



The Case for Participation

Enter Date

Enter Presentation Audience

Plan: Case for Sponsorship

As a new CoP it is important to retain a sponsor who can legitimize and support the community. This Template provides a mechanism for demonstrating the value of sponsoring a community of practice.

It includes:

- A brief explanation of CoPs
- A list of benefits you anticipate the CoP will provide— for you and your organization
- An overview of the resources/support you are requesting
- A list of the mechanisms you will use to demonstrate the value of your CoP

To use this resource:

- Modify this PowerPoint as needed to suit your needs, adding and removing key points or entire slides if you choose.
- **Delete this slide before sharing the PowerPoint with your manager.**

Community of Practice (CoP) Definition

- A group of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise by interacting on an ongoing basis (Wenger)
- A CoP has three crucial characteristics:



Background and Reference

Organizations benefit when their representatives participate in a CoP. When an organization allows its personnel to join, it is potentially increasing:

- Employee efficiency, in terms of time and cost, in retrieving information
- Industry benchmarking capacity
- Involvement in key industry and national initiatives
- Organizational reputation as a contributor in building new capabilities

[Enter CoP Name] Community of Practice

[I am/We are] interested in forming a CoP that addresses:

- [Enter Technical or Functional Focus of CoP]
 - [Enter objective]
 - [Enter objective]
 - [Enter objective]

The [proposed CoP] will benefit [organization name] by enhancing our efforts to:

- [Enter org/unit/center outcomes related to the CoP]
- [Enter org/unit/center outcomes related to the CoP]
- [Enter org/unit/center outcomes related to the CoP]

Sponsorship

As a Sponsor, your roles and responsibilities will include:

- Championing the [Enter proposed CoP] internally and externally
- Providing support in developing initial membership – alerting others to the opportunity to join and the importance of participating
- Providing perspective on particular initiatives or issues of concern
- Periodically reviewing progress
- Providing support where needed for gaining resources (personnel, infrastructure)

Benefits of Sponsorship

As a Sponsor of the [Enter proposed CoP] Community, you will:

- Have access to a cadre of motivated individuals focused on a topic relevant to you
- Become known as a proponent of cutting-edge strategies and technologies
- Gain insight into the issues and successes surrounding the world of [Enter proposed CoP]
- Meet peers and thought leaders with interest in [Enter proposed CoP]

Required Resources: Now

The [Enter proposed CoP] believes that the following resources will be required initially:

- [Insert initial resources required from the sponsoring org/unit/center such as leadership, space, logistical resources or funding – include the time commitment that is anticipated from CoP leadership]
- [Insert initial resources required from the sponsoring org/unit/center such as leadership, space, logistical resources or funding – include the time commitment that is anticipated from CoP leadership]
- [Insert initial resources required from the sponsoring org/unit/center such as leadership, space, logistical resources or funding – include the time commitment that is anticipated from CoP leadership]

Required Resources: Later

In the future, [Insert timeframe], the [Enter proposed CoP] believes that the following resources will be required:

- [Insert anticipated resources required from the sponsoring org/unit/center such as leadership, space, logistical resources or funding – include the time commitment that is anticipated from CoP leadership]
- [Insert anticipated resources required from the sponsoring org/unit/center such as leadership, space, logistical resources or funding – include the time commitment that is anticipated from CoP leadership]
- [Insert anticipated resources required from the sponsoring org/unit/center such as leadership, space, logistical resources or funding – include the time commitment that is anticipated from CoP leadership]

Proposed Performance Goals

In order to document progress and to demonstrate value over time, the [enter proposed CoP] will provide:

- A [Insert timeframe] briefing on the CoP and how our work is related to the team/organization with recommendations on how the sponsor can share this with others
- Written updates appropriate for forwarding or distribution
 - [Insert proposed communication type – e-mail, newsletter article, web feature, etc]
 - [Insert proposed communication type – e-mail, newsletter article, web feature, etc]
- Evaluation results, planned for [Insert target timeframe] which will include:
 - [Insert evaluation type]
 - [Insert evaluation type]



Questions?