

Learner Engagement Strategy



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Author ID: JW

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Summary of Changes

Date	Page(s)	By	Details of Amendments
09/05/2024	n/a	MN	Policy creation
16/12/2024	n/a	BT	Annual Review, minor formatting amendments

Objectives and Purpose

At NGTC, our primary objective is to empower our learners to achieve meaningful and sustainable success in their careers and lives. We are committed to providing comprehensive Careers Education, Information, Advice, and Guidance (CEIAG) that equips individuals with the knowledge, skills, and confidence necessary to navigate their professional journeys effectively.

Our overarching purpose is to deliver tangible outcomes for every learner, spanning from employment opportunities to higher-level education pursuits, and beyond. Through a holistic approach that extends across every stage of the learner journey, including pre, and post-course engagement, we will increase work readiness, heightened confidence, and enhanced socio-economic mobility.

Key Focus Areas Include:

- Providing tailored CEIAG services that align with individual aspirations, interests, and capabilities
- Offering resources and support mechanisms to facilitate informed decision-making regarding career pathways and educational opportunities.
- utilising partnerships with industry stakeholders to ensure our learners are equipped with the skills and knowledge demanded by the evolving job market.
- Implementing strategies to enhance employability skills, such as communication, problem-
- solving, and adaptability, to bolster our learners' readiness for the workforce.
- Promoting a culture of continuous learning and personal development to empower individuals to pursue lifelong career growth and advancement.

By embedding this learner-centric approach into the fabric of our organisation, we aim to not only facilitate immediate success but also to lay the foundation for sustained professional fulfilment and socio-economic prosperity for all our learners.

Learner Engagement Cycle

Our learner engagement cycle follows a 5-step approach. This framework is applied to all NGTC courses regardless of classification with input from all members of staff at NGTC.



Stage 1 – Marketing

Stage 1 is primarily implemented to help NGTC identify suitable candidates to our training courses.

- **Publish on our Website:** Regularly update our website with course offerings, testimonials, and relevant information to attract potential candidates.
- **Social Media Campaigns ran through company channels:** Utilise various social media platforms to reach a broader audience, engage with followers, and showcase the benefits of our training programmes.
- **CRM system for target marketing:** Implement a Customer Relationship

Management (CRM) system to segment and target potential candidates based on demographics, interests, and past interactions.

- **Referral Partners:** Collaborate with organisations, agencies, or individuals who can refer potential candidates to our training courses, fostering mutually beneficial partnerships.
- **Alumni:** Engage with past graduates and encourage them to refer friends, family, or colleagues who may benefit from our courses, leveraging the trust and credibility established through their experiences.
- **Information to Employer Partners:** Provide information and promotional materials to our network of employer partners, encouraging them to recommend our courses to their employees or job seekers.
- **Information to Wider Stakeholders:** Disseminate information about our training programmes to relevant stakeholders such as educational institutions, community organisations, and government agencies to broaden our reach and attract diverse candidates.

Candidates will move onto stage 2 once they have completed online or face-to-face course bookings

Stage 2 – Focused Information, Advice & Guidance

Stage 2 is primarily designed to assist candidates in making informed decisions around training and career choices, offering signposting and advice around training courses and outcome opportunities.

- **IAG sessions / Webinars:** Offer interactive sessions or webinars where candidates can receive personalised advice and guidance on career pathways and training options.
- **Training Plan Calls:** Conduct individualised calls with candidates to discuss their training plans, goals, and any additional support they may require.
- **Additional Learning Support Mechanisms:** Provide supplementary resources, such as study guides, tutorial videos, or peer support groups, to cater to different learning styles and needs.
- **Pre-Course Reading Materials:** Distribute relevant reading materials or

online resources to prepare candidates for their upcoming training, ensuring they have a solid foundation before starting.

