

ECDL Foundation

Enabling proficient use of ICT to empower individuals, organisations, and society.

Digital Literacy: Global Standards in the Workforce



Lisa Boyle
ICDL US Partner - California

Today's Presentation

- ✓ Literacy V Digital Literacy
- ✓ Word on the Street
- ✓ Importance of Digital Literacy and Certification in the Workforce
 - Who is using ICDL
 - ICDL in the USA
- ✓ How ICDL works



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Literacy



Digital Literacy

www.icdlus.org



Definition of Digital Literacy

- ✓ Information and Communications Technologies (ICT)
- ✓ **1. *ICT literacy is using digital technology, communications tools, and/or networks to access, manage, integrate, evaluate, and create information in order to function in a knowledge society.***
(Educational Testing Service (ETS) (2002). Digital Transformation - A Framework for ICT Literacy. Princeton, NJ, Educational Testing Service.)
- ✓ **2. *Digital literacy can be defined as “...the ability to use digital technology, communications tools, and/or networks to access, manage, integrate, evaluate, and create information in order to function in a knowledge society”*** (Lemke, Cheryl. (2003). Standards for a modern world: preparing student for their future.
- ✓ Learning and Leading with Technology 31(1)



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Typical Reaction???



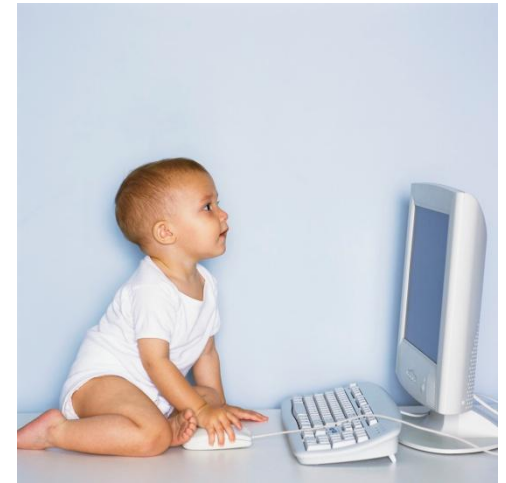


Word on the Street

- ✓ The California Government
- ✓ MPICT – Educators
- ✓ Industry

Word on the Street: California Government

- ✓ **Strategy 5: Promote digital literacy in California.**
 - Identify opportunities for, and develop partnerships with stakeholders to expand digital literacy.
- ✓ Strategy 7: Ensure a strong workforce for the future of IT in state government.
- ✓ 2010 Accomplishments:
 - In support of digital literacy, the Technology Agency has published several videos in which leading Californians describe the importance of digital literacy and what it means to them.





Word on the Street: California Digital Literacy Mandate

- ✓ **#1 Bonnie Reiss, Secretary of Education, State of California**
California is already a leader in digital literacy and wants to stay that way. To do that it needs a digitally literate citizenry.
- ✓ **#2 Sunne Wright McPeak, President and CEO, California Emerging Technology Fund**
Digital literacy is the ability to access, manage, integrate, create and communicate information using a computer and be Internet enabled.
- ✓ **#5 Phil Bond, President, Techamerica**
Digital literacy is a **foundational layer for a 21st century economy**. It takes 21st century employees to add value to a 21st century company.
- ✓ **#6 Brenda Kempster, Executive Director, LINK AMERICAS Foundation**
Digital literacy is being **recognized internationally** as fundamental to problem-solving and everyday living in the modern world.
- ✓ **#9 Michael Peevey, President, California Public Utilities Commission**
In order **to be competitive**, California needs a digitally literate workforce and that means investing aggressively in education and training.

