Weston College

Digital – Reaching a wider audience during a pandemic

Dave Crew
Head of Business Growth & Employer Partnership
Weston College

Confidential - WCGBGT-1598385241-10507

Creating brighter futures

- **Highly ambitious for our learners**
- Ofsted Outstanding in all areas
- National Centre of Excellence for SEND
- **Shortlisted for FE College of the Year 2021**
- Finalists – Bristol Life Awards 2021
- **Bristol & Bath Apprenticeship Provider of the Year 2018, 2019 & 2020**
  - Dr Paul Phillips CBE – Lifetime Achievement Award
  - Weston College - Well-being at Work Initiative
- 2 x National Beacon Awards:
  - FE Leader of the Year
  - Mental Health and Well-being
- Investors in People Gold and Champion status

> **" Weston College *consistently delivers outstanding teaching, learning and outcomes for its students, which is of the highest quality found in the UK. "***
>
> Teaching Excellence Framework

THE LLOYDS BANK NATIONAL BUSINESS AWARDS UK | LLOYDS BANK | EMPLOYER OF THE YEAR WINNER 2019

BristolLive BathLive APPRENTICESHIP AWARDS 2020 sgs WINNER Weston College WESTON COLLEGE BRISTOL & BATH APPRENTICESHIP TRAINING PROVIDER OF THE YEAR

The Queen's Anniversary Prizes 2017 | The Sunday Times 100 Best Not-for-Profit Organisations to Work for 2019 | acc Beacon Award Winner 2018/19 | Ofsted Outstanding 2013 2014 | TEF Gold Teaching Excellence Framework | Investors in People Gold | Investors in People Champion | BEST COMPANY 2019

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CENTRES FOR EXCELLENCE IN SEND

CREATING BRIGHTER FUTURES

- **9700+ 16-19 LEARNERS**
- **1500+ SEND learners**
- **6400+ ADULT LEARNERS**
- **1000 + HE STUDENTS**
- **7000+ PRISON EDUCATION LEARNERS**
- **2000+ APPRENTICESHIPS**

1. **2000+ apprentices**, including 31% growth in degree level apprenticeships
2. **1000+ university students**
3. **1500 SEND learners**
4. **6,465 adults** (19+) trained
5. **9,723 16-18 year olds**, a growth of 9.4% from the previous year (Sixth Form has a 99% A Level pass rate, 75% of 16-18 students progress to higher level learning and 54% progress to University Centre Weston, delivering degree level education for local people within the region)
6. **7,000+ prison education learners** have achieved full qualifications with a 92% achievement rates across 19 prisons in the south west and south east of England

WESTON COLLEGE | **Prison Education**

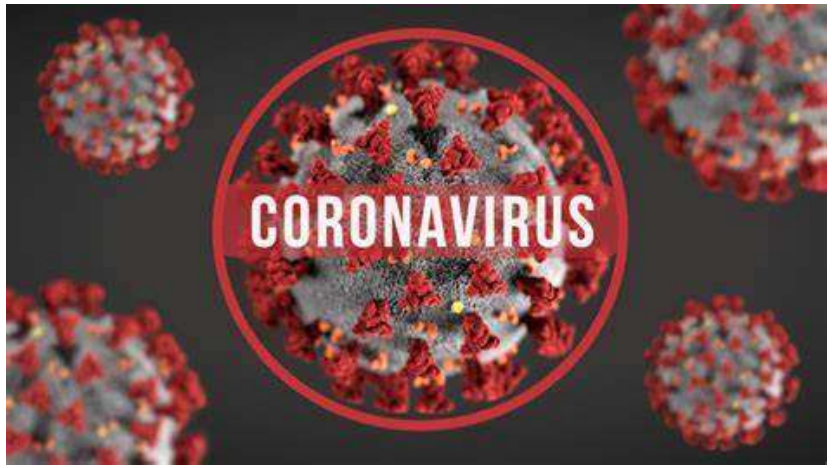
2646 learners achieve Level 2

90% success rates

All courses **92%** achievement rates

7000+ learners achieve full qualifications

The Covid panic – a stop and think moment?



- What was our strategy?
- Who really are our ‘customers’?
- Is our customer journey really good enough?
- How can we galvanise the workforce and business community?
- Content is everything…

FE has a powerful story to tell

Who is our digital audience?

Internal
- Existing learners
- College staff

External
- Employers
- Potential learners
- Parents
- Wider partners

Defining our approach

1. **Supporting our learners**
2. **Supporting our employers**
3. **Supporting our community partners**

Timing. Relevance. Authenticity.

