

Area Prospectus Update April 08

Issue 4

Prospectus Content

Many thanks for all the effort that has gone in to populating our Prospectus with all the learning opportunities in Bradford. We are still waiting for one or two providers (☹) but nearly all the post 16 opportunities are now displayed. Some providers decided to tackle the input in 'one hit' and have done their pre-16 courses already. For those of you that haven't, then this is the next task, and I would be grateful if you would aim to complete this by 30th June, as has just been agreed with the Confederations Executive. Remember, the worst is over; once we have a full set of information you will be able to copy all repeating courses to the new academic year!

Quality of information – 'share the load'!

The quality of the descriptions under 'What will I learn' and 'What are the entry requirements' etc. is generally not particularly good. Some providers have designated the task to a single person, who probably does not know enough about the course to say very much. **It is really important to involve the subject specialists who can be sure that what we are saying about their course is correct.** From the learners' point of view, the information needs to be in accessible language and give the type of information that will help them to make a decision.

CMS Tips

Copying and pasting info from other sources to the CMS. The text editor in the CMS is not a perfect tool. Pasting in text to the CMS from other sources works most effectively if you first change the font (within Word) to Verdana. Check your paragraphing/indenting/bold etc **before** transferring to the CMS. If your 'pasting' does not look right within CMS, highlight your text and use the 'eraser' button which will remove the formatting.

QANs – the QAN doesn't work? Our database is set up to only accept QANs in the format xxx/xxxx/x . Still doesn't work? It could be a relatively new qualification, not yet in the Prospectus database. Please email the number and the qualification title and I will add it to the database without delay. anne.weston@careersb.co.uk

Promotion and Marketing Materials

Now that most of the Bradford learning opportunities are there we need to be sure that all 14-19 year olds know that it is a valuable place to look. Suggested lesson plans are being developed to introduce this should you require them. At the end of a group session on the Prospectus, 'freebies' can be given out to the group (see below). Please ask for these or any other promotional materials.

Promotional items are available **FREE**, upon request:

Posters – A2 and A3	Pull-up banners for events (loan only)
Leaflets – A5	Free gifts for group sessions:
Screen saver	School holiday cards (poss for yr 11)
Desk top wallpaper	Rulers (maths tips on reverse–poss for year 10)

Congratulations to Laisterdyke.....

..... who were the first to input their pre 16 courses!!

NEW – Development Group

Now that professionals are gradually becoming more aware of the potential for the Prospectus, the mandatory requirements, the benefits – and of course, the current short-comings, I would like to set up a development group who will help inform all future changes. For example:

- The software (eg. qualifications search; qualifications information; 14-16 section)
- The content – protocols, parameters (i.e. how much detail should be included; when should a link be used)
- Using the Prospectus with young people (eg. within Careers Ed programmes)
- Feedback from young people, parents/carers
- Defining the needs of a Common Application Process
- Defining the requirements of an e-portfolio
- Other development needs that arise

I am hoping for representatives from a wide range of professionals eg careers teachers, personal advisers, work-based learning providers, diploma development leaders etc. (Young people and parents/carers will be consulted separately.)

The first meeting is planned for

Fri 16th May at 2pm at LBEC Works on Thornbury Road. Please let me know of your interest (even if you are unable to attend that particular day.)

IAG QUALITY STANDARDS AUDIT

Using the Prospectus with young people helps schools to meet several of the IAG Quality Standards. A recent audit report showed that the Prospectus was **NOT** being used in schools. This is not actually surprising seeing as we have only just entered our 08-09 courses, but now we are in a position to maximise its potential and meet several indicators, in particular 3.5.

Prospectus Usage - Stats

On 28th Feb, 93 individual visitors to the Prospectus were recorded, the greatest to date on any one day. Let's ensure that people want to re-visit! We have been averaging 40 visits per day since then.

Dates for the diary

Development Group First Meeting:

Fri 16th May 2.00 LBEC Works, Thornbury Road

New Deadlines set by the Confederations

30.6.08 Pre 16 Learning opportunities displayed for 08-09