Transitioning to the new Digital Industries apprenticeship standards
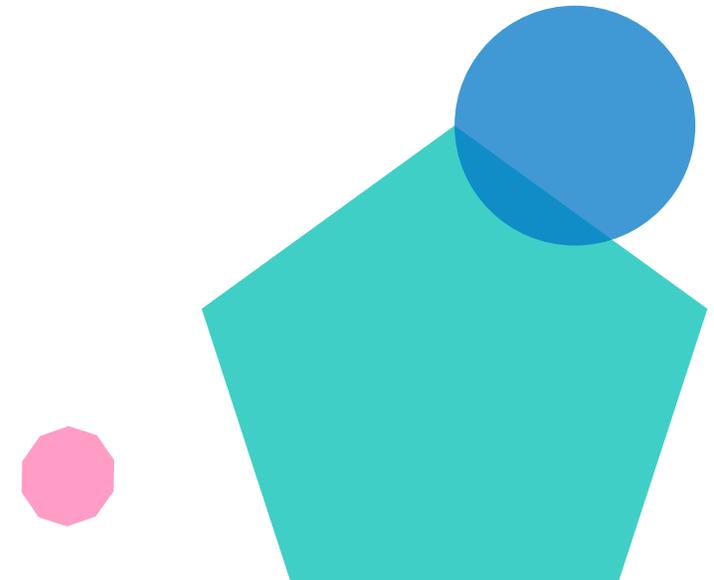
June 2017

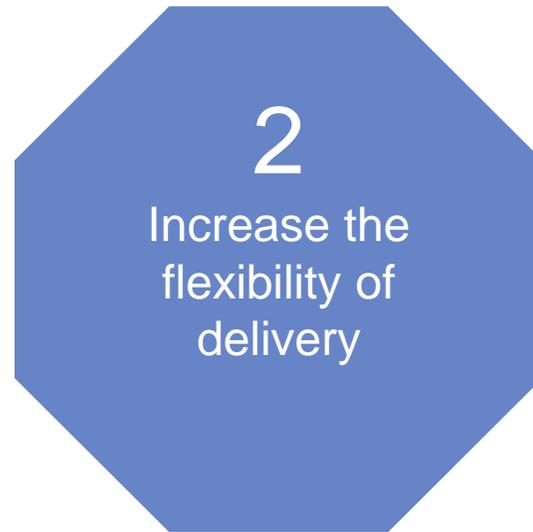David Wackett – Industry Manager (IT and Digital)

Contents

- Overview of the apprenticeship reforms
- Planning your transition
- Digital Marketer
- Infrastructure Technician
- Software Developer
- Network Engineer
- Planning your delivery – points to consider
- How we can support you to prepare for delivery and end-point assessment
- Next steps
- Q & A

Overview of the apprenticeship reforms

Apprenticeships are changing.
You are part of that change.

1 Give employers control in designing apprenticeships

2 Increase the flexibility of delivery

3 Simplify the funding system

4 Increase the effectiveness of training

Digital technology apprenticeship funding
SASE vs standards

Apprenticeship title	Level	Total Max Funding* Bands 1-15	INCENTIVES		
			16-18	*19-24 ECHP/Care*	*Deprived Area*
FRAMEWORKS Advanced Apprenticeship for IT, Software, Web & Telecoms Professionals	3	£9,000 (BAND 9)	£1,800	£1,800	£2,430
Higher Apprenticeship for IT, Software, Web & Telecoms Professionals	4	£12,000 (BAND 10)	£2,400	£2,400	£3,240
Apprenticeship title	**Level**	**Total Max Funding* Bands 1-15**	**PROVIDERS 16-18**		**EMPLOYERS 16-18**
STANDARDS Software Developer Network Engineer	4	£18,000 (BAND 12)	£1,000		£1,000
Infrastructure Technician	3	£15,000 (BAND 11)	£1,000		£1,000
Digital Marketer	3	£9,000 (BAND 9)	£1,000		£1,000

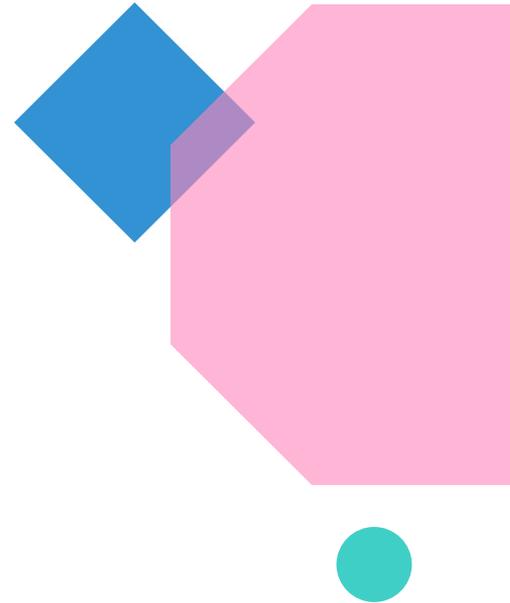# Planning your transition and why planning is so important

- Reforms are happening now – you need to plan now

- Our research with customers tells us there is a high level of concern about readiness to deliver new apprenticeship standards and the impact of the funding changes

- This presentation may reassure you that your plans are well on track, or it may help you identify your action plan to move forward

