



2nd Annual Meeting

Manama, 16 September 2024

*Capacity and Digital Skills Development Division (CSD)
Telecommunication Development Bureau (BDT)
International Telecommunication Union*



Introduction

Susan Teltscher

Head, Capacity and Digital Skills Development Division

Manama, Bahrain, 16 September 2024





Agenda

1. Updates and achievements of the ATC programme to date
2. What's coming in 2025
3. Why are we here today?
(objectives of the meeting and expected outcomes)

ITU Capacity development and the role of the ATC programme

ITU/BDT core mandate:

Strengthen the capacity of policy makers in the field of ICT, in particular in developing countries

- WTDC-22 Kigali Action Plan
- PP-22 Final Acts

Cutting across all ITU areas of work

Identified by the ITU membership as priorities



The ATC programme is the ITU flagship programme to develop the capacity of ICT professionals worldwide

ITU Academy:

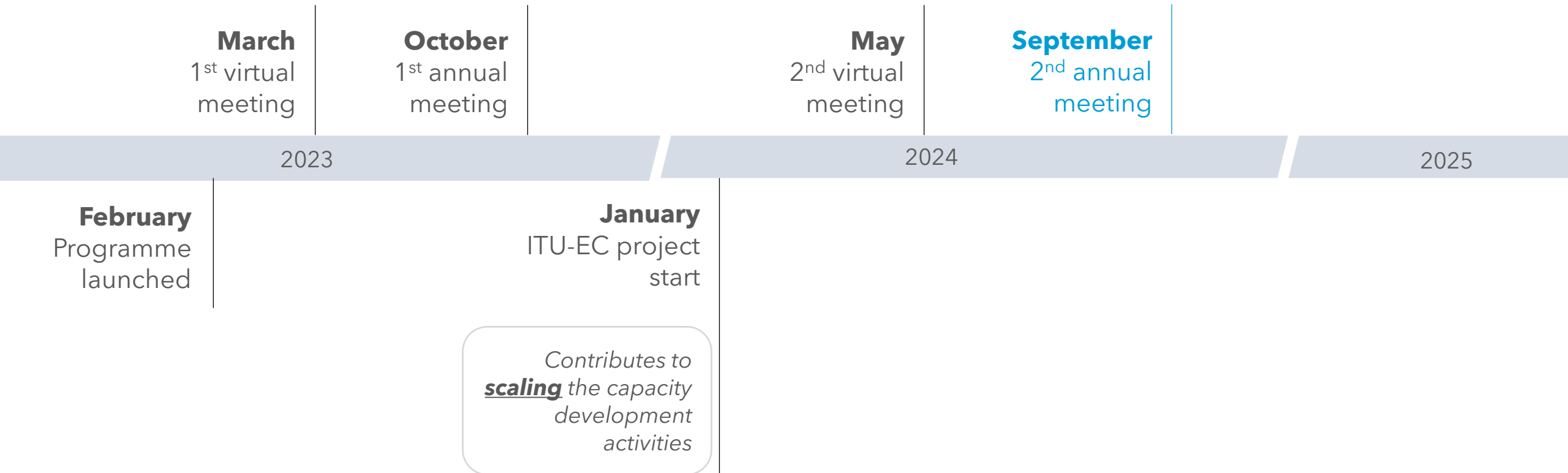
recognized as the main umbrella to harmonize all ITU capacity development and training activities

ATCs: core delivery partners

of ITU on capacity development

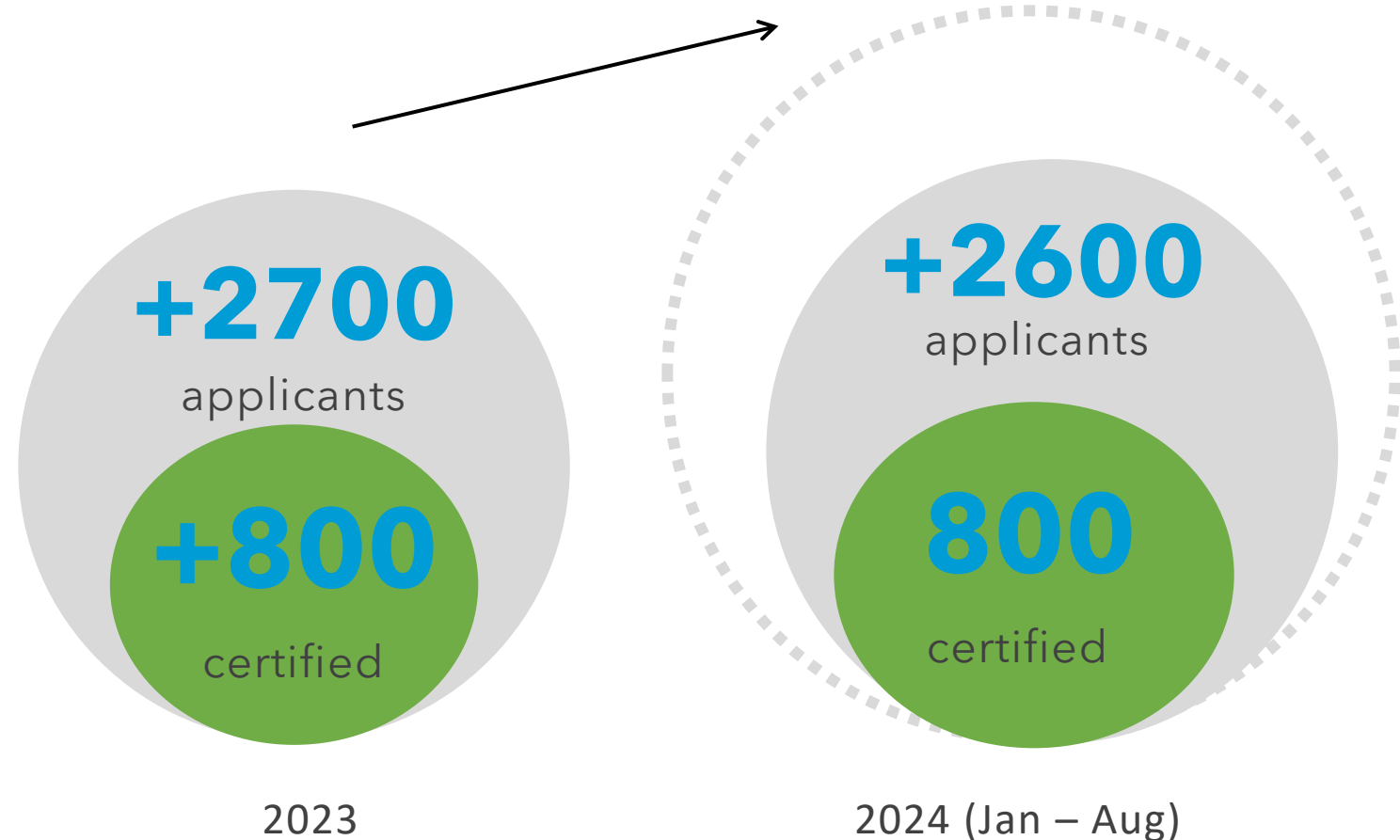
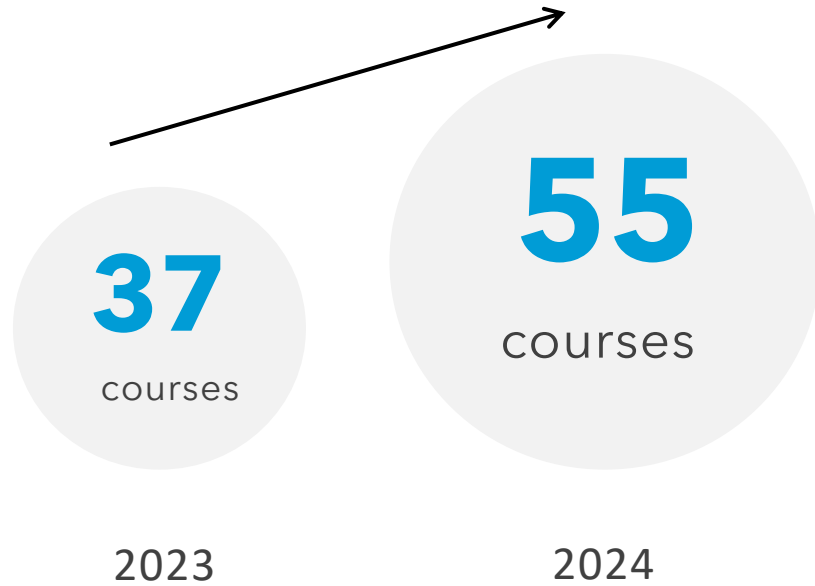
- Resolution 73, WTDC-22
- Strong integration with ITU/BDT operational work

