



Strategic Nudging Toolkit for Administrative Staff in Higher Education

Purpose of the Toolkit

The **Strategic Nudging Toolkit** is designed to empower **administrative staff** in higher education to facilitate the digital transition among educators through the strategic use of **nudging techniques**. The goal is to create an environment where educators are gently encouraged to adopt and integrate digital tools into their teaching practices, ultimately fostering a culture of **digital innovation** and **efficiency** in the institution.

This toolkit provides administrative staff with the necessary strategies, insights, and digital tools to implement **targeted nudges** that will support faculty in overcoming barriers to digitalization. It aligns with institutional goals of improving teaching quality and student engagement by enhancing educators' capabilities to leverage technology effectively in their professional practice.

Scope of the Toolkit

The toolkit covers a range of topics that administrative staff can utilize to influence educators' digital habits, including:

- **Designing nudges** that encourage the use of digital tools for lesson planning, student engagement, and assessments.
- **Providing feedback mechanisms** and progress tracking systems to help educators monitor and improve their digital teaching practices.
- **Creating social norms** through peer comparisons and collaborative digital projects.
- **Introducing automated reminders** and default settings to reduce friction in adopting new technologies.
- **Using gamification** to incentivize digital transformation efforts among faculty.

Additionally, this toolkit includes specific examples of **digital tools** (e.g., learning management systems, collaborative platforms, assessment tools) and **nudge strategies** that can support the ongoing digital transition.

Overview of Digital Nudging for Administrative Staff

- **What is Digital Nudging?**
Digital nudging involves subtly guiding behavior through well-designed prompts or interventions in digital environments. In the context of higher education, administrative staff can use digital nudging to promote more efficient teaching practices, **increase digital tool adoption**, and encourage data-driven decision-making among educators.

- **The Role of Administrative Staff in Nudging Educators**

Unlike self-nudging, where educators create their own nudging systems, this toolkit focuses on **administrative-driven nudging**. Administrative staff will design and deploy nudges that **influence educators' behaviors** in adopting digital technologies and improving their teaching practices. The aim is to support educators in making **smarter, quicker decisions** that align with institutional goals, while also improving the overall teaching experience for both instructors and students.

Administrative staff are uniquely positioned to:

- **Monitor digital tool adoption** and identify areas where educators may need additional support or encouragement.
- **Design and implement system-wide nudges**, such as automated prompts or peer benchmarking, to gently guide educators toward using new digital tools.
- **Provide feedback loops** to help educators see the impact of their digital adoption on student outcomes and teaching effectiveness.

This toolkit will help administrative staff create and implement strategic nudges that **reduce resistance to change**, promote **efficiency**, and foster a collaborative environment where digital tools become an integral part of teaching.

Author: The university of Camerino



UNIVERSITÀ
DI CAMERINO