- We can help you, whatever stage you're at
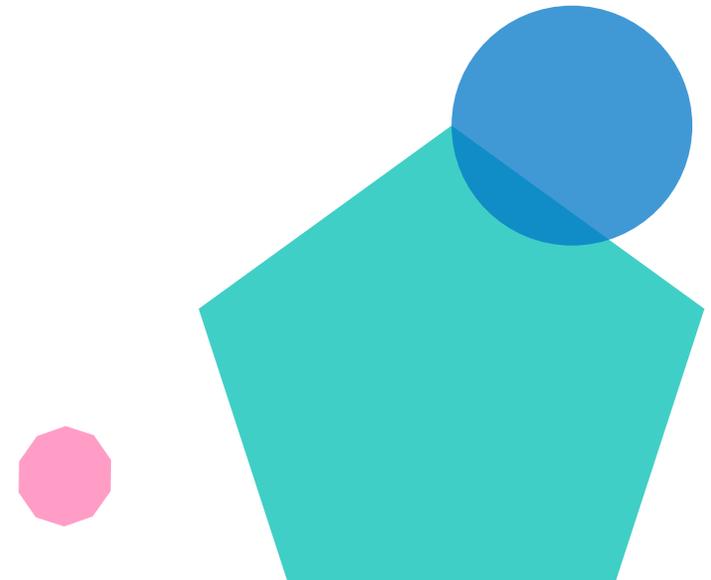
Decisions you need to make

- Stay with SASE frameworks?
  Funding may not be enough to deliver, and potential for loss in revenue.

- Stay with SASE frameworks for now?
  Probable short-term financial challenges but time to plan for embedding the new standards.

- Move to new standards straight away?
  Potential for more funding.

- Switch off delivery?
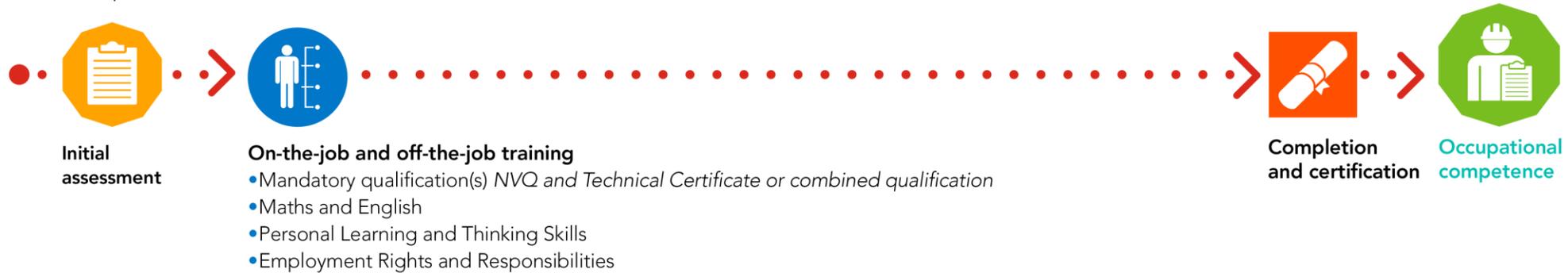 Loss of income until you implement a new plan.

No matter where you are in your planning process we can help. We know your challenges and the questions you need answered.

# Understanding apprenticeships: old and new

SASE frameworks
(multi-occupational)

Initial assessment

On-the-job and off-the-job training
- Mandatory qualification(s) *NVQ and Technical Certificate or combined qualification*
- Maths and English
- Personal Learning and Thinking Skills
- Employment Rights and Responsibilities

Completion and certification

Occupational competence

Apprenticeship standards
(individual standards per occupation)

Initial assessment

On-programme phase: on-the-job and off-the-job training
- Qualifications are not mandatory
  Trailblazer groups can choose to build qualifications into standards, either mandatory (in the standard) or recommended (in the assessment plan). If qualifications are not written into a standard, providers can still build them into their apprenticeship programme
- Maths and English
- Formative assessment of behaviour

Gateway
Employer and provider sign off learner

End-point assessment

Completion and certification
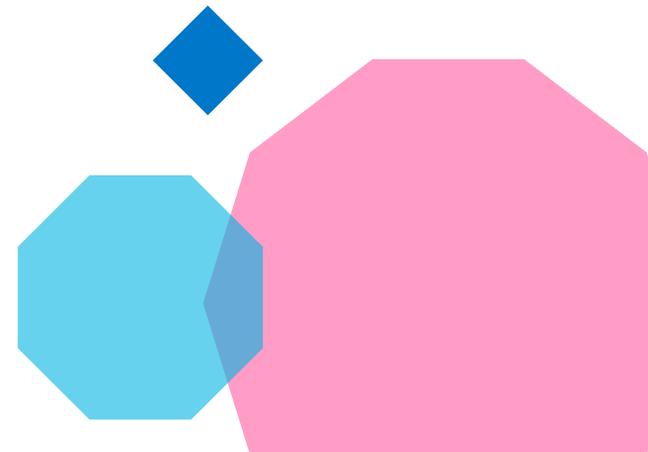
Occupational competence

