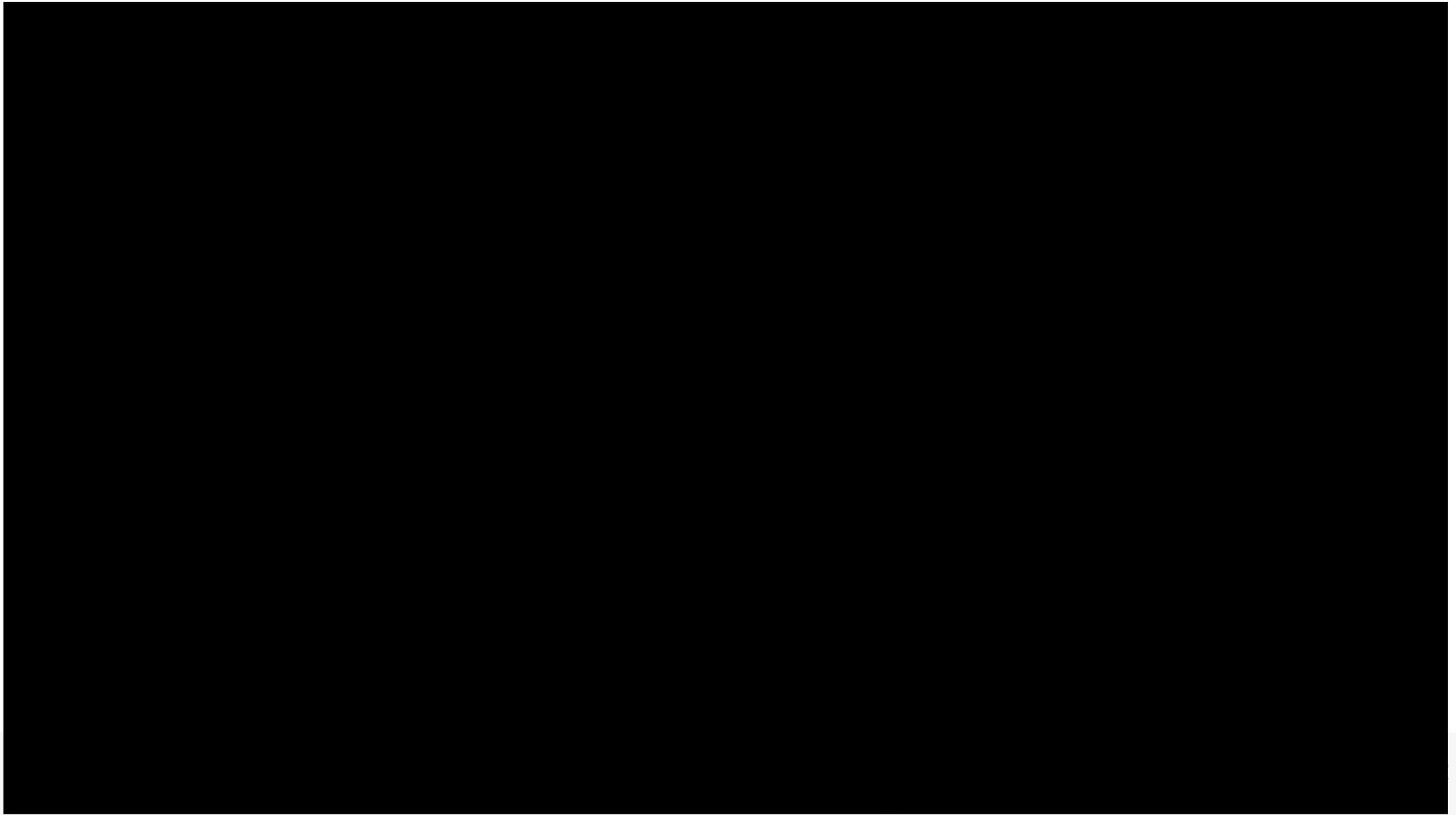




Communication Strategies to Improve Student Engagement in Apprenticeships

Lee Pryor – Director of Apprenticeships and Business Engagement
Luminate Education Group