Source: <http://www.literacy20.com/2010/11/digital-literacy-a-california-mandate/>



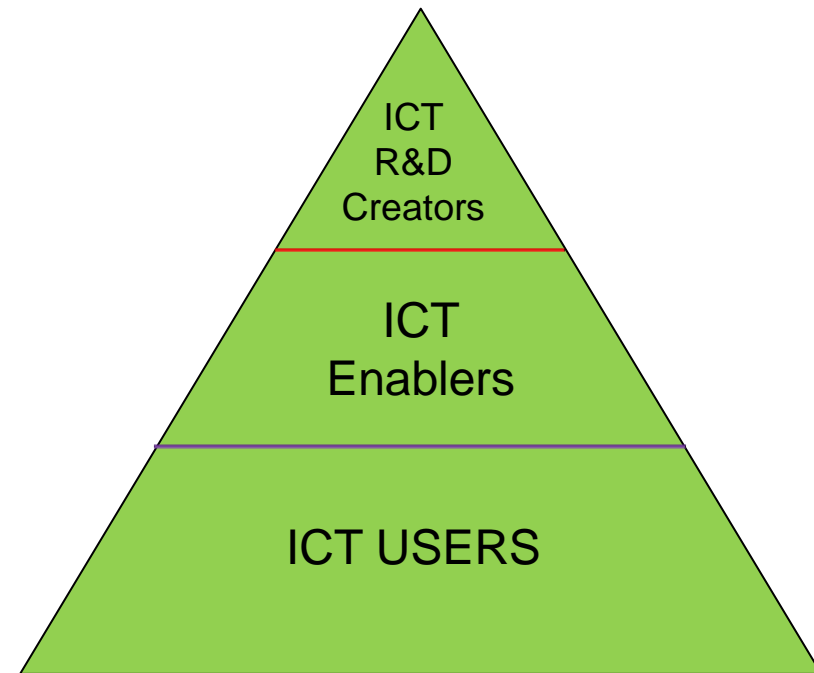
Word on the Street: Educators

- ✓ MPICT released an extensive 2010 ICT Industry and Workforce study for California.
- ✓ The ICT workforce, spans organizations of all sizes, kinds and industries.
- ✓ ICT industries, and employment , are strategically important parts of California and U.S. economies that are faring well and have strong future prospects .

Source: http://www.mpict.org/newsletters/q310/article_phase2_california_ict_study_released.html

Word on the Street: Educators ICT Framework

- ✓ Today, **everyone should be an ICT User.**
- ✓ Everyone needs to be able to work with computers and basic computer applications.
- ✓ Everyone needs to be able to access and use the Internet – safely and productively.
- ✓ This is the base level of the pyramid.





Word on the Street: Where ICT Users work

- ✓ ICT is not limited to ICT industries.
- ✓ Stock markets and financial services industries depend on ICT.
- ✓ The Biotech industry would not exist without ICT. ICT is increasingly built into manufacturing processes.
- ✓ Government increasingly uses ICT to deliver government services.
- ✓ There is a large push now to improve efficiencies of healthcare industries by integrating ICT into its processes: Healthcare IT
- ✓ **ICT is everywhere.**





Word on the Street: Industry

- ✓ **“Lack of computer skills foils many job-seekers”**
- ✓ Technology economy proves a barrier for older, less-educated applicants
(source: An msnbc.com-NBC News special report Alex Johnson is a reporter for msnbc.com.)
- ✓ **“Todays jobs require computer skills.”**
- ✓ Employers are saying it, and job seekers are quickly figuring it out.
- ✓ So.... what can we do?
- ✓ How can we become Digitally Literate?



Digitally Literate employees add value to organizations

- ✓ Increase the overall efficiency and productivity
- ✓ Employees confidence and job satisfaction are increased
- ✓ Unnecessary time and money wasted through incompetence is eliminated





The Business Gain

Cost of solving OFFICE difficulties for each employee		
	Dollar per week	Dollar per year
WORD PROCESSING	11.27	586.38
SPREADSHEETS	15.87	825.02
PRESENTATIONS	14.01	729.25
DATABASES	34.45	1792.99