#MyVirtualCollege

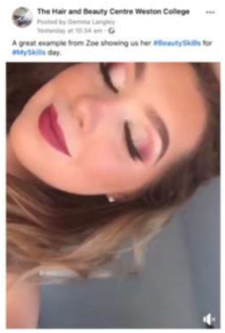
DIY FACE VISOR TUTORIAL

The latest in our 'How To' series, Nicola Stent shows how to make a face visor for personal use that can be made in less than 5 mins, using everyday materials you can buy online, with no cutting involved!

To watch, please visit:
https://www.youtube.com/watch?v=mjPkVT1LoVM&feature=emb_title

"Weston College was able to mobilise with impressive speed and capability to transfer its entire provision to a remote model creating #MyVirtualCollege within 7 days prior to the college closing and **a massive 4,043 virtual teaching/support sessions were delivered in the first week**. They have had 88% overall remote lesson attendance (with A level/apprentices at 97%)."

Gillian Keegan – Minister for Apprenticeships and Skills



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Regional partnerships are key

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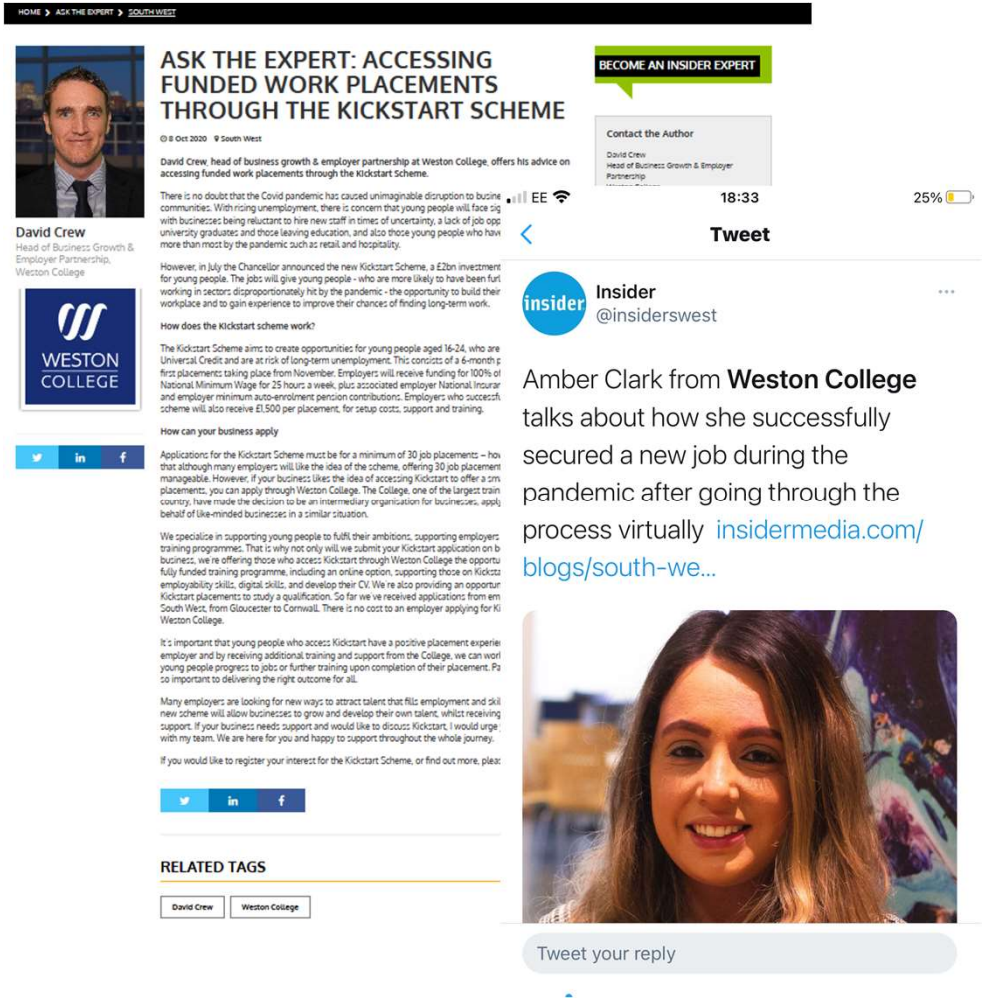
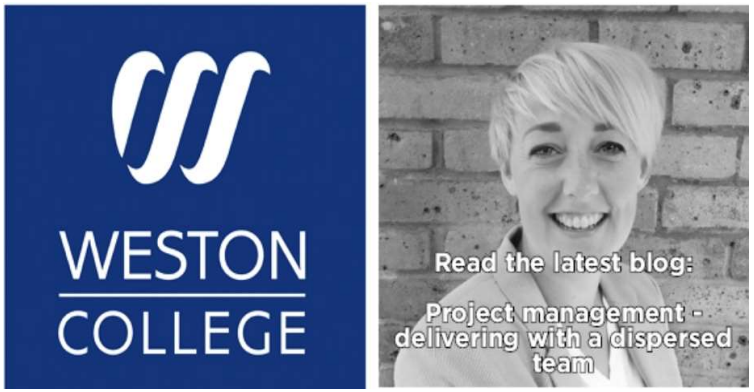
Key employer relationships

