

# Alison & mEducation Alliance Digital Literacy Courses

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# Agenda

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1. **Introduction to Alison**

Free online learning platform

2. **Learner Demographics**

Global Reach

3. **Mission Statement**

Alison's Values

4. **Learning on Alison**

Course Library

Course Accreditation

5. **Empowering The World Through**

Alison's Offerings

Youth-Centred Initiatives

Global Digital Literacy Courses



# Introducing Alison

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$$x+y^2$$

# About Alison

Alison is a free online learning and self-empowerment workskills training platform.



**4,000+**  
Free Courses



**5 million**  
Alison Graduates



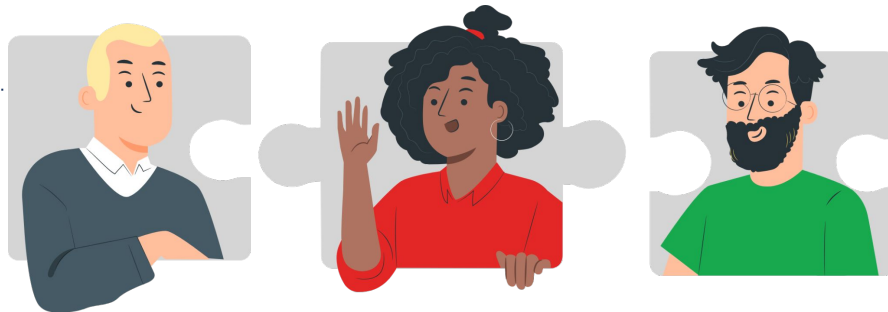
**25 million**  
Learners

## Awards received from:





# Alison's Learner Demographics



# Audience Demographics

**23%**  
Unemployed

**19%**  
Starting  
careers

**12%**  
Changing  
careers

**20%**  
School or  
University

**12%**  
Upskilling

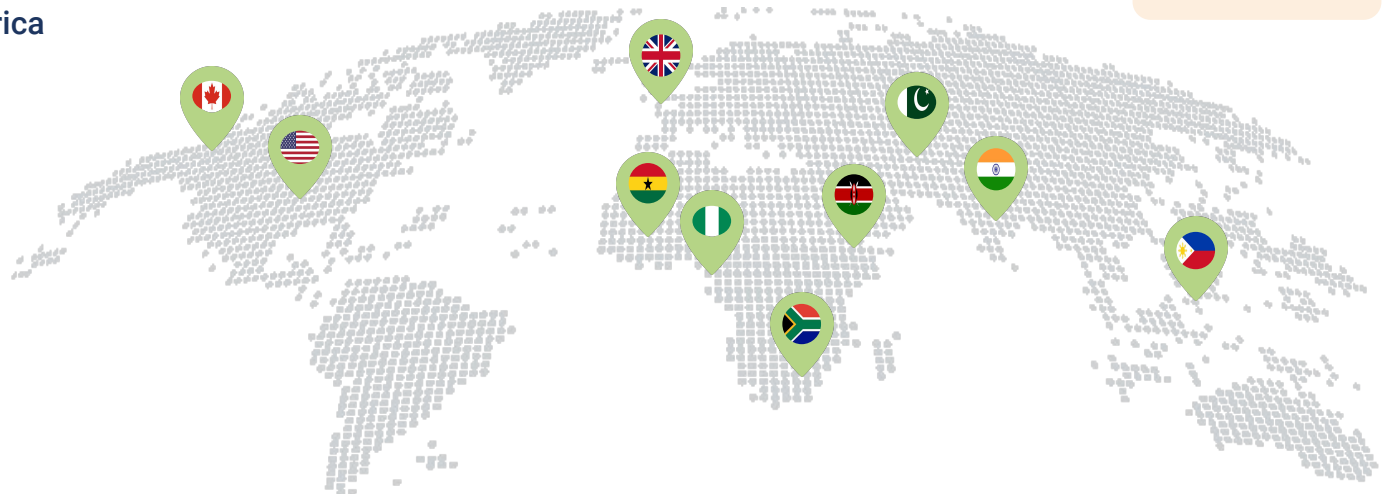
**24%**  
Hobbies

**63%**  
Mobile

**37%**  
Desktop

## Top 10 countries

- #1 United States of America
- #2 India
- #3 South Africa
- #4 Nigeria
- #5 United Kingdom
- #6 Canada
- #7 Kenya
- #8 Pakistan
- #9 Philippines
- #10 Ghana





