



Pearson

# Insight webinar #11 From stars to superstars - the growing role of degree apprenticeships

Hello. We're just setting up and will start shortly.  
You should be able to hear the presenters sound checking.

Having problems?

Contact [FECustomerTrainingEvents@pearson.com](mailto:FECustomerTrainingEvents@pearson.com) OR 0845 373 0114



# Housekeeping



# Housekeeping

## For technical support during the event

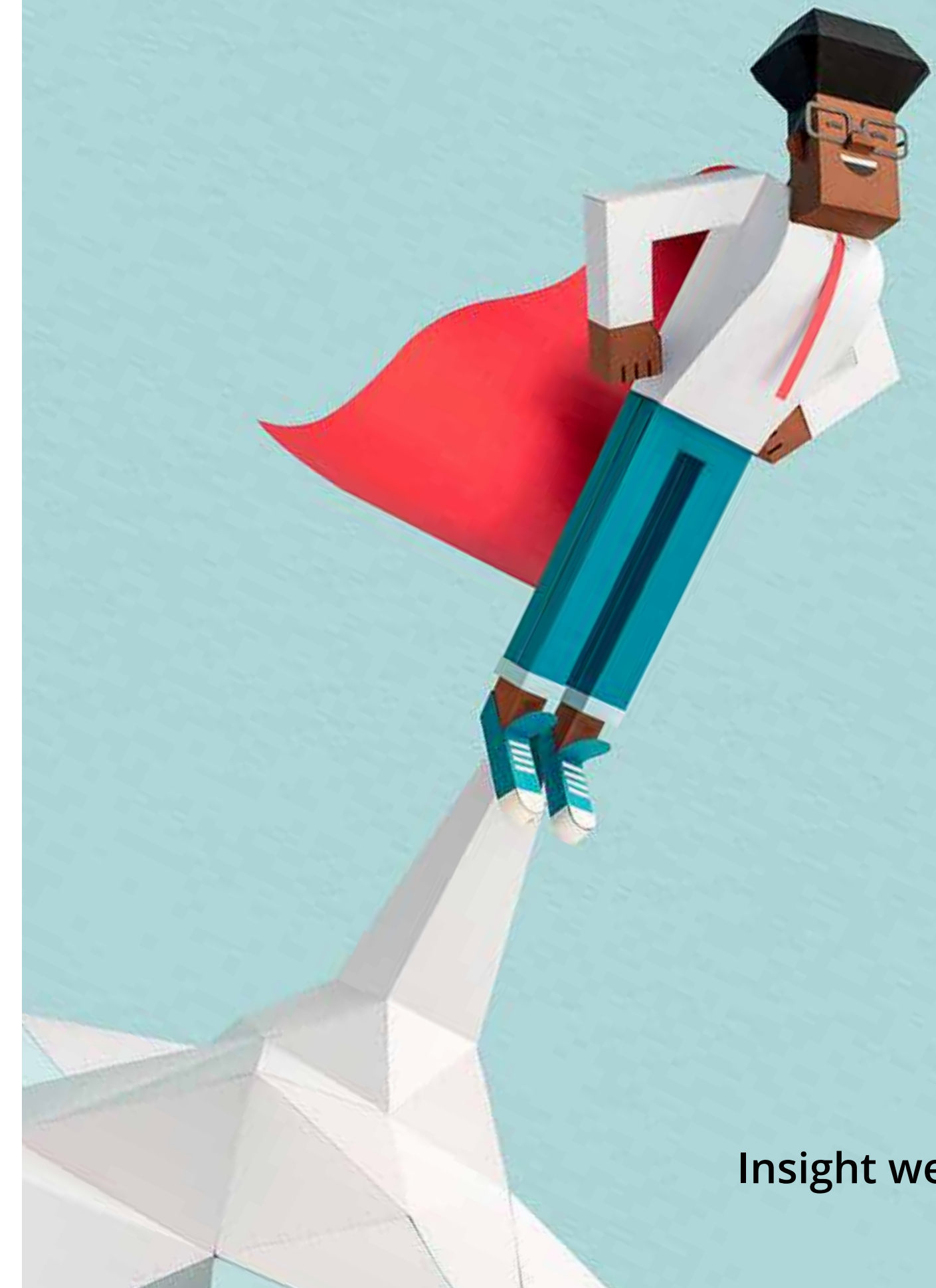
Use the chat window and our support team will respond.