Staff blog challenge





- Tell our story – thought leadership in demand
- 10 blogs from staff across 10 weeks
- 600+ views on blog series (posted on our channels)
- 2 mins 5 seconds average reading time
- Contact must have a ‘call to action’ and create and opportunity for a transaction

The student story

Weston College
5,303 followers
4mo •

Former Early Year's apprentice, Cam, is an inspiration to all of us. 👏
After completing her Level 2 apprenticeship she ...see more

BLOG: What is it like to do an Early Year's Apprenticeship? Meet Cam

weston.ac.uk • 3 min read

17 1 comment

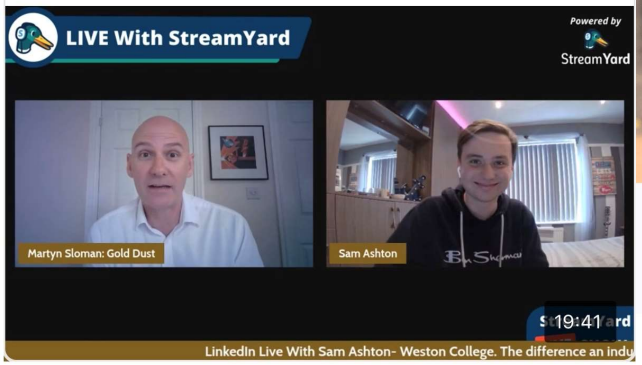
Like Comment Share Send

Weston College
5,303 followers
2w •

Check out this fantastic stream from Martyn Sloman and one of our students, Sam Ashton.
Sam discusses his industry placement with Gold ...see more

Martyn Sloman • 1st
Helping Sales Teams stay ahead of targets making more profitable sales | Sales Expert | Sales Trainer | Sales Keyn...
2w •

Join me with special guest Sam Ashton from Weston College to see how businesses can leverage the ideas, knowledge and skills of an industry placement student!



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Weston College
5,303 followers
4mo • Edited •

Despite current Government restrictions there has been positive placement success with technology design and development agency, Accrual Group Ltd. ...see more

