

Teach Too

Developing skills in a
digital age

Intec Business
Colleges Ltd

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EMPLOYER

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Introduction to Teach Too

Teach Too is an ETF-funded project delivered in partnership by UCL Institute of Education and the Association of Employment and Learning Providers (AELP). Deriving from a key recommendation of the Commission on Adult Vocational Teaching and Learning (CAVTL) Report in 2013, it sets out to explore and evaluate different models of collaborative activity between employers and providers at practitioner level, in the co-design, delivery and assessment of vocational education and training programmes. Project findings show that these collaborative partnerships have produced significant short and medium-term benefits for employers, providers and learners, and enrich and strengthen local economies and communities.

Jay Derrick Director of Teacher Education (post-compulsory), UCL, Institute of Education

Project aims

- To increase the knowledge and understanding of trainers and assessors of the skills and competences required by employers in the digital industries sector
- To introduce employers to the proposed trailblazer standards that employees and new recruits need to achieve to become effective digital marketers
- To test the relevance of the skills and competences described in the apprenticeship digital industries trailblazer standards to SMEs and make recommendations to the trailblazer development group.

Project description

The project involved collaboration between a training organisation and a web site design and digital marketing firm, to develop the skills of trainers and assessors delivering the digital marketing qualification. It also set out to improve employee awareness of the requirements of the new Trailblazer standards in the sector.

Staff from the training organisation and the employer attended a series of 6 workshops to analyse and discuss the skills and competencies required by employers in the digital industries sector. These competencies were then compared with the proposed new Trailblazer standards. Through this analysis and comparison, the joint working group then compiled a report to send to the Trailblazer development group outlining recommendations.

A range of secondment activities were planned and organised by the partner employer for staff from the training organisation. These provided opportunities for them to learn about all aspects of the digital marketing industry. These secondment activities were structured as a training course, with the employer developing a range of delivery materials to further develop the staff's knowledge and understanding of the industry.

Positive impacts

- Learners undertaking a digital marketing apprenticeship with the organisations involved in this project will have trainers and assessors who are up to date with current working practices and an employer who is very aware of the requirements of the apprenticeship standard
- Staff up-skilling of industrial knowledge and skills gave them increased confidence in using new technologies. There was also enhanced motivation and enthusiasm to look at different ways of delivery in all aspects of their subject
- Professional development for the employees of the partner organisation has taken place through both the workshops and secondment activities
- The employer has a valuable resource bank of course materials which it can use in a variety of ways, including with new recruits such as apprentices, with clients and with other SMEs
- Being part of this project provided the employer with a valuable networking opportunity at dissemination events.

Key learning points

- Planning and delivering a project such as this is time and resource demanding, so it is vitally important that there are clear tangible benefits for both parties
- Employer engagement is a challenge, particularly for SMEs, if they are asked to contribute purely on altruistic or future business improvement grounds.

Recommendations for developing employer partnerships

- Selecting and securing the commitment of an appropriate employer is central to the success of any partnership
- While large employers may have the infrastructure to commit people and resources, they may also have more constraints in what they are/ able to do. Appreciate that, for employers, their business comes first and make it easy for them to contribute
- There needs to be clear benefits to the employer for their input. In this case it improved the company's awareness of the Trailblazer standards and provided professional development opportunities for their staff.

Links and contact details

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