Canada Council **Conseil des arts**
for the Arts **du Canada**

Digital Maturity Assessment

What is it?

A *Digital Maturity Assessment*:

- Helps you measure your current use of digital
- Identifies your digital strengths and areas for improvement

What are the benefits?

- You can see a snapshot of *where* you use digital
- You can understand *how* you use digital
- You can learn about **areas you might want improve digitally**

If you ask these questions:

- How digital is my organization?
- What is my organization doing well with digital?
- Where can we make improvements in digital?

Start with a Digital Maturity Assessment!

What should it assess?

- It measures how your organization performs in key digital areas.
- It often looks at 8 main categories of digital use (see table below).
- You might focus on a few specific categories or add others, depending on what's important for your organization.

Key Digital Categories

Vision	**The goals you have** for the digital future of your organization
Activities and Services	**How you use digital to perform activities** or deliver services to your target audience
Target Audience	**How you use digital to get information about your target audience** (the groups of individuals that you serve), their digital expectations, preferences, and behaviours
Engagement	**How you use digital channels to reach out** to your target audience
Development	**How you build digital activities and services** to suit your target audience's needs
Technology	**How you currently use technology** for processes and activities**,** and the type of technology you use
People and Organization	**How you enable your people** to use digital tools and encourage new technology in your organization
Security	**How you protect** your digital information with clear processes that you update regularly

Digital Maturity Assessment: EXAMPLE

Have a look at the example assessment below. It measures a fictional organization's maturity level across 8 digital categories.

Things to think about before you read through:

- You don't need to be at an advanced level for every category! You can choose which categories you want to focus on.

- Where you focus your time and effort depends on the goals of your organization.

Digital Maturity Level

Legend
Where you are today

Category	Current State	To discover *Skill not yet developed*	Preliminary *Skill under development*	Moderate *Skill developed*	Advanced *Skill fully developed*
Vision	***Preliminary:*** *Digital vision* somewhat developed; s*trategic plan* refers to digital, but not as a priority		△		
Activities and Services	***Moderate:*** *Activities and services* are often delivered digitally			△	
Target Audience	***To Discover:*** *Data* is not collected on the target audience	△			
Engagement	***Preliminary:*** *Engagement* is heavily paper-based and generalized across audiences (i.e., not customized)		△		
Development	***Preliminary:*** *The voice of the audience* is sometimes considered when developing or changing activities and services		△		
Technology	***Moderate:*** *Processes and delivery* often use technology; *advanced technology* is sometimes used			△	
People and Organization	***Advanced:*** *Employees* excellent with digital tools; *new technology* is always encouraged in the organization				△
Security	***To Discover:*** *Processes* are somewhat in place to protect information	△			

What comes next?

Once you've worked with a consultant to develop your Digital Maturity Assessment:

- You have a better idea of your organization's current state using digital.

- Take the time to consider the categories where you can do better in digital and how that will help to advance the priorities of your organization – these may be investments worth making.

- Think about a Digital Needs Assessment next – this will help you figure out your goals for the future of digital in your organization.