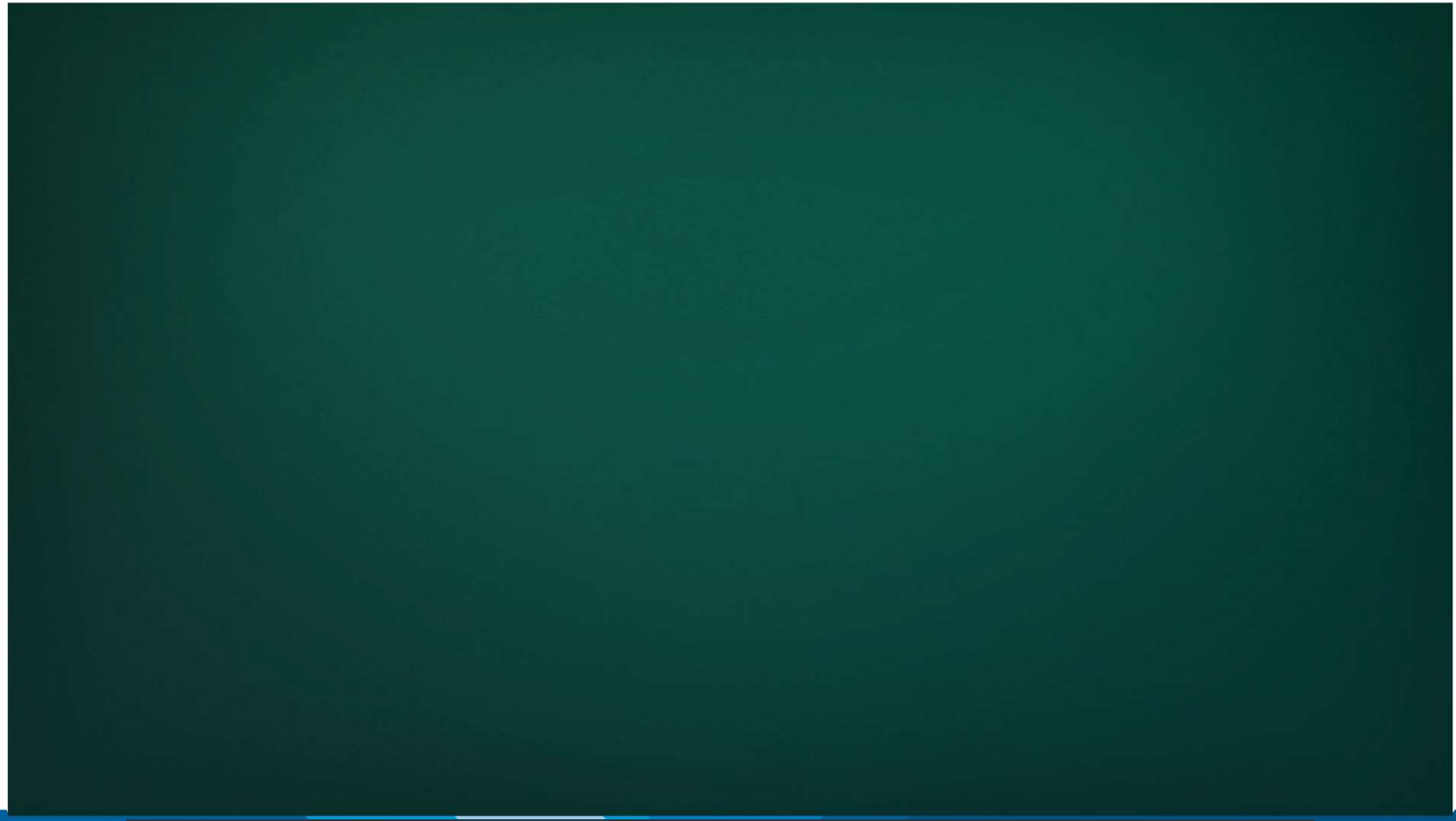
Blog: Digital Placement Success During a Lockdown

weston.ac.uk • 2 min read

9 4 comments

Like Comment Share Send

10 weeks
10 speakers
700+ attendees
Engage employers, staff and learners



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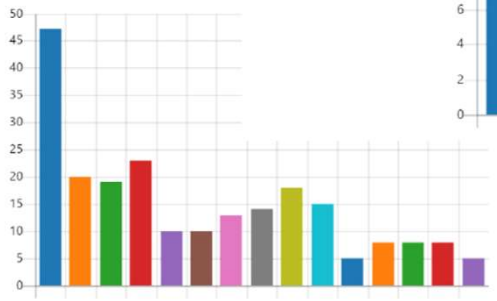
COVID-19 | Recovery Hub
Support for businesses to access funding,
bespoke training and future talent.
Find out more www.weston.ac.uk/covidrecovery

Consistently listening to business

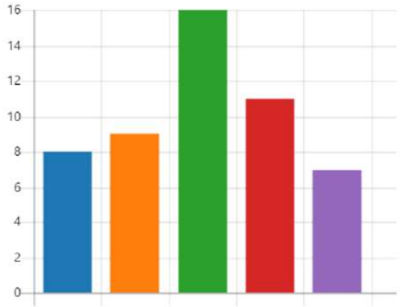
12. Are you aware of how we can support your business? Please tick all that apply

Apprenticeships	47
Traineeships	20
Kickstart scheme	19
Industry placements	23
Live projects with students	10
Delivering guest lectures	10
Commercial training (e.g. sect...	13
Upskilling (Education provider...	14
Online learning	18
Mental health and well-being ...	15
Response to redundancy (for i...	5
Funded courses to support re...	8
Supported internship placeme...	8
Employing and supporting mil...	8
Employing and supporting ex-...	5



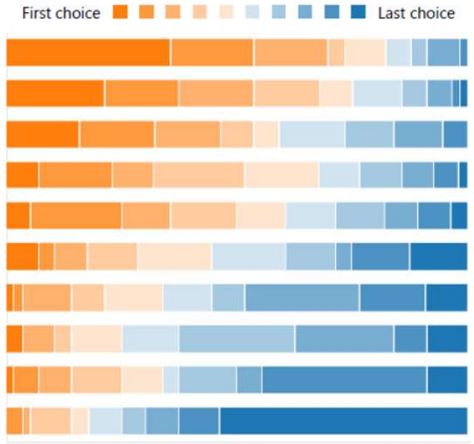
6. What are the key skills and training issues your business is currently facing?