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# Mission Statement

We are driven by our values



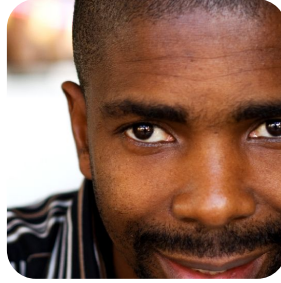
# Our Mission Statement

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## Empowerment

We are committed to equality and will play our part in removing all barriers to make education accessible for everyone.



## Knowledge

The power of an open online learning platform creates free access for education through sharing.



## Inclusivity

Our freely available education and skills training has the power to transform people's lives - whoever and wherever they are.



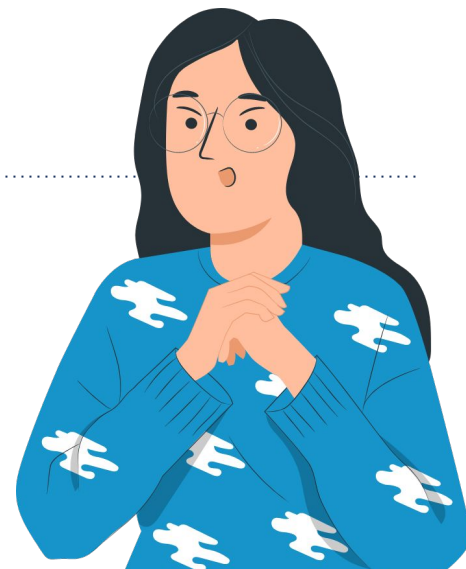
## Innovation

Our DNA is entrepreneurial; we understand and embrace the pioneering spirit of entrepreneurs.



# Learning on Alison

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# Free Learning on Alison

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## Community. Opportunity. Empowerment.

Enrolling with Alison means more than education. It means:

- Access to **4000+ courses** & a community of **25 million+** learners.
- Access to customised curriculums via a **course library** to help learners upskill for employability.
- Learning for **free**, at their **own pace**, at **low bandwidth** on mobiles, tablets, and desktops.
- Acquiring niche skills through **Certificates Courses** and advanced skills through **Diploma Courses**.



# Course Library

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- Customise a curriculum based on the needs of your audiences with Alison's **growing library of over 4,000 online courses**. We have every course available to help ensure learners up-skill for employability.
- You can select courses according to category or **choose from a list of pre-curated course groups**.



[Website link: https://alison.com/courses/categories](https://alison.com/courses/categories)

# Course Accreditation

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Alison works with subject matter experts (SMEs) from education, business, industry and government agencies, on every subject for which it publishes content.

## CPD

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Due to our rigorous publishing review process, **courses on Alison are now being accredited by CPD UK**, an independent organisation. Accredited CPD training means the learning activity has reached the required Continuing Professional Development standards and benchmarks, and the learning value has been scrutinised to ensure integrity and quality. This CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.



# How We Empower The World



# Alison's Offerings Empower Yourself

## 1 Course Catalogue

- Access to **4,000+** courses
- Choose courses by category or from pre-curated groups

## 2 Free LMS

- A way of tracking a learner's progress within the Learning Management System.

## 3 Additional Tools

- Psychometric Test
- Mental Health Assessment
- Career Guide
- Résumé Builder

## 4 Certificates

- Bulk Purchases
- Discounts offered on digital certificates

### Psychometric Test

A free psychometric test that measures your professional strengths and weaknesses.

### Mental Health Assessment

A free psychometric test to measure a user's emotional & physical wellbeing at work.

