



Employer Engagement Strategy

Eastern Region Training Group Ltd

Autumn 2020

Prepared by:	<i>Chloe Smith DSL</i>
Approved by:	<i>Clive Coote Managing Director</i>
Status & review cycle	Statutory Annual
Date approved:	<i>07-09-2020</i>
Review date:	<i>07-09-2021</i>

Introduction:

Eastern Region Training Group (ERTG) is an Independent Training Provider delivering a range of Apprenticeships, Study Programmes, 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 employee's learning and development assists the learners in their 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 individual and company aspirations and goals.

Aim:

The aim of ERTG'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:

ERTG 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 ERTG's Quality Processes.

Qualitative and quantitative feedback relating to each stage of training is continuously collected and reported to ensure our curriculum remains responsive to employer's current, emerging and future labour market needs and gaps in training provision.

Approaches to working with employers:

Labour Market Analysis (LMI)

ERTG engages with a wide range of stakeholders and employers at national, regional and local levels to collect external LMI. This, together with internal LMI, is analysed to identify key customer groups and ensure the curriculum provision continues to deliver employer-responsive solutions.

Staff recruitment and development:

ERTG 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 Communications:

ERTG have historically relied on our group members and on word of mouth to market our apprenticeship offer. As social media is becoming ever more present, we are in the process of developing a Marketing and Communication plan for the design of marketing materials, management of the website, social media, press releases, employer forums and joint marketing campaigns.

Currently, our offerings incorporate innovative ways to promote current and future training opportunities, including employer case studies, tailored to the needs of each client group. We disseminate marketing information, advice and guidance through face to face meetings with employers, workplace mentors and learners as well as taking analytics from our website traffic.

Managing enquiries:

Our Careers staff at ERTG 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 tracking spreadsheets. We are looking into creating an FAQ via our website as well as our live chat option.

Information, Advice and Guidance:

The organisation's, Information, Advice and Guidance (IAG) policy has been updated to be in line with the Gatsby Career Benchmarks and the Matrix Quality Standard criteria for advice and support services. ERTG 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 also actively involved in the review of training meetings held every 8 - 10 weeks with the learner and ERTG staff to identify progress, measure impact and agree further training delivery.

Training Evaluation:

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 ERTG
- engagement of new employers
- employer satisfaction relating to training and services provided
- employer engagement in session/reviews