ROI Studies

- ✓ Cap Gemini Study – Almost 3 hours per week solving their own or other peoples' IT problems
- ✓ NHS Study – 38 minutes per person per day in productivity gains post ICDL certification
- ✓ EITS Study – cost of ICDL recouped in around 5 months due to productivity gains
- ✓ Cost of Ignorance Study - \$3,499 per annum ROI

Global Reach of ICDL



Recent Statistics

11,344,000 ECDL / ICDL Candidates
41 languages
148 countries
24,000 test centres
45 million tests taken

[Click here for latest candidate registration figures](#)

Last updated 5th March 2011 with candidate registrations to end Feb 2011



Who is using ICDL in Industry

Irish Life Insurance	Delta Corp.	DHL	IBM	Rank Xerox	Renault
Ricoh	Volvo	DTS IVW	A.S Insurance	Ericsson	IKEA
Unibank	Citibank	Dunlop	KPMG	Bank of Ireland	Exxon
HSBC	TetraPak	Laiki Bank	Scottish Power	Phillips	LM
Credit Lyonnais	3M	SAS	Bank of England	Lloyds TSB	Sharp
Proctor & Gamble	Rolls Royce	Bank of Cyprus	Eurolife Insurance	Banque of France	Fujitsu Siemens
Hellenic Bank	Allied Irish Bank	Ernst & Young	Levi's	Motorola	Shell
HF	Electrolux	Lever	SEB	Belgacom	Gateway
Siemens Business Services	Siemens	Belgian Bankers Association	General Electric	Nokia	Virgin Mobile
Business Services	BG Bank	Generali Insurance	Nortel	Siemens-Nixdorf	BMW
Guinness (Diageo)	Northern Telecom	South African Bank Reserve	Boston City Campus	Factor	Hansa
AB Stockholm	Opel	Statoil	Motor Vehicle	BNP	Parisian Bank
Telenor	Henkel	Pfizer	BP	Shell	NTT Data

ICDL in the USA

- ✓ ICDL US.org
- ✓ 56 Test Centers
- ✓ Pilot States: Ohio, Pennsylvania, New York & California
- ✓ 40,000 Certified

Case Studies

- ✓ United Nations, New York
- ✓ Trumbull Business College, Ohio
- ✓ Pennsylvania State Correctional Institutions (SCI)

ICDL in the USA

United Nations Secretariat

“ICDL was chosen in NY because it had already been proven in UNOG (Geneva) so we took advantage of their experience. In UNOG, they selected ICDL because of its international validity, its wide use and recognition across Europe and the underlying not-for-profit objective of the ECDL compared to other commercial certifications.”

Christian Gottlicher, Office of Human Resources
Management, UN New York



ICDL in the USA

United Nations (UN)

- ✓ The Secretariat—International staff working in duty stations around the world carrying out the day to day work of the organization
- ✓ ICDL not currently mandatory but recommended
- ✓ Plan to use ICDL as a standard when publishing vacancies
- ✓ Tests are in English—official language of the UN
- ✓ Program is five half days for Start Certificate,
- ✓ Combination of instruction and online courses
- ✓ Plan a ROI study for 2011

ICDL in the USA

Trumbull Business college – Ohio

- ✓ Delivering ICDL since 2007
- ✓ ICDL taken via Introduction to Computers—3 credit hours
- ✓ 5 of the 7 associate programs offered by Trumbull can only be accessed after the student has passed their ICDL
- ✓ Cost of program rolled into students tuition fees
- ✓ 80% of students funding comes from some form of state funding
- ✓ Trumbull college enrolls 50-60 students per quarter. 425 total
- ✓ College has 'transfer of credits' agreement with DeVry University
- ✓ Online course offering to grow from 12 to 100 in 2011

ICDL in the USA

Pennsylvania Department of Corrections

“... in many of the other programs there was a lack of international acknowledgement, employer endorsement, a limited syllabus or they did not meet the requirement for online access.ICDL certificate was seen as a valuable document for inmates to be able to present to potential employers once released.” Richard Lepley, Curriculum Coordinator for PSI



