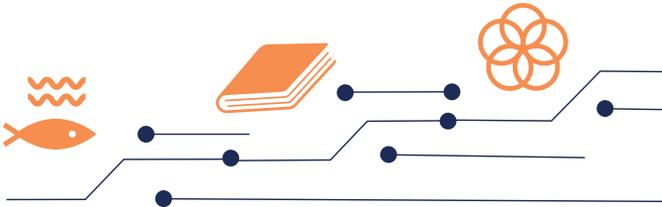


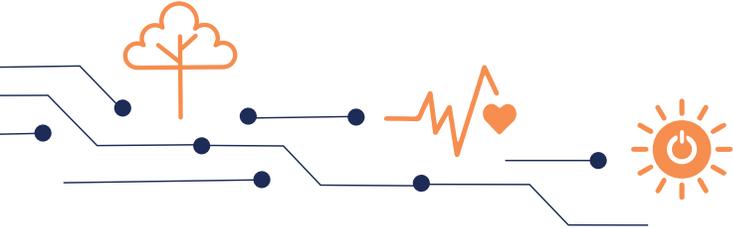
DigiLABS

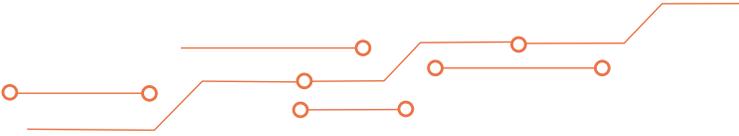


Singapore
International
Foundation
for a better world



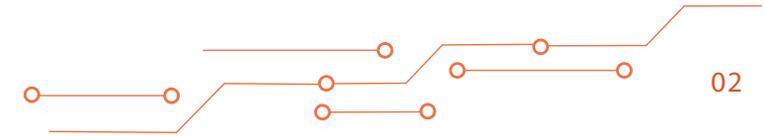
LEARN AND APPLY DIGITAL SKILLS FOR A BETTER WORLD





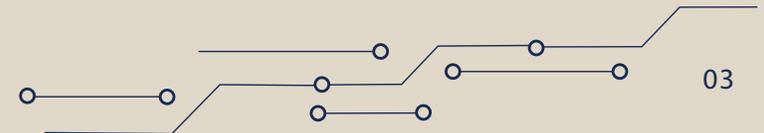
Contents

About Singapore International Foundation	PG 3	Who is DigiLABS for	PG 10
About DigiLABS	PG 4	Learners' Journey	PG 11
What you can expect from DigiLABS	PG 5	Post DigiLABS	PG 12
DigiLABS Components	PG 6	FAQ	PG 13
Programme Structure	PG 7	Learning Curriculum for Data Science	PG 16
Strategic Engagements	PG 9	Learning Curriculum for Digital Marketing	PG 20



About Singapore International Foundation

The Singapore International Foundation (SIF) is a not-for-profit organisation established on 1 August 1991. Our aim is to strengthen mutual understanding, ties and trust between global communities. All our programmes seek to bring Singaporeans and our friends from overseas communities together, to connect and collaborate for positive change. We believe that when people from different parts of the world work together, they gain insights that bridge cultural divides and the sharing of ideas, skills and experiences inspires actions and enables collaborations for good. We do this because we believe we all can, and should, do our part to build a better world – one we envision as peaceful, inclusive and offers opportunities for all.



About DigiLABS

DigiLABS is an online programme that upskills youths and young professionals to prepare them for the digital economy and contribute to digital solutions for global social issues.



Learn Digital Skills



Build International Networks



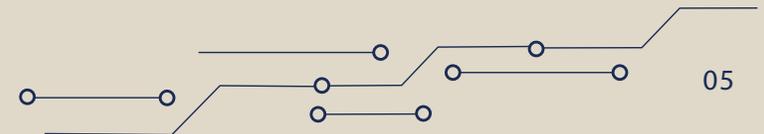
Apply Learnings to the Real World



Be Mentored by Industry Experts

What can you expect from DigiLABS

- Learn digital knowledge, skills and attitudes (KSA)
- Apply learnings and ideate, develop and validate solutions for market adoption
- Build a Community of Practice for peer learning and networking
- Support the drive towards digital inclusion



