Development of Multimedia online course on digital skills for women and girls (ITU RI CIS2)

https://iktlab.edu.az/

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ICT LAB® APPLYING AND TRAINING CENTER

About project

- Development of Multimedia online course on digital skills for women and girls

- Project duration: August – December 2020

Project primary goals

- Development of online training platform: **https://iktlab.edu.az/**

- Development of multimedia online course on digital skills: **2 courses / 16 modules**

- Train persons: **initially 50 females** will participate in trainings with providing feedback

Project future goals

- Increase the number of courses and add IT professional courses like programming

- Provide class-based trainings in regions through 18 branches of ICT LAB

Rational of the project
Statistical analyze of the situation

- Only **32% is women** of total workers in ICT sector

- Women in ICT sector mostly work as non-ICT specialists

- Only **12%** of female students study in **STEM disciplines**

- Digital divide among country regions and genders:

  - All regions have only **54%** (excluding Baku with 46%) of all **any types of computers** in the country whereas the distribution for **rural areas are 23.8%**

  - Internet access problem: the main reasons of internet unavailability are **insufficient finance to buy computer (40.3%)** and **lack of skills (23.1%)**.

  - Limited female ICT education in regions happens because of **language barrier.** People has difficulties to use foreign language resources. Unfortunately, online resources for digital skills development in Azeri language are limited.

Workplan

	Activity Description	Responsible Party(ies)
1	**Define requirements and prepare job descriptions for the development of the multimedia online course**	ITU and Ministry/ Training Center
	Recruit experts to develop multimedia online course	ITU and Ministry/ Training Center
2	**Develop multimedia courses and e-learning platform.**	Ministry/ Training Center
	Deploy the course on the e-learning platform.	Ministry/Training Center
3	**Delivery of training course and collect user feedback**	Ministry/ Training Center
	Outreach and promotion	ITU and Ministry/ Training Center

Project implementation and results

Online training platform

- ✓ **E-learning platform developed based on international experience: Done!** **https://iktlab.edu.az/**

- ✓ **User profile, feedback and certification modules integrated – Done!**

Multimedia courses

- ✓ **Digital skills – Done!**

- ✓ **Digital business and marketing skills - Ongoing**

- ✓ **Cyber security – Planned in 2021 (out of project scope)**

- ✓ **Programming and coding - Planned in 2022 (out of project scope)**

Training program / modules

Digital skills	Digital business and marketing
Course modules	Course modules
1. Work with computers 2. Access information online 3. Communicate online 4. Participate safely and responsibly online 5. Create digital content 6. Collaborate and manage content digitally	1. First online business steps 2. Online business strategy 3. Build online shop 4. How use social media 5. Search technologies for business 6. Get noticed locally 7. Get started with analytics 8. Mobile Technologies
This course mostly based on Microsoft technologies, though it generally describes digital and internet technologies for daily life and business and skills to use them	This course mostly based on Google and social media platforms and technologies. it gives fundamental knowledge and skills how to use digital marketing tools for business development

Project implementation and results

Trainings

✓ **E-Learning portal are published and open for users. We will collect first feedback by the end December**

✓ **We have already provided real trainings (Online due to the Covid19) based on the multimedia course and 50 females participated in the trainings**

Project implementation and results

Promotion

✓ **Press realizes in daily media**

✓ **Presentations in female dedicated tech events**

✓ **Campaign in social media**

✓ **Information sharing through female organizations and platforms**

Project goals in 2021 by numbers

1000 Unique users

4 courses

30 modules
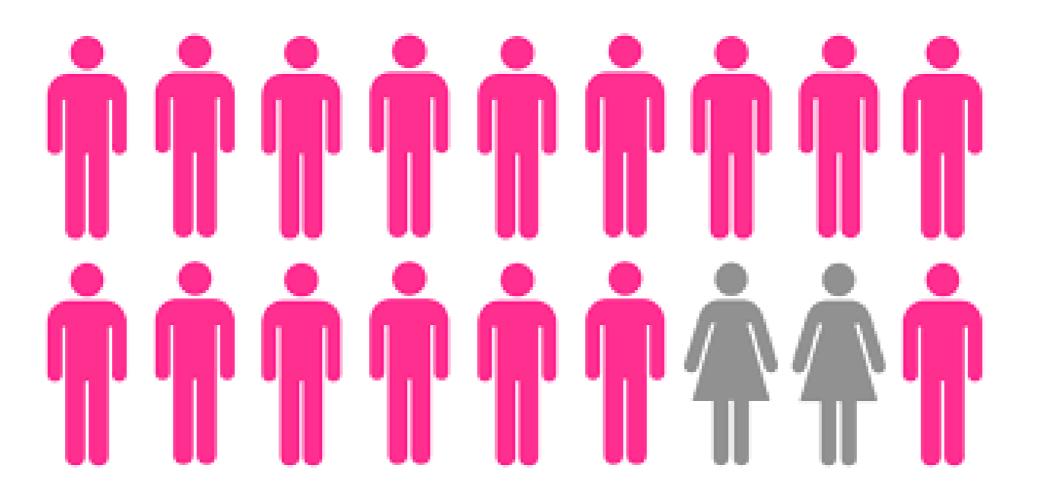
18 regions Class base regional trainings

10 events

Main result of the project

✓ **Decrease gender digital divide and improve digital skills of females**

✓ **Increase access to the digital skills course materials in Azeri language**

✓ **Increase the interest of female to ICT and digital business**

✓ **Increase acknowledge about gender digital divide**

Future view: The development of hybrid learning
Class base trainings + e-learning

Cooperation with ITU and future view

1. Good cooperation and collaboration with ITU CIS office

2. Future realization mechanism for Regional Initiatives

3. Continues support for digital skills in general and gender digital divide particularly

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Thanks for attention
https://iktlab.edu.az/

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