



UCT KNOWLEDGE CO-OP

Typerright Enrichment Project: Models for Teaching Touch Typing Skills

Report by Michelle Roseborough

September 2014

The UCT Knowledge Co-op facilitated this collaborative project.

The report is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike license: <http://creativecommons.org/licenses/by-nc-sa/2.5/za/deed.en>

INTRODUCTION

Keyboard application skills are a valued asset in the labor market. In today's technologically advanced society, keyboard proficiency is needed for efficient input and retrieval of data. "Inputting and extracting text and data is a fundamental part of information technology; there is a need for efficient text input skills; and these skills enable the highest standards of text presentation available," (Gillmon, 1991), therefore, keyboard proficiency is a relevant skill.

The Typeright Enrichment Project requested assistance from the Knowledge Co-Op to outline ways keyboard proficiency is a valued skill in the South African labor market by exploring the following: the type of jobs /occupations that require keyboard proficiency; the kinds of keyboard proficiency services being offered in South Africa; and if keyboard proficiency can be a stand alone service or a complementary service.

The purpose of this information brief is to explain how keyboard proficiency can exist as a stand-alone service and to identify areas where training in keyboard application skills can act as a complementary service. Where available, examples are provided. The aim of this information briefing is to provide some general guidance around possible business models the Typeright Enrichment Project can replicate given its current understanding of the market and its competitors.

The document will briefly highlight companies that offer training/tutoring in keyboard proficiency. A description of their services are described below and can be located on the internet.

KEYBOARD PROFICIENCY MODELS

Model title: TypeQuick, International

TypeQuick offers tailor-made touch type programs aimed at students, professionals and businesses and designed to make learning "fast, easy and enjoyable, " through the use of their computer software. The software is designed for different proficiency levels, from beginners to professionals.

Their software is available for various platforms including online, Windows, Mac, Linux on intranets, notebooks, networks and standalone machines. Typequick is also offered in five languages.

To assess and report back on the student or client's skills, Typequick offers a support product, Typequick Skill Evaluator that can be used in conjunction with Typequick's training products.

Typequick has distributors all over the world, including South Africa. And offers a money back guarantee if the client's typing skills do not improve after 30 days.

The software has a standard price depending on the number of licenses you wish to purchase.

Source: <http://www.typequick.com>

Model title: LeadingEdge Business Solutions, South Africa

LeadingEdge is a MICT SETA accredited training institution that offers IT and business skills courses in South Africa. It offers a Basic Computer Skills course that "begins with identifying personal computing devices and moves onto teaching skills such as typing, using a word processor, working with spreadsheets to do your personal budget, sending e-mails, and ends with using the Internet to search for information," (LeadingEdge).

The course is designed as an introductory course to computer literacy and aimed at individuals that are ***completely new to personal computers***. The course is taught on Windows 7 and students learn the basics about Word 2007, Excel 2007, Outlook 2007 and Internet Explorer.

The course is three (3) days and students must be literate. There is a set price for the training, which students are expected to cover without financial assistance.

Source: <http://www.leadingtraining.co.za/index.php>

Model title: South African National Council for the Blind- Computer Literacy Training

The computer literacy training course offers skills in basic software, word processing, and spreadsheet programmes, the Internet and email. The course is offered over five months for a total of five different modules.

Before the course starts, students are assessed on their keyboard/typing skills based on speed and accuracy. If these skills are adequate, the student is allowed to begin the course. If not, he/she would need to acquire the necessary typing speed and typing accuracy skills needed for the computer training.

There are criteria for acceptance to the programme and seats are limited. Students are expected to pay a fee for the training.

Source: <http://www.sancb.org.za/article/skills-training-optima-college>

KEY TAKEAWAY POINTS

With regard to LeadingEdge and the South African National Council for the Blind, there is an opportunity to provide a complementary service to these institutions as a provider of touch typing skills/keyboard proficiency to those individuals without adequate keyboard proficiency. The way in which Typeright Enrichment Project can offer a unique service to these types of institutions requires additional exploration with regard to the type of training envisaged, the target market, and alternative funding models.

There are a number of key characteristics that set these institutions apart:

- Training can take place in the comfort of one's home or in a more structured environment
- Online tutorials make learning convenient
- Multi-lingual software is inclusive and allows for training packages to be circulated widely
- Operating system compatibility
- Option to purchase multiple licenses allows trainer and training facilities to operate from a number of locations
- Training is directed at all proficiency levels and all individuals that want to learn how to touch type

Typeright may identify other training services they can partner with – in addition to or as alternative to offering services to individual clients.

CONCLUSION

Computer literacy and computer interaction is a common requirement in today's job market. "In particular, the ability to input and extract data via keyboard is no longer confined to clerical staff but is a highly valuable skill for people at all levels of an organization,"(Gillmon, 1991).

Technology has become more embedded in the way we communicate, interact and conduct business; therefore it is important to anticipate the requirements (i.e., skills) needed to take advantage of new opportunities in the labor market.

BIBLIOGRAPHY

Gillmon, Eve. (1991). Keyboard Proficiency: An Essential Skill in a Technological Age. City Technology Colleges Trust Ltd., London. Accessed from <http://eric.ed.gov/?id=ED348557>.