## We'll go into more detail on topics later in the series

We'll run further events every few weeks for as long as people find them usefull.

Slides will be sent to you post-event

[quals.pearson.com/apprenticeships](https://quals.pearson.com/apprenticeships)



# Interacting

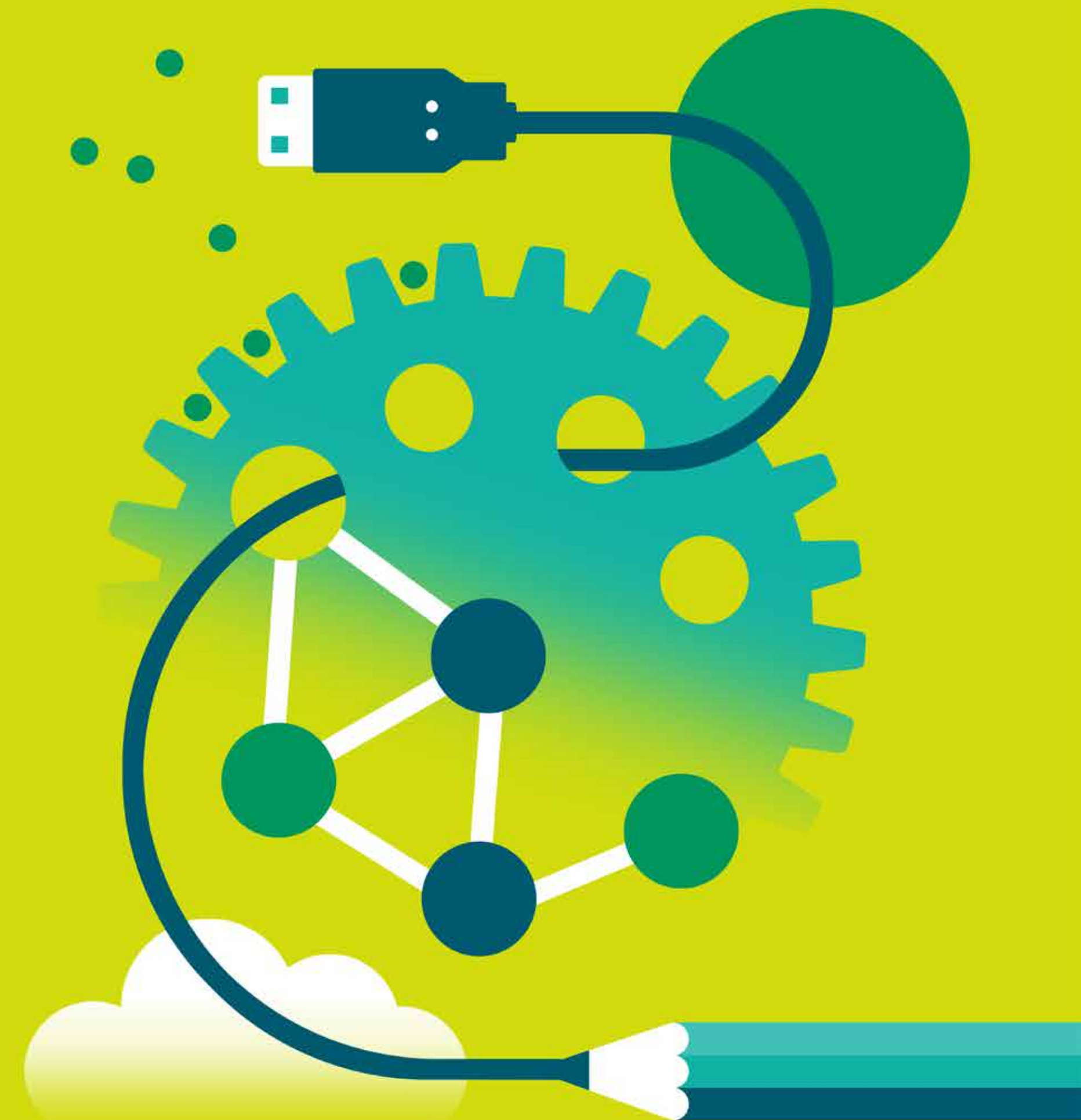
**There will be a Q&A session at the end of the event**

But your microphones are off by default.