The ATC programme to date



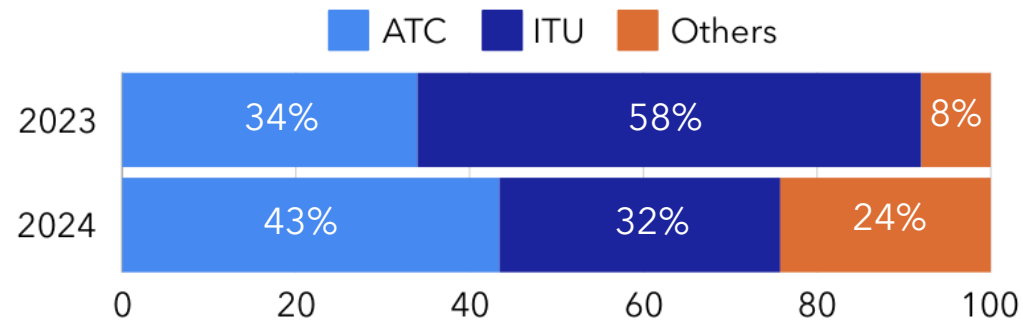
ATC programme implementation in numbers

2024 is the first **full** year of implementation with more courses and more participants.



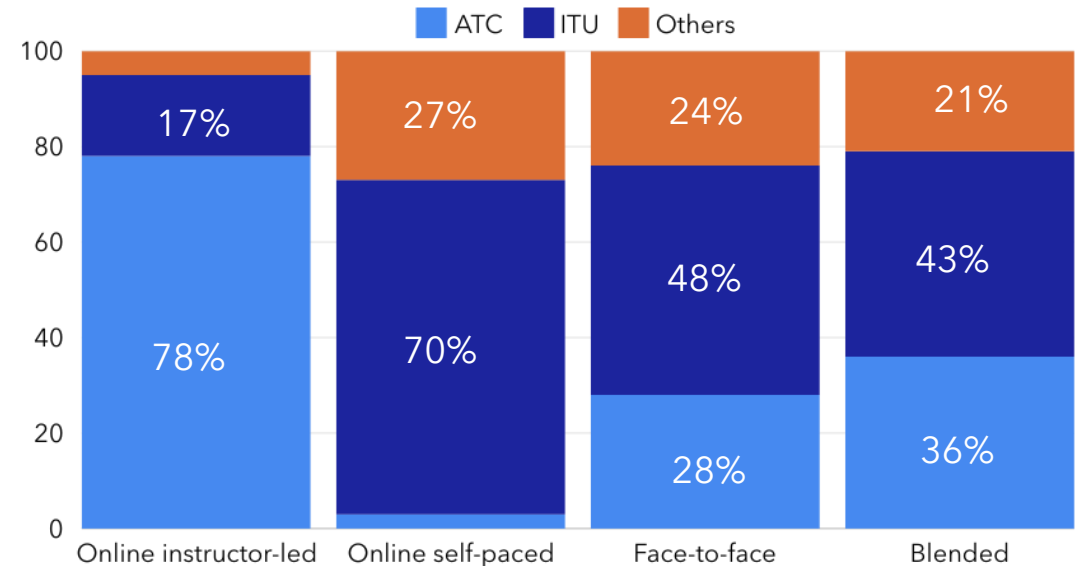
ATC programme in the context of the ITU Academy

Percentage of courses by organizer



The ATC programme's importance in the broader ITU Academy work has increased for its first full year of implementation to reach **43%**.

Percentage of courses by modality (2024)

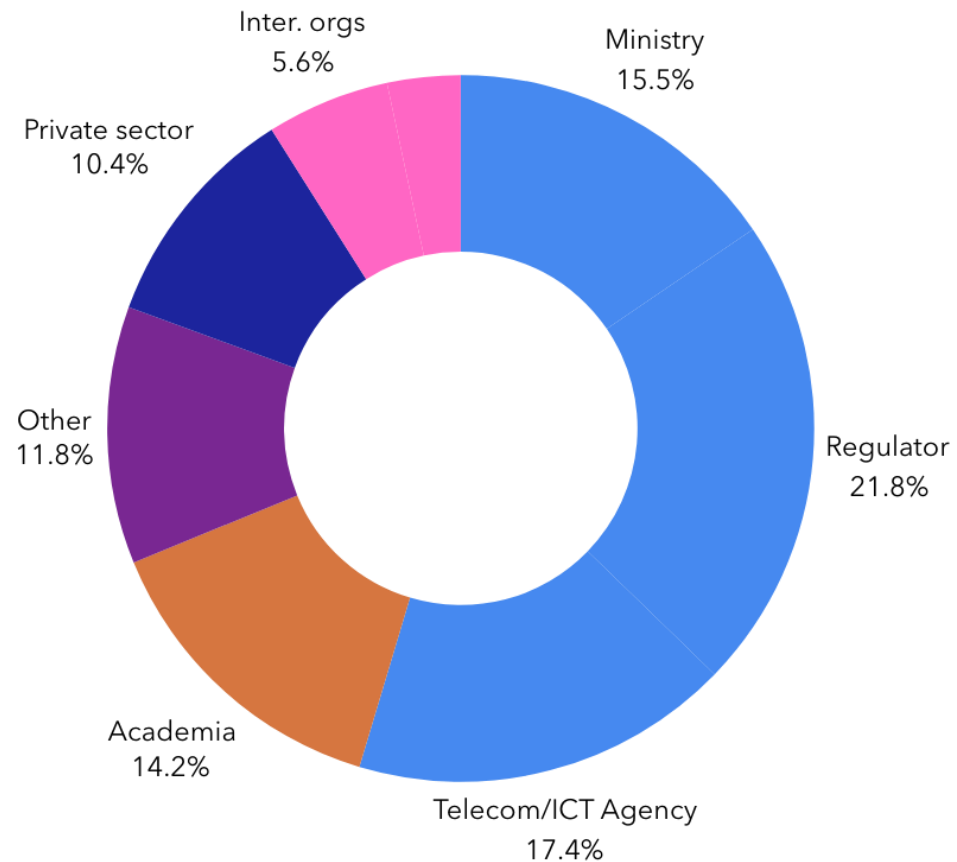


The ATC programme represents:

