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JISC Conference 2008

# Rapid Community Building: Innovative Development

13.30 – 14.30

**Hall 8b**

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## Rapid Community Building: Innovative Development

### Session Chair

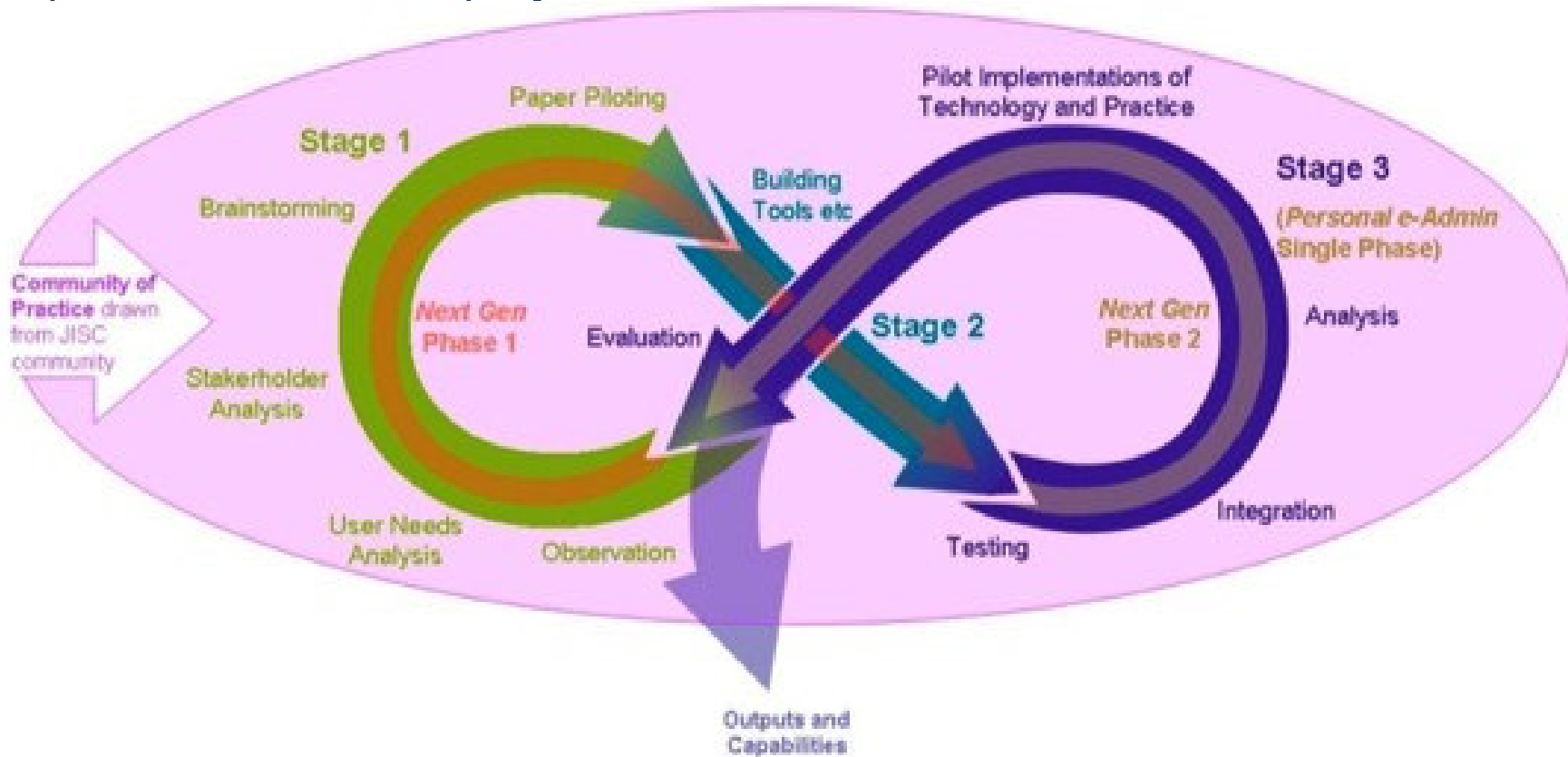
Craig Wentworth

**Director for Organisation and User Innovation, JISC**

- Chair's introduction
- The U&I Programme Aims and the Users & Innovation Development Model (LP 10 min)
- Building success factors for community cohesion: Emerge/UIDM – applying appreciative inquiry in a community of Practice (GR 30 min)
- Plenary feedback and discussion (15 min)
- Closing Q&A about the U&I programme (CW 5 min)

# Users and Innovation Development Model

- A descriptive grammar of good practice for user community engagement in applications development, systems integration and institutional practice innovation projects.