DigiLABS Components

SUPPORTED BY A NETWORK OF INDUSTRY PROFESSIONALS THAT ARE PASSIONATE TO SHARE THEIR TIME, TALENT AND TREASURES



1 Virtual Classroom (Instructor-Led Training and Self-Directed Learning)

Lecture - Provides learners with industry perspectives and content

Small Group Tutorial - Provides learners with expert guidance and real-time feedback in a supportive environment

2 Online Learning / Learning Management System (LMS)

Enables learners to take control of their self-development journey, test their skills regularly and find support in the learning network

3 Mentoring and Coaching

Learners will have mentors during their learning and prototype/campaign development journey

4 Strategic Engagements

Open mic sessions - Foster community bonding and a stronger sense of belonging amongst learners

Virtual tours - Build on cross-cultural understanding and develop global citizenry

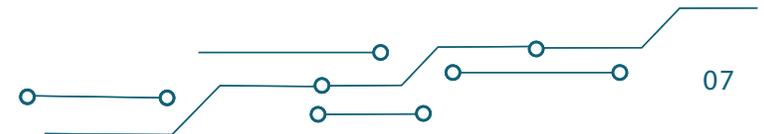


Programme Structure

DigiLABS will incorporate learning experiences to develop learners' digital and soft skills set, their understanding of global citizenry and social innovation frameworks.

Applicants choose one learning path that they are interested in and will thereafter go through a 14-week online learning courses – Foundational and Accelerator.

Projects delivered during the courses will align with existing problem statements that addresses social and global issues, and learners will have the opportunity to apply the skills into their personal passion projects.



Programme Structure

LEARNING PATHS



COURSES AND KEY OBJECTIVES



Foundational (8 weeks)

- Build foundational knowledge of the learning area
- General how-to guide to acquire the basic understanding of the digital skill
- Observe through real-world examples and apply in small-scale project
- Understand global citizenry and social innovation frameworks



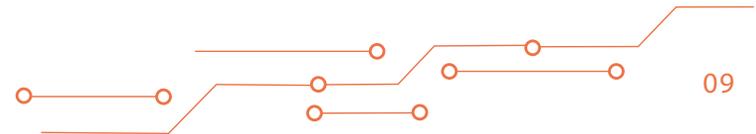
Accelerator (6 weeks)

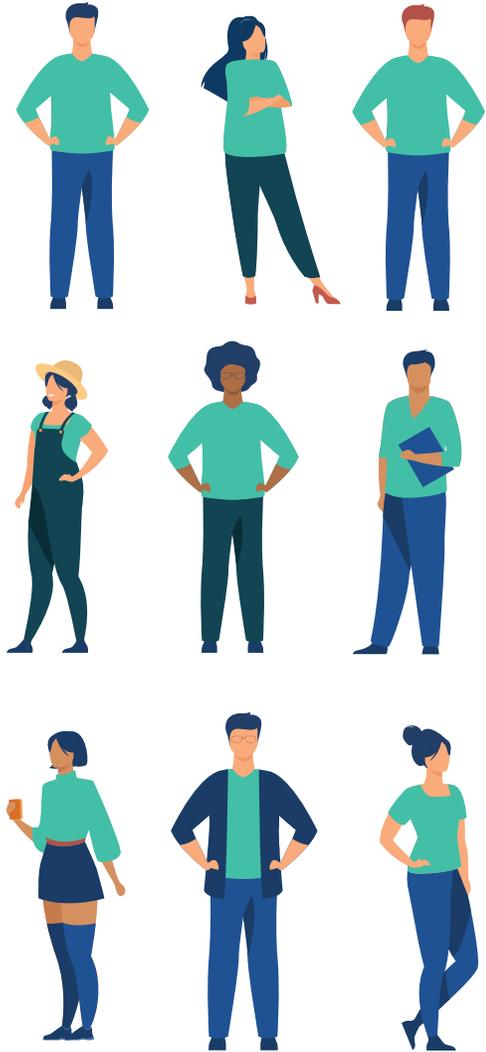
- Deepen knowledge of digital skills
- Understand project cycle required to develop a prototype/marketing campaign
- Apply learnings into a working prototype/marketing campaign through given project scope or passion projects

Strategic Engagements

The courses will be interspersed with engagement sessions to provide learners' opportunities to develop cross-cultural understanding, as well as for a community of digital practitioners to be formed and collaborate for good.