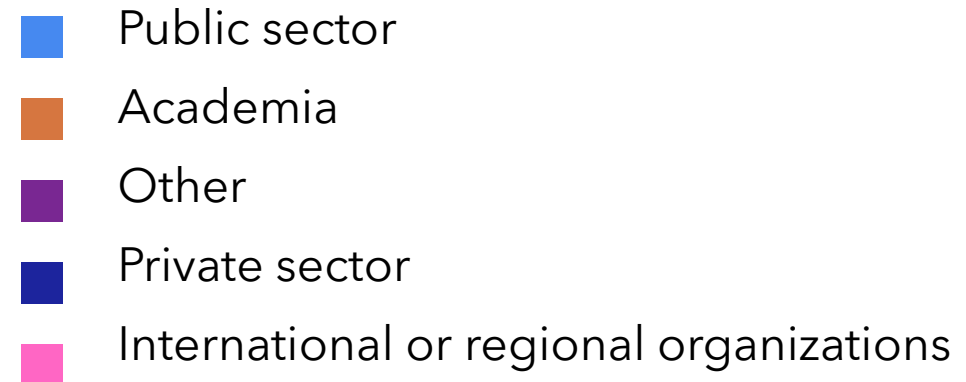
- **4 out of 5** online instructor-led courses
- around **1 out of 3** face-to-face or blended courses.

ATC programme implementation in numbers

Participants affiliation (2024)



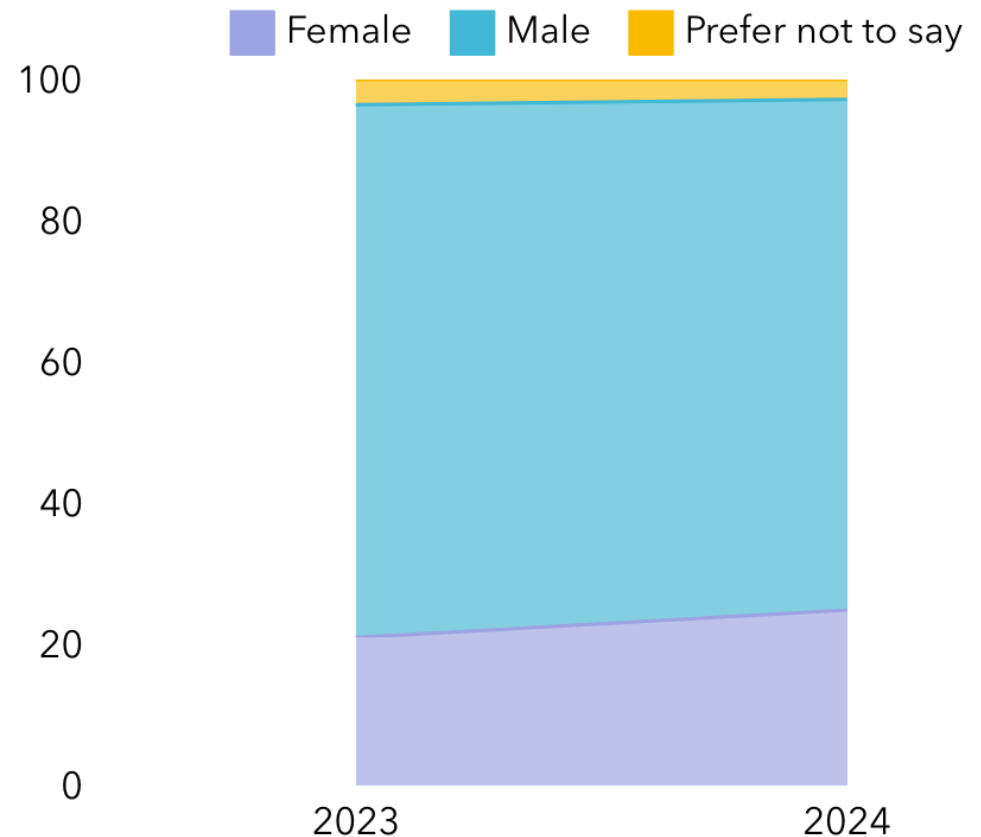
Participants are **mostly from the public sector**, the main target audience of the programme.



ATC programme implementation in numbers

Gender parity needs to be improved, it will be a focus of ITU Academy team in 2025.

Number of participants by gender (2024)

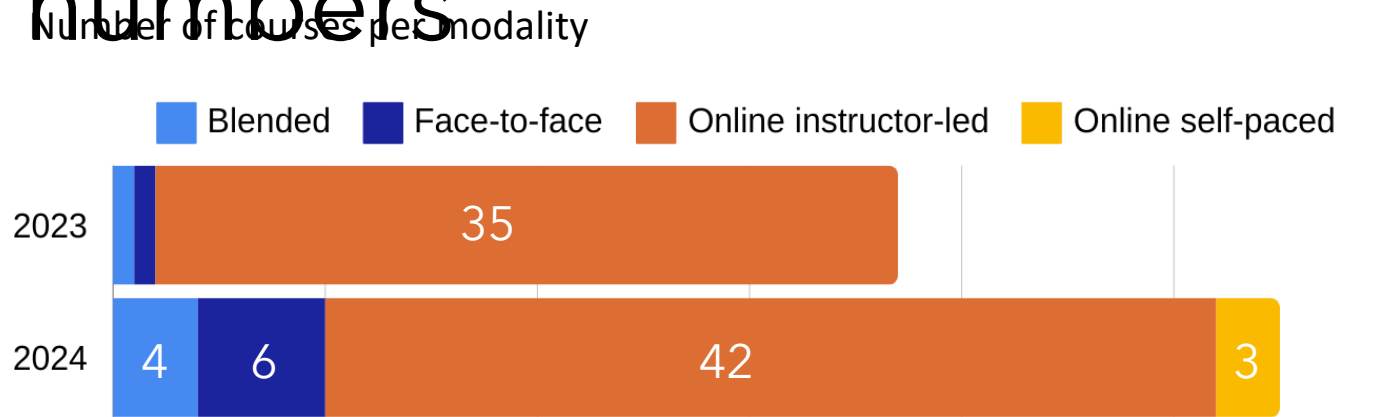


Our second year in numbers

Participants' country of origin (2024)

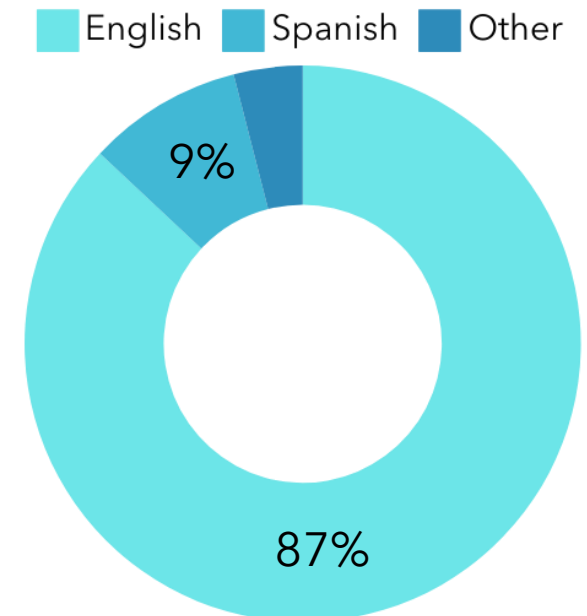


ATC programme implementation in numbers



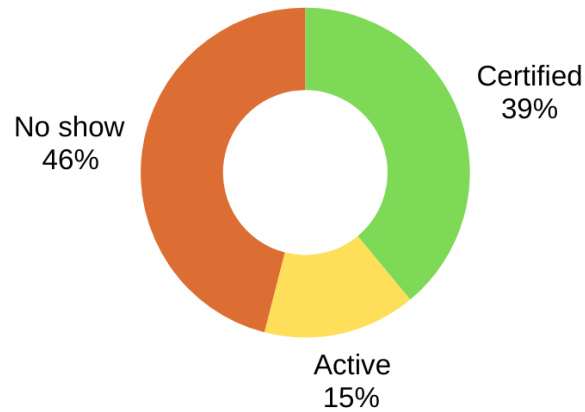
As per the programme structure, **most courses are online instructor-led.**

Courses are **mostly in English**, we encourage ATCs to run courses in other UN languages, especially through the ITU-EC project.

