|  |
| --- |
| Higher Education and Skills Group**Participation Branch Memo****Department of Education and Training** |

***NUMBER:*** *2015 / October / 12*

|  |  |  |
| --- | --- | --- |
| Learn Local organisations *– ALL*  | ACFE Board | ACFE Regional Councils |
| Adult Education Institutions | Learn Local stakeholders  |  |
| Participation Branch staff |  |  |

**FROM:** Bronwen Heathfield, Director, Participation Branch

**DATE:** 12/10/2015

**SUBJECT:** *Learn Local Digital Strategy – Digital Skills Survey and Strategy Update*

**ACTIONS / CRITICAL DATES:**

* *Complete the follow up Digital Skills Survey:* [*https://www.surveymonkey.com/r/SP5RY6V*](https://www.surveymonkey.com/r/SP5RY6V)
* *Check your organisation is listed (and details are correct) on the Learn Local Network’s Find a Learn Local search function:* [*www.learnlocal.org.au/find-a-learn-local*](http://www.learnlocal.org.au/find-a-learn-local)

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Digital Skills Survey**

The ACFE Board is continuing to assist Learn Local organisations to increase their own online presence in addition to increasing the overall sector’s online presence. The completion of the Digital Skills Survey will be used to investigate options to help Learn Local organisations increase their online presence.

This survey follows up on the Digital Skills Survey conducted in November 2013. We would like to once again find out which digital strategies and tools you think are most important for reaching learners, and which you would benefit from up-skilling in to be able to better reach learners.

Please note, this survey is intended for relevant staff and volunteers at ACFE Board registered Learn Local organisations only. It doesn’t matter if you didn't complete the original survey back in November 2013 - we would still appreciate your input!

The survey only takes three to five minutes to complete and will be open until Friday 30 October. You can access the survey at: <https://www.surveymonkey.com/r/SP5RY6V> .

**Learn Local Digital Strategy - Update**

The Learn Local Digital Strategy (LLDS) is designed to increase the Learn Local network’s online presence. For further information on the LLDS please see previous memos: [Memo No. 2013/06/11](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2013/abmemo20130611.doc) and [Memo No. 2014/02/18](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140218.doc) and [Memo No. 2014/03/14](http://www.education.vic.gov.au/Documents/training/providers/learnlocal/memo/2014/abmemo20140314b.doc) .

Learn Local Network website

The Learn Local Network website was launched on 11 March 2014. It can be accessed at: [www.learnlocal.org.au](http://www.learnlocal.org.au) . The website exceeded expectations in its first year of operation with 27,966 unique visitors, 60,198 unique page views and 8,283 click throughs to organisation details on the Find a Learn Local search function.

Now would be a good time to double check that your organisation is listed (and your details are correct) on Find a Learn Local search function. If you require any changes to the information listed please email the website project managers (Adult Learning Australia and the Neighbourhood Houses Victoria) at info@learnlocal.org.au . All registered Learn Local organisations are welcome to submit additional content to the website managers (via info@learnlocal.org.au) such as:

* Events and programs for the *Spotlight on News & Events* page (rotated regularly).
* New learner stories for the *Stories from learners* section.
* Inclusions on the Learn Local social media channels (including videos on the YouTube channel).

Learn Local Wikipedia article

The Learn Local Wikipedia article was published in January 2015. It can be accessed at: <https://en.wikipedia.org/wiki/Learn_Local> . This article had received 768 visitors as at 5 October 2015. The benefit of having an article on Wikipedia is not just about increased exposure. It also helps with online reputation management as this page will almost always appear on page one when someone enters Learn Local into a search engine. It also earns ‘increased trust’ both from potential clients (i.e. learners, stakeholders etc.) and from search engines as Wikipedia is a well-known and trusted source of information.

Learn Local Facebook page

The Learn Local Facebook page ([www.facebook.com/learnlocal](http://www.facebook.com/learnlocal)) also exceeded expectations in its first year of management under the LLDS with a total of 1,712 fans. This has continued to increase with 2,418 fans as at 5 October 2015. This is a great tool for engaging with potential and current learners. In the weeks leading up to the 2015 Victorian Learn Local Awards all individual and organisation award finalists were profiled.

Learn Local Provider Network (Facebook Group)

Did you know that there is also a Facebook Group for all Learn Local providers?  This group is for Learn Local staff and volunteers, and is a great place to share information or ask questions of the Learn Local Network website project managers.  It's very easy to join!
   1/ Login to your Facebook profile (not your organisation's page).
   2/ Type 'Learn Local Provider Network' into the search box (on the top) of Facebook.
   3/ Click on the 'Join' button on the top right hand side of the Facebook Group.
   4/ Wait - we'll accept you once we receive notification of your interest to be a member!

Learn Local Twitter channel

The number of followers on the Learn Local Twitter channel ([www.twitter.com/learnlocal](http://www.twitter.com/learnlocal)) also increased from 735 to 938 in its first year of management under the LLDS. As at 5 October 2015 there were 1,027 followers.

Learn Local YouTube channel

New videos are regularly uploaded to the Learn Local YouTube channel ([www.youtube.com/learnlocal](http://www.youtube.com/learnlocal)) and there are now 39 videos on the channel. The most recent uploads include the three videos of previous Award finalists that were shown at the 2015 Victorian Learn Local Awards.

Learn Local Digital Newsletter

Since the launch of the LLDS, the website project managers have been helping Learn Local organisations to upskill in digital tools and strategies via the Learn Local Digital Newsletter. To date, there have been six editions of the Newsletter covering Facebook, YouTube and Survey Monkey. If you missed any of them you can view them on the Learn Local Wiki at: [http://learnlocal.acfe.vic.edu.au/9.2+Learn+Local+Newsletter](http://learnlocal.acfe.vic.edu.au/9.2%2BLearn%2BLocal%2BNewsletter) . To subscribe to the newsletter email the website project managers at info@learnlocal.org.au .

If you have any questions about the Learn Local Digital Strategy or the Digital Skills Survey please contact Georgie Marinucci, ACFE Board Secretariat, on 03 9637 2473 or email marinucci.georgie.l@edumail.vic.gov.au .