

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

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ASSP/TSSP Dissemination Conference

30 September 2015

Objectives

- to review the purpose and function of a Community of Practice and explain different approaches
- to provide networking opportunities with links to like-minded people
- to identify areas of common interest in Traineeship support

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

Background to TSSP CoP

Part of TSSP project to engage and promote to Providers:

- Over 260 members joined TSSP CoP through variety of routes:
 - consultancy support visits
 - podcasts
 - workshops
 - Non-adopters events
 - Events/Conferences
 - Newsletters

How did CoP work?

- Individuals made direct contact
- Topic forums on TSSP website
- Consultant facilitated setting up peer groups by:
 - provider type
 - similar provision outside region
 - sector specific groups

Forum Topics

Topics	Replies	Views
National figures for success of Traineeships	1	4
Functional Skills	0	12
GCSE English and maths	5	101
Traineeship second time-around	2	71
Adult & Community Learning providers and Apprenticeships	0	17
Announcements COP	0	41

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

Activity

In groups, discuss some of the following key issues identified:

- Planning for set up
- Marketing
- Employer Engagement
- Learner recruitment
- English and Maths
- Working with vulnerable learners



Common themes:

Planning for set up

- Development of programme
- Progression routes
- Delivering a remote programme

Marketing

- Website development
- Suitable materials for learners, employers, parents/guardians
- Specific branding for traineeship programmes

Common themes cont:

Employer engagement

- Shared CRM/database to record & target activity
- Managing employer expectations
- Engaging employers in devising & developing programme

Learner recruitment

- Information leaflet for Careers and Jobcentre Plus staff
- Forging relationships with other providers
- Close working with Apprenticeship teams

Common themes cont:

English & maths

- Contextualising E&M into the curriculum
- Reviewing & tracking functional skills
- E-learning

Working with vulnerable learners

- Embedding employability skills in job roles (LA)
- Partnership approach with other providers

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?

Summary

Consider:

- How will you continue communication with Peers?
- Will you use the TSSP CoP website?
- What further support can the ETF give?
- Leave your card/contact details for sharing

Many thanks for your participation

- ETF will be providing readiness support in relation to the Apprenticeship reforms from October 2015 – March 2016
- TSSP CoP link: <http://www.traineeship-staff-support.co.uk/cop-membership> remains active until mid 2016
- SDN/Team will continue to offer a range of support activities
<http://strategicdevelopmentnetwork.co.uk>