Format	Objective	Time
#1 – Virtual Launch	Programme Launch	26 March 2022
#2 – Orientation	To enable learners to know one another, clarify and set expectations	Foundational Week 1
#3 – Open mic	To enable learners to cross-share their passion projects	Foundational Week 4
#4 – Virtual Tour	Virtual tour of a Singapore Urban Farm	Foundational Week 7
#5 – Open mic	To enable learners to cross-share their passion projects	Accelerator Week 9
#6 – Virtual Event	Course completion / Closing ceremony	Accelerator Week 14





Who is DigiLABS for

We welcome youths and young working professionals aged 18 to 35 from ASEAN, China and India with keen interest in learning new digital skills and want to apply the skills to address social and global issues.

Criteria

- Have 1-2 years of work experience (including internship) or a social impact passion project* that you are working on
- Team player and effective communicator
- Open to sharing and learning

*Passion project could be an initiative that you started or are involved in



Learners' Journey

Week 1

COMMENCEMENT OF
FOUNDATIONAL COURSE



Week 8

COMPLETION OF
FOUNDATIONAL COURSE



Week 14

COMPLETION OF
ACCELERATOR COURSE



Week 5

APPLICATIONS OPEN FOR
ACCELERATOR COURSE

Week 9

COMMENCEMENT OF
ACCELERATOR COURSE

Post-DigiLABS

CERTIFICATION

Learners who fulfill at least 75% course completion for each course will receive a certificate signed by the SIF and the Content Partner. The certificate will be issued via the LMS when the post-course survey is completed.

PROJECT SHOWCASE

A digital showcase of the prototypes and campaigns developed over the course of the programme will be featured on a repository (on the SIF website) and would serve as an open source to current and future learners.

DIGITAL CHAMPIONS (DC)

Influential learners who have good knowledge of a particular domain and are willing to be an aggregator for the SIF and networks will be invited to join the DC programme.

The role of DC includes Building and Leading a Community of Practice (COP), and leading a Digital Skills Deployment Work group. One of the key benefits for becoming a DC is the access to an accredited advanced course, with a co-payment model of 75%-25% with the SIF. Further details on the DC programme will be announced later.



FAQ - GENERAL



DO I HAVE TO PAY TO JOIN THE PROGRAMME?

Participation is entirely free of charge. What we need is your commitment to learn digital skills and your interest to apply the new skills learned. You need to have a desktop / laptop with a stable internet connection when attending the course.

CAN I REGISTER FOR MORE THAN ONE LEARNING PATH?

As there are limited slots available, learners can only register for one learning path based on their needs and interest.

CAN I JOIN IF I DO NOT HAVE ANY TECHNICAL EXPERIENCE?

Prior experience is not necessary as the course is intended to support you to acquire technical skills. However, learners should have at least:

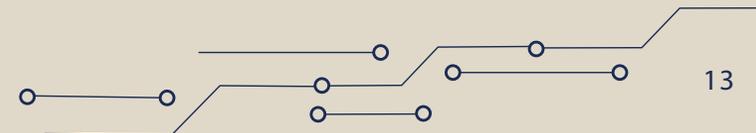
- basic digital literacy and productivity skills (e.g. use of word processing, spreadsheets, internet browsing) and,
- working knowledge or a good command of the English language as the course will be conducted fully in English.

ENGLISH IS NOT MY FIRST LANGUAGE. CAN I ANSWER THE QUESTIONS IN MY NATIVE LANGUAGE?

Currently, we only accept applications in English.

WHERE CAN I GET SUPPORT IF I HAVE OTHER QUESTIONS?

You can drop us an email at digilabs@sif.org.sg.



FAQ - COURSE RELATED



HOW MANY HOURS DO I NEED TO COMMIT TO THE COURSE?

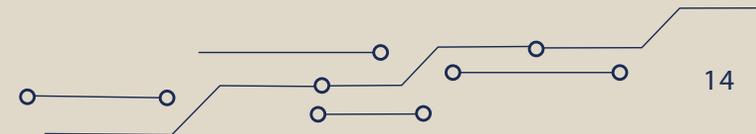
The course takes a blended learning format, with one to two hours self-directed learning on the LMS and two hours of live tutorial session with tutors for each module. Learners will commit on average four hours per week over 14 weeks.

HOW IS THE COURSE ASSESSED?