Luminate

EDUCATION GROUP

Management and Central
Services for the whole of
Luminate Education Group



1,200 students



1,300 HE students



Specialist Music and
Performing Arts
Conservatoire -
1,400 HE students



Large General College
of Further Education -
20,000 students



Small General College
of Further Education -
2,500 students



Small General College
of Further Education -
1,100 students



3 secondary and 1 primary
school - 3,100 students



Bespoke training provider
for businesses

luminate
EDUCATION GROUP

**RADIATING POSITIVITY.
TRANSFORMING LIVES.**

Apprenticeships

Follow us on Twitter: @LuminateEdGroup

luminateeducationgroup.ac.uk

THE FUTURE FOR LUMINATE EDUCATION GROUP

Luminate Education Group commitment to our employers is to:

- Prepare today's learners to be the talented workforce of tomorrow.
- Future-proof quality provision

The team are proactive in their course planning and delivery to ensure that they are able to cater for the individual needs of all learners and employers.

The team is passionate about ensuring the integrity and quality of the qualifications delivered.”

Over 150 standards are delivered across the group



Objectives for growth

- Increase awareness across the region about the impact of apprenticeships and the value of colleges in their delivery.
- Encourage all key stakeholders to support colleges and recognise the value apprenticeships bring.
- Raise collective awareness of the full offer of each FE college in the delivery of apprenticeship and the service provided.
- Reach 100 apprentices across the group



Objectives for growth

- Promote a greater understanding of the value of apprenticeships to young people (and all eligible adults).
- Showcase pathways via apprenticeships into careers aligned to the LEP priority areas.
- Communicate how an apprenticeship works including the benefits, how to apply and different levels/qualifications.
- Promote the destinations and career prospects from an apprenticeship by highlighting the successes of others in industry.
- Increase the number of employers engaged and working with each college.
- Promote how an apprentice can positively impact a business
- Communicate how each college can partner with employers and what is the benefit of working with a college.
- Showcase success stories from other businesses who are currently engaged with colleges within Luminate Education Group.

100 Apprenticeships in 100 Days Marketing Campaign

How?

- Through local media such as (through local media, i.e Keighley News, Yorkshire Evening Post & The Harrogate Advertiser, Craven Herald, Ilkley Gazette, Wharfedale Observer, Bradford Means Business magazine)
- Digital display boards Press ads
- Organic LinkedIn posts across LinkedIn/Facebook & Twitter across all college platforms and Luminare platform
- Paid LinkedIn posts to highlight our apprenticeship wins across the group, LCC, KC, HC & UC

100 Apprenticeships in 100 Days Marketing Campaign

- Email to stakeholders to explain the importance of an apprentices and our objective of the campaign
- Landing page for each college
- Paid search campaign
- Sponsored content in above mentioned publications and Facebook ads through the publication pages
- Sharing case studies on website
- Word of mouth through business engagement teams

100 Apprenticeships in 100 Days Marketing Campaign What did it look like?

ADVERTISEMENT FEATURE

Can you help Leeds City College secure 100 apprenticeships?



Leeds City College has launched a scheme to get 100 apprentices hired in 100 days - from this month.

The college is one of the largest providers of apprenticeships regionally, currently working with 700 employers who have taken on apprentices via the college.

The 100 in 100 campaign, which will run until February, is part of the college's plan to increase the number of apprenticeships across the region, in the wake of the Covid-19 pandemic.

As the economy recovers from the coronavirus outbreak, apprenticeships will be more important than ever in helping businesses to recruit the right people, and develop sector-specific skills both now and in the long term.

Leeds City College, part of Luminate Education Group, boasts a portfolio of impressive industry links. The new initiative will give employers in the Leeds city region the opportunity to increase productivity and reduce training and recruitment costs by employing and developing skilled and motivated local apprentices.

"The coronavirus crisis has been a very significant challenge. We know that in April the number of apprentices fell by 48 per cent nationwide compared to the previous year," said Lee Pryor, director of apprenticeships and business engagement at Luminate Education Group.

"100 in 100 is an ambitious campaign and Leeds City College is taking the lead by working with partners and local businesses to provide opportunities for learners."

Lee said that through the 100 in 100 campaign, the college will aim to help improve the local economic growth and create career opportunities for young people most at risk of long-term unemployment after the pandemic.

"The business advantages of taking on an apprentice have never been more significant. Apprenticeships offer a more practical approach to starting a career, and are open to all ages.

They are a fantastic opportunity to mould your future workforce with the skills you need, and with the coronavirus crisis hitting our economy hard, this is more important than ever."

He added that employers will also be able to increase productivity and reduce training costs by hiring and developing skilled and motivated local apprentices through the college.

