Thomson**, South Lanarkshire  
Council

**John Menzies**, Lowland Reserve Forces'  
and Cadets' Association

**Emma Fairley**, Scottish Borders

**Richard Byrce**, Clackmannanshire Council

**Jim Murdoch**, East Ayrshire Council

**Kevin Wells**, East Ayrshire Council

**Fiona Craig**, Linked Work and Training  
Trust

**Graham MacLellan**, Inverclyde Council  
**Shirley Howitt**, WEA

**Michele Meehan**, Youth Scotland

**Craig Singer**, Aberdeen City Council

**Lucy Andrew**, Young Scot

**David Mitchell**, North Ayrshire

**Amy Cruickshank**, Moray Council

**Alan Duncan**, Grey Lodge

**Alan Blackie**, Chair



### **Alan Blackie**

Alan Blackie lives in East Lothian where he was Director of Education and Children's Services until 2007 when he was appointed as Chief Executive. Alan remained in that post until retiring in August 2012. He had a long career in Community Education in both Strathclyde and Lothian Regional Councils prior to the reorganisation of local government in 1995/96.

Since retiring Alan has remained on the Board of Young Scot, has been elected as President of Lothian Association of Youth Clubs, is actively involved in community work in Haddington and is the Independent Chair of the Scottish Borders Child Protection Committee. He also enjoys a game of golf and continues to ski as often as he can.



### **KEYNOTE SPEAKER SUMMARIES:**

#### **Lauren Currie – We are Snook**

Lauren is the co-founder of Snook and people know her as Redjotter: a trailblazing, inspiring innovator and a very vocal advocate for giving the service design sector meaning, evidence and impact.

**Snook** bring a track record of creative approaches to empowering individuals and transform organisational culture, saving public authorities money. Since Snook was established in 2009 they have been leading service design provision in Scotland.



#### **Ross McCulloch – Third Sector Lab**

**Third Sector Lab** is Scotland's leading digital media agency working solely with voluntary, social enterprise and public sector clients. We provide a wide range of digital services, including website design, social media strategy, training and event support. We've been privileged to work with a wide range of clients including Oxfam, Voluntary Action Fund, Enable Scotland, Tramway Theatre, Relationships Scotland and Voluntary Arts Network.



#### **Mike Russell – Cabinet Secretary for Education and Lifelong Learning**

Michael Russell is the Cabinet Secretary for Education and Lifelong Learning in the Scottish Government.

He joined the Scottish National Party in 1974 and held a number of senior party posts before becoming the party's first full time Chief Executive in 1994. Mr Russell was the campaign manager for Alex Salmond's leadership campaign in 1990 and he contested the SNP leadership in 2004.



#### **Jenni Robertson- Development Officer Edinburgh City Council**

Jenni is a secondary music teacher from Edinburgh, currently seconded to the City of Edinburgh Council as an ICT Development Officer with the Digital Learning Team. As part of the team Jenni supports the embedding of technology to enhance learning and teaching throughout the curriculum, across all sectors and subject areas.

---

# Digitally Agile Community Learning and Development Key Stakeholders Event

***Dynamic Earth, Edinburgh  
24 January 2013***

## **Workshop Summaries**

### **1. Mapping Modern Literacy Practices**

*Edinburgh College, Matthew Sowerby*

What it means to be literate is changing. We are witnessing a seismic shift in communication; away from the traditional dominance of the written word on the printed page towards a new visual landscape predominated by images on screens. Modern literacy manifests itself through many forms and practices.

Building on research started by the Literacies for Learning in Further Education project (LlFE, Ivanic et al 2007), this workshop will give participants the opportunity to map out their own modern literacy practices across three key areas – home-life, work-life and learning-life. This practical exercise facilitates an awareness of what modern literacy practices are and reveals clusters where literacy practices naturally coalesce. It can also indicate areas of dissonance, where some literacy practices feature less, if at all in aspects of our lives.

This self-awareness (and the understanding of how to help other people map their own modern literacies) will enable participants to re-evaluate what it means to be literate and be better placed to respond to the creative, cultural and digital challenges of the 21<sup>st</sup> century.

### **2. Thinking Digitally**

*LEAD Scotland, Emma Whitelock*

Lead Scotland is striving to create innovative ways for learners, volunteers and practitioners to gain confidence operating in online environments and to effectively use online tools.

Session led by tutor and volunteer participant showcasing the work Thinking Digitally; a credit rated course which explores issues of digital citizenship and empowerment; culminating in the development of a digital artefact for the benefit of self and others.