During the Foundational course, there will be weekly tasks to complete on the LMS and live tutorial session to attend, which count as the module assessment. These module assessments contribute to your course completion progress. Learners must fulfill at least 75% course completion in order to receive certification and be eligible to apply for the Accelerator course. During the Accelerator course, there will be more focus on group work and prototype/campaign development. Learners must fulfill at least 75% course completion in order to receive certification.

WHAT IS THE PROJECT THAT WE WILL WORK ON AS PART OF THE COURSE?

Projects delivered during the course will align with existing problem statements that addresses social and global issues, and learners will also have the opportunity to apply the skills into their personal passion projects.



LEARN AND APPLY DIGITAL SKILLS FOR A BETTER WORLD

We'd love to welcome you to the DigiLABS community. Join us to become competent changemakers to drive innovative digital solutions for global social issues.

Apply now

If you have further enquires, please email us at digilabs@sif.org.sg.



Data Science

“Our courses will give you the foundations you will need to succeed in analytical careers and more. Most important of all, you’ll get the opportunity to learn with a supportive community and a network of mentors who want to get future-ready together with you. Regardless of your experience or background, come crunch some numbers with us and contribute to making the world a better place together.”

ERNIE CHEN • {Code for Asia}

Content Partner for DigiLABS



Learning Curriculum

FOUNDATIONAL COURSE

Week 1 - Data science foundations

This week will give learners a helicopter overview of life as a data scientist and the data science methodology through an applied example. By the end of this week, learners should be acquainted with developer tools and the developer's way of thinking.

Week 2 - Programming in Python

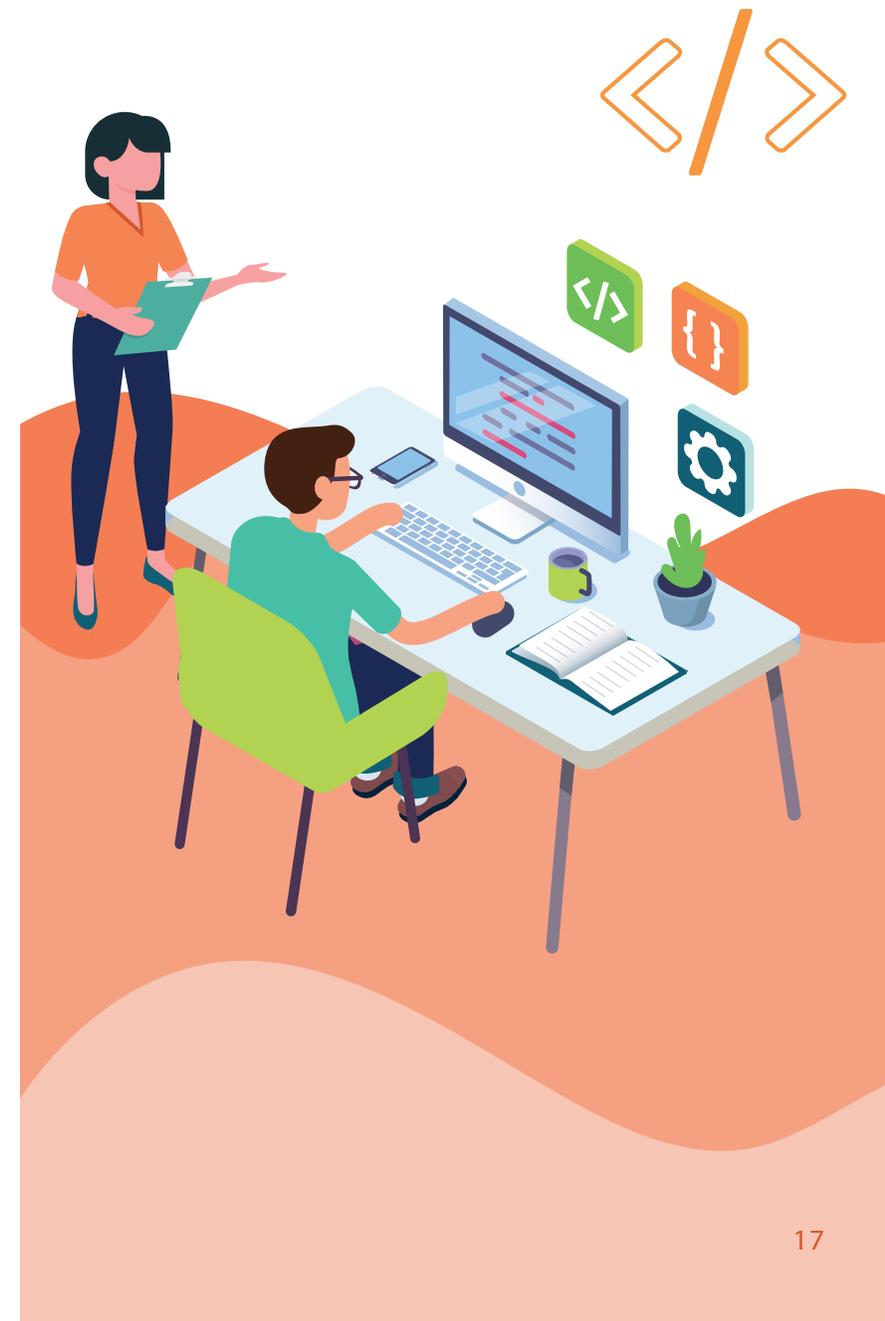
Learners are introduced to the concept of object-oriented programming. They will be able to perform basic data cleaning and load files for visualisation in Python.

