Navigating contestability: VETMAP - an institutional response

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The VETMAP Project

• Used a product/market analysis toolkit to assist teaching teams and educational leaders to determine performance of VET products
• Evaluated the performance of VET programs at AQF levels 4, 5 and 6 at Victoria University.
• Key findings provided an evidence base for decision making about the future of course provision
Research Method

- Quantitative data included student demographics, funding profile, enrolment data, delivery information and completion data across VET programs. Desktop analysis was conducted to research national VET delivery, industry data and government/market controls and factors.

- Qualitative data collected through interviews conducted with Program Managers, Course Coordinators and Heads of School.

### Research data summary

<table>
<thead>
<tr>
<th>Year</th>
<th>Programs</th>
<th>Courses</th>
<th>Participants</th>
<th>Qualitative Methods</th>
<th>Quantitative Methods</th>
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<tbody>
<tr>
<td>2009</td>
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<td>53</td>
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<td>Interviews, surveys</td>
<td>Desktop analysis, Student management system data analysis</td>
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<td>2010</td>
<td>13</td>
<td>44</td>
<td>25</td>
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The Tools

• Student Management System Data Analysis – Product Analysis Tool
• Analysis of the Student Experience - Product Quality Tool
• Industry and Market Analysis - Market for Skills Tool
• Analysis of Student Perception and Decision - Market for Students Tool
• Analysing the Contestable Market - Competitor Analysis Tool
Student Management System
Data Analysis

• Analysis of student demographic info
• Analysis of course performance info
• Presentation format of the data allowed for insightful interpretation - critical for empowering teaching staff and managers to understand trends
Analysis of the Student Experience

• Student satisfaction with teaching
• Student satisfaction overall with their learning experience
• Industry satisfaction with graduates and students
• Student destinations, including those who did not complete their studies
Industry and Market Analysis

- Number and types of employing organisations
- Modes of employment available
- Engagement of the workforce in training/PD
- Skills shortage indicators
- Rates of unemployment and under-employment
- Government regulation and government reports
- Numbers employed in specific roles
- Financial strength, viability and prospects
- Organisation of the workforce
- Workforce patterns (especially turnover)
- Indicators of qualitative under-employment
- Industry association information
Analysis of Student Perception and Decision

• Explores ideas about how students make vocational and institutional choices
• Examine market for existing workers and international students
• Encouraged expansion of RPL and adapting programs to be more accessible to mature audiences
Analysing the Contestable Market

• Identify which organisations are direct competitors
• Analyse information about distinctive strategies that competitors adopt to attract students and other clients
• Examine competitor marketing strategies
• Examine delivery strategies of competitors
Conclusion

- Project encouraged a cultural shift to increase awareness of external factors and adopt a market driven approach
- Well received by participants because the impact of contestability on enrolments was already evident
- Research was conducted as a collaborative exercise, and offered direction and guidance in sourcing, collecting and analysing data