

7 PILLARS OF DIGITAL LEADERSHIP

from ICLE Senior Fellow Eric Sheninger

For education leaders, the time to boldly move schools forward into the digital age is now. The end result? Sustainable change—with technology as a pivotal element. Focus on enhancing these areas of school culture through use of available technology.



COMMUNICATION

Engage all stakeholders in two-way communication through various free social media tools and simple implementation strategies.



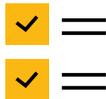
PUBLIC RELATIONS

Use free social media to become storyteller-in-chief, sharing all of the positives associated with your schools and creating much-needed transparency in an age of negative education rhetoric.



BRANDING

Leverage social media to create a brand presence that emphasizes the positive aspects of school culture, increases community pride, and helps attract/retain families looking for a school for their children.



STUDENT ENGAGEMENT AND LEARNING

What gets planned gets done. Now that we know our academic outcome, understand which strategies we will leverage to meet that outcome, and have considered how to utilize digital tools to make those strategies more efficient and effective, we can plan for success.



PROFESSIONAL GROWTH AND DEVELOPMENT

Form your own Personal Learning Network (PLN) to meet diverse learning needs, acquire resources, access knowledge, receive feedback, connect with education experts and practitioners, and discuss proven strategies to improve teaching, learning, and leadership.



RE-ENVISIONING LEARNING SPACES AND ENVIRONMENTS

Be knowledgeable of the characteristics that embody innovative learning environments, such as Bring Your Own Device (BYOD), blended learning, the flipped classroom, gamification, makerspaces, and virtual learning.



OPPORTUNITY

Consistently seek out ways to improve existing programs, resources, and professional development through technology.



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Leadership with Eric:
hnhco.com/EricSheninger