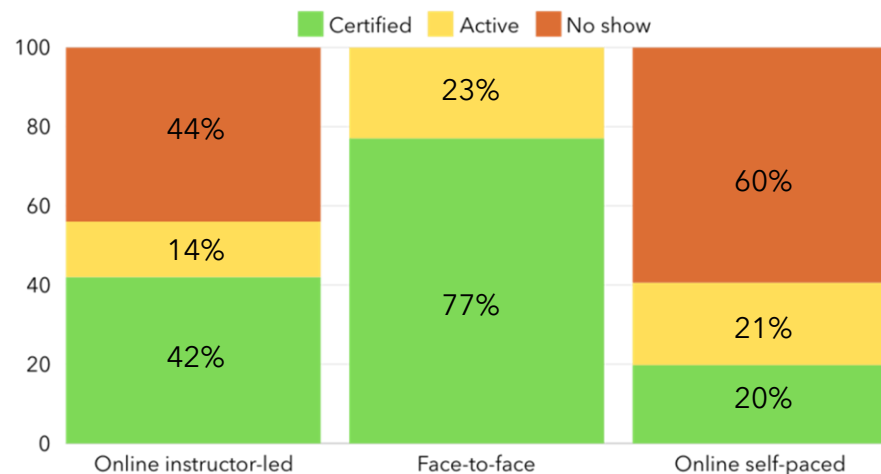


ATC programme implementation in numbers

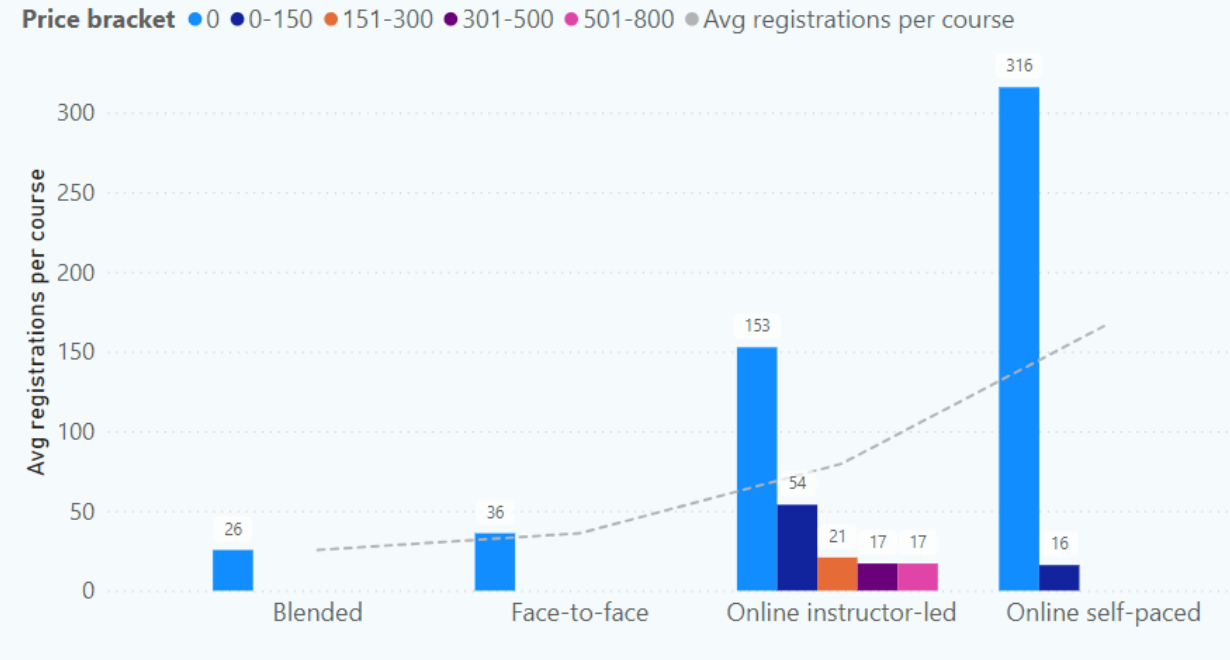
Percentage of participants who earned a certificate (2024)



Percentage of participants who earned a certificate by modality (2024)



Average number of registrations per course by course type and price



Overall, **certification rate is high** compared to industry standard and varies across modality, as expected.

The **average** number of participants per course is within our objectives: around 30 for face-to-face and 60 for online instructor-led courses.

What's coming in 2025



First full year of ITU-EC project implementation



One-on-one catch-ups with ATCs on 2024 evaluation results & feedback *(Jan 2025)*



Opening up for new Centres to join the ATC programme

- Up to a total of 16 centres
- Taking into consideration the training needs of the ITU membership

Objectives of this meeting

```
graph TD; A[Get to know each other (ATCs-ATCs, ATCs-ITU)] --> B[Strengthen collaboration]; B --> C[Share best practices and learn from each other]; C --> D[To provide a forum for discussion and inputs on the future direction of the programme]; D --> E[Ultimate goal: to ensure a strong and high-quality ITU capacity development programme that meets the expectations and needs of the ITU membership];
```

Get to know each other
(ATCs-ATCs, ATCs-ITU)

Strengthen
collaboration

Share best practices and
learn from each other

Ultimate goal: to ensure a strong and high-quality ITU capacity development programme that meets the expectations and needs of the ITU membership

To provide a forum for discussion and inputs on the future direction of the programme

**We hope you enjoy
this meeting!**

Project update:

Capacity development for digital transformation

Angel Draev

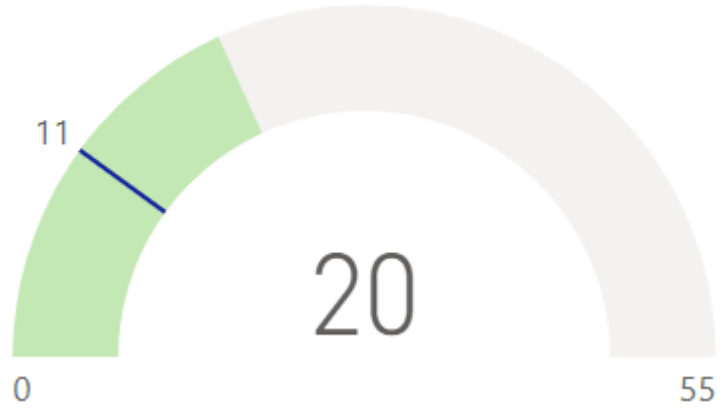
Manama, Bahrain, 16 September 2024

Project framework

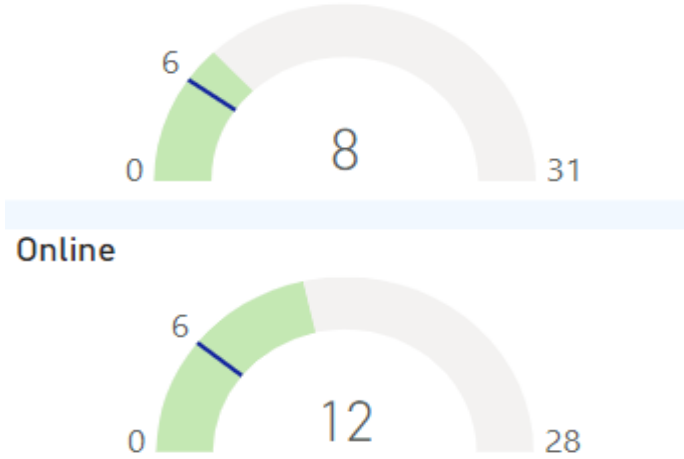
- What is our **goal**? -> **Enhance** the **capacity** of government officials, policy makers and other relevant stakeholders who are engaged in **digital transformation** efforts **worldwide**.
- **How** do we enhance capacity? -> Organize highest quality **ITU Academy face-to-face and online training courses**, including summers schools, on priority **topics** related to digital transformation.
- What is the intended **impact**? -> Train at least **5,000** professionals **globally** through ITU Academy by **2027**.
- Who can apply? -> All **ITU Academy users**. **Women** and participants from **developing** countries will enjoy high priority during selection.
- ITU Academy Training Centres -> **Can** apply for course **delivery** on the top of the minimum **two** courses under the ATC Programme.

First year progress

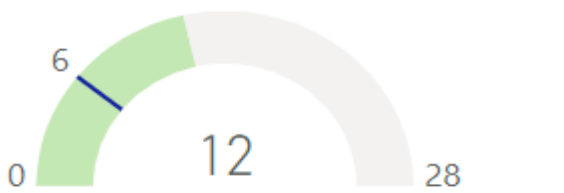
Number of courses delivered *



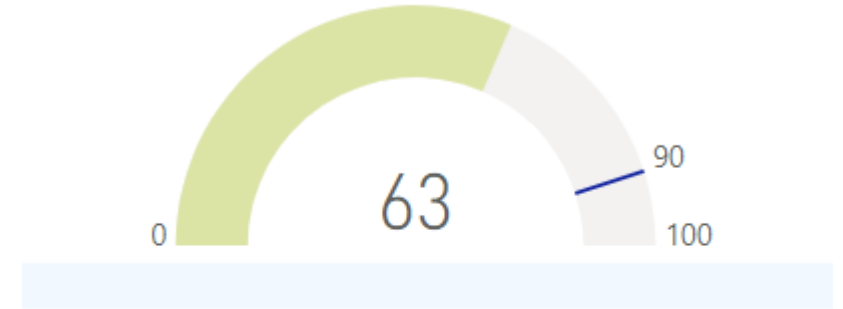
Face-to-face and summer school



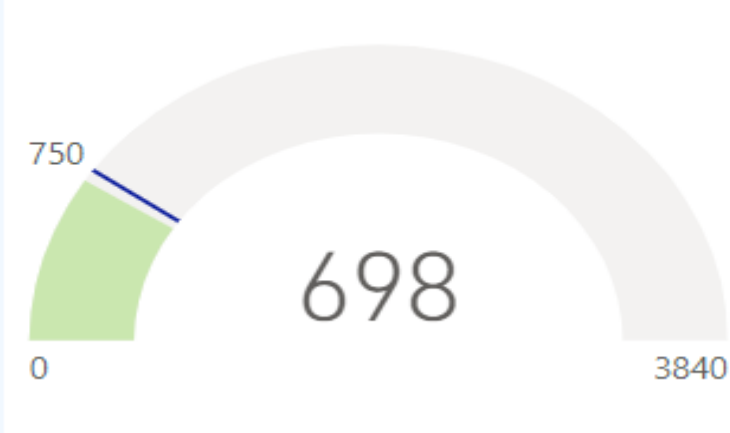
Online



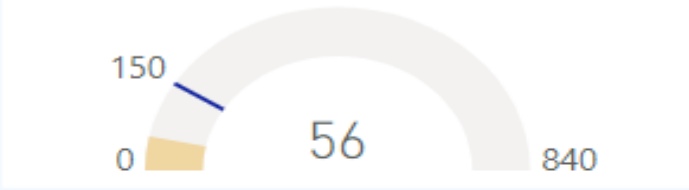
Percentage of trained participants certified



Number of participants trained



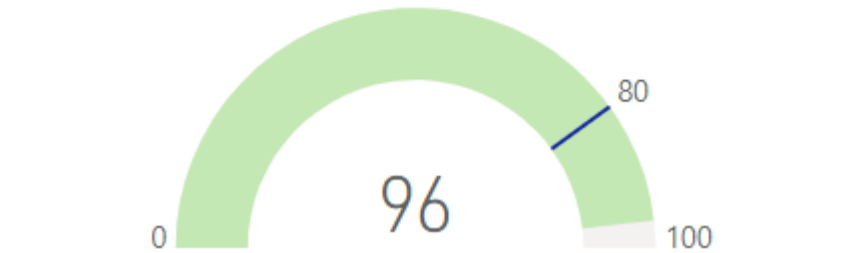
Face-to-face and summer school



Online



Percentage of trained participants satisfied with training



*Delivered and planned by the end of 2024 and Q1 2025

Successes

- First-ever **ITU Summer school** on **Digital transformation for sustainability** with UNU-Merit (Maastricht, 1-5 July 2024)
- Two **high-demand** face-to-face courses:
 - **Excellence in digital government** with WITS-LINK Centre (Johannesburg, 12-16 August)
 - **Digital transformation in the public sector** with AFRALTI (Nairobi, 2-6 September 2024)
- **10 ATCs** actively involved with project during **first** year of the project
- A **diverse** range **topics** for F2F and OI courses
- **High** percentage of participants' satisfaction with project courses – **96%!!**

Lessons learned & actions needed

- Low certification rate (63%) for participants mostly due to dropouts from **online courses**;
 - Target is set to **80%** overall
 - **Recommendation:** course coordinators should actively engage the participants.
- Additional time needed between selection and F2F courses to be left for logistical arrangements in 2025;
 - Ideally **3 months** between selection and course delivery
 - **Recommendation:** course organizers (ATCs) should assign a dedicated person to handle logistics. This must be a requirement to host F2F training courses.

Lessons learned & actions needed

- More active engagement with participants for confirming their attendance at F2F courses
 - Confirmation of **visa** and **flights** needed for final admission.
 - **Recommendation:** participants must be contacted immediately after the selection is done and invitation/visa support letters must be shared in due time.
- Full training program and reading materials uploaded on Moodle and sent with sufficient time in advance to participants
 - **Recommendation:** reading materials must be made available on the course platform **at least 2 weeks** before a F2F course
 - **Recommendation:** participants should be encouraged to go through the reading materials before the course starts.