ICDL in USA

- ✓ Pilot started in SCI Mahanoy, 2006 with 42 prisoners
- ✓ Available in all Pennsylvania SCIs since 2007—26 facilities
- ✓ 3 ,000 inmates certified to date
- ✓ Inmates meet with a career guidance officer
- ✓ Take GED before embarking on the program
- ✓ Integrated into Business Education program
- ✓ Funded centrally by the DOC



ICDL in USA

Implementation

- ✓ ECDL Foundation puts files on transfer server—test streams downloaded by prison
- ✓ Strict security means manual ‘correcting’ is necessary
- ✓ Inmates certified on ‘Start’ – 4 modules: Spreadsheets, Databases, Presentation Skills, Word Processing
- ✓ 75-150 hour training program taken over the course of 1 year



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Why ICDL Certification ?

- ✓ Offers a clear measure of the return on investment in training
- ✓ Defines the set of skills that employees need to be effective
- ✓ Provides a means to assess workforce skills and build a training plan
- ✓ Proves employees have the skills to carry out their work competently

ICDL Certification Modules

ICDL Certification

Module 1 - Concepts of Information and Communication
Technology (ICT)

Module 2 - Using the Computer and Managing Files

Module 3 - Word Processing

Module 4 - Spreadsheets

Module 5 - Using Databases

Module 6 - Presentation

Module 7 - Web Browsing and Communication



Digital Literacy

ICDL Certification Modules

ICDL Certification

Module 1 - Concepts of Information and Communication
Technology (ICT)

Module 2 - Using the Computer and Managing Files

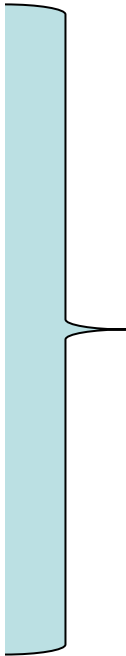
Module 3 - Word Processing

Module 4 - Spreadsheets

Module 5 - Using Databases

Module 6 - Presentation

Module 7 - Web Browsing and Communication



Digital
Competence

Online Access to Testing & Courseware

www.icdlus.org



The screenshot shows the ICDL US website homepage. At the top left is the ICDL US logo. To its right is a search bar with the text "Site Search: Enter search term" and a "Go" button. Below the logo and search bar is a navigation menu with links for "Home", "About ICDL US", "Case studies", "News", "Partners", and "Contact us". The main content area features three images: two children with American flags, a woman at a computer, and a woman at a laptop. Below the images are three columns of text. The first column is titled "Who we are?" and describes ICDL US as a not-for-profit initiative. The second column is titled "About the ICDL Program" and explains that ICDL is an international standard in end-user computer skills. The third column is titled "ICDL US Partners" and provides contact information for accredited partners. Below these columns are two more sections: "Current Candidates" with links to access tests and courseware, and "Current Activity" with a thank you message and a link to the ICDL Core Competencies syllabus.

 ICDL US

Site Search: Go

Home | About ICDL US | Case studies | News | Partners | Contact us

Who we are?

ICDL US is a not-for-profit initiative that delivers the ICDL certification programme throughout the United States. It is an initiative of ECDL Foundation, the international certifying authority of the leading computer skills certification programme – ICDL (known as ECDL in Europe).

The mission of ICDL US is to enable the proficient use of Information and Communication Technology (ICT) that empowers individuals, organisations and society, through the development, promotion, and delivery of a quality certification program. ICDL US also promotes the development and investment in digital literacy at state, national and international level. To date, over 9 million candidates have enrolled in ICDL programs.

[Find out more](#)

About the ICDL Program

ICDL (International Computer Driving License) is the international standard in end-user computer skills. It is a high-quality certification in the theoretical and practical use of computers and computer applications. It is designed and approved by academics and industry experts from around the world, and is supported by governments, informatics societies, international organisations and corporations globally. It is delivered in 148 countries, through 41 languages.

