

DIGITAL COMPETENCES IN THE FRAMEWORK IN PRACTICE

NEWSLETTER FEBRUARY 2016



SUMMARY OF THE KICK-OFF MEETING

The Kick-off meeting of the DC TEST project took place in Birmingham (UK) between 26-27th of November 2015 and it was hosted by Gecko Programmes.

The meeting focused on reviewing the management plan, agreeing on a dissemination plan (logo, image and media of the project) and defining the steps and risks of the outputs IO1 and IO2.

Date chosen for the next meeting: A Coruña, April 18-19 2016

DCTEST WEBSITE

The project “**Digital Competences in the Framework in Practice**” has recently launched a website with updated information about the project, the partners and the activities

www.dctest.org

The DC TEST team is currently working on an E-learning platform which will soon be linked to the projects’ website.



TARGET GROUPS: PROFILES FOR A BETTER UNDERSTANDING

The three selected target groups for the project “**Digital Competences in the Framework in Practice**” are: **Communication and Social Marketing; Digital Touristic Management and Digital Tour Guide.**

The profiles have been defined below for a better understanding when it is time to select and interview stakeholders about the digital competences required for each group and to design the grid document.

COMMUNICATION and SOCIAL MARKETING

- Communication area, social and digital marketing experts
- Community managers
- Link building (SEO and SEM)
- Web 2.0/3.0 experts

DIGITAL TOURISTIC MANAGEMENT

- Online booking management
- Touristic contents developers
- Touristic contents management
- Touristic social media (Facebook, Google, Youtube, Instagram and Twitter for tourism)
- Touristic blogs, webs and wiki managers

DIGITAL TOUR GUIDE

- Digital travel guide
- Touristic online books
- Touristic applications guide developers
- Touristic application guide management
- Internet city guides data management

ONLINE CONSULTATION FOR A CONCEPTUAL FRAMEWORK ON DIGITAL COMPETENCES

The online Consultation for a conceptual framework on digital competences will be available starting **1st March 2016** on the online platform *Lime Survey*. The survey will be presented in English, Spanish, Italian, German and Greek to allow a comprehensive feedback from the stakeholders representing each member of the partnership.

The online Consultation is divided in two different parts:

- Part A: demographic questions and general questions about the three specific target groups
- Part B: questions and statements about technical knowledge and functional skills related to five digital competence areas:

*Competence area 1: Information and filtering

*Competence area 2: Communication and digital interaction

*Competence area 3: Creation and design

*Competence area 4: Safety

*Competence area 5: Problem solving and digital gaps

NEXT STEPS towards the output IO1:

-Final version of the Online Consultation: 120 relevant stakeholders will be asked to fill in the questionnaire, which will be online during March 2016. The consultation will collect data from experts in the fields of communication, marketing, social media, web/graphic designers, tourism (hotel managers, online booking and reception experts, touristic guides) and trainers/teachers from the target areas.

-Analysis of the Online Consultation: the aim of the consultation is to create a specific framework for each profile selected. In order to create the new framework, the information and data provided by the stakeholders will be assessed to design a digital competence grid and a self-

assessment grid.

-Grids for each target group: five grids related to every area of digital competences will be created for each target group. The target group selected are teachers/trainers and users/learners in the field of Communication and social marketing, Digital Touristic management and Digital Tour Guide. This will help us develop a suitable training scheme linked to the three competence levels below:

*A1-A2 Advanced level

*B1-B2 Intermediate level

*C1-C2 Basic level



SOCIAL MEDIA

Our European project has a **Facebook page** with relevant information, news and photos of our meetings and activities. Do not hesitate to follow us and click the "I like" button!

E-LEARNING PLATFORM

The E-learning Platform output is led by the Spanish partner Academia Postal with the support of the rest of partners involved in the project.

The E-learning platform is expected to be a great tool to test the digital competences training materials.

As a way to reach this goal, several steps have been designed:

1. Creation of the project's website
2. Design of an E-learning Moodle platform. The platform will be composed of three different sections:
 - Partner area
 - Trainers area
 - Trainees area
3. Connection of the E-learning platform to the project's website
4. It is expected that the online courses will be attended by 48 trainers/trainers and 120 learners.

info@integracoruna.com