Training needs assessment 2024 & priority topics for 2025

Target

- TNA targeted a total of 906 ITU Member States and sector members across 139 countries in 6 regions

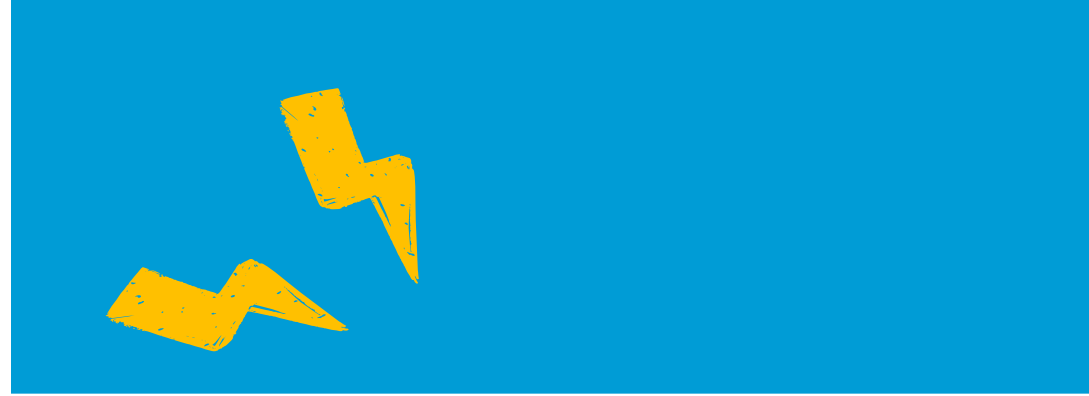
Priority training topics identified

- Cybersecurity and incidence response
- Cybersecurity strategies and policies
- Regulatory governance and national digital transformation strategies
- Artificial intelligence
- Data and data governance

Other priority topics for the project

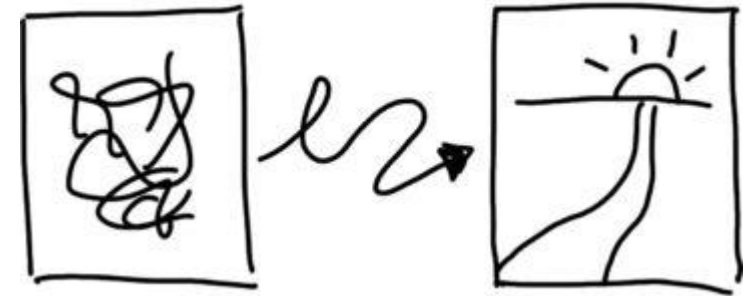
- Gender / digital inclusion
- Digital innovation ecosystems
- The role of standards
- DPG / DPI
- E-commerce
- Digital and human rights

Q&A





- **Most common practices** for your online, IL training courses:
 - Average training course length
 - Number of instructors used
 - Max number of participants
 - Selection criteria: use of application form (use: Y/N?), how do you ensure diversity of training course participants?
 - Promotion approach
 - Activities planned (rough structure)
 - Assessment (and grading) approach

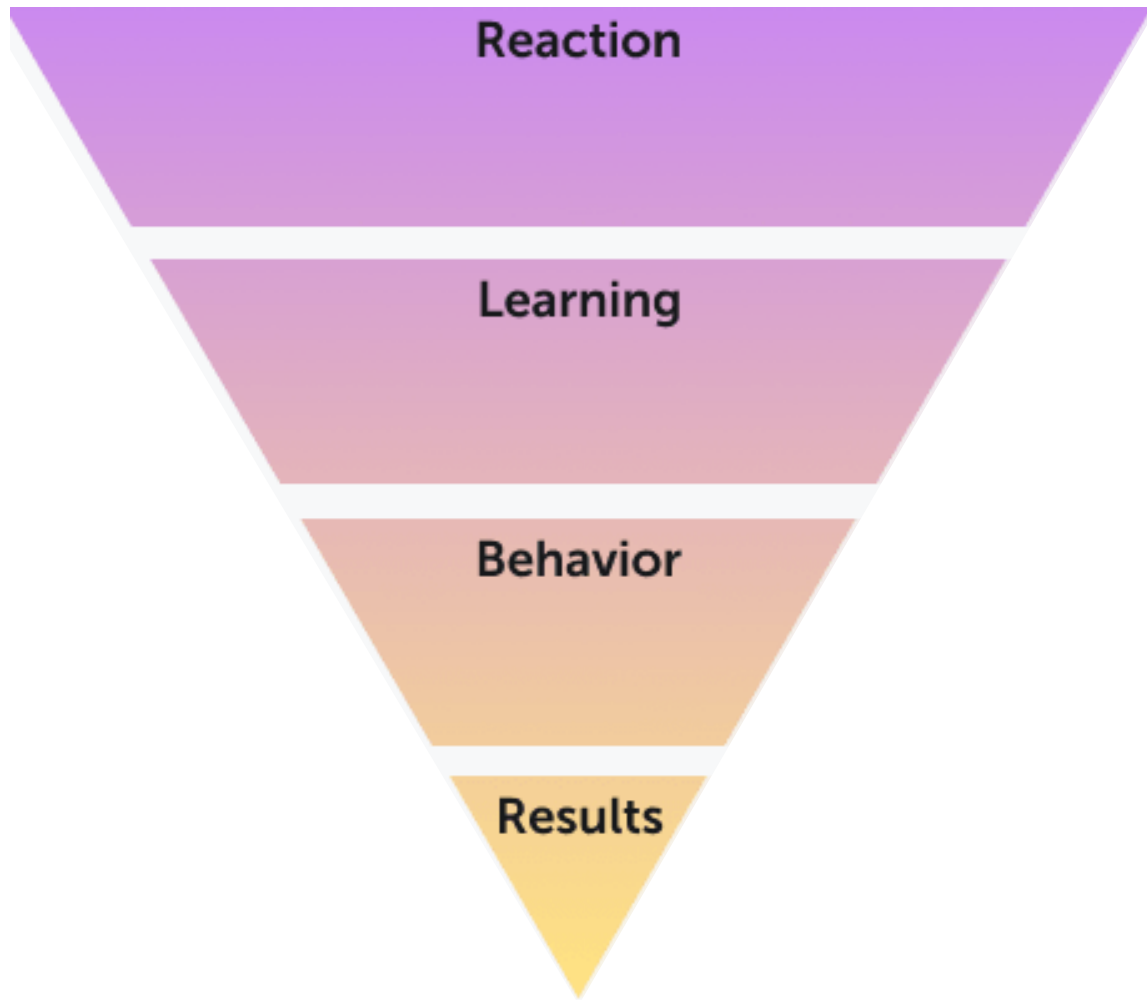


Evaluation framework for ITU Academy *(instructor-led courses)*

- Level 1, 2 and now 3
- How are graduates applying what they've learned?



Kirkpatrick evaluation model





Reaction

Measure if the learners have found the training to be **relevant to their role, engaging, and useful.**

Learning

Measure whether or not the learner has acquired the knowledge, skills, attitude, confidence, and commitment that the training program is focused on.

Behavior

Measure behavioral changes after learning and see if the learners are taking what they learned in training and applying it as they do their job.

Results

Measure whether or not the targeted outcomes resulted from the training program, alongside the support and accountability of organizational members.

Kirkpatrick evaluation model



Reaction

Measure if the learners have found the training to be relevant to their role, engaging, and useful.

Learning

Measure whether or not the learner has acquired the **knowledge, skills, attitude**, confidence, and commitment that the training program is focused on.

Behavior

Measure behavioral changes after learning and see if the learners are taking what they learned in training and applying it as they do their job.