Week 3 - Advancing in Python

We continue to strengthen learners' grasp of Python this week to review what has been learned to date.

Week 4 - Storytelling with Python

With a basic proficiency built up, learners will now get the opportunity to perform analysis with an existing data set and create simple visualisations. Learners will be able to work on an individual challenge to hone their skills.



Learning Curriculum

FOUNDATIONAL COURSE

Week 5 - Mini-project

This week calls on learners to further enhance their remote collaboration skills by working with another individual for pair work. Together, they need to put together a storyboard using data to tell a story.

Week 6 - Using APIs

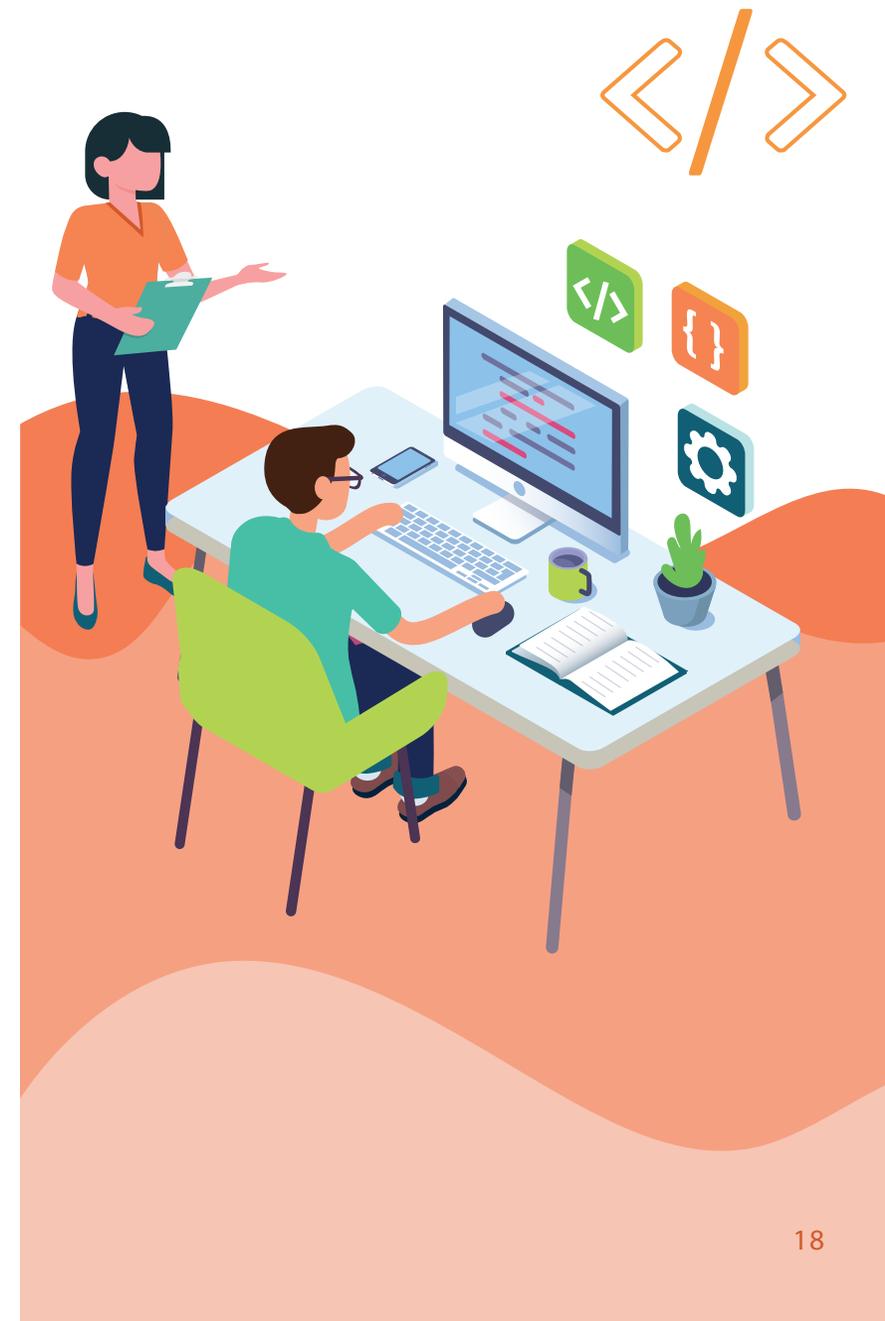
With so much data online, the internet has a wealth of data available for people to work with. We will learn to interact with data that has been made available via APIs as a data gathering approach. Learners will be able to make use of these datasets for group project analysis.

