DGTL MANAGER GUIDE

Welcome to 1871 DGTL!

DGTL ("Digital"), powered by Exelon, is 1871's new learning platform that empowers entrepreneurs with on-demand, flexible, mobile-friendly, expert led content. While this is self-paced, most learners spend about 1-3 hours per week working through the material.

Learners will be able to move at their own pace through our expert-led lessons, get to know their customers' pain points, and define the narrow set of features that their first product must have, among many other benefits throughout the course. Learners will be able to interact with other learners on the platform as well as mentors and members of the 1871 team.

As Learners jump into the workshops and get acquainted with the platform, notice that the program is structured into three pillars:

- Product Marketing & Strategy
- Startup Business Fundamentals
- Leadership & Development

Each pillar includes major course milestones, which chart the course for the topics of workshops delivered by experts, practitioners, and serial entrepreneurs.

By the end of the course, Learners will have a well-defined plan to build and launch a minimum viable product that they can begin testing for product/market fit. Plus, they'll receive a digital badge that certifies their completion of the Explore Track.

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LET'S GET STARTED!

TERMINOLOGY

Manager: The lead point of contact of each Community Partner that has agreed to enroll their Learners and help monitor their activity and encourage progression through the course (hint: this is you!)

Learner: Individuals identified by Community Partner Managers to go through the course
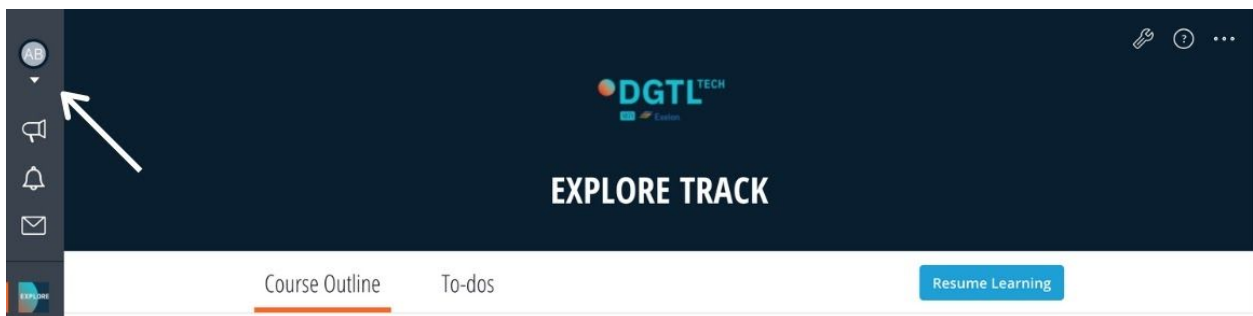
Admin: The 1871 team that has created the curriculum and handles everything on the backend
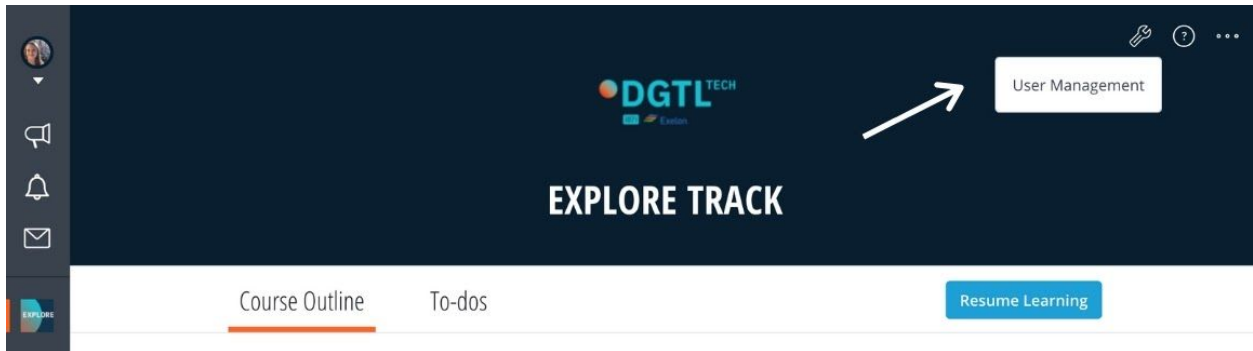
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FIRST THINGS FIRST