### Career Guide

Personalised course recommendations to match your ideal career.

### Résumé Builder

Customized CV templates, Certificates & course completions mentioned.

# Empowering the World Through Youth-Centered Initiatives

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Approximately **20% of Alison learners** are young people **enrolled in school or university**.

Here at Alison we love to connect with young learners directly, with the help of many initiatives, including:

## Global Digital Literacy Project

Alison has joined forces with **Mobile Education Alliance (MEA)** to create free courses that will teach youths and adults how to safely navigate the digital world. Global Digital Literacy 101 is a short certificate course and Global Digital Literacy 102 is a more advanced diploma.

*Approximately 10%  
of users join Alison  
to learn about IT.*



# Create your free Alison Account

## Sign up at [Alison.com](https://www.alison.com) today!

### Sign Up For Free

Join the World's Largest Free Learning Community

[Sign Up](#) [Log In](#)

[Continue with Facebook](#)

[Continue with Google](#)

[Continue with Microsoft](#)

[Continue with LinkedIn](#)

OR

This is the name that will appear on your Certification

First Name  Surname

E-mail

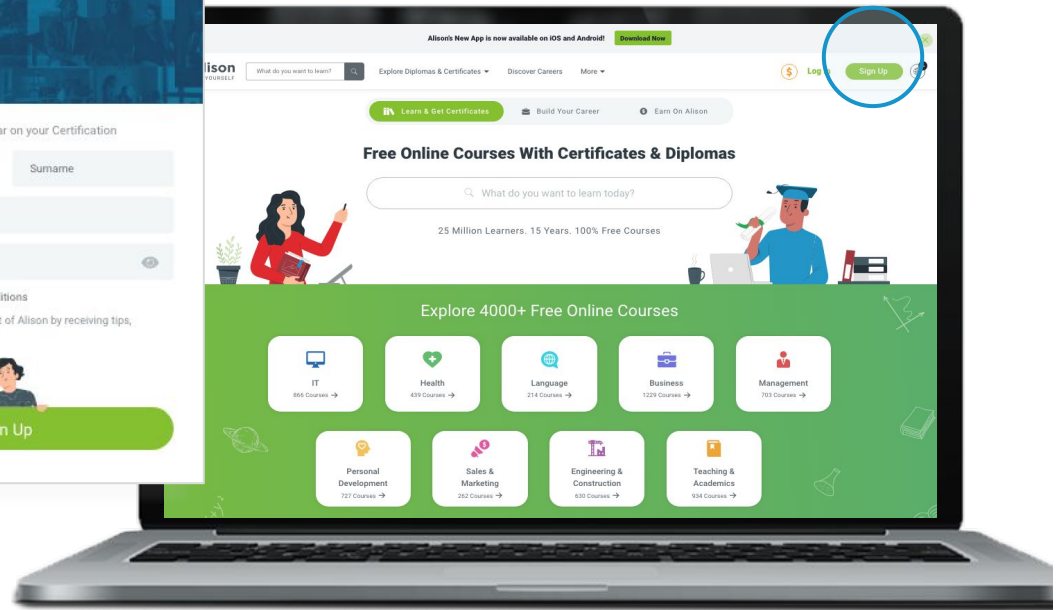
Password

I agree to the [Terms and Conditions](#)

Yes, I want to get the most out of Alison by receiving tips, updates and exclusive offers.

Already have an Alison account? [Log In](#)