- **Learning Starting Point Assessment:** Administer assessments or diagnostic tests to gauge candidates' existing knowledge and skills, enabling tailored support and instruction.
- **Frequently Asked Questions:** Compile a comprehensive FAQ document addressing common queries and concerns to support candidates in navigating the training process.
- **Systems Orientation Training:** Offer training sessions or resources to familiarise candidates with the learning management system or other platforms used during the training programme.
- **Pre-Course online demonstrations:** Provide interactive online demonstrations or tutorials to familiarise candidates with the course content, tools, and technologies they will encounter.

Candidates will move onto stage 3 once they have attended day 1 of training

Stage 3 – Enrolment & On-Programme

Stage 3 is primarily designed to set expectations when entering onto a course of learning whilst tracking and monitoring candidates progress against identified milestones.

- **Learner Handbook:** Provide a comprehensive handbook outlining course expectations, policies, and support services available to learners.
- **Welcome Packs:** Distribute welcome packs containing essential information, resources, and materials to help learners acclimate to the training environment.
- **Course Induction:** Conduct an orientation session to introduce learners to the course structure, learning objectives, and support team, fostering a sense of belonging and purpose.
- **Training Plans / Progress Reviews:** Develop individualised training plans in collaboration with learners, regularly reviewing progress and adjusting goals as needed to ensure success.

- **Progress Tracking:** Implement systems or tools to track and monitor learners' progress, providing timely feedback and interventions to support their development.
- **Learner Voice:** Establish channels for learners to provide feedback, suggestions, and concerns, fostering a culture of transparency, collaboration, and continuous improvement.

Candidates will move onto stage 4 once they have completed their formal course exit interview/review

Stage 4 – Post-Course Formal Tracking

Stage 4 is primarily designed to assist and support candidates identifying suitable progression opportunities upon completion of our training courses.

- **Post-Course Surveys:** Administer surveys to gather feedback from graduates regarding their course experience, satisfaction levels, and future plans.
- **Curriculum Impact Assessments:** Evaluate the effectiveness of the training curriculum in meeting learning objectives and preparing graduates for career advancement.
- **Jobs Matching Service:** Facilitate connections between graduates and potential employers through a dedicated job matching service, leveraging industry partnerships and networks.
- **Exit Reviews:** Conduct structured exit interviews or reviews to gather insights from graduates about their immediate career goals and support needs.
- **Destination Capture:** Document and track graduates' destinations, including employment, further education, or other opportunities, to assess the impact of the training programme.
- **Formal Tracking (6 Months Period):** Implement a formal tracking mechanism to monitor graduates' progress and outcomes over a specified period, providing ongoing support and guidance.

- **One-to-One Career Support:** Offer personalised career coaching or advisory sessions to help graduates explore career options, develop job search strategies, and overcome obstacles.
- **Barrier Removal:** Identify and address barriers to progression faced by graduates, such as lack of experience, skills gaps, or access to resources, to facilitate smoother transitions into the workforce or further education.

Candidates will move onto stage 5 once they have achieved a formal destination captured through controlled documentation

Stage 5 – Alumni

Stage 5 is primarily designed to keep graduates from our training courses informed of emerging industry trends, further training and employment opportunities and wider support available.

- **Monthly Newsletter:** Distribute a monthly newsletter featuring updates on industry trends, job opportunities, upcoming events, and alumni achievements.
- **Industry Updates:** Provide regular updates on industry developments, technological advancements, and market trends to keep alumni informed and competitive in their fields.
- **New Education Opportunities:** Highlight opportunities for further education, professional development courses, certifications, and workshops relevant to alumni's career aspirations.
- **Latest Job Information:** Share job openings, internship opportunities, and recruitment events to facilitate alumni's career advancement and professional growth.
- **Case Studies:** Showcase success stories and career journeys of alumni who have achieved notable accomplishments or overcome challenges in their respective fields.
- **Testimonials:** Feature testimonials and endorsements from satisfied employers, clients, or peers to demonstrate the value and impact of NGTC's training programmes.
- **#100Voices:** Launch a campaign or platform where alumni can share their experiences, insights, and advice with fellow graduates, fostering a sense of

community and collaboration.

Candidates will remain in stage 5 indefinitely reviewed by senior management team as part of annual company review mechanisms.