

Managing Data Volume / Complexity

Details for VET Research Synthesis Issue VET50

Name: [Inadequate understanding of VET and its components (attributes) and pathways]

Research Source: Engagement

Nature of Issue: Research Supported

ResearchRef: p0, 17, 18, 20, 22

Success Factor 1: Penetration

Success Factor 2: Promotion

Success Factor 3:

Action Area: VET Knowledge

Action Priority: Not Assigned

Discussion...

Suggested Action...

This issue is strongly related to VET1, VET17, VET21, VET26 and VET35 from the VET Attitude research considered from an engagement perspective.

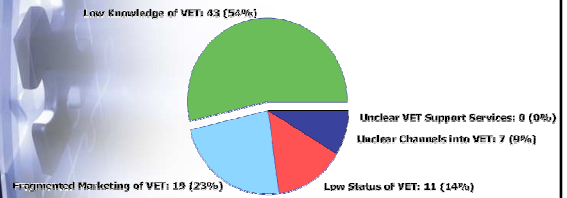
One in five survey participants were not sure if courses previously undertaken fell under VET.

Amongst the Retrainer target group, the generational segments Generation X and Y expressed only a vague awareness of VET and what it entails, with initial perceptions centering on correspondence and distance learning. By contrast they had a much clearer idea as to what university entails. Similarly, Generation X and Y Upskillers saw VET as a career-specific and hands-on form of learning predominantly aimed at and associated with late secondary schools and TAFE students, specifically those not going on to attend university.

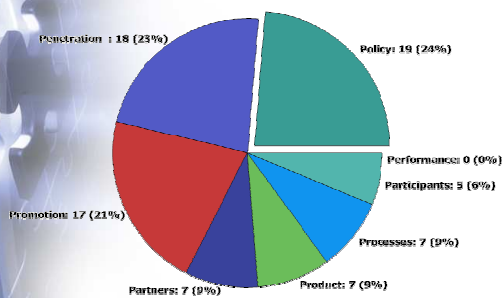
Baby Boomer Upskillers and Retrainers also saw VET narrowly, and were

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Issues by action area



Issues by success factor



Synthesis: 7 macro issues

NO.	MACRO ISSUE	COUNT
1	Inadequate VET sector marketing and promotional guidance	25
2	Inadequate VET story and promotional strategies	19
3	Inadequate Influencer engagement policy and strategies	14
4	Inadequate VET governance focus and priority on marketing	10
5	Inadequate VET branding strategy	8
6	Inadequate coordination of VET information outlets	2
7	Inadequate VET product development	2



30 corrective actions

Conclusion

- Framework created to identify, capture and connect multiple issues from complex, disparate research to form larger picture
- Issues considered in context of JNCP requirement for areas of strategic action aligned with VET policy and practice and needs of participants as well as factors affecting delivery success
- Corrective actions provided foundation for JNCP action plan
- Method of analysis regarded as repeatable