Week 7 - Web scraping

Another approach to gathering online data via scraping will be shared and learners will get to practice this on actual websites.

Week 8 - Working as a team

Now, learners have to apply all that they have learned about Python and remote collaboration as a team, to extract, clean and make sense of data available online. Learners will be sharing their findings from the group project.



Learning Curriculum

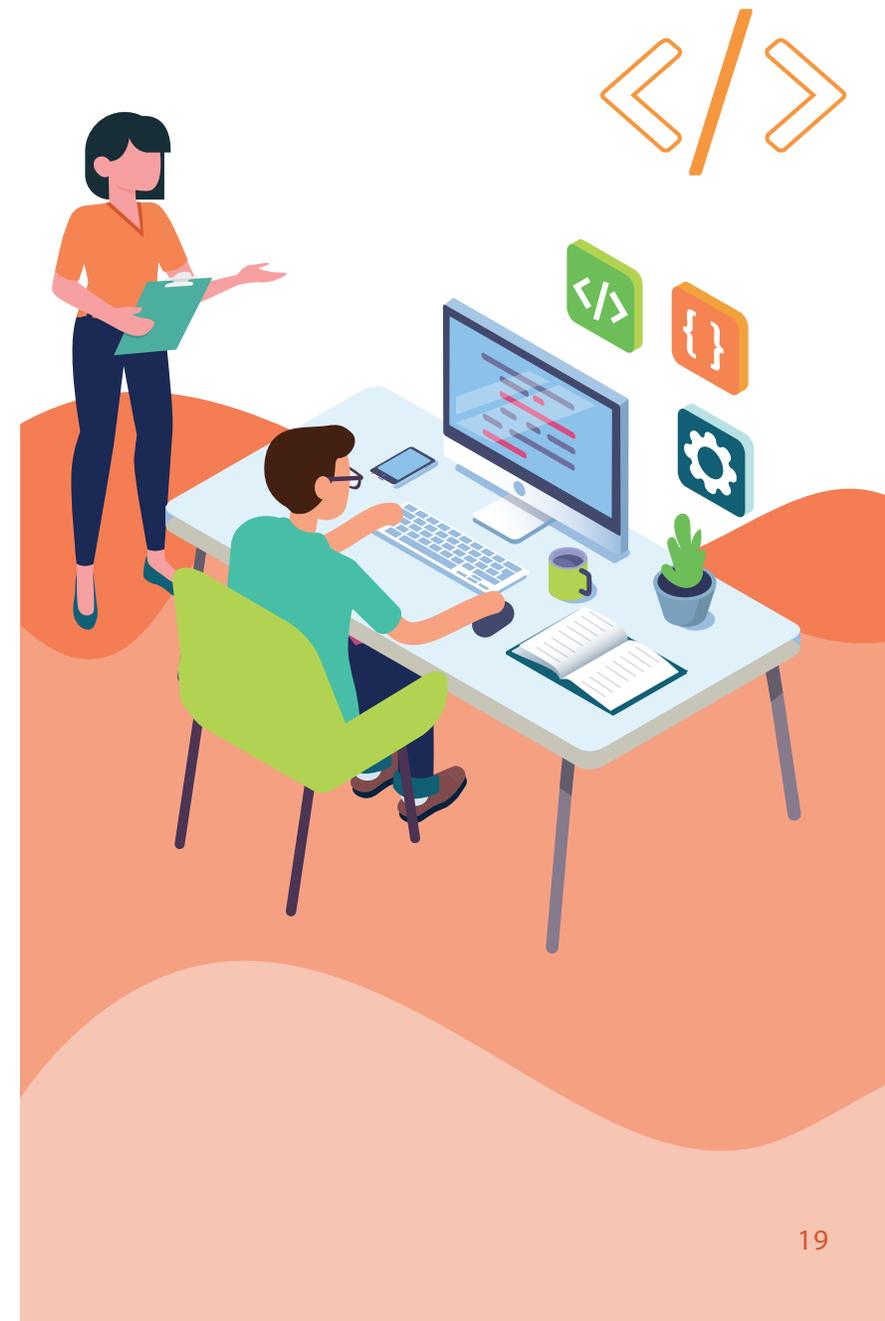
ACCELERATOR COURSE

Week 9 - Python for AI and development

Kicking off the formal teaching component of this course, we offer learners a peep into extensions with Python for AI and in impact work. They are then invited to imagine how data science or AI might be applied to an area of interest individually.

Week 10 to 14 - Groupwork

Over 4 weeks, learners get to apply what they have learned to work on proposed projects. They can either build on individual ideas or proposed new ones. This project requires them to define the inquiry, gather data, process and analyse from end-to-end.



Digital Marketing

“Our courses are anchored by practitioners who believe in imparting practical skills through real-world problem statements. We are also intentional in helping learners see and use digital marketing as a tool to bring about a better world.”

VICTOR ZHU •  hatch

Content Partner for DigiLABS

2018 Young Social Entrepreneurs (YSE) Global Alumnus (Singapore)



Learning Curriculum

FOUNDATIONAL COURSE

Week 1 - Landscape and Tools

Gain an overview of the Digital Marketing industry and understand the different aspects of digital marketing. Get to know, experience, and familiarise one with the latest tools and software commonly used by industry experts in their work.

Week 2 - Brand Management

Learn to co-create organisations' projected brand image, considering customer's perspectives and the organisation's desired image and priorities. Develop and execute branding campaigns to sustain or enhance the desired brand.

Week 3 and 4 - Content Creation