[Click here to find out more about the ICDL program.](#)

Current Candidates

[Click here to access ICDL Certification Tests](#)

[Click here to access ICDL Courseware](#)

ICDL US Partners

To contact an ICDL Accredited Partner in your region, please [click here](#); or call **1.877.574.0077**

[Click here to read more about ICDL US partners.](#)

Current Activity

Thank you for dropping by our booth at the conference.

 National Association of Workforce Boards

To find out more about the ICDL Core Competencies, view the [ICDL Syllabus here](#)



Automated Testing: Enlight

Welcome Linda

enlight

Start Page Users and Groups Reports Catalogue Knowledge Objectives

enlieb

- Customer 1
- Group 1
- Group 2
- Group 3
- Customer 2
- Customer 3
- Group001
- Group002
- grupp5
- Virtual Server 1
- User00121
- Virtual server Li
- VS Linda

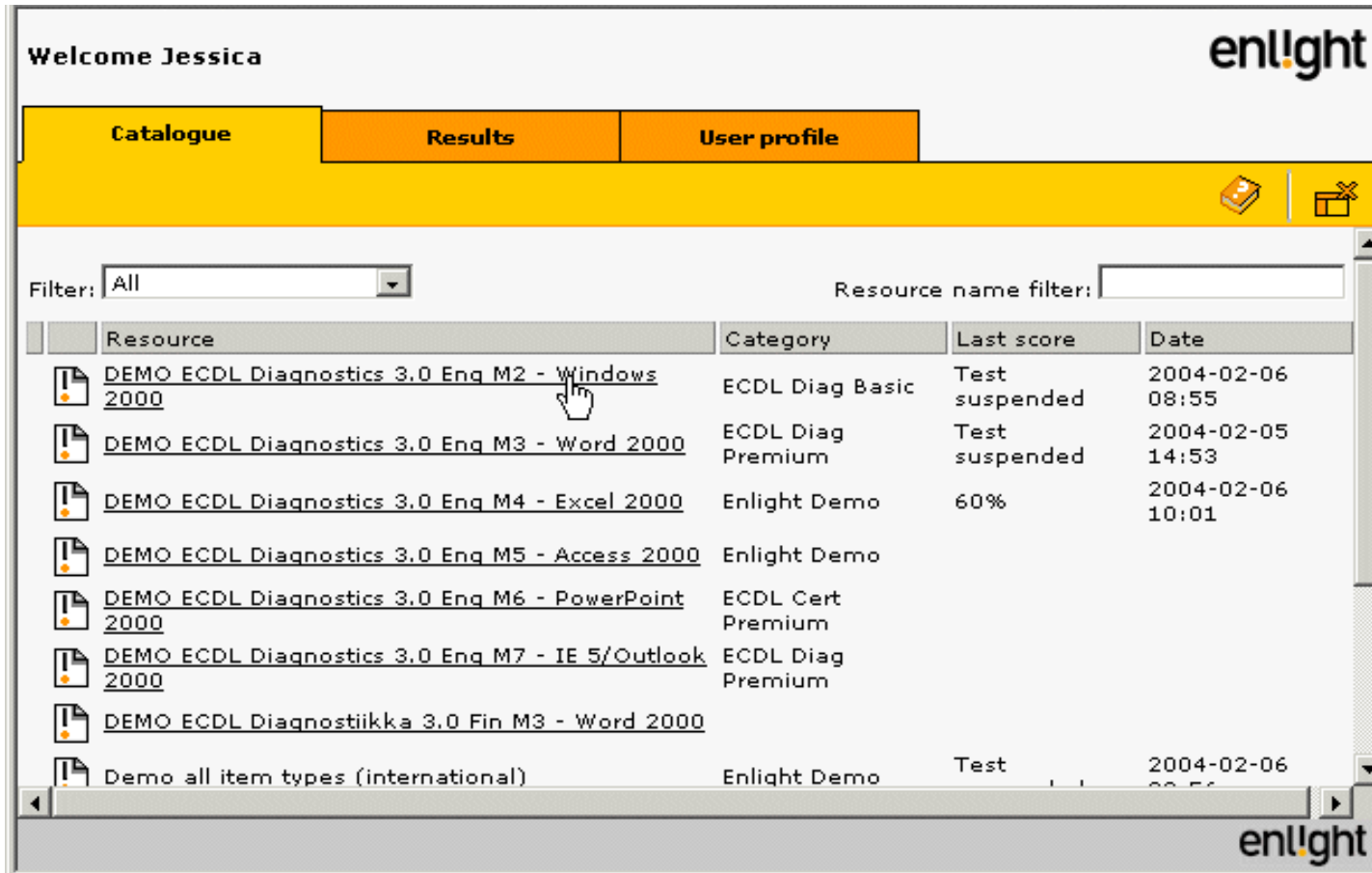
Customer 1

Members	Info	Assignments	Access	Roles	Limits
Customer/TC ID		Customer 1			
Organisational name		Enlight			
Description					
Created		2004-01-22 14:57			
Removed					
Modified		2004-01-22 14:57			
Restored					

Save Reset Contact information Set Pre-pay

enlight

Automated Testing: Enlight











Welcome Jessica

enlight

Catalogue Results User profile

Filter: All Resource name filter:

Resource	Category	Last score	Date
 DEMO ECDL Diagnostics 3.0 Eng M2 - Windows 2000	ECDL Diag Basic	Test suspended	2004-02-06 08:55
 DEMO ECDL Diagnostics 3.0 Eng M3 - Word 2000	ECDL Diag Premium	Test suspended	2004-02-05 14:53
 DEMO ECDL Diagnostics 3.0 Eng M4 - Excel 2000	Enlight Demo	60%	2004-02-06 10:01
 DEMO ECDL Diagnostics 3.0 Eng M5 - Access 2000	Enlight Demo		
 DEMO ECDL Diagnostics 3.0 Eng M6 - PowerPoint 2000	ECDL Cert Premium		
 DEMO ECDL Diagnostics 3.0 Eng M7 - IE 5/Outlook 2000	ECDL Diag Premium		