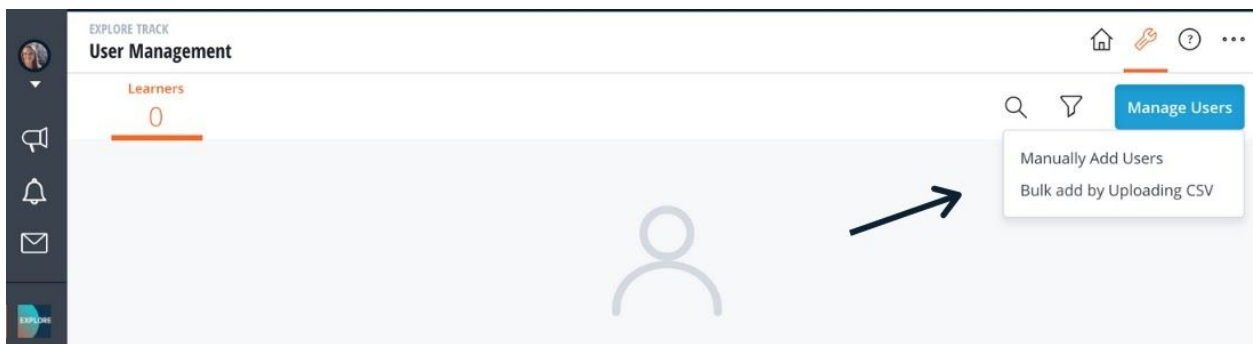It is highly recommended to complete the following steps when you first login to the platform:

1. Complete your profile - Found by selecting your initials in the upper left corner of your Dashboard

2. Enroll your Learners - Select the wrench icon in the upper right corner of your Dashboard and select **User Management** (This is the only option there is to select)

Select **Manage Users** and enroll your Learners manually

Input the Learners name and email address, then select your Organization name in the **Roles** drop down menu. Double check for any typos and remember to click **'Add'**
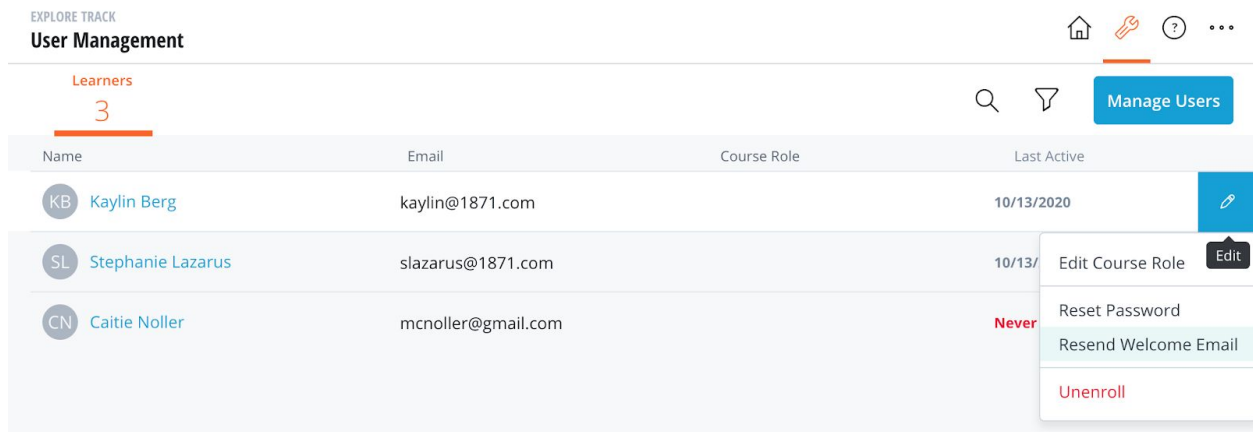

Once all of your Learners are enrolled in the course, they will receive an automatic welcome email instructing them to sign-in to the platform

If, for any reason, the Learner does not receive the welcome email, please have them first check their Spam and then resend a welcome email

To resend a welcome email

1. Go to **User Management** and find the enrolled learner
2. Hover on the line until the Edit settings appear
3. Click on the Edit pen, scroll down and choose **Resend Welcome Email**

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ONBOARDING YOUR LEARNERS

After your Learners have logged into the platform, they will automatically receive the Onboarding Message below which will help instruct them on first steps to take. We suggest you walk your Learners through this message by showing them where to find everything listed
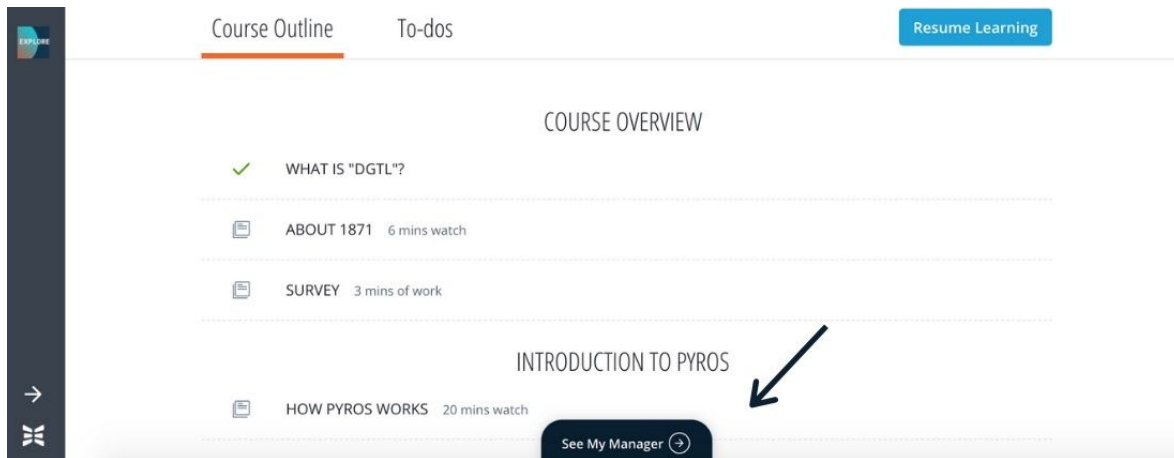
WELCOME TO DGTL: EXPLORE!