Create, curate, and manage the organisation's visual assets and content to engage prospects and customers on the organisation's value propositions. Understand and analyse the different forms of content and how to drive brand message with compelling storytelling and powerful visuals.



Learning Curriculum

FOUNDATIONAL COURSE

Week 5 - Social Media Marketing

Execute social media management strategies, implement campaign activities across social media platforms and conduct analysis and prepare reports on social media metrics defined for measuring effectiveness of social media campaigns. Manage development of media plan frameworks, contents, and integration of social media platforms to achieve business strategies.

Week 6 - SEO and SEM

Understand social media reports and marketing analytics to improve content creation and publicity methods. Design productive finance investments to achieve optimal results and reach KPIs. Understand and apply SEO and SEM methodologies.

Week 7 and 8 - Campaign and Analytics

Apply technical knowledge to a marketing campaign, and work with real-life constraints such as limited time and budget.



Learning Curriculum

ACCELERATOR COURSE

Week 9 - Project Scoping

Ask the right questions to acquire knowledge to design effective campaigns for clients. Establish focused objectives to achieve KPIs with clients and colleagues. Key principles in project management and applying them to client management work.

Week 10 - Campaign Pilots

Plan and propose a marketing campaign for the client. Drive marketing campaign development, implementation and execute a pilot campaign to test key assumptions.

Week 11 and 12 - Campaign Execution

Review the effectiveness of pilot campaign to achieve organisational objectives. Scale the campaign efforts across different platforms and channels.

Week 13 and 14 - Optimisation and handover

Synthesise key findings and learnings from past marketing campaigns. Make final recommendations and present a final report that effectively communicate group's recommended marketing strategy, including market research, marketing goals, and outcomes from pilot and execution.





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