 DEMO ECDL Diagnostiikka 3.0 Fin M3 - Word 2000			
 Demo all item types (international)	Enlight Demo	Test	2004-02-06

enlight

Courseware: Element K

Course Complete: No

Completion Requirements: Topic Completion of 100% or a Course Assessment Score of 100%

Overview

Course Content

Title: ECDL/ICDL: Spreadsheets - Syllabus 5

Course Type: Self-paced Courses

Estimated Time of Completion: 3 hours 30 minutes

Language: English

Description:

You want to migrate your spreadsheet data to an electronic format. In this course, you will use Microsoft® Office Excel® 2007 to manage, edit, and print data. The target student is a professional whose goal it is to achieve ECDL certification. This training, which has been approved by the ECDL Foundation, includes exercise items intended to assist ECDL Candidates in their training for ECDL. These exercises are not ECDL certification tests. For information about authorised ECDL Test Centres in different national territories, please refer to the ECDL Foundation website at www.ecdl.com.

Objectives:

- In this course, you will create and edit basic Microsoft® Office Excel® 2007 worksheets and workbooks.

Hardware and Software Required:

- Browser Microsoft Internet Explorer 6 (or higher)
- Browser Mozilla Firefox 2 (or higher)
- Browser Apple Safari 2 (or higher)
- Operating System Microsoft Windows 2000, XP, or Vista
- Operating System Apple Mac OS X 10.4 (or higher)
- Processor Pentium III 1 GHz (or better)
- Processor Macintosh Intel-based or PowerPC G4 (or better)
- RAM 512 MB (1 GB or more recommended)
- Internet connection 256K (broadband recommended)
- Adobe Flash Player 8 (current version recommended)
- Adobe Reader 7 (or higher)
- Other requirements may apply to supplemental offline activities. Omitting these optional activities does not affect course completion.