Simple steps to plan

- Whether you're an employer or an employer-provider, follow out step-by-step guide to developing your apprenticeship programme.
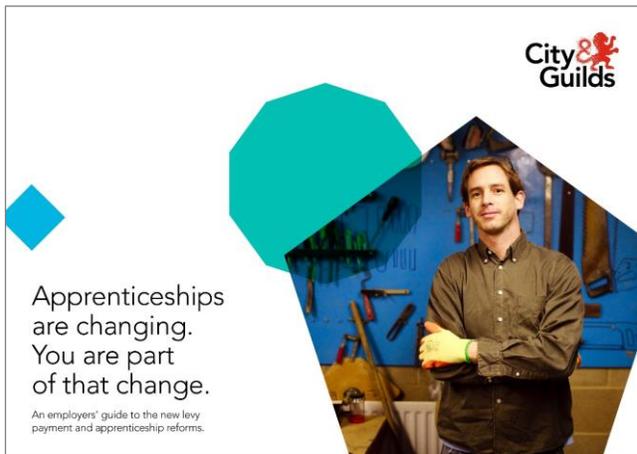

Employers guide

Providers guide

Digital Industries standards

The standards were developed by these employers:

- IBM
- Accenture
- BA
- BT
- Capgemini
- Cisco
- Fujitsu
- HP
- John Lewis
- Lloyds

- Microsoft
- NCA
- The Royal Signals
- Telefonica
- The Test Factory
- Virgin Media
- Visa
- BCS

The standards and assessment plan are online:
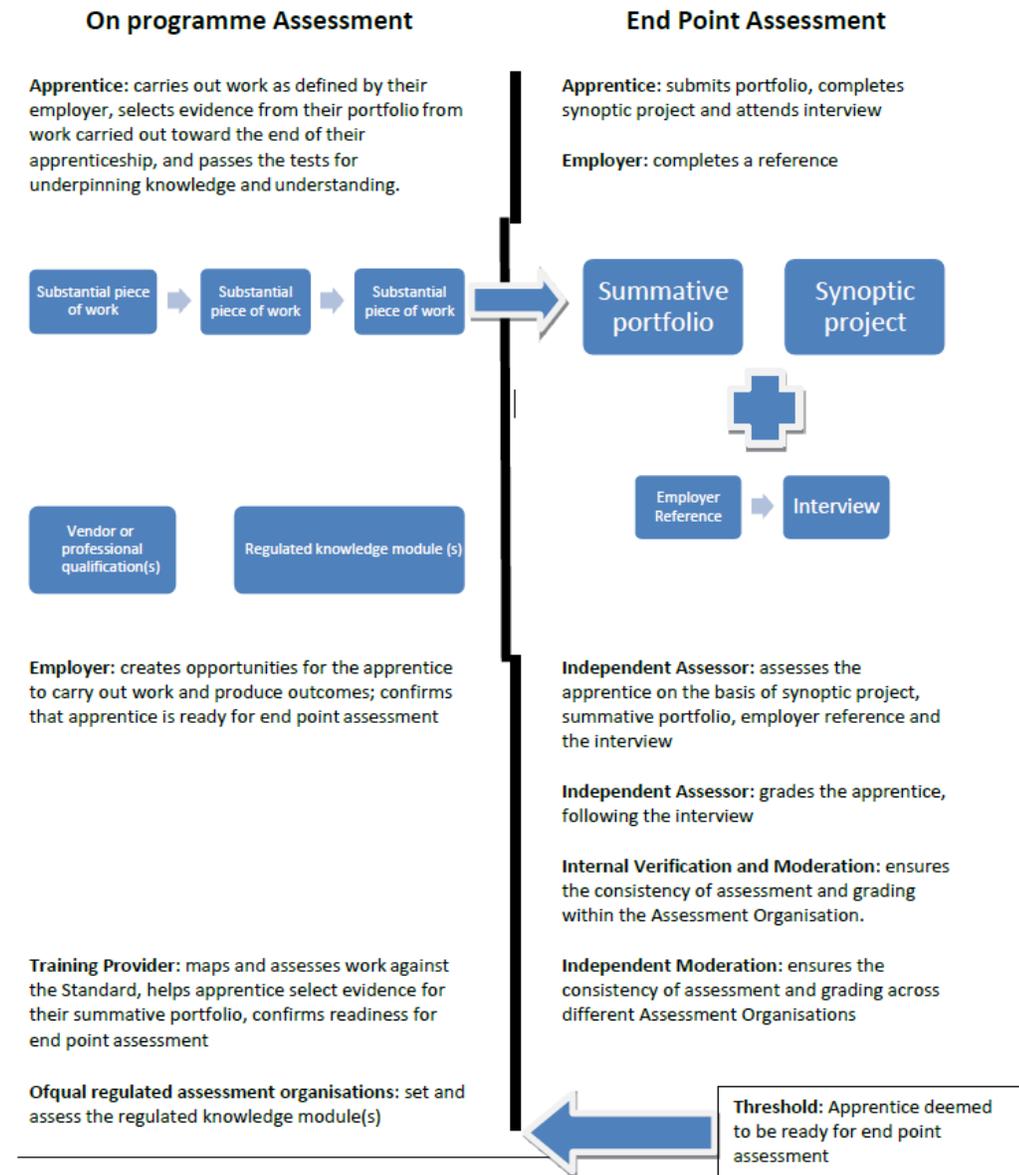https://www.gov.uk/government/collections/apprenticeship-standards#digital-standards-
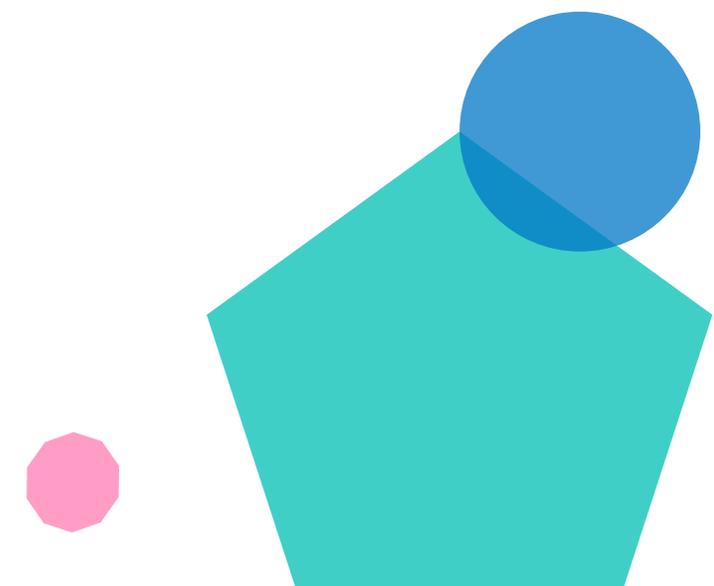
Digital industries apprenticeship standards