The government recently introduced additional payments to support employers who hire new apprentices between 1 August 2020 and 31 January 2021. Employers who hire a new apprentice will receive up to £3,000 for apprentices aged 16 to 24 and £1,500 for those aged 25 and over.

"We would like as many businesses as possible to be part of this campaign to give our pool of apprentices the opportunity to work, develop skills and build their career," he added.

To find out more about the apprenticeship campaign and how to hire an apprentice, visit the website, (link to <http://leeds.citycollege.ac.uk/100in100>)



Leo Pryor, director of apprenticeships and business engagement at Luminate Education Group

Follow us on Twitter: @LuminateEdGroup

Newsquest Digital
Sponsored

Do you know employers are entitled to government funding of up to 3,000 to support the hiring of an apprentice until early 2021? If you'd like to talk to Keighley College about how an apprentice can help your place of work, visit their website.



keighleycollege.ac.uk/100in100
100 Apprenticeship in 100 days
Get in touch to find out more.

[Learn more](#)

HARROGATE COLLEGE

100 APPRENTICESHIPS in 100 DAYS

Be a part of the 100 apprenticeships in 100 days campaign with Harrogate College.

Harrogate College, part of Luminate Education Group, is excited to announce our 100 apprenticeships in 100 days campaign.

The college provides a choice of high-quality education and support whilst working with and for the local community. We educate students from all walks of life and take pride in helping them reach their potential in a safe and caring environment.

Through the 100 in 100 campaign, we aim to help improve the local economic growth in a number of ways. By creating new career opportunities for young people most at risk of long-term unemployment after the pandemic, we will help develop skills, wages and support the future career progression of apprentices across the West Yorkshire and North Yorkshire regions.

Find out how an apprentice can bolster your business.
Visit: harrogate-college.ac.uk/100in100

A member of Luminate Education Group

CORONAVIRUS: COMMUNITY

News: Harrogate residents set up community group to support each other - and local charities

Residents 'brought together' by lockdown and the desire to help

Harrogate residents have set up a community group to support each other and local charities during the coronavirus pandemic. The group, called 'Harrogate Community Support', was formed in April and aims to help those in need of support, as well as provide a platform for local businesses to promote their products and services.

The group has a number of initiatives in place, including a food bank, a clothing bank, and a mental health support group. They also offer support to local charities, such as the Harrogate Food Bank and the Harrogate Community Foundation.

"The pandemic has brought us together in a way that we've never been before," said one of the group's founders. "We've seen the resilience of our community and the desire to help each other. We're proud to be part of something so positive."

The group is open to anyone who wants to help. For more information, visit www.harrogatecommunitysupport.co.uk



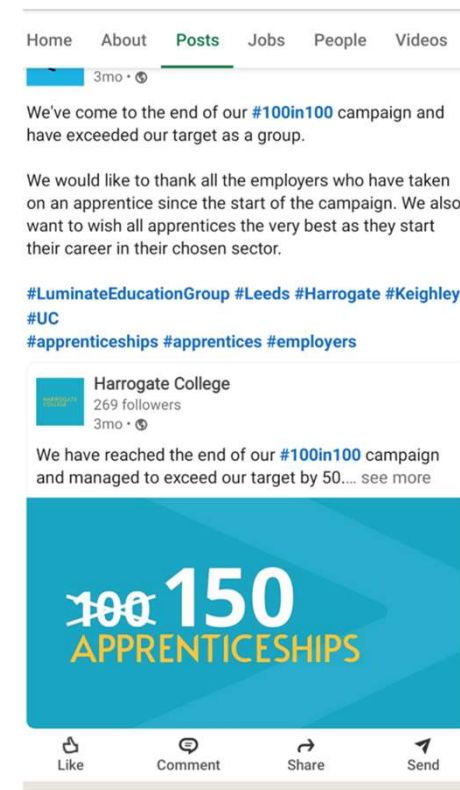
Harrogate Community Support group members posing for a photo in front of the Harrogate Food Bank.

luminateeducationgroup.ac.uk

100 Apprenticeships in 100 Days Marketing Campaign

How did we do?

**We exceeded our target of 100 by 50
across the group! We reached 150!!!**



100 Apprenticeships in 100 Days Marketing Campaign

How did THE GROUP TEAM do?

