

## WEBSITE 2 YEAR SUMMARY REPORT AUGUST 2005 – AUGUST 2007

### Background

The ICVET website (icvet.edu.au) provides a unique service to TAFE NSW, a service recognised both within TAFE NSW and by international experts as leading edge in nature. The website, which provides professional development and information exchange, was launched in August 2005 at the request of the then DDG TAFE and Community Education, with the following intentions:

- Share information and knowledge about key teaching issues, practices and theories
- Facilitate networking across TAFE NSW and the VET sector where appropriate
- Introduce new teaching and learning methodologies, theories and frameworks
- Promote TAFE NSW as a leader in VET pedagogy (theory and practice)
- Support the events and opportunities provided to teachers by ICVET
- Promote change through communicating new ideas, practices and models.

The site has been highly successful as a strategy, with its usage continuing to increase significantly. In the two years from its launch to August 2007, total page views for the site numbered over **566,200 and its usage has quadrupled.**

### Nature of the website

The ICVET website is populated in a number of ways, the most evident being the bi/tri-monthly *e-Zine* (online magazine). The *eZine* has proven a visible and highly popular way of promoting the above objectives. It contains articles, thinkpieces, stories (usually about TAFE staff and their projects), national and international research updates and information on upcoming events. Other methods of populating the site have been through the commission of information contained within the ‘**A-Z**’ area on a huge range of topics, as well as the populating of a number of focus **research areas** (listed on the left hand side of the website), such as workplace learning, partnerships and indigenous learning.

The site and its magazine aim to be appealing and of interest to teachers. Its ‘look and feel’ is deliberately informal and user-friendly, but articles within it maintain a degree of academic rigour. Interviews and stories intentionally maintain some of the ‘flavour’ of the writer and interviewee, to engage teachers, whilst remaining grammatically correct. The front page changes with every eZine edition, encouraging engagement.

Feedback within TAFE NSW is that the website is “highly valued for its wonderful wealth of information, practitioner exemplars, design and user friendliness” (TAFE NSW ICVET - Evaluation of Business Plan 2004 – 2006 and Consultation to Shape New Business Plan 2007 – 2008, July 2007). Positive comment on the rich and varied, up to date, useful and engaging information contained within the site is regularly received by ICVET.

### Statistics

Statistics for the usage of the website are impressive:

- **Page views** total August 2005 – August 2007: 566,202
- **Unique visitors** per month for the past three months average 8,630

- **Pages viewed** per month for the past three months average 40,120

**Usage of the website has quadrupled** over the past two years. This fact demonstrates its growing popularity and its usefulness and efficiency as a professional development and information exchange strategy for teaching and learning. Ref: Table 1, Appendix 1.

**Patterns of site use:** these show Interesting information on teacher research patterns. For example:

- **Months:** generally August has greatest use, coinciding with ICVET's Teaching and Learning Powerhouse, although last year November was the most highly popular month. Ref: Table 2, Appendix 1
- **Days:** the website is predominantly visited Monday – Thursdays, with Wednesday most popular, averaging 25,200 hits or nearly **2,000** page visits. The site is also visited on weekends, with a current average of between 620 – 750 pages each weekend day. Ref: Table 3, Appendix 1
- **Hours:** While usage climbs during the day, peaking around 2pm at an average **3570** page viewings, there remains considerable activity even during non-working hours, including in the late and early hours of the morning (some of which may be accounted for by overseas visitors). Ref: Table 4, Appendix 1.

**Information accessed:** currently the most popular page hits are:

- The podcast feeds arising from the RPL Colloquium and Learning Powerhouse Conference (these are being extracted and used in local staff development activities, as well as for individual use)
- The TAFE NSW ICVET Teaching and Learning Powerhouse 2007 page
- Article outlining the impact of changes to the AQTF to TAFE NSW
- A-Z Resources index page
- Assessment resources
- *eZine* articles from as far back as early 2006 are still being accessed and some are among our most popular resources
- Talent Management article.

**Key search phrases** the website commonly hits are: Assessment validation; Appreciative inquiry; Workplace assessment; Educational leadership; and AQTF 2007.

**Access:** Users access the page from other sites, as well as going straight there. These most popularly are:

1. DET search engine
2. TAFE NSW search engine
3. TALE guided search

indicating the site's key audience remains TAFE NSW and provides a necessary service to other areas of the organization.

**The Department's TaLE site** links to the ICVET site. The working relationship between the TaLE team and ICVET is close, however the two sites do not provide the same service. Discussions have recently been held with both Library Services staff and the TaLE team, which served to reinforce the uniqueness and value of what the ICVET site provides.