### **3. Pimp Your Online Presence' Workshop**

*Clear Minded Creative, Milo McLaughlin*

In the heady world of social media, Facebook and Twitter tend to hog the headlines; meaning blogging and email marketing are often overlooked as ways of building an audience and community online.

However having your own platform or 'home on the web' means more options for engaging with your intended audience and sharing an ongoing story. In this workshop we'll discuss how a blog and email newsletter can be used as a central element of your social media strategy, how to quickly get started blogging, and whether social media is blurring the line between our personal and professional identities.



---

#### 4 **Social Media for a 21st Century Youth Service: Embracing Web Tools**

*Stirling Youth Services, Katie Carmichael*

Sharing practice – how Stirling Youth Services are embracing digital technologies and web based tools to enhance engagement and learning and development opportunities for young people.

#### 5 **Getting the most out of Twitter**

*Third Sector Lab, Ross McCulloch*

This hands-on workshop will cover everything you need to know Twitter for your organisation and professionally.

Ross will help you understand what Twitter is all about and why your organisation should be using it. You'll find out how to find and follow key influencers, cut through the Twitter jargon, we'll reveal some of the key tools to make using Twitter easy-peasy and show you how to measure your impact online.

As this is a hand-on session it would be beneficial for you to bring a mobile device, laptop or tablet with you. The venue has free wi-fi.

#### 6 **Scots Words and Place-Names**

*University of Glasgow, in partnership with Scottish Language Dictionaries Professor Carole Hough, Ms Elaine Webster*

The JISC-funded *Scots Words and Place-names* project (SWAP) ran during 2011, and explored the innovative potential of integrated online community engagement methods in the study of language in present-day Scotland. A collaboration between the University of Glasgow, Scottish Language Dictionaries and the Scottish Place-Name Society, it used a range of digital platforms to engage the public in an investigation of language use, focusing on the Scots vernacular. Since Scots is primarily a spoken rather than written language, and has a wide range of regional varieties, close engagement with local communities is essential both for the collection and for the interpretation of the data. Place-names often originate in spoken language, and provide a key source of information on both contemporary and historical Scots, but again some are known only to local residents, while local knowledge is crucial to the interpretation of others. This workshop will begin by outlining the ways in which different forms of social media were used by SWAP, and will discuss the implications for other areas of research. It will then move on to the ways in which the momentum of the project is being maintained, and opportunities for workshop participants to be involved.

<b>WORKSHOP COLOUR CODES</b>	
<b>Morning Workshops:</b> Mapping Modern Literacy Practice Thinking Digitally Pimp Your Online Presence	<b>Afternoon Workshops:</b> Social Media for a 21st century Youth Service: Embracing Web Tools Getting the most out of Twitter Scots Words and Place-Names

---

## Online links and info

**#dacl13** is the Digitally Agile Community Development and Learning Key Stakeholders Event Twitter stream. If you want to dig deeper on a point or see a source, look to the Twitter stream.

**Digitally Agile Event 2013 Chair** Alan Blackie

## Key Note Speakers

**Lauren Currie, Director** 'We are Snook' – Find me on Twitter: @RedJotter

**Ross McCulloch, Founder** 'be good, be social' – Find me on Twitter: @Thirdsectorlab  
Ross key note slides can be found at <http://alturl.com/bpg24>

**Jenni Robertson**, Edinburgh City Council – Find more on Twitter @DigitalTandL  
[www.digitallearningteam.org](http://www.digitallearningteam.org)

**Mike Russell MSP, Cabinet Secretary for Education and Lifelong Learning** – Find me on Twitter: @Feorlean

Workshop	Organisation	Name	Twitter Tag
Mapping Modern Literacy Practices	Edinburgh College	Matthew Sowerby	
Thinking Digitally	LEAD Scotland	Emma Whitelock	@ewhitelock
Pimp your online Presence'	Clear Minded Creative	Milo McLaughlin	@milomclaughlin
Social Media for a 21 <sup>st</sup> century youth service	Stirling Youth Service	Katie Carmichael	
Getting the most out of twitter	Third Sector Lab	Ross McCulloch	@Thirdsectorlab
Scots words and Place-names	University of Glasgow	Prof. Carole Hough Ms Elaine Webster	



YouthLink Scotland, Rosebery House, 9 Haymarket Terrace, Edinburgh EH12 5EZ.  
T: 0131 313 2488. F: 0131 313 6800 E: [info@youthlinkscotland.org](mailto:info@youthlinkscotland.org) W: [www.youthlinkscotland.org](http://www.youthlinkscotland.org)

YouthLink Scotland is a Company Limited by Guarantee. Registered in Scotland No: 164547. Charity Ref: SCO03923

---