



DLK CASE STUDY

Data Literacy Content Development for the City of Cape Town



AT A GLANCE



- **Client:** City of Cape Town (CCT)
- **Type of project:** Specialised Managed Business Solutions Development.
- **Project Duration:** May - July 2023
- **Objective:** CCT envisioned a world where its workforce seamlessly navigated the vast seas of data, making evidence-based decisions to better serve the community. The need of the hour was an engaging, customised, and actionable data literacy training module tailored to the CCT context and resonating with the South African Municipal setting.
- **Summary of Services:** DLK Group, guided by deploying its Team, who's primary roles revolved around understanding the unique needs of CCT employees and translating them into relatable content
 - The **Senior Communication Manager** was responsible for generating the content of the material, sourcing CCT examples and information to ensure material is sufficiently customised to be relevant to CCT employees.
 - The **Senior Creative Writer** was responsible for translating the content into interactive, multimedia, online learning and for Brand alignment and preparing the material for publishing on an appropriate platform. CCT tested and reviewed the final material. CCT briefed the Senior Creative Writer to ensure that the content was converted into an engaging and interactive format.



MAGNITUDE OF PROJECT:

In this case study, we delve into a remarkable project undertaken by DLK Group, an organisation specialising in delivering **Professional ICT Managed Services** to develop and deliver Data Literacy Introductory content at a Basic and Intermediate level for CCT in a pertinent, accessible, and engaging manner.

At the **Basic level**, the content enabled all staff to develop familiarity with data in terms of its origins, quality, usage, ethics, importance, and impact. Other key concepts covered were the different types of data, ascertaining what data was required for decision making and enhancing delivery, within the CCT context.

At the **Intermediate level**, the content enabled participants to manage, interpret, visualise, and use data to develop data-based arguments to support transversal decision making, generating information and knowledge.



PROJECT SCOPE & OBJECTIVES

DLK delivered exceptional ICT Managed Service while ensuring the training modules were aligned to the "Fit for Purpose" South African Municipal Context Curriculum standards.

DLK transformed traditional training materials into a 60-minute engaging, interactive online session, ensuring participants remained captivated. Each module was complemented with self-evaluations and tests for a comprehensive understanding.

Understanding the global standards, DLK made sure that the content was SCORM-compliant, priming it for easy integration with state-of-the-art Learning Management Systems.

To cater to different proficiency levels, DLK crafted two specialized units: Basic and Intermediate. The Basic unit focused on foundational concepts, while the Intermediate module dove deep into data visualisation, interpretation, and effective communication. DLK's design experts showcased their adaptability by converting closed-format CCT graphic assets into interactive, brand-aligned learning elements, enhancing user experience.



PROJECT EXECUTION & MANAGEMENT:

The project's success hinged on effective project management, coordination, and collaboration. Our client manager, along with support from the finance office members, ensured that project activities were aligned with the timeline and budget. Clear communication channels were established to facilitate seamless collaboration between team members and stakeholders.



ACHIEVING MILESTONES:

DLK successfully managed to deliver on time and within the allocated budget, a testament to meticulous planning and diligent execution. Throughout the project's duration, the team maintained a high level of professionalism and expertise, resulting in consistent and effective support for the City of Cape Town.



LESSONS LEARNED & FUTURE PROSPECTS - DLK REFLECTION:

While the project was a success, it's essential to reflect on lessons learned and opportunities for growth. DLK identified strategies to mitigate risks and overcome challenges, enhancing the team's capabilities for future endeavors. The experience gained from this project positions DLK to pursue new avenues for innovation and continuous improvement in ICT managed services.

1. **Value of Precision Planning:** This project underscored DLK's belief in the power of meticulous planning, especially when collaborations involve a delicate balance between subject matter experts and creative professionals.
2. **Embracing Challenges:** While the project had its set of challenges, like the sequential dependencies and resource constraints, DLK's agility and adaptability ensured quality was never compromised.
3. **The Road Ahead:** DLK identified several areas of growth and optimization. Embracing integrated eLearning platforms, ensuring open collaboration through transparent access to resources, and acknowledging the need for longer preparation phases in such complex projects are a few.
4. **Partnering for Success:** The DLK-CCT collaboration stands as a testament to DLK's commitment to deliver not just a product but a transformative experience. The journey emphasised the importance of partnership, understanding, and innovation in achieving collective goals.

Through this initiative, DLK didn't just craft a training solution for CCT. They paved the way for a more enlightened, data-driven future for organisations willing to evolve and adapt.