Using Communities of Practice to support the development of staff delivering Apprenticeships

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Objectives - to:

- review the purpose and function of a community of Practice and explain different approaches

- provide networking opportunities with links to like-minded people

- identify areas of common interest in Apprenticeship support

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Definition of Communities of Practice

CoP are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

CoP can innovate and solve problems. They invent new practices, create new knowledge, define new territory, and develop a collective and strategic voice.

Wenger-Trayner

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Background to ASSP CoP

Part of ASSP project to engage and promote to Providers:

- 305 colleagues joined ASSP CoP website through variety of routes:

    - consultancy support visits (57)

    - Podcasts (4)

    - Workshops (4 – 60 providers)

    - Events/Conferences

    - Newsletters

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How did CoP work?

- Individuals made direct contact

- Topic forums set up on ASSP website - examples:

  ➤ learner tracking system (Monterpoint)

  ➤ Apprenticeship internal structures/staffing

  ➤ Using and working out retention rates

- Consultant facilitated setting up peer groups by:

  ➤ provider type

  ➤ similar provision outside region

  ➤ sector specific groups

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Challenges for Web-based CoPs

- Keeping content and activities fresh

- Champions who actively share regularly

- Reach out to the membership on community activities – newsletters and online events

- Easy access - technically

- Engage/consult on key issues, site workings

- Celebrate/welcome new members

- Innovate and develop

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ASSP involved sharing ideas, resources, materials, advice, effective practice to improve practice.

FAQs:

- What is in place in other organisations?
- How are others tackling this?
- Do you have any examples to share?
- What do others use for XYZ?

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What are your Apprenticeship challenges?

How can a CoP work for you?

Engage on a common theme:

- **Improvements to current programmes**
- **Management of Apprenticeships**
- **Employer Engagement**
- **English and Maths**
- **Initial Assessment**
- **Marketing**
- **Technology**
- **Preparing for the Apprenticeship Reforms**

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Improvements to current programmes

- Improve success rates/outcomes for apprentices
- Review models of delivery
- Establish progression routes into Apprenticeships

Management of Apprenticeships

- Processes, tracking and reviewing learning
- Staffing structures to support quality and growth
- Learner journey for optimum service
- Strategy development

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Employer engagement

- Processes and procedures

- Use of CRM

- Employer expectations – roles and responsibilities

- Account management and growing employer base/Sales techniques

English and maths

- Support for staff to contextualise and/or embed English and Maths

- Review and tracking Functional Skills

- E-learning

- CPD - Qualifications

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Initial Assessment (FS, Behaviours, Attitudes)

- Range of IA tools (including vocational skills checks) and techniques for use

- ILPs – Learner Journey walk through

Marketing

- Improving brand and exploring USP

- Website development

- Messaging for learners and employers (sub-contractor, organisation/individual depts)

- Attracting School Leavers

- Setting up an Alumni programme

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Technology

- CPD for staff – VLEs, E&M solutions, e-portfolio
- Embracing technology - digital champions

Preparing for the Apprenticeship Reforms

- Increasing awareness and understanding of all aspects of the reforms
- SWOT analysis – from frameworks to standards
- Planning and preparing for change

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Activity:

Using the flipcharts around the room select 2 priority areas for group work discussion around potential collaboration

[Assign choices 1&2]

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Activity – in your group consider:

- Useful contacts?

- Mechanisms for establishing contact?

- Other ways to find solutions?

- Does the opportunity to share and network currently exist? If so do you use it? Are there gaps/barriers?

- Are there opportunities to develop your own CoP?

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Many thanks for your participation

- ETF will be providing readiness support in relation to the Apprenticeship reforms from November 2015 – March 2016

- ASSP CoP link: http://www.apprenticeship-staff-support.co.uk/cop-membership remains active until mid 2016

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