Results

Measure whether or not the targeted outcomes resulted from the training program, alongside the support and accountability of organizational members.

Kirkpatrick evaluation model



Reaction

Measure if the learners have found the training to be relevant to their role, engaging, and useful.

Learning

Measure whether or not the learner has acquired the knowledge, skills, attitude, confidence, and commitment that the training program is focused on.

Behavior

Measure behavioral changes after learning and see if the learners are taking what they learned in training and **applying it as they do their job.**

Results

Measure whether or not the targeted outcomes resulted from the training program, alongside the support and accountability of organizational members.

Kirkpatrick evaluation model



Reaction

Measure if the learners have found the training to be relevant to their role, engaging, and useful.

Learning

Measure whether or not the learner has acquired the knowledge, skills, attitude, confidence, and commitment that the training program is focused on.

Behavior

Measure behavioral changes after learning and see if the learners are taking what they learned in training and applying it as they do their job.

Results

Measure whether or not the targeted **outcomes** resulted from the training program, alongside the support and accountability of **organizational** members.

Kirkpatrick evaluation model



Reaction

Measure if the learners have found the training to be relevant to their role, engaging, and useful.

Learning

Measure whether or not the learner has acquired the knowledge, skills, attitude, confidence, and commitment that the training program is focused on.

Behavior

Measure behavioral changes after learning and see if the learners are taking what they learned in training and applying it as they do their job.

Results

Measure whether or not the targeted outcomes resulted from the training program, alongside the support and accountability of organizational members.



Training course
delivery (L2 applied)

1

Application form
(pre-assessment)

- Contains 2-3 questions on pre-training self-assessment
- Applied to all instructor-led training courses

2

End-training mandatory
evaluation form
(L1 reaction)

- Add extra text to our standard form to inform graduates about post-training evaluation form:
- Add extra text to our standard form to flag use of evaluation form data:

3A

Follow-up
automated survey
(L3 impact)

- Message to be sent via ITU Academy
- Targets application of learning (e.g. success factors, barriers, support, examples)
- Graduate's availability for a post-training interview:

3B

Follow-up
interview
(L3 impact)

- Emphasis on practical applications, examples
- Use inputs also for creating impact stories

1-2 months

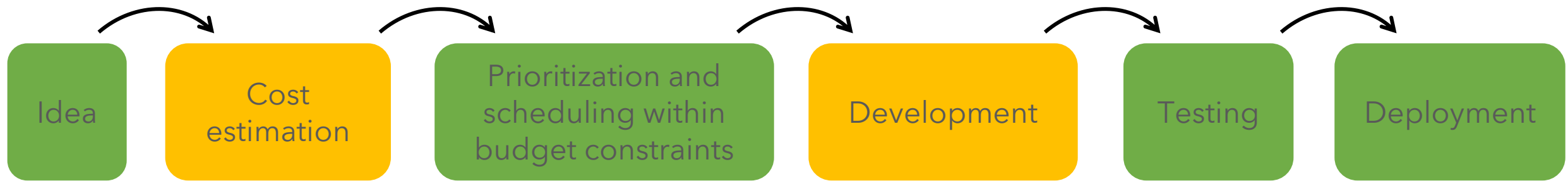
1-2 weeks

4-6 months

1

What's new on the ITU Academy? Developments

How does development happen on the ITU Academy?



Collect feedback, proposals and potential solutions from

- Users
- ITU staff and course coordinators
- Partner course coordinators (ATC and any other delivery partner)

ITU Academy is constantly improved and augmented... What is new since the last annual meeting?

- Features to accommodate the ATC programme:
 - Payment methods of each ATC visible on course page
 - Automatic email now includes direct payment link of each ATC
 - New automatic reminders for payment and course start
 - New visibility of organizers and partners with logos.
 - New feature to allow to accept participants in Moodle and allow for "late payment"

The screenshot displays the ITU Academy website interface for a specific course. The course title is "Key aspects and governance of Internet of things, big data and artificial intelligence". The page includes a navigation menu on the left with options like "Training overview", "Full catalogue", and filters such as "By date", "By registration method", "By training type", "By topic", "By region", "By language", and "By course level". The main content area provides details for the course, including registration dates (Start: 20 Jun 2024, End: 22 Sep 2024), event dates (Start: 23 Sep 2024, End: 30 Sep 2024), location (World or Multi-Regional), price (\$150.00), and an "APPLY HERE" button. Other sections include "TRAINING TOPICS" (Artificial Intelligence, Internet of Things, Big data and statistics), "TRAINING TYPE" (Online instructor led), "LANGUAGES" (English), "EVENT MAIL CONTACT" (s.laskowski@it-pib.pl), "FELLOWSHIPS AVAILABLE" (Off), "COORDINATORS" (Sylwester Laskowski, Toni Janevski), "COURSE LEVEL" (Intermediate), and "PAYMENT METHODS" (Test payment). A green arrow points from the "PAYMENT METHODS" section to a box containing the logo and name of the "Event organizer(s)", the National Institute of Telecommunications (NIT). Another green arrow points from the "Event organizer(s)" box to the "Description" section, which provides a detailed overview of the course content, including technical, business, and regulatory aspects of IoT, Big Data, and AI.

- Features related to courses / coordinators
 - Upgrade to Moodle 4.1: better user experience
 - Automatic translation of the website in 6 languages
 - Simplified end-of-training report, including automatic reporting of user completion data
 - User data and application questionnaire answers downloadable together
 - *Institutional contact featured restored but needs more work before full use.*

The screenshot displays the ITU Academy website interface. At the top, there is a navigation bar with links for 'Connectez-vous', 'Créer un compte', 'Guide d'inscription', 'Termes et conditions', and 'Validation d'un certificat de l'UIT'. The main header includes the ITU Academy logo and navigation links for 'Domicile', 'Environ', 'Partenaires', 'Formations', and 'Renforcement des capacités'. A language selection dropdown is visible on the right, showing options for Arabic, Chinese, English, French, Polish, and Spanish, with a 'Save language' button.

The main content area features a sidebar on the left with a 'Formations' menu and a 'Catalogue complet' section. The central focus is a course page titled 'Principaux aspects et gouvernance de l'Internet des objets, des mégadonnées et de l'intelligence artificielle'. This page includes several key information blocks:

- INSCRIPTION:** Date de début: 20 juin 2024, Date de fin: 22 sept. 2024.
- DATES DE L'ÉVÈNEMENT:** Date de début: 23 sept. 2024, Date de fin: 30 sept. 2024.
- EMPLACEMENT:** Monde ou multi-régional.
- THÈMES DE FORMATION:** Intelligence artificielle, L'Internet des objets, Mégadonnées et statistiques.
- TYPE D'ENTRAÎNEMENT:** Instructeur en ligne.
- TRADUCTION:** Anglais.
- CONTACT PAR COURRIER DE L'ÉVÈNEMENT:** s.laskowski@it-pib.pl.
- BOURSES DISPONIBLES:** De.
- COORDINATEURS:** Sylwester Laskowski, Toni Janevski.
- NIVEAU DU COURS:** Intermédiaire.
- MODES DE PAIEMENT:** Paiement des tests.

A price box on the right indicates 'Prix 150,00 \$' with a 'POSTULEZ ICI' button. Below the course details, the 'Organisateur(s) de l'événement' section identifies the 'National Institute of Telecommunications' (Instytut Łączności) as the organizing institution.

