

Navigating contestability : VETMAP - an institutional response

Mark O'Rourke & Lyndon Shea

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

	Programs	Courses	Participants	Qualitative Methods	Quantitative Methods
2009	20	53	32	Interviews, surveys	Desktop analysis, Student management system data analysis
2010	13	44	25		

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 that 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