

SPRINGER BRIEFS IN EDUCATIONAL
COMMUNICATIONS AND TECHNOLOGY

M. Aaron Bond
Barbara B. Lockee

Building Virtual Communities of Practice for Distance Educators

aect

 Springer

SpringerBriefs in Educational Communications and Technology

Series Editors:

J. Michael Spector, Denton, TX, USA

M.J. Bishop, Bethlehem, PA, USA

Dirk Ifenthaler, Melbourne, VIC, Australia

For further volumes:

<http://www.springer.com/series/11821>

M. Aaron Bond • Barbara B. Lockee

Building Virtual Communities of Practice for Distance Educators

 Springer

M. Aaron Bond
Faculty Development
and Support Services
Virginia Tech
Blacksburg, VA, USA

Barbara B. Lockee
School of Education
Virginia Tech
Blacksburg, VA, USA

ISSN 2196-498X

ISSN 2196-4998 (electronic)

ISBN 978-3-319-03625-0

ISBN 978-3-319-03626-7 (eBook)

DOI 10.1007/978-3-319-03626-7

Springer Cham Heidelberg New York Dordrecht London

Library of Congress Control Number: 2014938017

© Springer International Publishing Switzerland 2014

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed. Exempted from this legal reservation are brief excerpts in connection with reviews or scholarly analysis or material supplied specifically for the purpose of being entered and executed on a computer system, for exclusive use by the purchaser of the work. Duplication of this publication or parts thereof is permitted only under the provisions of the Copyright Law of the Publisher's location, in its current version, and permission for use must always be obtained from Springer. Permissions for use may be obtained through RightsLink at the Copyright Clearance Center. Violations are liable to prosecution under the respective Copyright Law.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

While the advice and information in this book are believed to be true and accurate at the date of publication, neither the authors nor the editors nor the publisher can accept any legal responsibility for any errors or omissions that may be made. The publisher makes no warranty, express or implied, with respect to the material contained herein.

Printed on acid-free paper

Springer is part of Springer Science+Business Media (www.springer.com)

Contents

1	Introduction	1
1.1	Organization and Purpose	5
2	Analysis	7
2.1	Fundamental Element: Domain	8
2.1.1	Gap Analysis	8
2.1.2	Determination of Community Intent	9
2.1.3	Defining the Scope	10
2.1.4	Assess Organizational Alignment and Secure Support	11
2.2	Fundamental Element: Community	12
2.2.1	Identify and Recruit Core Group	12
2.2.2	Identify and Assess Potential Members' Needs	13
2.3	Fundamental Element: Practice	14
2.3.1	Identify Common Knowledge-Sharing Infrastructure Needs	14
2.3.2	Create Community Design	14
3	Design	17
3.1	Fundamental Element: Domain	17
3.1.1	Goal/Objective Creation and Categorization	17
3.1.2	Knowledge Sharing Rule and Expectation Design	18
3.1.3	Evaluation Plan Creation	19
3.2	Fundamental Element: Community	21
3.2.1	Formation of a Core Group	21
3.3	Fundamental Element: Practice	21
3.3.1	Media Selection	21
4	Develop	23
4.1	Fundamental Element: Domain	23
4.1.1	Create Plan to Mitigate Potential Disruptions	23
4.1.2	Form Rewards/Incentives Plan	25
4.1.3	Market the Community to Potential Members	26

4.2	Fundamental Element: Community	27
4.2.1	Core Membership Training	27
4.2.2	Build Mechanisms for Onboarding New Members	28
4.3	Fundamental Element: Practice	28
4.3.1	Plan Interactions.....	28
5	Implement	31
5.1	Fundamental Element: Domain	31
5.1.1	Launch Community of Practice	31
5.1.2	Include Outside Expertise	32
5.2	Fundamental Element: Community	32
5.2.1	Build Trust	32
5.2.2	Mentor New Members	34
5.2.3	Facilitation	35
5.2.4	Recruit New Core Group Members	35
5.3	Fundamental Element: Practice	37
5.3.1	Provide Medium/Tool Training.....	37
5.3.2	Build and Organize a Knowledge Repository.....	37
5.3.3	Expand to Research Agenda	38
6	Evaluation	39
6.1	Fundamental Element: Domain	39
6.1.1	Effectiveness of the Community in Context	39
6.2	Fundamental Element: Community	40
6.2.1	Level of Trust and Quality/Quantity of Interactions.....	40
6.2.2	Perceptions of Learning and Improved Performance	42
6.3	Fundamental Element: Practice.....	42
6.3.1	Effectiveness of Medium	42
6.3.2	Quality/Quantity of Knowledge Sharing	43
6.4	Caveat.....	43
7	Conclusion and Next Steps	45
7.1	Next Steps	46
Appendix A: Analysis Phase Sample Community Design Planning Document		47
Appendix B: Questions for Evaluating of Community of Practice Member Perceptions.....		49
References.....		51
Index.....		55