



## **Crowd-sourcing a university strategy**

This exemplar is relevant to Digital Student challenge:

***Take a strategic, whole-institution approach to developing the student digital experience***

At Liverpool Hope University, cloud technologies were used to support the creation of a new Learning, Teaching and Enhancement strategy. The aim was to conduct a 'University Conversation' about learning and teaching that would engage all stakeholders and not just a representative or expert few. As in many institutions, learning innovation and discussions about it typically took place in local 'micro-cultures', cut off from institutional quality processes and hidden from other teaching staff. Additionally at Liverpool Hope, the lack of a central learning development team made it especially difficult for student learning experiences and needs to be addressed centrally. The use of cloud computing to promote multiple conversations – local but linked – was an innovative way out of this dilemma.

The initial phase of the Conversation (Discussion 1) involved both live and cloud-based conversations among 24 groups of academic staff. Over 20,000 words were contributed in this phase. Qualitative data analysis yielded a number of themes and associated statements. Academic staff (Discussion 2) and students (Discussion 3) then engaged with the themes and statements via a network of documents on GoogleDrive. The [final strategy](#) signed off by the Learning and Teaching Committee had been authored by over 200 academic staff and had direct input from over 300 students.

### **How does this meet the challenge?**

- GoogleDocs and GoogleDrive are familiar from use of Office (and similar) documents and basic file management.
- GoogleDocs became a platform for staff and students to reflect in public on their learning and teaching experiences.
- The capacity for multiple conversations meant that the richness and nuance of the local 'micro-cultures' of innovation were captured and could be linked with wider discussions about strategy and quality.

### **Find out more**

- [LHU Learning, Teaching and Enhancement strategy](#)
- [Paper on 'A University Conversation'](#) in JLDHE (author Nicholas Almond, 2014)

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