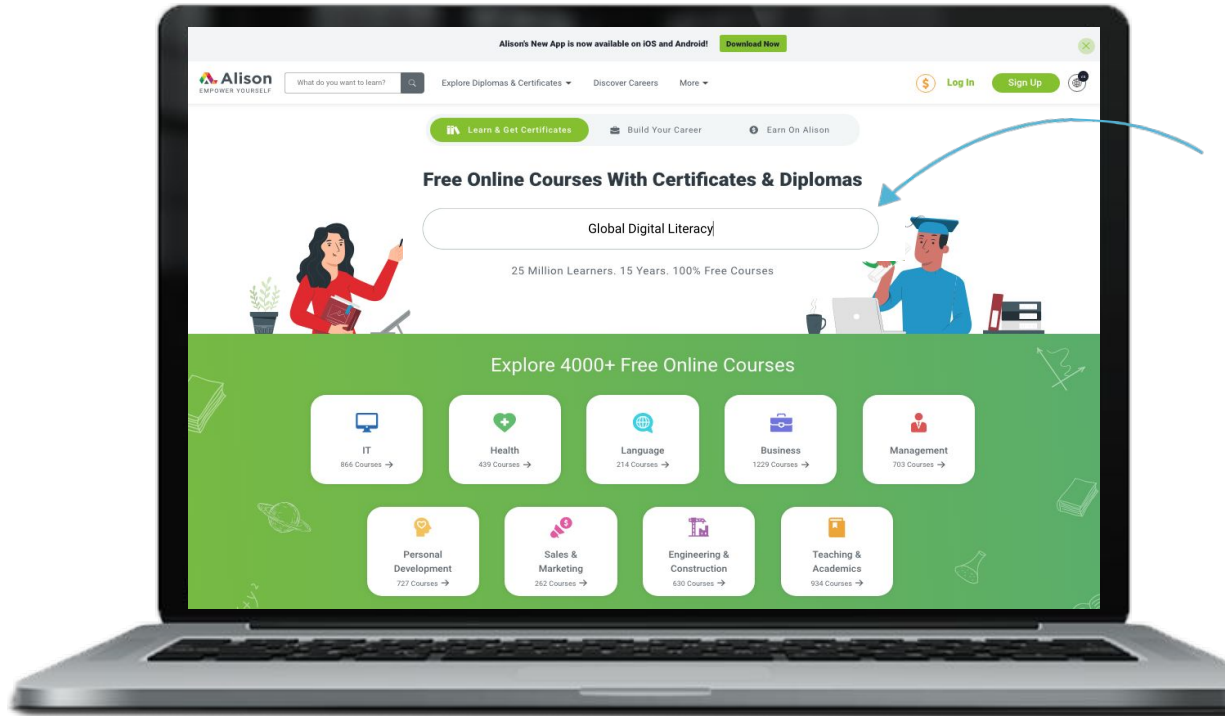
[Sign Up](#)