**You can ask a question at any time using the chat Window**

We won't answer immediately but will pause between sections to summarise key points of interest.

Due to time constraints, we may not be able to answer all your questions during the webinar.





Pearson

# Insight webinar for apprenticeships #11

From stars to superstars - the growing  
role of degree apprenticeships



13 December 2017

Insight webinar #11 | 5

# Presenters



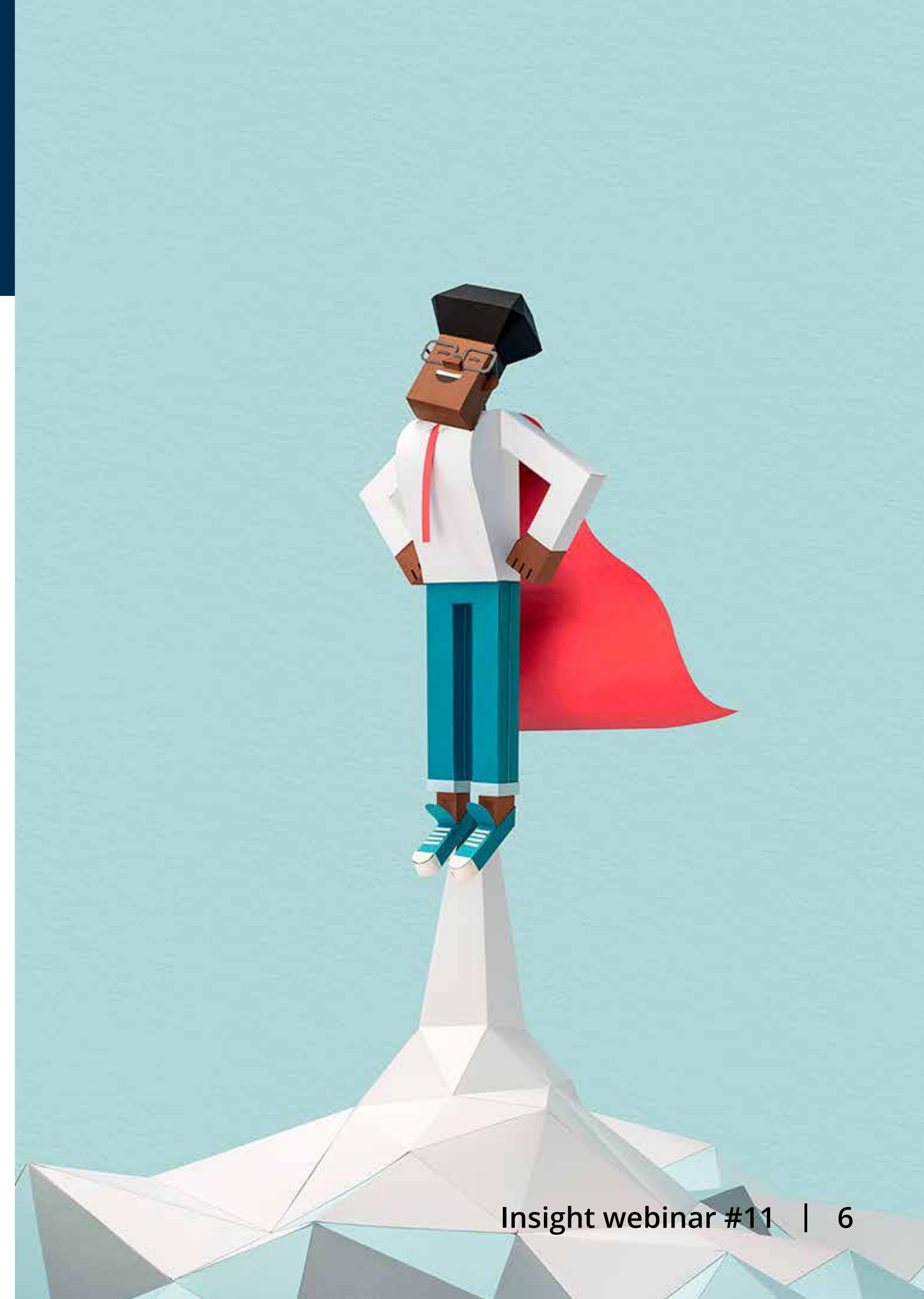
**Neil Ingoe**

Head of Marketing - Apprenticeships



**Anne Ashworth**

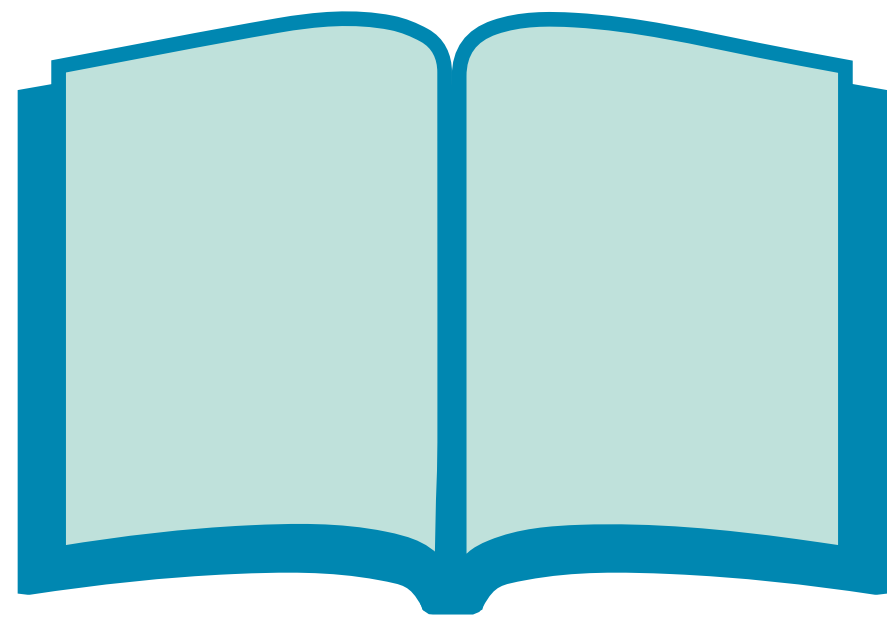
Head of Internal Apprenticeships



# About Pearson

edexcel 

 **BTEC**



# Pearson (the levy payer)

Our internal apprenticeship programme