Shortlisted for two AAC awards

- **Outstanding Contribution to the development of apprenticeships**
- **Promoting Apprenticeships Campaign of the year**

Lee was shortlisted for:

- **TES FE leader of the year award**

Follow us on Twitter: @LuminateEdGroup



luminateeducationgroup.ac.uk

50 in 50 Internal Progression Campaign

Objectives

To progress 50 students across the group in 50 days

How?

- Internal posters
- Campus digital screens
- Introductory email to staff across group
- Blogs
- Organic employer facing social posts
- Share case studies for group across social media
- Email to introduce apprenticeship recruitment team

50 in 50 Internal Progression Campaign

What does it look like?



Understanding area roles and responsibilities

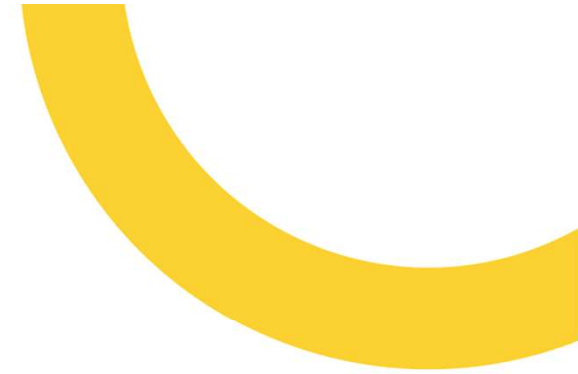


Marketing

Utilise specialist marketing expertise to deliver market strategy and implementation against recruitment targets. The team will correctly position and manage the reputation of the portfolio of brands for the FE colleges within Luminate Education Group.

Delivery Against Recruitment Cycles

- Recruitment campaigns delivered throughout the recruitment cycle across all provisions for 16-19, adult learning, HE and apprenticeships. Matched to curriculum recruitment targets. Decision making led by insight.



Brand Development and Management

- Development and positioning of the FE colleges' portfolio of brands and provisions. Create and consistently distinguish all brands in visual communication and maintain high brand awareness.

Market Insight and Intelligence

- Provides in-depth market insight and analysis to inform curriculum design and provide an evidence-led approach to all marketing activity. Provides reporting across the group on recruitment inclusive of admissions.



Marketing Teams

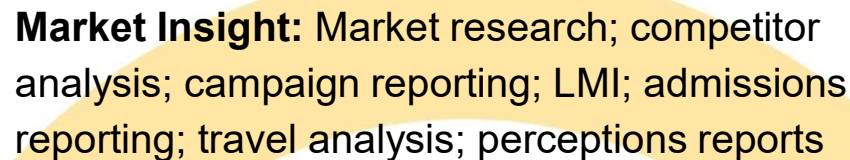
Creative: Brand development; videography & photography; marketing collateral (digital and physical).

Marketing Execs: Point of contact; ascertain objectives; recruitment events; campaign activation.

Digital Marketing: SEO; digital marketing channels (paid search, paid social, GDN).

Web Dev Team: New website development; web maintenance.

Market Insight: Market research; competitor analysis; campaign reporting; LMI; admissions reporting; travel analysis; perceptions reports



All teams work alongside communications and admissions to **deliver against recruitment strategies and priorities** of the FE colleges.

Partner with external agencies for capacity, expertise and campaign activation.

Represents a **full-marketing service** of the complete marketing mix.

School Liaison Team



How do we currently promote apprenticeships?

- Take promotional materials to events such as careers fairs
- Talk to students about apprenticeships when asked about them at events or IAG sessions
- Ask apprenticeship team to attend bespoke events such as an apprenticeships transition talk
- Send updates to schools about apprenticeships and apprenticeship events eg - 100 apprenticeships campaign
- Help out at big apprenticeship events - Leeds' apprenticeship fair



What do schools, students and parents ask us?

- When do I need to apply for an apprenticeship and how?
- Can start an apprenticeship before September?
- What are the entry requirements?
- How long do apprenticeships last?
- Do I need to find my own placement or will College find it for me?
- Do I get paid and how much?
- Do I have to have an interview with the College and the company?
- Do I get a job with the company after my apprenticeship has finished?

Contacts

Lee Pryor
Director of Apprenticeships and Business Engagement
0113 2846496
lee.pryor@luminare.ac.uk



Contacts

Lee Pryor
Director of Apprenticeships and Business Engagement
0113 2846496
lee.pryor@luminare.ac.uk

**Together we
transform lives.**





Questions