ICVET is working toward modifying the site for a release in February 2008, in response to consultation with TAFE NSW Institutes. These moderate changes will see the website more clearly feature the four key areas

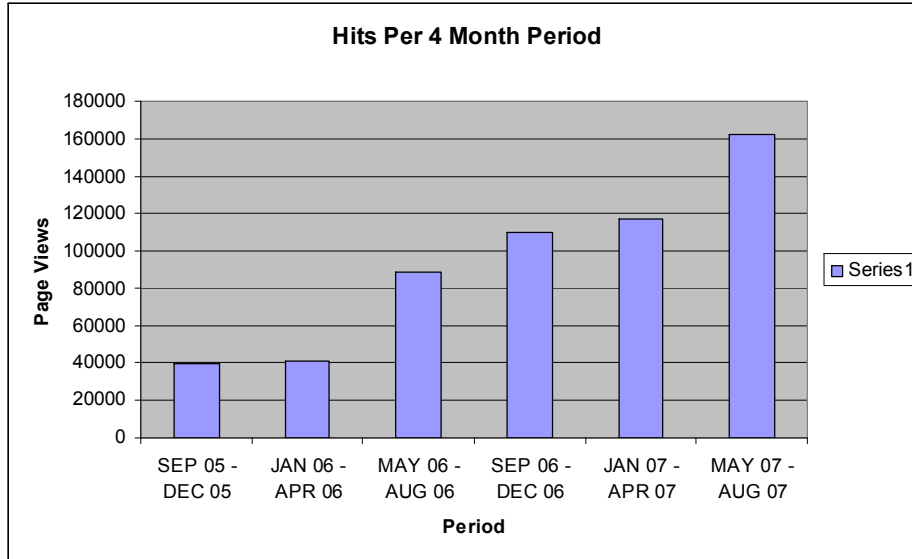


of Workplace Learning and Assessment, Recognition of Prior Learning, Partnerships and entrepreneurships, Workforce development and sustainability.



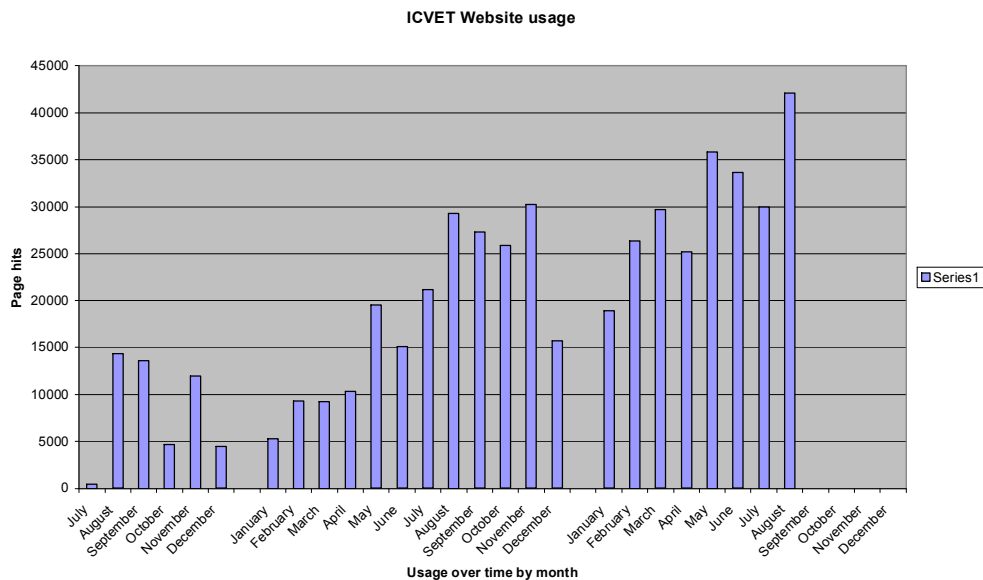
## APPENDIX 1

**Table 1: TAFE NSW ICVET website – page views per 4 month periods**



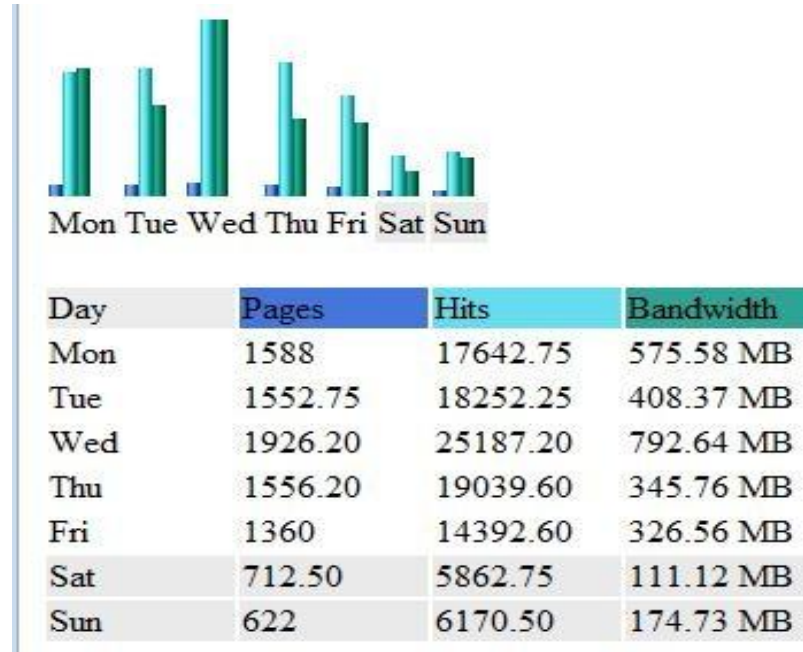
Aug. 2005 – Aug. 2007

**Table 2: TAFE NSW ICVET website - usage over time by month  
Timeline from Aug. 2005 to August 2007**





**Table 3: TAFE NSW ICVET website – average daily use**



**Table 4: TAFE NSW ICVET website – average hours of use in a 24 hour period**

