



BEYONDSCALE

BeyondScale is seeking to create a pan-European community of practice that will share and document emerging good practices, based on the outcomes of the individual and collaborative activities of the participants.

BeyondScale utilises the **HEInnovate** self-assessment platform to drive entrepreneurial and innovative change.

HEInnovate

HEInnovate is a self-assessment tool by the European Commission and the OECD for higher education institutions to explore their innovative potential.

HEInnovate diagnoses areas of strengths and weaknesses, opens up discussion on respective topics. HEInnovate covers eight areas for self-assessment.



Co-funded by the
Erasmus+ Programme
of the European Union



Value Proposition Workshop



Dimension: Digital Transformation and Capability

Organiser: FH Campus Wien

Date: 8th of March, 2021
9th of March, 2021

Inbound activity:

Digital competences in transition

Purpose:

University Level - It is planned to make a blueprint of the activities and measures for the strategic field "Digital Transformation and Social Change" of FH Campus Wien strategy 2020-25.

Program Level - The activity will foster the transformation of curricula and teaching and learning regarding digitalisation. The objective of the workshop was to reflect on the dimensions of the digital transformation of a study program.

In this issue:

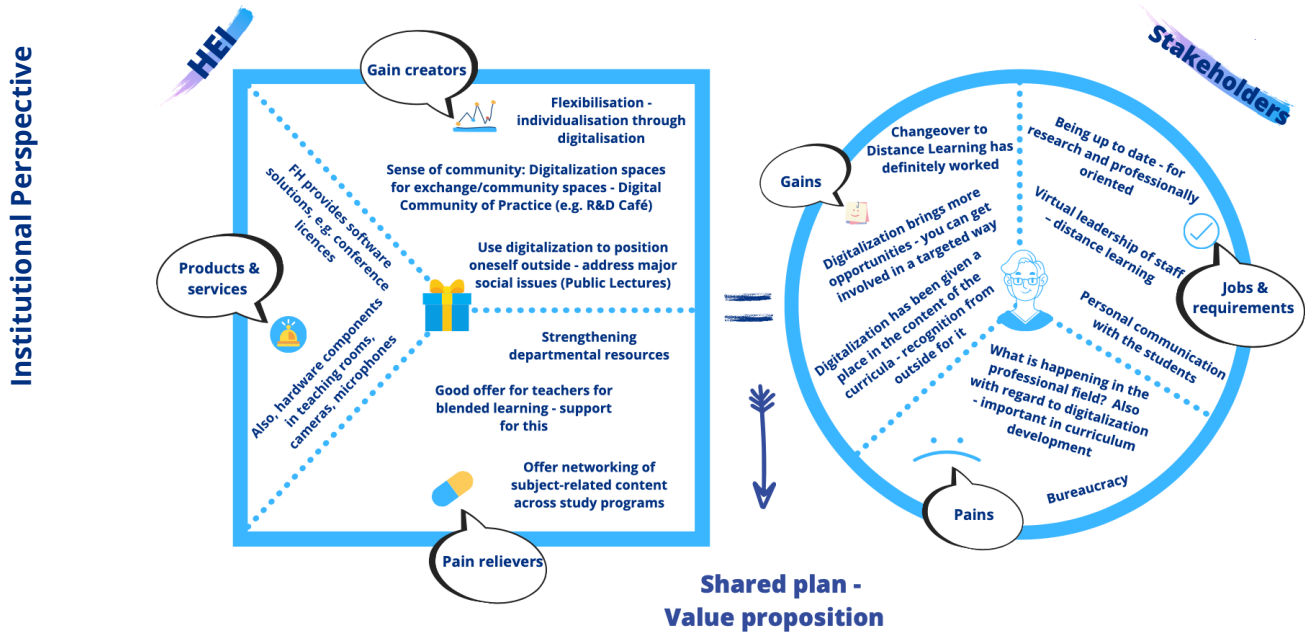
Value Proposition Workshops by
FH Campus Wien



- Participants were selected based on whether they were involved in the HEInnovate activity in 2018
- Following stakeholders were identified: University Management, Heads of Departments, Heads of Study program, Heads of Service Units, selected lecturers, in total 25 participants

HEInnovate Value Proposition Canvas

Dimension: Digital Transformation & Capabilities



BeyondScale



Main workshop outcome institutional level:

- Increased flexibilization through digitalization can facilitate individualization – instead of standardization.
- Managers should exemplify the digital transformation in all facets.
- Digital spaces for (informal) exchanges facilitate community building - e.g. R&D Café.
- User-centric digitalization solutions can create value: e.g. Zoom meetings are easy to set up and people are motivated by this.
- Flexibility through time and space independence.
- Through hybrid models for events FH Campus Wien can position itself externally – i.e. FH Campus Wien can demonstrate that it can deal with major social issues (e.g. public lectures - make content available to the public).
- Digital short formats can help in positioning FH Campus Wien (e.g. Snip- Its, like Moodle appetizers).

Main workshop outcome program level:

- Support for digital teaching.
- Networking of teachers from similar subject areas can be facilitated.
- Multidisciplinary understanding of digital teaching. Clearly, there is a different view on digital teaching between social and technical studies.
- Consider a currency for workload for the lecturers (ECTS determines the workload for students).
- A lecturing certificate that demonstrates digital literacy in teaching.
- A closer look at the motivation of external lecturers can shed light on the incentive to digitally transform.

Overall Experience:

It was positive to have a solid framework (the value proposition canvas) for the workshop, splitted into six blocks (jobs/requirements, pains, gains, products & services, gain creators and pain relievers). Furthermore, the workshop was moderated and documented separately by two persons, which can be very much recommended.



[Subscribe](#)



[BeyondScale EU](#)



Instituto Politécnico de Viana do Castelo



UNIVERSIDADE NOVA DE LISBOA