## Success factors for community cohesion

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- Bounded openness
- Heterogeneous homophily
- Mutable stability
- Sustainable development
- Adaptable model
- Shared personal repertoires
- Structured freedom
- Multimodal identity
- Serious fun

<https://e-framework.usq.edu.au/users/wiki/UserCentredDevelopment>

- Real users (not abstractions) are involved in development teams
- Projects have real impact in institutions
- User interfaces are considered as important as data models, control programs and work flows
- An ongoing, reflexively self-aware, purposeful community of collaborators makes itself visible
- Participants share and express affectionate recollection of community activity and artefacts
- There is wider adoption - and adaptation - of the model
- There are positive return on investment indicators

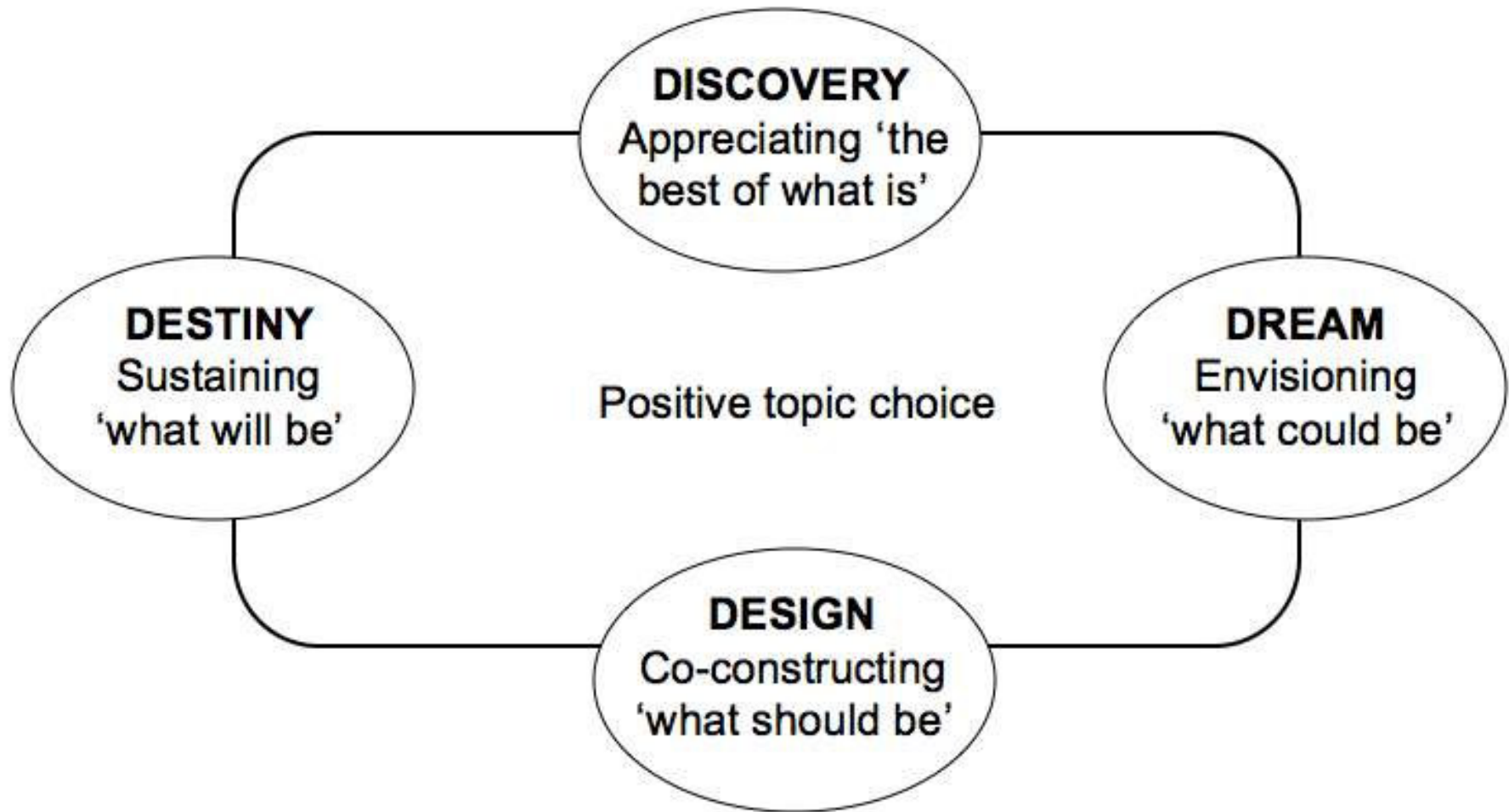
<https://e-framework.usq.edu.au/users/wiki/UserCentredDevelopment>

