

# **HTP Apprenticeship College Employer Engagement Strategy**

## **Introduction**

HTP Apprenticeship College Ltd (HTP) is an Independent Training Provider delivering a range of Apprenticeships, Study Programmes, Advanced Learner Loans, Traineeships and stand-alone qualifications in a number of vocational sectors for our local communities. We believe that engaging and working in partnership with the employer in their employees learning and development assists the learners in their training qualification journey whether they are undertaking work experience as part of a full-time study programme, newly recruited apprentices or an existing employee. Employer engagement ensures each individual learning plan provides the skills, knowledge and behaviours individuals and employers need to achieve their aspirations and goals.

## **Aim**

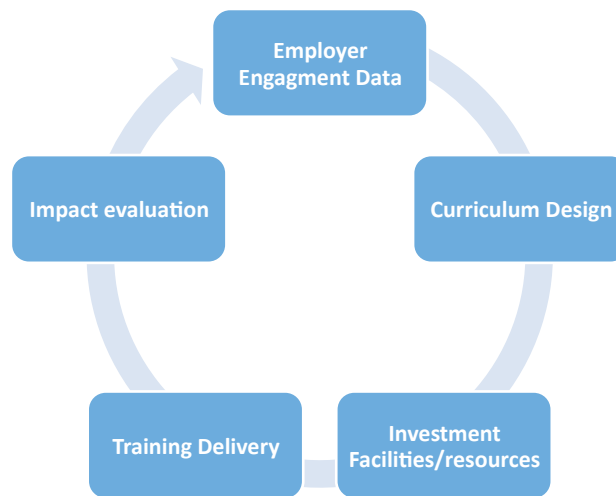
The aim of HTP's Employer Engagement Strategy is to increase the engagement of employers in workforce development to ensure training provision meets the needs of local, regional and National needs of employers and provides individuals with the knowledge, skills and behaviours that enable them to contribute to the workplace, progress and achieve their career aims.

## **Scope**

HTP engages employers in all aspects of the development, delivery and evaluation of training across the breadth of the curriculum. Guidelines to ensure employers are involved in every stage of the learning journey are included in HTP's Quality Processes. Qualitative and quantitative feedback relating to each stage of training is continuously collected and reported to ensure HTP's curriculum offer remains responsive to employer current, emerging and future labour market needs and gaps in training provision. See Figure 1 below.

To ensure those seeking an Apprenticeship are able to access up to date information HTP publishes employer vacancies on the Government's online 'Find and Apprenticeship Service' and uploads details of the curriculum offer to the ESFA's Course Directory Provide Portal.

Figure 1



**Approaches to working with employers**

Labour Market Analysis (LMI)

HTP engages with a wide range of stakeholders and employers at National, regional and local level to collect external LMI this, together with internal LMI, is analysed by Directors and Senior Managers to identify key customer groups and ensure the curriculum provision continues to deliver employer-responsive solutions.

Staff recruitment and development:

HTP provides high quality training and trainers through robust recruitment and selection and training development processes. These ensure the staff designing and delivering training have the competencies to deliver up-to-date vocational and technical subject knowledge that reflects expected industry practice and meets employers’ needs.

Marketing and Communication:

The HTP Marketing and Communication Plan is reviewed annually by Directors and Senior Managers to ensure HTP engage with all stakeholders. Delivery of the plan is overseen by the Senior Marketing and Communications Manager who is responsible for the design of marketing materials, management of the website, social media, press releases, employer forums and joint marketing campaigns. These incorporate innovative ways to promote current and future training opportunities, including employer case studies, tailored to the needs of each client group.

Senior Training Managers and Training Consultants also disseminate marketing information, advice and guidance through face to face meetings with Employer Managers, workplace mentors and learners.

## Managing enquiries

HTP's dedicated team of Recruitment and Careers Advisors attend a wide range of events to provide information on training available. The team respond to enquiries from employers and learners and record all engagement on HTP's Employer/Learner Relationship Management system data is monitored by Senior Managers.

## Information, Advice and Guidance

The organisation's Careers Education, Information, Advice and Guidance (CEIAG) policy has been developed in line with the Gatsby Career Benchmarks and Matrix Quality Standard criteria for advice and support services.

HTP keeps up to date with Government, External Quality Assurance Agency, Sector Skills Council, Awarding Body and Qualification Framework policy and informing partner employers of all changes relevant to their business.

The Recruitment and Careers Advisors are responsible for updating the information disseminated through digital and print materials. Training Managers are responsible for cascading changes/updates to Training Consultants at regular Team Meetings, CPD and Standardisation events. Training Consultants are responsible for disseminating changes to employers.