Maths and English requirements
- Level 2 must be achieved prior to EPA

Gateway requirements
- Vendor/professional qualifications and/or knowledge modules (exact number and mix dependent on individual standard)
- Employer and provider must agree and confirm that the apprentice is ready for EPA

On programme Assessment

Apprentice: carries out work as defined by their employer, selects evidence from their portfolio from work carried out toward the end of their apprenticeship, and passes the tests for underpinning knowledge and understanding.

Substantial piece of work → Substantial piece of work → Substantial piece of work →

Vendor or professional qualification(s)   Regulated knowledge module (s)

Employer: creates opportunities for the apprentice to carry out work and produce outcomes; confirms that apprentice is ready for end point assessment

Training Provider: maps and assesses work against the Standard, helps apprentice select evidence for their summative portfolio, confirms readiness for end point assessment

Ofqual regulated assessment organisations: set and assess the regulated knowledge module(s)

End Point Assessment

Apprentice: submits portfolio, completes synoptic project and attends interview

Employer: completes a reference

Summative portfolio   Synoptic project

Employer Reference → Interview

Independent Assessor: assesses the apprentice on the basis of synoptic project, summative portfolio, employer reference and the interview

Independent Assessor: grades the apprentice, following the interview

Internal Verification and Moderation: ensures the consistency of assessment and grading within the Assessment Organisation.

Independent Moderation: ensures the consistency of assessment and grading across different Assessment Organisations

Threshold: Apprentice deemed to be ready for end point assessment

City & Guilds as an apprenticeship assessment organisation

Standards available now	Standards for development

- **Network Engineer (Level 4)**
  - Knowledge qualifications
  - End-point assessment
  - EPA guidance available
- **Software Developer (Level 4)**
  - Knowledge qualifications
  - End-point assessment
  - EPA guidance available
- **Infrastructure Technician (Level 3)**
  - Knowledge qualifications
  - End-point assessment
  - EPA guidance available
- **Digital Marketer (Level 3)**
  - Knowledge qualifications
  - End-point assessment
  - EPA guidance available

- **Technical Sales (Level 3)**

- **Unified Communication (Level 3)**

- **Cyber Security Technologist (Level 4)**

- **Software Development Technician (Level 3)**

- **Software Tester (Level 4)**

- **Business/Data Analyst (Level 4)**

- **Cyber Intrusion Technologist (Level 4)**

City & Guilds apprenticeship standards

Infrastructure Technician

- Knowledge Qualifications - **Now**
- Knowledge Tests – **Now**
- EPA Guidance – **Now**
- Synoptic Projects – **9 now**

Network Engineer

- Knowledge Qualifications - **Now**
- Knowledge Tests – **Now**
- EPA Guidance – **Now**
- Synoptic Projects – **2 now more being developed**

Software Developer

- Knowledge Qualifications - **Now**
- Knowledge Tests – **Now**
- EPA Guidance – **Now**
- Synoptic projects – **2 now more being developed**

Digital Marketer

- Knowledge Qualifications – **Now**
- Knowledge Tests – **Now**
- EPA Guidance – **In progress**
- EPA Guidance – **Final by August 2017**
- Synoptic projects underdevelopment

Successful apprentices may apply to join the **Register of IT Technicians** and use RITTech after their name.

Using vendor or professional body certification

Current situation

1. Network Engineer and Software Developer
   - Vendor only (Version of Standard started on may feature)

2. Infrastructure Technician
   - Vendor or Knowledge Modules – employer decides

3. Technical Sales
   - No Knowledge Modules – City & Guilds exploring digital badging

4. Other Standards
   - If contains Knowledge Modules then only one can be done, at the moment
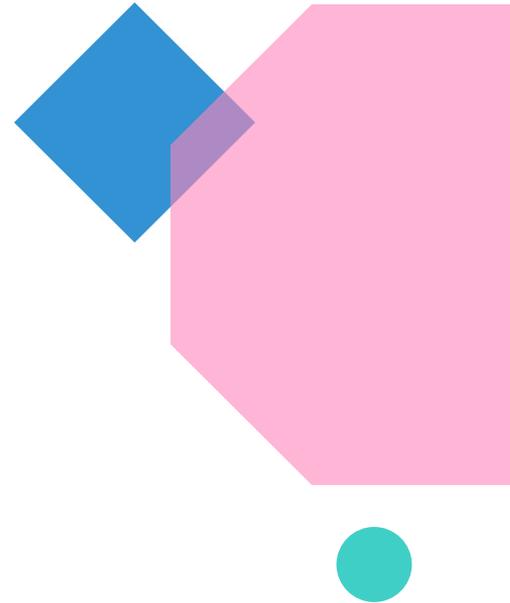
Myths of vendor or professional body certification

