

Getting Connected: HE & FE in partnership and the Connected Fund

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Overview

- Who? What? Why? When? Where? and How?
- Explain context and roles
- Communities of Practice and how they link to Learning and Teaching Strategy
- Project aim and outcomes to date

“Opportunity is missed by most people because it is dressed in overalls and looks like work”

-Thomas A Edison

Project Application: Process and Roles

- Nikki McQuillan HE Lead, Ulster
- Carolyn McNeice FE partner BMC
- Ursula Quinn Project Mentor for HE Lead

Bid submitted by Ulster and funding used by Ulster

Event Management Discipline at Ulster.....the story to date:

1999 Developed 4 year honours degree

2004 started to develop Fds in Events Management

**2007/8 Events Management
introduced to additional degree
programmes**

**2012/13 path ways introduced at Honours
Overall increase in provision**

Net result

- Increase in number of Event Management modules and programmes in University and with partner Colleges
- Need for staff to develop professional practice – teaching plus industry interface
- Need to network with GB colleagues in relation to subject developments
- Need to learn from best practice – teaching, learning, research and scholarly activity
- Need to bring all this together and develop a Community of Practice
- Connected Project providing funding to establish the basic foundations of a Community of Practice

As a community...



over time this reciprocal and collective learning from each other results in practices that reflect both the pursuit of our enterprises and the attendant social relations. (Wenger, 2007)

Why create a community of practice in events management in Northern Ireland?



Ulster's values...

- Professional Education for Professional life
- Empowering learners to excel in professional life through transformative higher education.

#1

“A shared repertoire of resources; experiences, stories, tools and ways of addressing recurrent problems...(Wenger 2007)

...it is a sustained informal highway of learning webs, and education that is *adept at flexing to business opportunity*”

#2

The social capital resident in ‘communities of practice’ leads to behavioural change that results in greater knowledge sharing (Wenger, 1999)

...that in turn positively influences business performance, enhance organisational effectiveness and profitability.

How did we create a community of practice?

Complicated business...??

10 First Steps to creating a Community of Practice in Event Management in NI

1. Successfully bid for HE/FE Connected Project
2. Explored best practice in event teaching and research
– AEME Conference 2013
3. Built relationships with external and internal communities

Steps to creating a Community of Practice in Event Management in NI

4. Planned a shared dissemination event
5. Engaged a highly regarded guest speaker
6. Emailed timely invitations to all contacts/stakeholders
7. Added value to the event – internal community

Steps to creating a Community of Practice in Event Management in NI

8. Introduced the concept of a Northern Ireland 'community of best practice' in event management teaching and research.
9. Collaborative workshop (Industry and Education) on sharing of resources toward win-win.
10. Tested desire for NI Events Community of Practice

Best practice in event teaching and research dissemination event

Department of Hospitality and Tourism
Management

The dissemination event...

- ✓ **18** - FE lecturers and 2 FE Heads of School.
- ✓ **7** - event industry representatives to include sector skills council, trade association for the events industry in NI, Events Director (NITB) Events Manager (Belfast City Council)
- ✓ **7** Ulster Colleagues – Dept. Hospitality and Tourism Management
- ✓ **2** – Volunteer events students

Outcomes to date

100% - Desire to set up a Community of Practice in Events in NI from all stakeholders

Collaborating with NITB & People 1st to explore provision of CPD modules in Event Management/Hospitality and Tourism Management.

Industry desire to **explore a strategic grouping** potential for KTP's/innovation vouchers and research opportunities.

Community of Practice Membership