## Curriculum Design

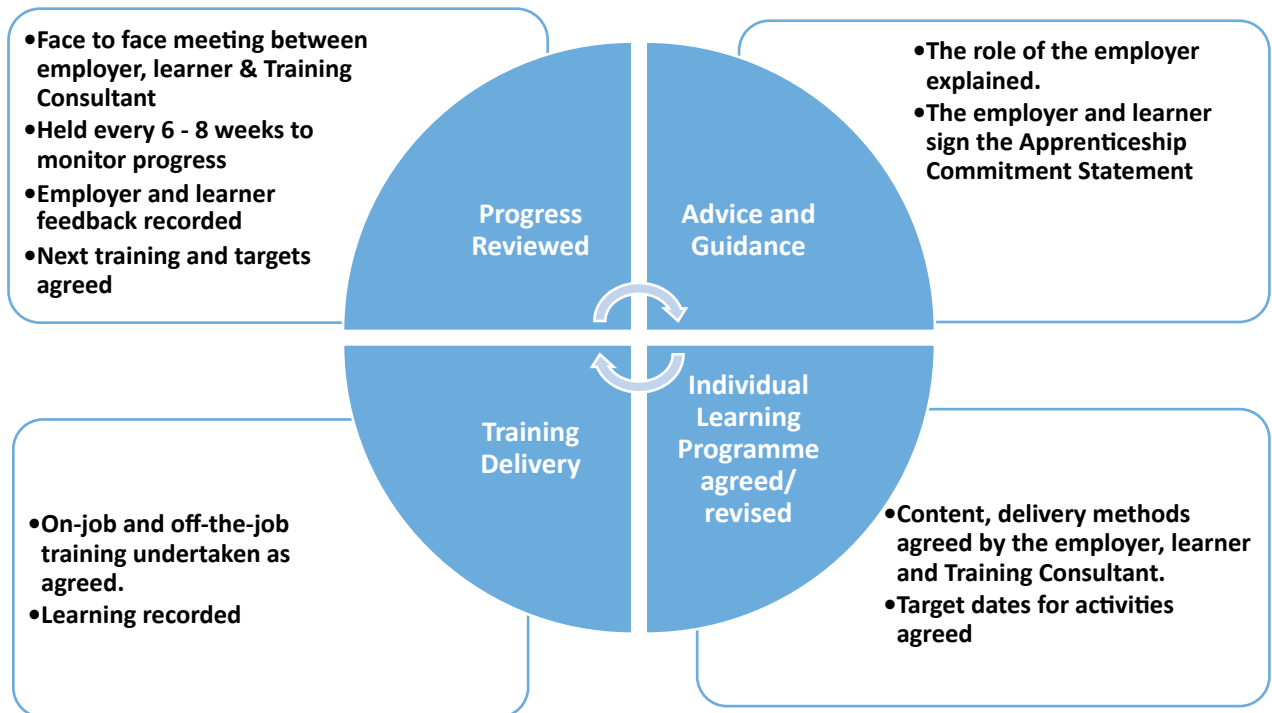
All training programmes are individually designed to meet the needs of the employer and learner(s). Employers actively participate in the organisational and individual training needs analysis process. Each Individual Learning Plan records the content, delivery methods, short, medium and long term objectives and clearly sets out the expectation of high levels of employer involvement throughout the training programme.

## Training Delivery

Learners have the opportunity to learn from employers about work, employment and the skills that are valued in the workplace. Employers actively participate in the design and delivery of full-time programmes. All learners on full-time study programmes undertake work experience as part of their vocational programme and employers are frequently invited to participate training centre sessions.

Employers are engaged in each stage of an Apprenticeship programme as illustrated in Figure 2 below:

Figure 2



Training Consultants delivering workplace training take a flexible approach to the delivery and assessment to meet the needs of the business and individual learner.

Employers have access to learning records throughout the training journey via HTP's online learning management system (Smart Assessor) and additional information, advice and guidance via Myhtp (HTP's online Virtual Learning Environment). They are also actively involved in the review of training meetings held every 6 – 8 weeks with the learner and Training Consultant to identify progress, measure impact and agree further training delivery.

Senior Training managers carry out observations of teaching, learning and assessment to ensure teaching and learning strategies motivate, stimulate learners and delivery relevant knowledge, skills and behaviours which meet the employers' requirements.

### Training Evaluation

Employers are encouraged to feedback to HTP throughout the learning programme and are required to participate in the regular face to face progress meetings. Feedback is collected via face to face meetings, HTP's online learning management system (Smart Assessor) and progression/completion surveys. HTP Quality Processes include clear guidelines to ensure Senior Managers to respond promptly to feedback in order to improve services.

## **Roles and Responsibilities**

### **Directors**

Review the Employer Engagement Strategy effectiveness annually as part of the whole organisation Self-Assessment Process and ensure all staff have access to this document.

Directors and Senior Managers are responsible for ensuring the adherence to the policy by all employees.

### **Senior Managers**

Senior Managers are responsible ensuring Training Consultants liaise with employers effectively, feedback is gathered and issues are resolved appropriately in order to improve services.

### **Marketing Team**

Are responsible for the reviewing the effectiveness of HTP's Marketing Strategy providing with bi-monthly reports to the Senior Management Team.

### **Recruitment and Careers Advisors**

All initial enquiries from employers and learners are responded to by a Recruitment and Careers Advisors. Free organisational training needs analysis is available for new, previous and current employers to identify training needs. HTP also offers a free recruitment service to market employer vacancies, short list applicants and assist with interviews if required.

Staff from this team are available to run joint marketing campaigns and events with employers to promote the sector and workplace opportunities to sector skill gaps. Recruitment and Careers Advisors continue to work alongside Training Consultants to provide employers and learners with ongoing information, advice and guidance on further learning opportunities and, where appropriate identify alternative employment opportunities.

### **Training Consultants**

Are responsible for involving employers (or their representatives) in progress reviews and maintaining good working relationships with learner workplace mentors. Each individual is required to act in accordance with HTP employer engagement processes. Failure to do so may be considered as an act of misconduct and may result in disciplinary action.

## Data & Support Team Members

Monitor and provide monthly reports to Senior Management on Employer Engagement data including:

- retention of existing employers in training
- re-engagement of employers previously involved in training with HTP
- engagement of new employers
- employer satisfaction relating to training and services provided
- employer engagement in session/reviews (via Smart Assessor reports)