1. ESFA will not fund the learning outside those in exemption
   - **WRONG.** *They will not fund the exam but learning programmes will be if a legitimate part of the programme*

2. All of MCP .Net or Oracle SQL exams must be taken
   - **WRONG.** *It has been agreed that the most relevant exam within a suite can be used or all exams as required by the employer/learner*

3. Learners can only do exams stated even if out of date
   - **WRONG.** *It is accepted that replacements or other versions of learning and exams may appear, so the latest or most appropriate as required*
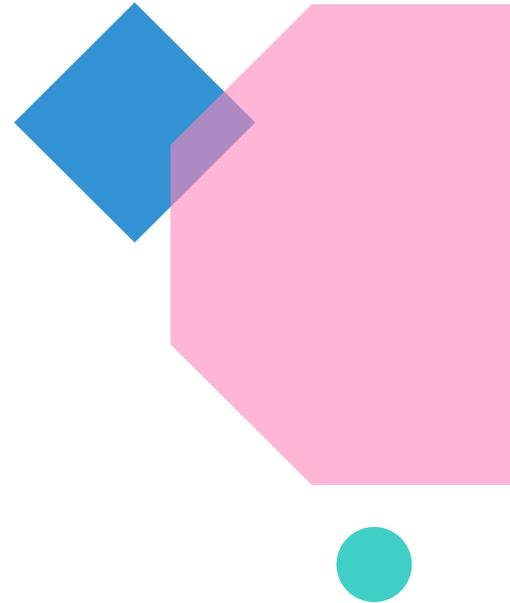
Digital Marketer standard

Skills (incl.)

- Written communication
- Research
- Technologies
- Data: reviews, monitors and analyses online activity
- Customer service
- Problem solving
- Analysis
- Implementation
- Applies specialist areas
- Uses digital tools effectively
- Digital analytics
- Can operate effectively across environments

Knowledge (incl.)

- Understands the principles of coding
- Understands and can apply basic marketing principles
- Understands and can apply the customer lifecycle
- Understands the role of customer relationship marketing
- Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly
- Understands the main components of digital and social media strategies

Behaviours/Attitude

- Logical and creative thinking skills
- Analytical and problem solving skills
- Ability to work independently and to take responsibility
- Can use own initiative
- A thorough and organised approach
- Ability to work with a range of internal and external people
- Ability to communicate effectively in a variety of situations
- Maintain productive, professional and secure working environment

Digital Industries standards - grading

Synoptic Project

Summative Portfolio

Employer Reference

Interview

Grading Decision
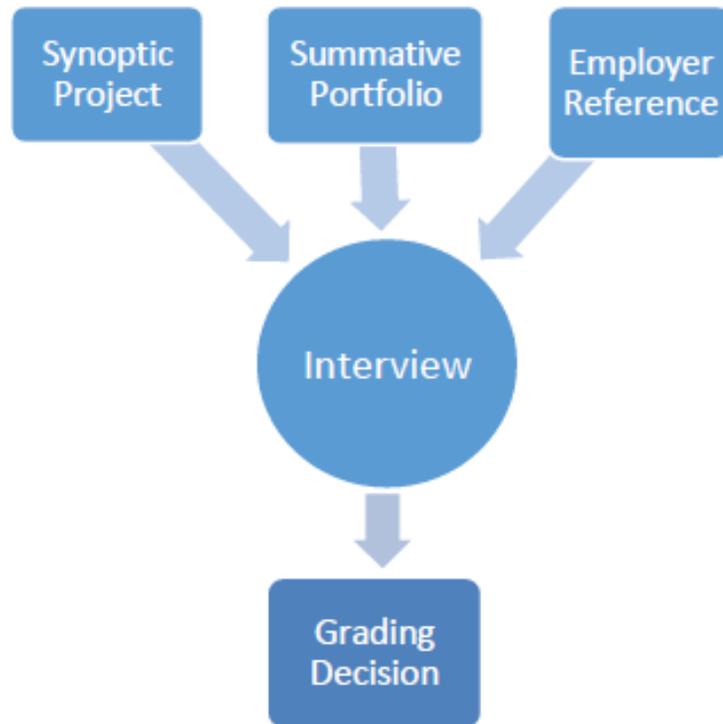
The what: what the apprentice has shown they can do
The how: the way in which the work has been done
The with whom: the personal and interpersonal qualities the apprentice
                     has brought to all their work relationships

The **what**, **how** and **with whom** are fully explained in the Assessment Plan for each Digital Industries standard.

The assessor takes a holistic judgement of whether or not their assessments demonstrate that the apprentice is "significantly above the expected level of quality" in each of these three areas (what, how and with whom) and can then determine which grade should be awarded. None of the individual elements of the EPA is graded.

- For a **Pass**, each of the three sets of criteria must demonstrate at least the expected (minimum requirement) level of quality
- For a **Merit**, the 'what' has to be significantly above the level of quality and one of either the 'how' or the 'with whom', has to be significantly above the level of quality expected
- For a **Distinction**, each of the three sets of criteria must be significantly above the expected level of quality

Planning your delivery - what do you need to consider?