Upskilling existing staff with a ...	8
Multi-skilling the workforce	9
Enhancing digital/IT skills	16
Recruitment of new talent	11
Lack of capacity to support ski...	7
Corporate social responsibility	0
Other	5



7. Please list the following training themes from 1 to 10 (1 being most important, 10 being least important)

Rank	Options
1	Managing people
2	Digital/IT skills training
3	Delivering outstanding custo...
4	Building workforce resilience
5	Change management
6	Managing remote teams
7	Effective online communicatio...
8	Finance
9	Social media marketing
10	Enhancing your website



Continuing digital engagement

Creating 300 apprenticeships in 100 days

Where are we now, and where are we going?

- **What has been the impact in this academic year?**
  - 5,175 visitors to Covid-19 Recovery Hub from 1st September – 1st June
  - LinkedIn
    - Members grown by 1,466
    - We reach 15,326 people in LinkedIn every month
    - Daily post (never twice a day)
    - Those that click through to website spend 2 minutes approx
  - Twitter
    - Grown to 9,057 followers
    - Regularly reach 1,500+ through posts
    - 300 in 100 campaign reached 18,103 to date (since 31st March)

- **How can we continue to reach and engage?**
  - Drive our customer interaction and experience – one front door
  - Engage our internal (staff/learners) and external audience
  - Delivering results (ROI) and changing lives
  - **Keep going and never stand still!**

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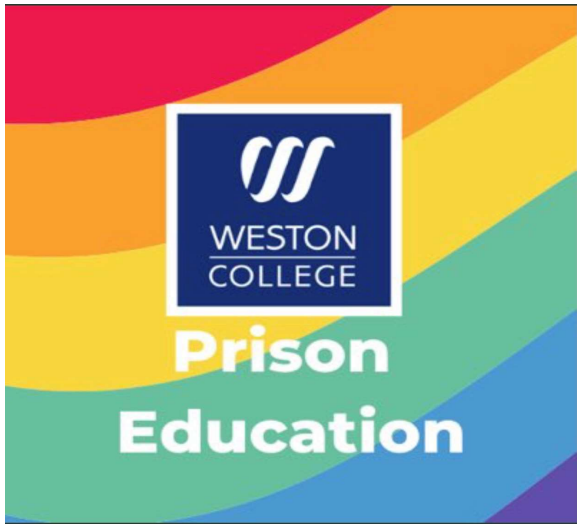
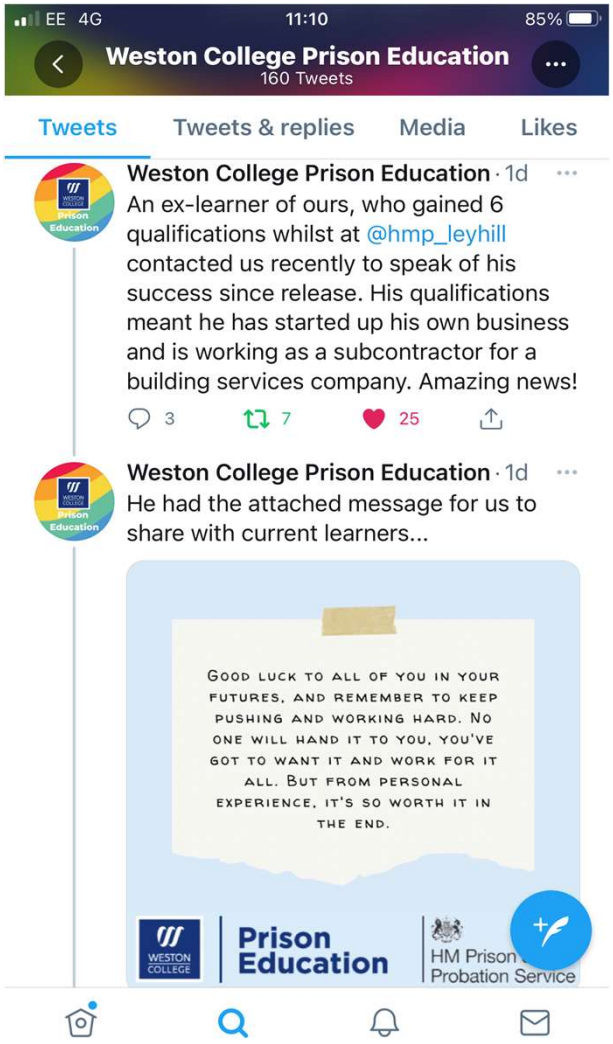
Creating brighter futures





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Thank you for listening

Reach out for a conversation **dave.crew@weston.ac.uk**