## Appreciative inquiry: more of what works

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- The act of research has a transforming effect on the subject of research
- The aim of research is to bring about change
- Much of what works is already there (Cooperrider & Srivastva, 1987)
- Appreciative Inquiry attempts to get beyond the essentialism, ethical foundationalism and hierarchies of identity politics to embrace a more radical constructionism in relational theory (Gergen, 1999)
- Highlights what is helping to make Emerge an *effective, enjoyable* and *self-sustaining* community - so that we can do more of it.

# Four Phases of Appreciative Inquiry



## Guided pairs discussion: phase 1

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- Affective recall (5 minutes)
  - Think of one **successful** project that you were associated with at any time in the past
  - What did it feel like for you?
  - Tell your partner.
  - Switch
- Plenary feedback (5 minutes)

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# Plenary feedback: affective recall

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## Guided pairs discussion: phase 2

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- Building on affective recall (5 minutes)
- Critical success factors
  - one person interviews the other
    - “When your project has gone right you know it because...”
  - Elicit the other person’s key success criterion
- Plenary feedback (5 minutes)

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# Plenary feedback: success criteria

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- The approach to Benefits realisation will be anchored in the projects funded by the U&I programme and led by community members
- Benefits realisation activity:
  - synthesis
    - synthesise the knowledge, experience and outputs from a set of projects within the Emerge Community
  - capacity building
    - more people and new institutions are able to use U&I project products
  - increased uptake
    - supported transfer of U&I outputs between projects or to other institutions
- Emerge Bazaar
  - an online “space” within the Emerge Community Elgg and Second Life island
  - “market stalls” and “side shows” for people to promote and share their “wares” and offer small services.
  - to support an “Ideas Forge” to establish new activities that could lead to further funded projects