- What is the apprenticeship? Familiarise with the standards and assessment plan.

- Where and how do you register your learners on the apprenticeship?

- What are the timelines? How will you meet them?

- What support materials will you have already or need to develop?

- What staff do you need? How will they be used?

- What is the end-point assessment (EPA)? How will you book it?

- Who will liaise with the EPA organisation? What liaison will be required?

- What do you need to organise to have an efficient EPA?

How we can support you to prepare for delivery and end-point assessment - resources

Qualification Handbooks	EPA Packs	Project Briefs
Employer and Provider Guidance	Learning Assistant E-portfolio	*Accreditation / Credentialing*
Regional Events	Webinars	Dedicated Advisor
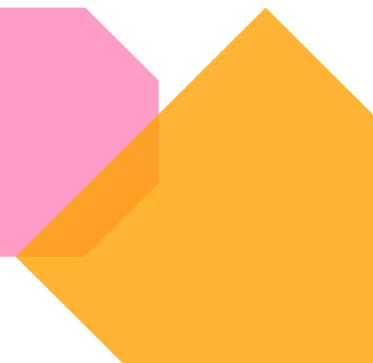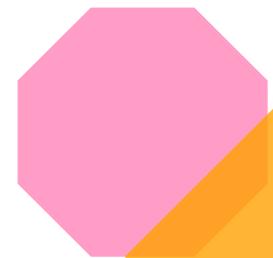
End-point assessment pack
For digital industries

Key document for customers for the planning and delivery of the apprenticeship.

It includes:
- The standard
- Guidance on how to book EPA
- Guidance on how the **Summative Portfolio** will be assessed – against relevant sections of the occupation brief to show what evidence we expect to see
- Guidance on what situation will need to be set up for a valid **Synoptic Project** to take place.
- Guidance on how the **Interview** will work

Price and offer

A package price that will include:

On-programme delivery support and end-point assessment: £1,200

For more information contact: apprenticeships@cityandguilds.com

Resits and fees:

£1,000

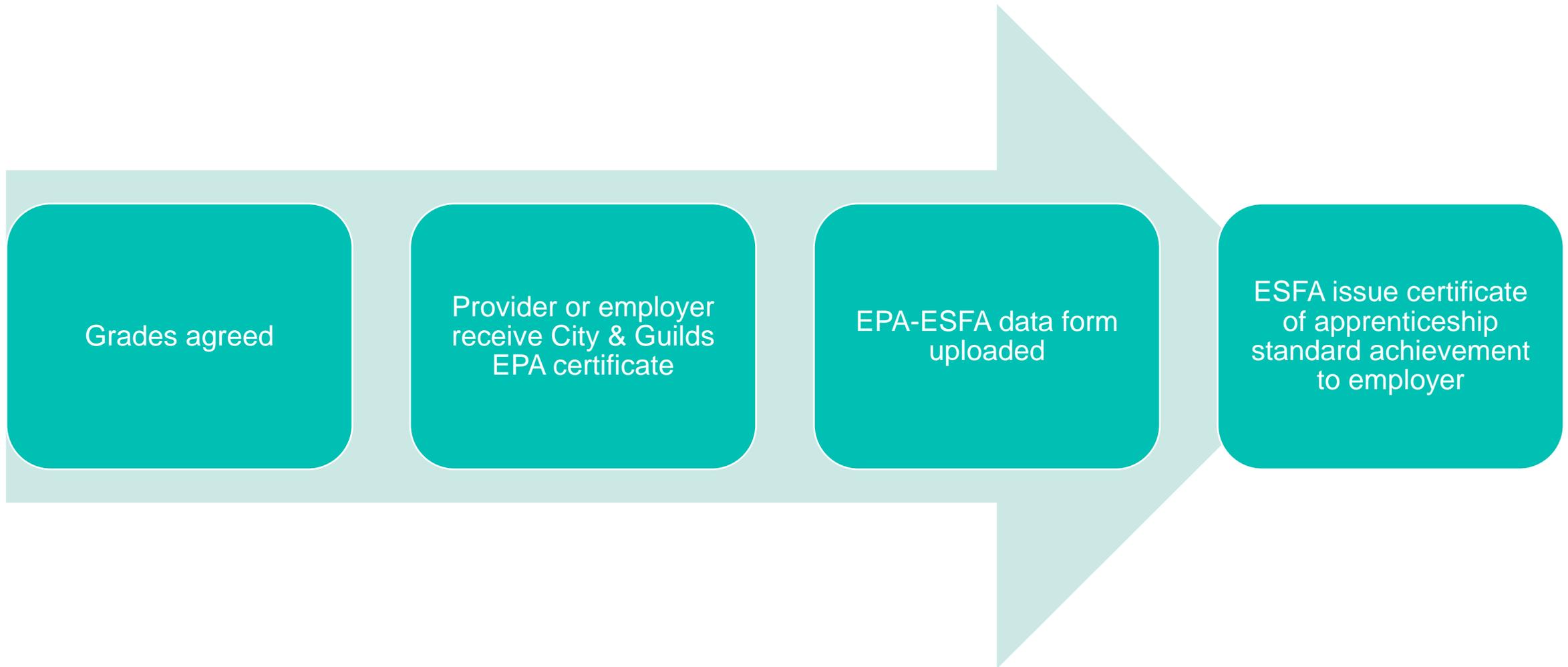*Note: We do not charge VAT so these prices are what you'll pay*
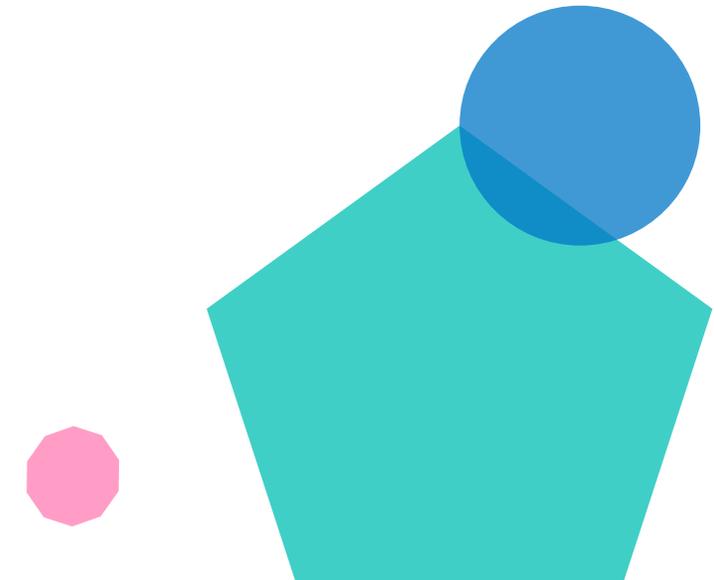
Approval process