The 'Description' section at the bottom begins with: 'Ce cours est axé sur les aspects techniques, commerciaux et réglementaires de l'Internet des objets (IoT), des mégadonnées et de l'intelligence artificielle (IA). Il porte sur les technologies Internet pour l'IoT, puis sur les normes, les architectures et l'interopérabilité de l'IoT, ainsi que sur les politiques et réglementations relatives à l'IoT, y compris les questions liées à la'.

- Features related to users
 - Customer product recommendation: users see courses recommended for them based on past behavior as well as courses “prioritized” in the algorithm – a new tool to increase registrations
- Automation of ITU Academy
 - Data management: to better monitor user behavior, platform performance and access new insights to focus on new priorities: user repeat rate, satisfaction, impact, quality etc.
 - Automatic emails: to increase registrations, completions, payments etc.

Organization contact details

Name: ITU test
Address: Place des Nations
1201 Geneva
Switzerland

Optional profile questions

I would like to receive news and updates from the ITU Academy: Yes
I would like to receive marketing emails from the ITU Academy Tutors and Coordinators: Yes
Which of the following area(s) are of most interest to you?

Smart cities and communities | Innovation and entrepreneurship | ICTs and the environment | Emergency telecommunication
Basic digital skills | Digital inclusion

Your Institutional Contact Details

Institutional Contact name
ITU test
Your profile is currently an Institutional Contact for your organization in the ITU Academy platform

Course Access

Go to my courses

Recommended courses

- 10 - JAN 2024 ONLINE SELF-PACED
World or Multi-Regional ENGLISH
FREE
Introduction to spectrum management
- 15 - MAR 2024 ONLINE SELF-PACED
World or Multi-Regional ENGLISH
FREE
Strategic foresight 101
- 10 - JAN 2024 ONLINE SELF-PACED
World or Multi-Regional ENGLISH
FREE
How to design and develop online courses
- 15 - JAN 2024 ONLINE SELF-PACED
World or Multi-Regional ENGLISH
FREE
How to set up assessments in the ITU Academy platform
- 19 - JAN 2024 ONLINE SELF-PACED
World or Multi-Regional ENGLISH
FREE
Inclusive employment: how to ensure that online job applications and recruitment systems are accessible to all

ITU Academy Portal | Verify an ITU certificate | Capacity and Digital Skills Development (CSD) Division | International Telecommunication Union | Place des Nations, 1211 Geneva 20

Deep dive on communication with users

ITU Academy

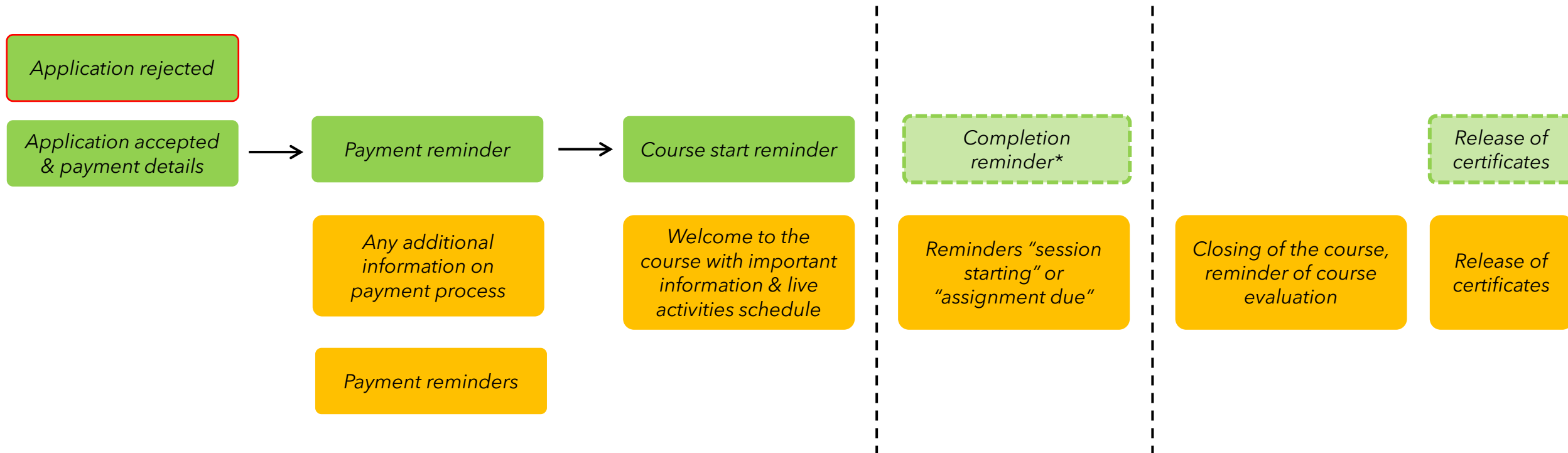
- Respond to any technical inquiries through ituacademy@itu.int, such as:
 - navigation on the platform,
 - lost password,
 - technical issues to complete activities etc.
- Management of automatic emails

Course coordinator

- Welcome participants to the course
- Information and reminders about upcoming Zoom sessions, assessment deadlines etc.
- Respond to any “content” question

Deep dive on communication with users

- Automatic emails from ITU Academy (* coming soon)
- Emails from course coordinators



A surprise in the works

...

2

What's new on the ITU Academy?

Processes

Updates since last year

1. Updates to training outline
2. Application form standardization
3. Removal of ePPM – course creation and updates in real-time
4. Quality checklist (*detailed in a different session today*)
5. Communication (tweets twice a month, targeted email campaigns for EC-sponsored courses)
6. Simplified end-of-training outline to focus on user feedback (coming soon)

Where are the guidelines?

Microsoft Teams ITU Academy PM (available to all course coordinators)

Comprehensive document

10 Step checklist



Each step explained

links

Folder with all our templates

Template TO

Template slides

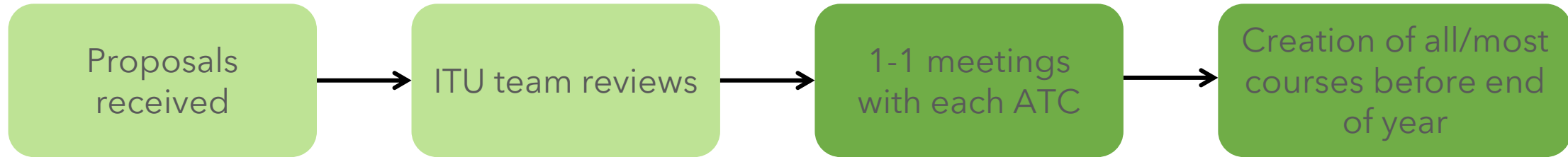
Template EoT

...

3

Planning 2025

How we approach planning



After review, the ITU Academy team will propose for some courses alternative topics or dates to :

- Avoid courses starting at the same time
- Avoid courses on the same topic
- Better synergy between “normal” ATC courses and EC-sponsored ones. Enforcing the requirement to have at least 2 non-sponsored courses per ATC.

With this early planning, we aim to create (and advertise) most courses before the end of the year. Planning for those courses is **final** and there should be no cancellations or change of dates.

4

Discussion

- In terms of ATC programme operational guidelines, what's one area where you feel you need more clarity regarding the ITU Academy?
- Any ideas for development for the ITU Academy?
- Any questions on this presentation?

ITU Academy Training Centres
(ATCs) Annual Meeting 2024 -
feedback form



Evaluation form

- Scan the QR with your mobile device