 [Resume Course](#)

Titles in the ECDL/ICDL Syllabus Version 5.0 series:

Self-paced Courses

[ECDL/ICDL: Using the Computer and Managing Files - Syllabus 5](#)

[ECDL/ICDL: Word Processing - Syllabus 5](#)

[ECDL/ICDL: Presentation - Syllabus 5](#)

[ECDL/ICDL: Spreadsheets - Syllabus 5](#)

[ECDL/ICDL: Concepts of Information and Communication Technology \(ICT\) - Syllabus 5](#)

[ECDL/ICDL: Web Browsing and Communication - Syllabus 5](#)

[ECDL/ICDL: Using Databases - Syllabus 5](#)

Courseware

ECDL/ICDL: Spreadsheets - Syllabus 5 - Windows Internet Explorer
https://knowledge.elementk.com/catalog/Player.jsp?courseId=90449&topicId=342401&isPlo=false&courseName=RUNETCUyZKIDREwIM2EIMjBTcHJIYWRzaGVldHMIMjA1&url=JTmZWtY29udGVudCUy;



Course Map

Help Exit

Expand All | Collapse All

- Getting Started with Spreadsheets
 - Lesson Introduction
 - Explore the Excel Environment
 - Create a Basic Worksheet
 - Obtain Help
 - Customize the Spreadsheet Environment
 - Lesson Follow Up
- Performing Calculations in a Worksheet
- Modifying a Worksheet
- Formatting a Worksheet
- Presenting Data Using Charts
- Printing a Workbook

Getting Started with Spreadsheets



Lesson Objective

In this lesson, you will create a basic worksheet and customize the user interface using the Microsoft® Office Excel® 2007.

What's Covered

- Explore the Excel Environment
- Create a Basic Worksheet
- Obtain Help
- Customize the Spreadsheet Environment

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00:00 00:00 2 of 3

MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING


Courseware

ECDL/CDL: Spreadsheets - Syllabus 5 - Windows Internet Explorer

https://knowledge.elementk.com/catalog/Player.jsp?courseId=90449&topicId=342401&isPlo=false&courseName=RUNETCuYzkIDREwIM2EIMjBTcHUIYWRzaGVldHMIMjAtJTlwU3lsbGFidXMIMjA1&url=JTJmZWtY29udGVudCUy.

Course Map

Explore the Excel Environment
Microsoft Office Excel 2007



Expand All | Collapse All

- ⊖ Getting Started with Spreadsheets
 - ☑ Lesson Introduction
 - ☑ Explore the Excel Environment
 - ⊖ Create a Basic Worksheet
 - ⊖ Obtain Help
 - ⊖ Customize the Spreadsheet Environment
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- ⊖ Performing Calculations in a Worksheet
- ⊖ Modifying a Worksheet
- ⊖ Formatting a Worksheet
- ⊖ Presenting Data Using Charts
- ⊖ Printing a Workbook

calculations.xlsx - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Design

Clipboard Font Alignment Number Styles

Insert Delete Format Cells Sort & Find & Filter Select Editing

D12 =D7+D8+D9+D10

Column 1	Column 2	Column 3
Employee ID	January	February
1234	110.25	175.65
2345	200.75	210.63
3456	210.34	185.11
4567	220.15	195.37
Monthly Totals	741.49	766.76

Bar chart showing data for Employee IDs 1234, 2345, 3456, 4567, Monthly Totals, and Monthly Average.

Sheet1 Sheet2 Sheet3

Ready Num Lock 100%

00:14 00:25 3 of 10

Done Internet | Protected Mode: On 100%

When you go home....

ICDL US

- ✓ Syllabus available on ICDL US website
- ✓ Access to online certification tests, diagnostic tests and courseware via www.icdlus.org
- ✓ Demo tests available

- ✓ *Contact Lisa Boyle:*
 - ✓ lisa@ceolii.com
 - ✓ 707 636 4857