

Building Coherent Digital Literacy Ecosystems in Higher Education

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Digital Literacy and AI for educators



Maastricht University, The Netherlands

6 faculties

23 000 students

50% staff

international

59% students

international

**Very
decentralized**

How many AI-related initiatives exist at your institution today?

**Self-study
modules**

**AI
guidelines**

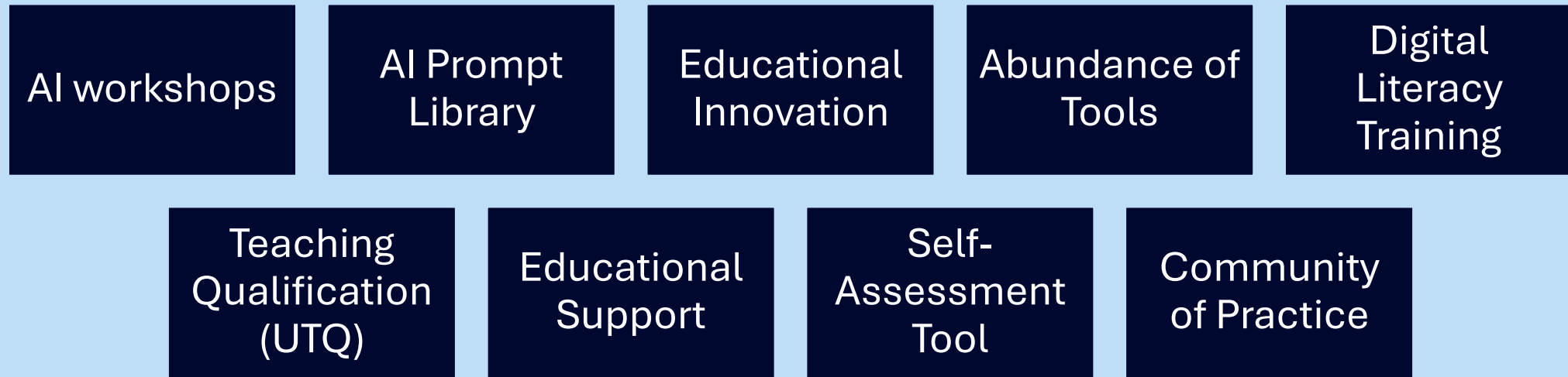
Tool pilots

Workshops

Webinars

Communities

The Hidden Problem: Fragmentation



**We don't have an activity problem.
We have a coherence problem.**

A Shift in Thinking

Traditional Approach

Create:

- Workshop
- Toolkit
- Community
- training

Ecosystem Approach

Connect:

- Vision
- Self-assessment
- Digital literacy capabilities framework
- Learning opportunities
- Support
- Recognition
- Governance

**From designing activities to
designing connections**

From Fragmented Initiatives to a Connected Ecosystem

We stopped designing activities. We started designing connections.

WHERE WE STARTED

Many valuable initiatives, working in isolation

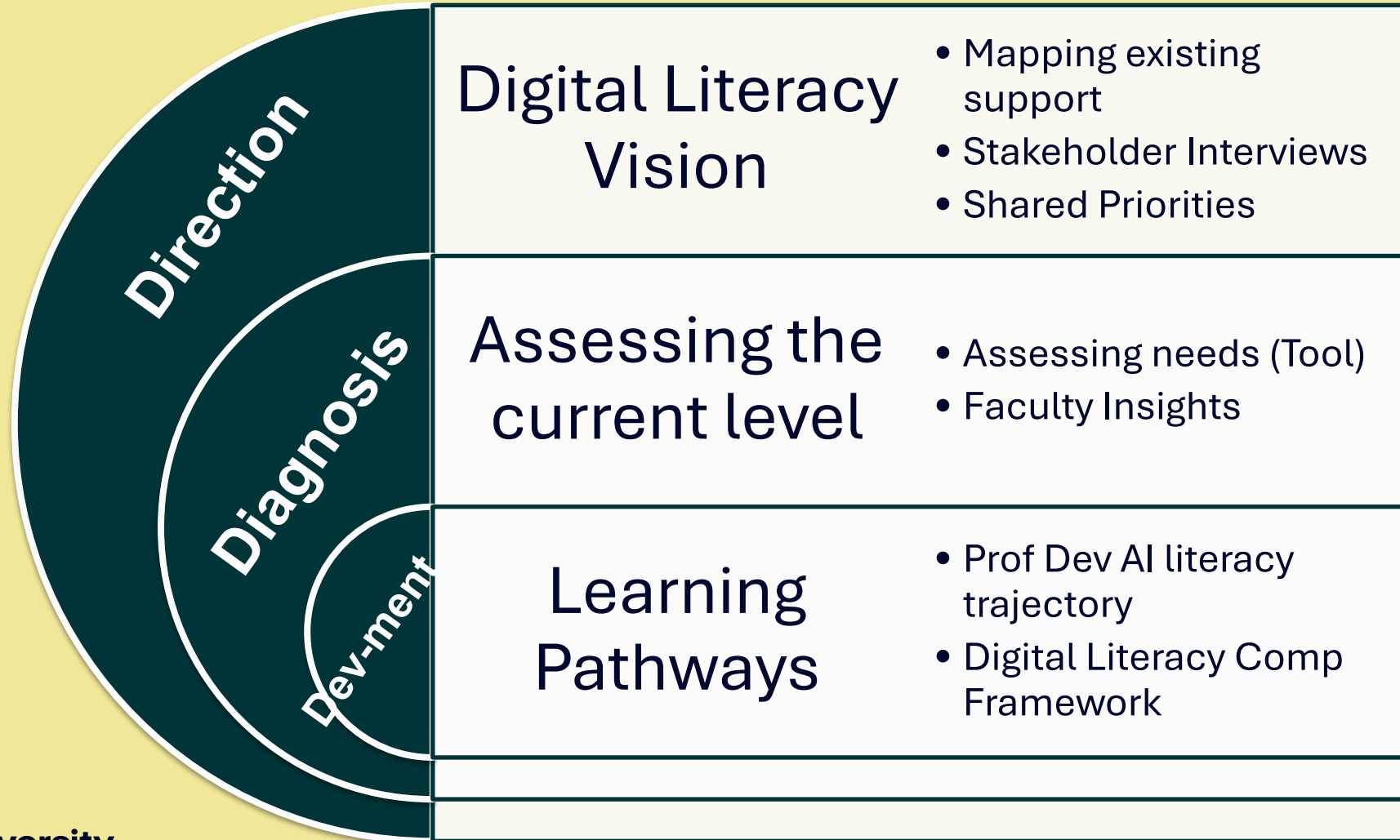


WHERE WE ARE HEADING

A coherent ecosystem supporting educators' continuous growth in digital competences



Our First Steps In Practice



Lessons Learned

1. **Start with educator needs**
2. **Connect before creating**
3. **Build on existing structures**
4. **Governance matters**
5. **AI literacy is part of digital literacy**

What Does Your Ecosystem Look Like Today?

*Sustainable digital literacy is not about creating more.
It's about **connecting** what already exists.*

1 What already exists?



Take stock of the initiatives, communities, tools and support already available at your institution.

2 What is disconnected?



Identify gaps, overlaps and silos. Where are the missing links that make it hard to navigate?

3 What could be connected tomorrow?



Think of one small step you can take to create more coherence—without starting something new.

Thank you and let's get in touch!

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