- Non City & Guilds providers will need to gain centre approval

- New and current City & Guilds centres will also need to gain approval to offer the Digital Industries apprenticeship package – this includes end-point assessments and on-programme qualifications

- The assessment pack will be available on the website once you have registered

- Centres must ensure that staff are able to demonstrate they have the expertise required to deliver the qualifications

End-point assessment reservation

Register learner

On-programme & EPA

Registration fee

Reservation Booking –

Select Month

90 days prior to EPA

EPA fee charged

Date for EPA agreed with provider or employer

EPA - ESFA data capture form issued to provider or employer

Provider or employer submits EPA-ESFA data and Gateway declarations to City & Guilds
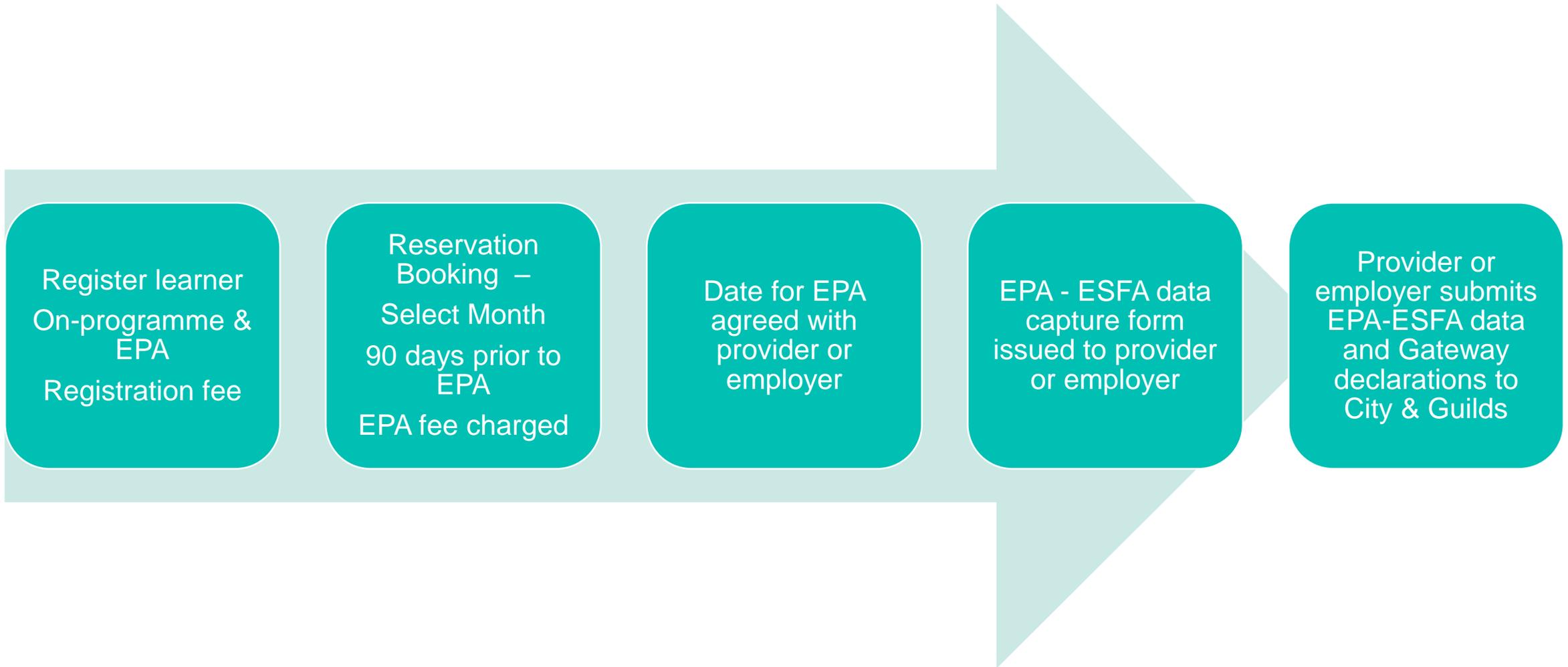
After successful end-point assessment

