



With its Digital Shift project, the University of Central Lancashire set about transforming the online learning experience of its student body with an ambitious programme of cultural change.

The university produced a set of minimum standards for integrating pedagogy and technology, which had to be met by all 350 first-year core modules. These included uploading course information; ensuring that tutors' reading lists and key lectures were available online; allowing remote submission of assignments; and giving students the option to offer digital feedback about courses.

The project, which was introduced in 2011-12-, resulted in a 136% increase in electronic coursework submissions and a 312% increase in the number of feedback reports submitted online.

The Digital Shift process has been embraced by staff, who have taken the opportunity to develop their digital skills by moving their seminars online and embracing a "blended" approach to teaching. More than 4,000 staff attended academic and technology development workshops, underlining how university employees have bought into the project.

"the panel was very impressed with this entry and judges that the UCLAN Digital Shift project has best embraced all the criteria for the award," said Martyn Harrow, a judge and chief executive of the higher education technology consortium Jisc.

"It demonstrated in particular an innovative approach, and considerable skill and effort in successfully embracing both staff and students in the process."