Launched 2nd May 2017

**30**  
apprentices

**5**  
training  
partners

Now

**70**  
apprentices

**8**  
providers

**Level 2-6**  
13 standards / frameworks.

May 2018

**100**  
apprentices (over target).



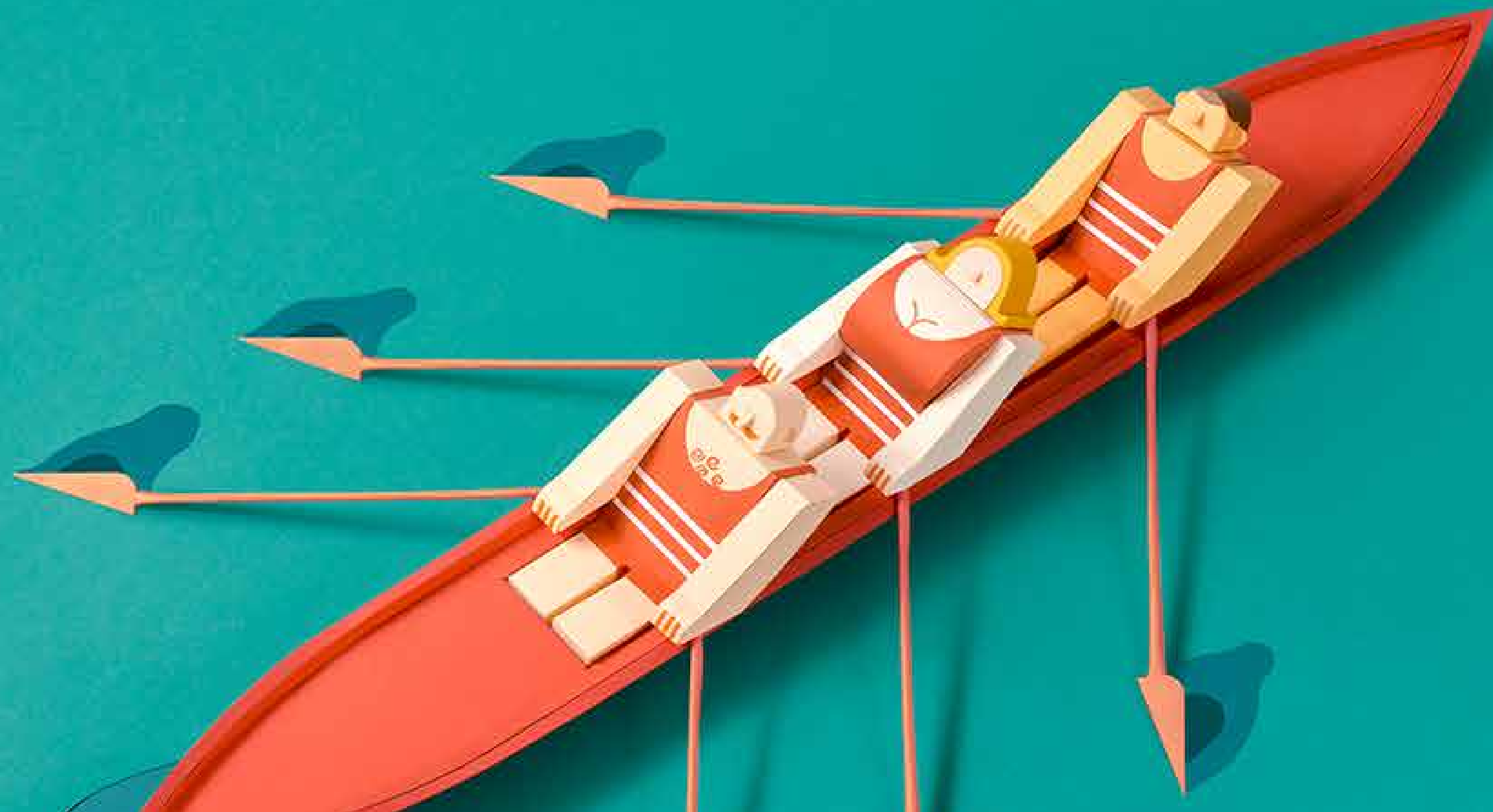


# Today's Schedule

- 1 The organisational perspective
- 2 The manager's perspective
- 3 The apprentice's view