To get started, please complete the following things:

- Complete your profile
- Complete the Intake Survey found under the *To-dos* tab
- Watch the videos under the *Course Overview* and *Introduction to PYROS* sections
- Get started! The rest of the curriculum is self-paced and can be watched in any order you choose - happy learning!

Have questions? Select the question mark on the upper right corner of your Dashboard for more detailed instructions and ways to contact support

We also ask that you show your Learners how they can contact you. This can be done by selecting *See My Manager* at the bottom of their Dashboard
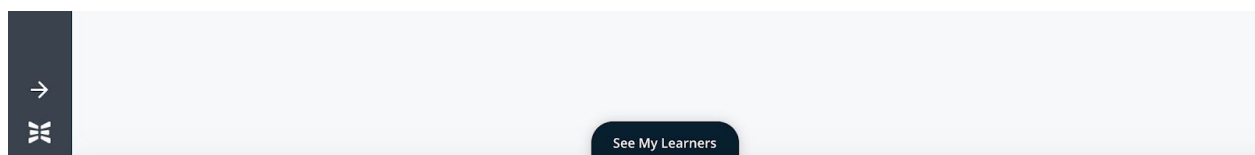

Lastly, please explain what is expected of them. We are hoping that every Learner will complete the course which requires watching **at least 70%** of the videos and **completing all tasks on the *To-dos* page**. The more Learners that complete the course, the better feedback, which will only improve the platform for future learners, and our official launch in January 2021!

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
MANAGING YOUR LEARNERS

We ask that you monitor your Learners progress through the platform. Best practices would be to check-in with all of your Learners once a week to make sure they are logging in and are actively engaged.

To see what your Learners are doing in the platform - select *See My Learners* at the bottom of your Dashboard

This Learner Metrics page will provide you with a birds-eye glance at the course progress of your Learners. You will have the ability to sort by Learner Name or their Course Progress

If you would like to contact a Learner directly, you simply click on their profile icon to visit their course profile and select the envelope icon to send them a message

FAQ

Can I access the platform on different devices?
Yes! The platform is hosted online and not on an app so as long as you can access the internet via a browser (Safari, Firefox, Chrome, etc.) you can access the platform.

How do I change my password?
Select your profile icon in the top right corner of your dashboard and under *Account Basics* you can update your password.

How do I update my email notifications?
Select your profile icon in the top right corner of your dashboard and under *Email Preferences*, you can select which actions you receive notifications on.

Pilot Timeframe: This pilot begins Friday, October 16th and ends on the first of the new year, January 1st, 2021.

Check-Ins: Throughout the pilot, please expect Diana Lopez-Obaldo to set up 1-2 feedback sessions with you. It is vital that you provide honest and uncensored feedback during this pilot so we can improve the learning experience now and in the future.

Additional Learner Surveys: 1871 Admins will be sending out feedback surveys to the Learners via the platform. There is nothing you need to do to assist in this process. Please note that all Surveys are anonymous.

I am having technical difficulties or have a general question, what do I do now?
Go to your dashboard homepage and select the question mark (?) icon in the upper right corner of your screen. The following options are available:
- Open the DGTL Manager Guide (what you are looking at right now)
- Open the DGTL Learner Guide (most helpful to your Learners and a great resource to point them to)
- Go to the NovoEd help desk which provides helpful articles to solve many issues or questions you may have
- Email DGTL@1871.com where an 1871 team member will help

What happens after the pilot? Your Learners have access to the platform for one year after their first log-in! This means they can use this material as reference during their entrepreneurial journey and refresh their knowledge or find inspiration when in doubt until that time has elapsed.

If Learners feel they are ready to advance to the next track, our team is more than happy to discuss this with them.

To qualify for the Build Track they need to have
- Validated a problem worth solving and deeply understand it
- Their business has been introduced to customers
- There are signs that the business is on the right track

They can learn more about our Virtual Membership, which includes access to DGTL: Build Track, by scheduling a 1:1 with 1871's Experience Team today.

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Questions?

Feel free to message 1871 team member; Alysha-Aubrey Bursey, on the platform with any questions you may have or email DGTL@1871.com

THANK YOU!