



COLLABORATING FOR SUCCESS:

*A case study of Victorian TAFE
International as a Community of
Practice*

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Community of Practice Definition

“groups of people who share a concern, a set of problems, or a passion about a topic and who deepen their knowledge and expertise in this area by interacting on an on going basis.”

Wenger et al 2002:4

What VTI did

- Meet to share best practice in QA for off shore programs
- We met together F2F 6 times in 2009
- 12 members (of 20) filled in anonymous survey asking about the process
- 3 members were interviewed
- Finished document prepared by Nov 2009

Value Equation

Homogenise the product Brand loyalty

Point of difference

price cutting

perceived risk

Competitive advantage

What helps your capacity to share at the VTI meetings?

The top answer was:

trust, knowing everyone and feeling connected together.

What inhibits your capacity to share knowledge at the VTI meetings?

The top answer was:

lack of confidence in the topic at hand

Fear of Sharing

“Sometimes I make an assumption that other institutes may be more advanced or have... better documents, systems or procedures”.

“Feeling inexperienced in a number of areas, compared to the vast experience of some group members”.

What I have learned

- **Sometimes learning occurs, sometimes it doesn't**
- **Not all members are equal**
- **It may be hard to quantify what is learned**
- **Trust is essential to learning**
- **Learning is influenced by the social situation and it works both ways**
- **The CoP does not operate in isolation**

Keys to success

- **Clarity of role and purpose**
- **Structure**
- **Leadership**
- **Build trust and relationship**
- **Use technology**
- **Try something new**



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Thank you

Any questions?