Grades agreed

Provider or employer receive City & Guilds EPA certificate

EPA-ESFA data form uploaded

ESFA issue certificate of apprenticeship standard achievement to employer

Being part of the decisions

We welcome applications for Independent Assessors to join our team for assessing and grading end-point assessment for Digital Technology

Minimum requirements

- Ideally hold an assessor qualification (Level 3 Award in Assessing Competence in the Work Environment, Level 3 Certificate in Assessing Vocational Achievement, A1 or D32/D33) undertake relevant training
- Have no connections with the assessment centre and/or apprentice in order to maintain objectivity
- Relevant technical/occupational understanding in areas being assessed
- Be fully conversant with the standards and criteria being assessed
- Occupationally competent, hold a relevant qualification at the level or above for related area/s being assessed or have a minimum of 5 years industry experience in the area
- Be employed in a role relevant to the apprenticeship programme they are assessing
- Have experience in interviewing techniques or working toward gaining competence in this area
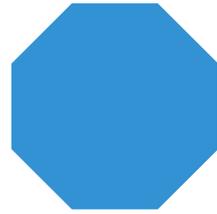
http://www.cityandguilds.com/apprenticeships/emerging-standards/independent-end-assessor

Timeline of events

| June 2017 | July 2017 | August 2017 | September 2017 | October 2017 |

- ✓ Walled Garden open for registrations for Digital Marketer
- ✓ Qualifications and Evolve tests live
- ✓ SAG Event Wakefield (15) Taunton (26)

- ✓ SAG Event Manchester (13)

- ✓ SAG Event London (11)

Next steps

And if you want to take things further with us…

Apprenticeship consultancy offer

Understanding
your needs

↓

Define and
develop solutions

↓

Implement
change
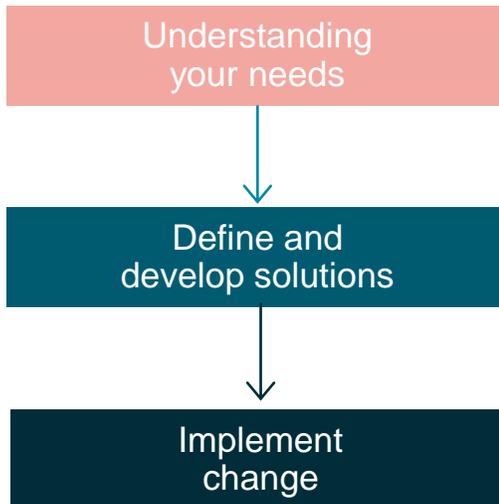
Areas of apprenticeship consultancy and training

**Audit your current apprenticeship strategy**

A root-to-branch audit that assesses your current strategy and identifies opportunities for growth. You'll receive an on-site consultation from a City & Guilds apprenticeship specialist who has experience in commerce and further education.

Defining your apprenticeship offer

A carefully constructed plan defining your new strategy and providing a framework for implementation. Our consultants will draw up an improved offer that takes advantages of the new opportunities for growth.

Upskill your team

Expert-led training courses that equip your staff to deliver your new apprenticeship strategy. We offer five different courses to meet your needs around commercial development, contract negotiation, apprenticeship support, funding, and trainer coaching.

http://www.cityandguilds.com/what-we-offer/centres/consultancy-service
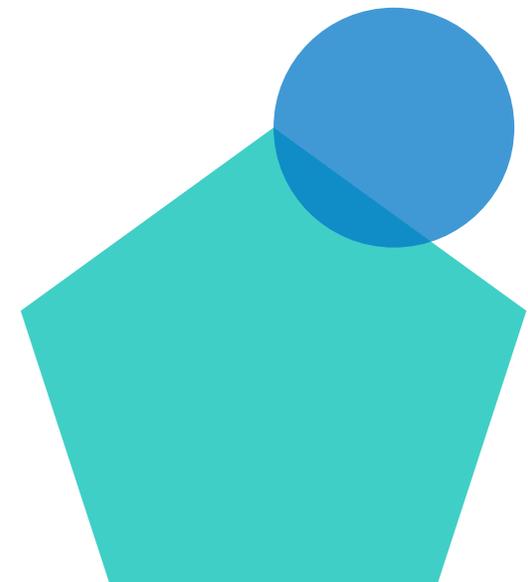
Support and resources available

Find all our past and forthcoming workshops, webinars and events here.

See our apprenticeship, consultancy and events pages on the City & Guilds website:

http://www.cityandguilds.com/apprenticeships

http://www.cityandguilds.com/what-we-offer/centres/what-is-advance

http://www.cityandguilds.com/what-we-offer/centres/improving-teaching-learning/events

Also look at the Government's information:

Provider/ employer apprenticeship funding rules 2017/18   Technical Funding Guidance

Apprenticeship funding policy and funding bands sheets   Apprenticeship standards

Register of Apprenticeship Training Providers Guidance   Becoming an Employer/Training Provider Guidance

Apprenticeship funding from May 2017 – policy paper

Thank you

- Keep up to date – register for email updates:
  http://www.cityandguilds.com/what-we-offer/centres/email-updates

- To be involved in the developments of the new qualifications: businessskills@cityandguilds.com

- For more information on the new standards, our learning resources (including demos), and how we can support your business: directsales@cityandguilds.com

- For additional information on end-point assessment: epa@cityandguilds.com

Any questions?