

Digital Literacy – Leverages existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals.

Level	Demonstrated Behavior	Associated Skills	Example
Level I <i>Basic Experience</i>	Has basic technical knowledge.	Email MS Office Suite	Joe’s supervisor asked him to create a poster using PowerPoint to notify students of the upcoming event and change in venue.
Level II <i>Practical Application</i>	Familiar with Office Products, Social Media Tools and other digital platforms.	Multi-media Videography Social Media Email MS Office Suite Website configurations	Dana was asked to help develop the department’s event communication plan. Her technical knowledge allowed her to contribute to the marketing and publicity for the project through Facebook, Instagram and the department’s website.
Level III <i>Advanced Application</i>	Uses a variety of digital tools such as filming and video editing, Photoshop, Office, Social Media platforms, Web platforms, and Publishing Tools. Able to troubleshoot and resolve technical issues.	Multi-media MS Office Suite Videography Editing Website Configurations Troubleshooting Problem Solving Social Networking	The video production was one of the year’s best. Daniel’s creative approach to video editing, strong communication and attention to detail produced a film that would promote Bowdoin’s stellar reputation. Daniel’s solid design allowed the format to extend its reach through various social media channels.
Level IV <i>Subject Area Expertise and Application</i>	Integrates digital tools such as filming and video editing, Photoshop, Office, social media platforms, web platforms, databases and publishing tools to be successful in job. Able to troubleshoot most systems/issues. May also have knowledge of specific software for analyzing project data (SQL, GIS, etc).	Troubleshooting Problem Solving Active Listening Verbal Communication Multi-media Website Configurations Programming Critical Thinking Social Networking	Steve fielded a call at the Student Services Desk regarding a challenging and urgent issue with a specific software, only used by a few professors. While he had some experience with this software, he wondered if he could use the program differently to adapt to student use. He researched and tested and came up with a quick and effective solution for the student.
Level V <i>Mastery and Extensive Application</i>	Integrates digital tools such as filming and video editing, Photoshop, Office, social media platforms, web platforms, databases and publishing tools to be successful in job. May also have knowledge of specific software for analyzing project data (SQL, GIS, etc). May seek out and utilize emerging software and tools to solve challenges.	Troubleshooting Problem Solving Active Listening Verbal/Written Communication Multi-media Website Configurations Programming Critical Thinking Social Networking	Dani created a program to introduce virtual reality to students and faculty for use in courses and research. As part of the project, Dani wrote software and created his own virtual reality projects as prototypes. His in-depth knowledge of specific systems and programming tools enhanced the courses for the professors as well as the students.