

# Digital Citizenship: Strategy and Planning



*Creating responsible digital citizens*

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## Highlights

- Increase educator confidence in the use of digital media
  - Enhance digital citizenship literacy district-wide
  - Prepare digital natives to be positive citizens
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The virtual world is within our reach, global connections are a regular occurrence, and this is having a profound impact on the staff and students in our schools. Access to the internet and social media tools can support rich learning, provide authentic feedback for students and have a positive impact on the learning environment.

Of course, there is a flip side to the possibilities of this global reach and educators are reminded of it regularly. It seems like hardly a day goes by without a story in the media about the “dangers” of the internet – cyberbullying, inappropriate materials (either observed or posted by students), privacy concerns, and “internet predators”, to name a few. Parents are understandably concerned about these issues, and rightly assume that school and school districts are protecting their children in this new reality.

Digital Citizenship is listed as a priority in most school districts, but it is often at the lower end of the “to do” list in many jurisdictions. Districts struggle with who should own this responsibility, who should teach it, what should be taught, and whether this is a curriculum issue or one of culture within our schools – or both. There are varied levels of understanding by all levels of the education system about how to approach Digital Citizenship, and how to implement a systemic strategy which supports all learners and educators.

There are many dimensions to be considered in the realm of Digital Citizenship, including district and school policies, availability of resources to implement a strategy, effective staff training, and working with students on a clear understanding of their role as literate learners in the digital age.

## Putting it all together

IBM K-12 can support your district in all areas of design and implementation of a comprehensive Digital Citizenship strategy. Our consultants will work with senior administration to design



the appropriate policy; with principals, district consultants and other leaders to build their understanding and knowledge related to digital citizenship; and with teachers to create a culture that nurtures responsible digital citizens. This is all to support and protect students, the digital natives in a world that is constantly redefining itself.

## Solution Offering

Districts may choose any of these services, depending on their own needs. In a typical engagement, the IBM K-12 education consultant would start the process by defining the district's needs with the senior team, and would then branch their focused efforts to work with senior administration, division staff, school-based leadership and/or teachers. Specific areas of a Digital Citizenship engagement could include:

- Assessment or audit of the current status of Digital Citizenship in the division
- Policy development / refinement with alignment and linkages to current priorities
- Implementation planning
- Curriculum development / support
- Creation / co-creation / delivery of professional learning for leaders
- Creation / co-creation / delivery of professional learning for teachers and other staff
- Assessment of impact of Digital Citizenship program

Professional learning components could be face to face, webinars, online modules, blended learning models or any combination of the above depending on division preferences and needs.

**Typical Length of Engagement** 2 to 12 weeks

## Why IBM?

IBM K-12 Education Consultants have years of experience with the education sector and bring the knowledge of best practice in Digital Citizenship, plus effective implementation and monitoring strategies, to the table. Our consultants are educators, and have a variety of education backgrounds, including the roles of teacher, principal and superintendent. Whatever level of support is needed for your district, it can be met by our teaching and learning team.

## For more information

To learn more about IBM K-12 **Digital Citizenship** services, please contact your IBM Marketing Representative or for information on all the IBM K-12 Professional Services, visit:

<https://www.ibm.com/industries/education/canada-k-12-service-briefs>



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