# The organisational perspective



# Apprenticeship strategy

## Programme design

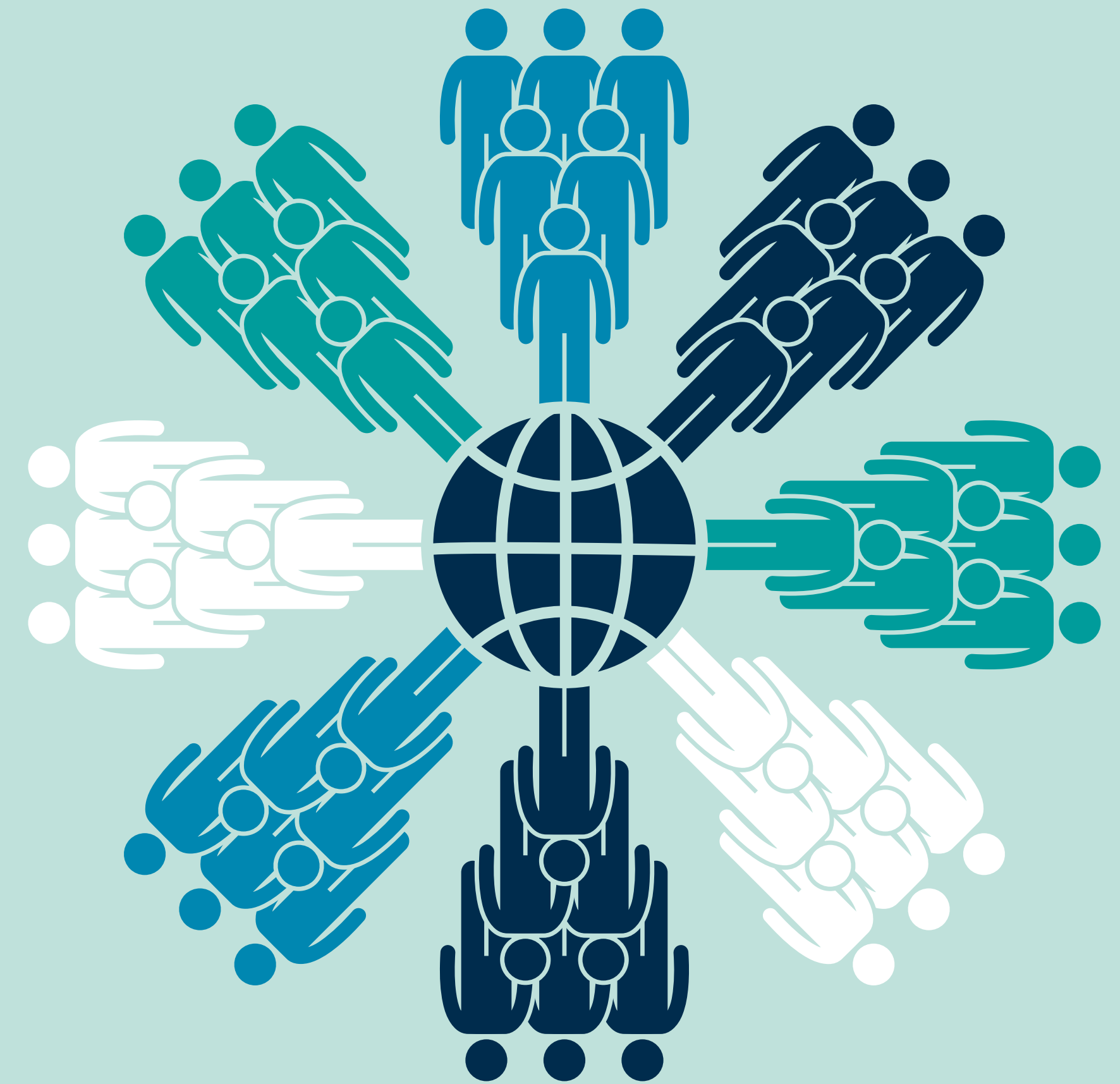
- ▶ What is your overall apprenticeship strategy?

## Role profiles

- ▶ Identify synergies with apprenticeship frameworks and standards.
- ▶ Eligibility criteria for apprenticeships
- ▶ Work with HR to plan apprenticeship conversations as a natural part of HR activity ie performance reviews, talent reviews etc

## Culture (changes)

- ▶ Apprentice roles are training roles
- ▶ Manager / peer expectations



# Types of candidate

## Alternative to degree

- ▶ Reduced recruitment costs
- ▶ Apprentice avoids debt / earns salary
- ▶ Greater retention / loyalty

## Established employees

- ▶ Internal progression route
- ▶ Improved staff retention



# Selecting the degree apprenticeship roles

## Management roles

- ▶ Relevance of role
- ▶ Opportunities to put theory into practice
- ▶ Seniority

## Theory-heavy roles

- ▶ Engineering and allied sectors
- ▶ NHS / Health Science
- ▶ Nursing



# Key challenges

## New entrants

- ▶ Aligning induction with academic starts
- ▶ Training partner is a university - opportunity to leverage their recruitment expertise?

## Line managers

- ▶ Burden greater than other types of apprenticeship.



# The manager's perspective



# Our managers

## **Sally Peacock**

Head of Centre Management

## **Catherine Newman**

Director of Sales, BTEC & Apprenticeships





# Considerations

## Selection

- ▶ Matching the role
- ▶ The apprentice's need

## Managing the programme

- ▶ Off-the-job element
- ▶ Adapting to changes to responsibility



# The apprentice's perspective



# Our apprentices

## **Letitia Rowan**

International Quality Assurance and  
Operations Manager

## **Toni Pitts**

FE Centre Support Team Leader



# Wrap-up and recap



# Keep in touch

 @pearsonappr

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 Insight newsletter

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