# Search for a Course.

## Search for Global Digital Literacy

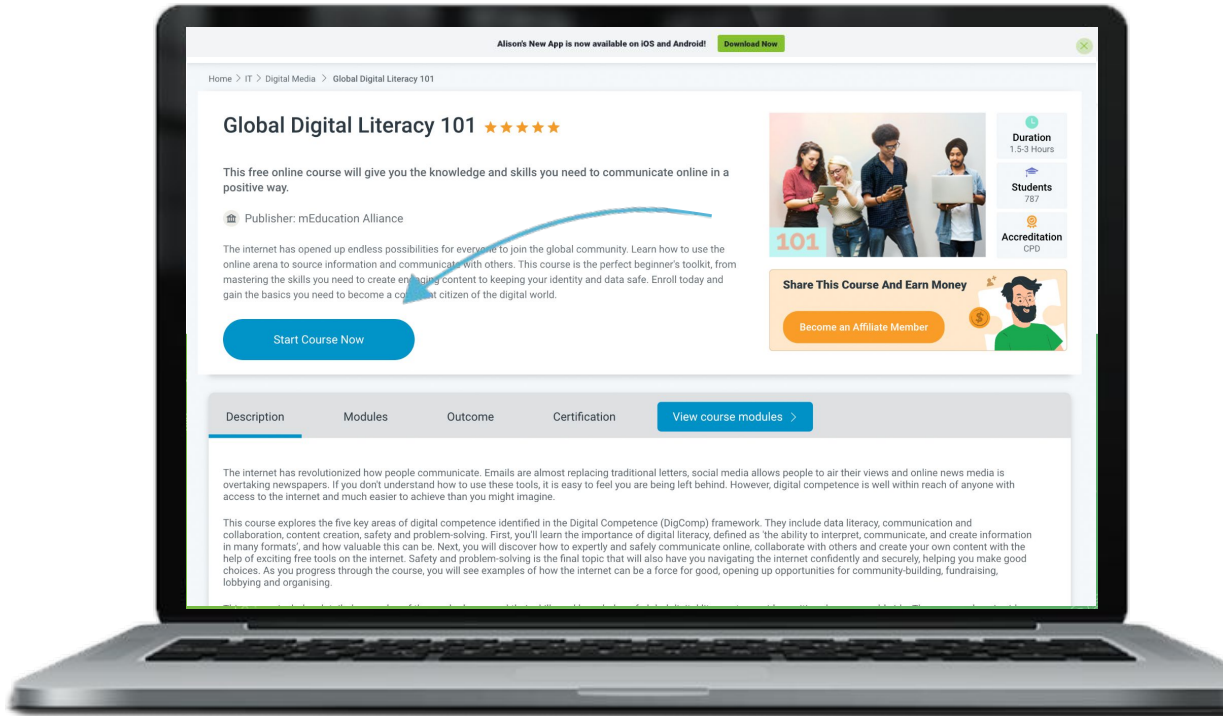


Type the full name to go to the Global Digital Literacy course page



# Search for Global Digital Literacy

## Enrol and start empowering yourself!



Click on the 'Start Course Now' button to begin taking the course.



# Global Digital Literacy - short certificate

## Course Content & Context

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### Module 1

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- Information & Digital Literacy
- Communication & Collaboration
- Digital Safety

### Module 2

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- Digital Content Creation
- Problem Solving
- Creating Change

*'Learner Outcomes'  
& 'Lesson Summary'  
for each module!*



# Search for Diploma in Global Digital Literacy

## Enrol and start empowering yourself!

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# Diploma in Global Digital Literacy (102)

## Course Content & Context

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### Introduction

- Why it Matters
- ©The DigComp Framework
- © Information & Digital Literacy
- Communication & Collaboration
- © Digital Content Creation
- Digital Safety Measures
- Problem Solving

### Information Literacy

- Information & Data Literacy
- Searching & Filtering
- Identifying & Navigating Challenges
- Identifying Credible Content Strategies

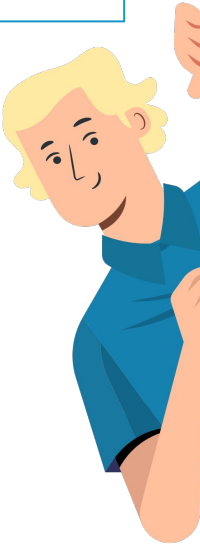
### Digital Identity

- Digital Identity Explained
- Digital Footprints
- Protecting Your Digital Footprint
- Digital Entrepreneurship
- © Changemaker Branding

### Communication & Collaboration

- Digital Communication Skills
- Digital Communication
- Considerations & Tools
- Digital Collaboration
- Collaboration Tools

*'Learner Outcomes'  
& 'Lesson Summary'  
for each module!*



# Diploma in Global Digital Literacy (102)

## Course Content & Context (Continued)

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### Digital Content Creation

- What is Digital Content Creation?
- Creating Audio and Video
- Creating Images
- Creating a Website for Digital Content
- © Generative Artificial Intelligence (AI)
- **Global Digital Literacy 102 - 1st Assessment**

### Digital Safety & Security

- © Protecting Your Devices
- © Protecting Personal Data & Privacy
- Digital Deception
- © Protecting Your Digital Well-being
- © Protecting the Environment

### Problem Solving

- Problem Solving - Learning Outcomes
- Problem Solving Technical Issues
- Solving Real-World Problems
- © Computational Thinking
- © Design Thinking

### Digital Technologies & Change

- Digital Identity Explained
- Digital Footprints
- Protecting Your Digital Footprint
- Digital Entrepreneurship
- © Changemaker Branding
- **Global Digital Literacy 102 - 2nd Assessment**





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# Thank You

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