

**University of
Hertfordshire UH**

Case Study: Working in Partnership with Employers to Create Immersive Apprenticeship Programmes

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Context

- CMDA mapped to 4 year ‘BA Business and Management’ programme
- Bespoke, closed delivery to cohorts of around 15 apprentices
- Delivered primarily ‘on site’ at TUI Head Offices
- Blend of learners – experienced in post and new starters on ‘rotation’

- *A legacy programme design*

Opportunities for Partnership

Intent

- Internalized professional development programme – an ‘employer led programme’
- Contextualized, specialized and impact-oriented
- Opportunity to support access to HE quals and fast-tracked career

Implementation

- Dedicated faculty; alignment of content, assessment and learner support
- Professional/departmental leads embedded in modules
- Block delivery in ‘fit’ with business planning

Impact

- Direct relationship management – academic team and professional teams
- Workforce planning – skills and experience for success

Learner Feedback Word Cloud

A word cloud of learner feedback terms. The words are arranged in a roughly rectangular shape and vary in size and color. The colors include shades of red, orange, yellow, green, blue, and purple. The words are: work, development, challenge, deadlines, inspired, success, intense, challenging, emotional, aspirations, transformation, expanding, stressful, proud, career, hard, flexible, stress, successful, and rewarding.

work
development challenge
deadlines inspired
success intense challenging
emotional aspirations transformation
expanding stressful proud career
hard flexible stress
successful rewarding

From Obstacles to Innovation

- Achieving alignment – business and academic cycles
 - Delivery/assessment windows and Academic Quality
 - Employer communication
- Adapting Curricula
 - Building curricula differently
 - The value of variety
- Communication and Relationships
 - New resources and media
 - Virtuous circles

Engagement – iteration and life cycle of the apprenticeship

Apprenticeship Promotion through Partnership

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- Advocacy for Higher and Degree Apprenticeships
- Destigmatizing the word 'Apprenticeship'
- Commissioner, Line Manager/Mentor and Learner Facing Events
- Recruitment and Selection – pro-apprenticeship culture
- Apprenticeships: Upskilling, Appraisal and Performance Management
- Apprenticeships: Career Pathways for School Leavers
- Hybrid Working and Apprenticeships

Key Messages

- Opportunities that come with review cycles – continuous improvement
- Effective employer partnership starts with effective inter-departmental partnership
- Win-win-wins – What's good for one is good for all

Thank you