## ■ Digital communities and digital identities

<http://elgg.jiscemerge.org.uk/news/weblog/1325.html>

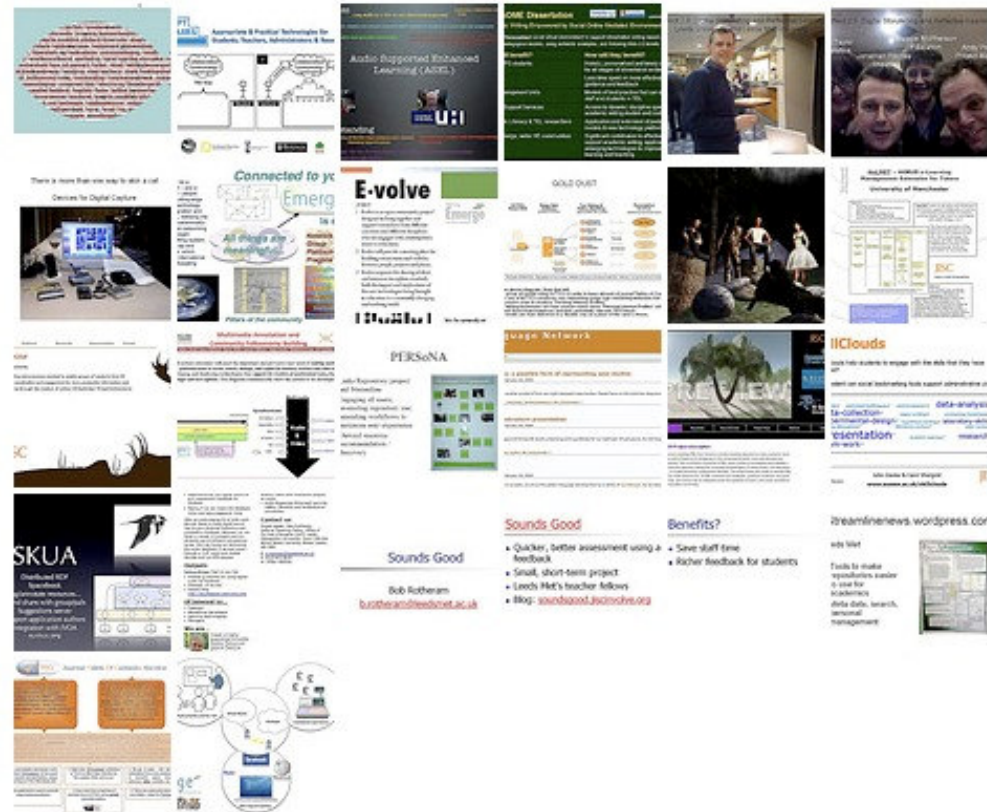
- George Siemens to give Keynote <http://elgg.jiscemerge.org.uk/news/weblog/1342.html>
- Dragons Den
- Appreciative Inquiry Day
- Benefits Realisation Day
  - Launch of the Emerge Bazaar
  - Second Life Fashion Show
- User Engagement Day

## ■ Upcoming events:

- Next generation environments: 29 - 30 April
- Cluster days
- online open space technology week of 23 June

- The open, learner-centred, appreciative social network is based on four hypotheses of project success:
  - Developing projects in a context where there is awareness of the wider activity in a field and an understanding of the alignments and gaps in that field will lead to increased success.
  - Putting the end user at the heart of the development process, eliciting user needs with a coherent set of qualitative methodologies, and adopting iterative, agile development techniques involving users at all stages will lead to increased success.
  - We are all users
  - Taking an evaluation-led appreciative approach will facilitate community development.
  - Using community development processes and social networking the general quality of educational (learning) technology development projects may be improved, bringing benefits not just to the JISC but more widely to all sectoral funding agencies and stakeholders.

- building better programme and project portfolios for sustainable benefits realisation through UIDM
- *The positives are always the people, all the good people*
- *it was the enthusiasm and the vibrancy and support and to some extent the good will*
- *It changed our focus... It's just really from talking to other people and seeing what they thought ... that's what's really inspired us to look at things in a different way... You've got only limited experience within your team as you focus on the same areas.*
- *A liquid learning space*
- *An orchestra*
- *An overwhelm of overlapping communication*



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## Rapid Community Building: Innovative Development

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## Related resources from JISC Services:

### JISC Infonet:

- Social Software
- CAMEL Tangible Benefits of e-Learning
- Scenario Planning
- Web2Rights

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## JISC Conference 2008: Enabling Innovation

15 April 2008, ICC Birmingham



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