


Webinar housekeeping

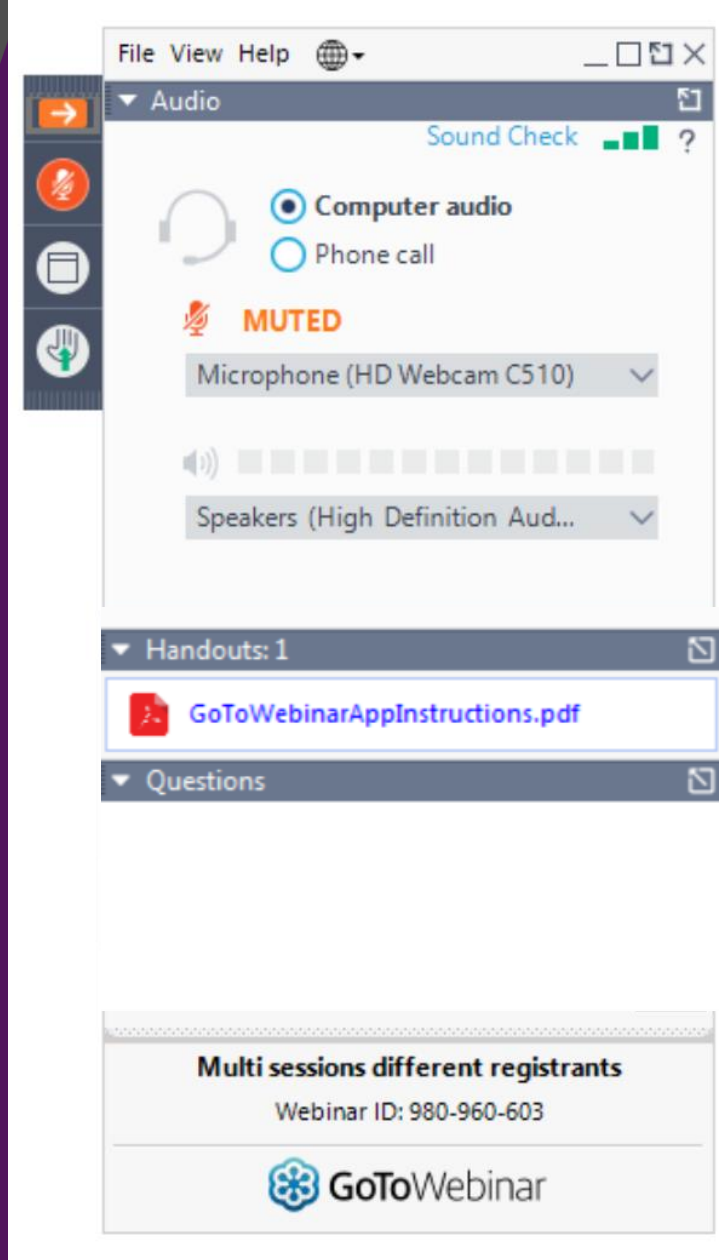
Before we begin the session:

- View, Select, and Test your audio

You can dial in by phone if you are struggling with audio. Click Audio, select Phone Call and then follow the instructions.

- Raise hand button 
- Questions and comments
- Handouts to download

Note: This session is being recorded and a link to this recording will be sent to you after the session.



The screenshot displays the GoToWebinar application interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below the menu, the 'Audio' section is expanded, showing 'Sound Check' with a green indicator and a question mark. Underneath, there are two radio buttons: 'Computer audio' (selected) and 'Phone call'. A red 'MUTED' indicator is visible next to a microphone icon. Below this, a dropdown menu shows 'Microphone (HD Webcam C510)'. A volume slider is present, and another dropdown menu shows 'Speakers (High Definition Aud...'. Below the audio section, the 'Handouts: 1' section is expanded, showing a PDF document titled 'GoToWebinarAppInstructions.pdf'. The 'Questions' section is also visible but empty. At the bottom of the interface, there is a banner for 'Multi sessions different registrants' with the Webinar ID: 980-960-603 and the GoToWebinar logo.

Sector-based Work Academies Self-employed and Logistics

12th March 2021

With
Paul Saunders and
Janice Spencer

New mini-series

 01206 911 211

 @GatewayQuals

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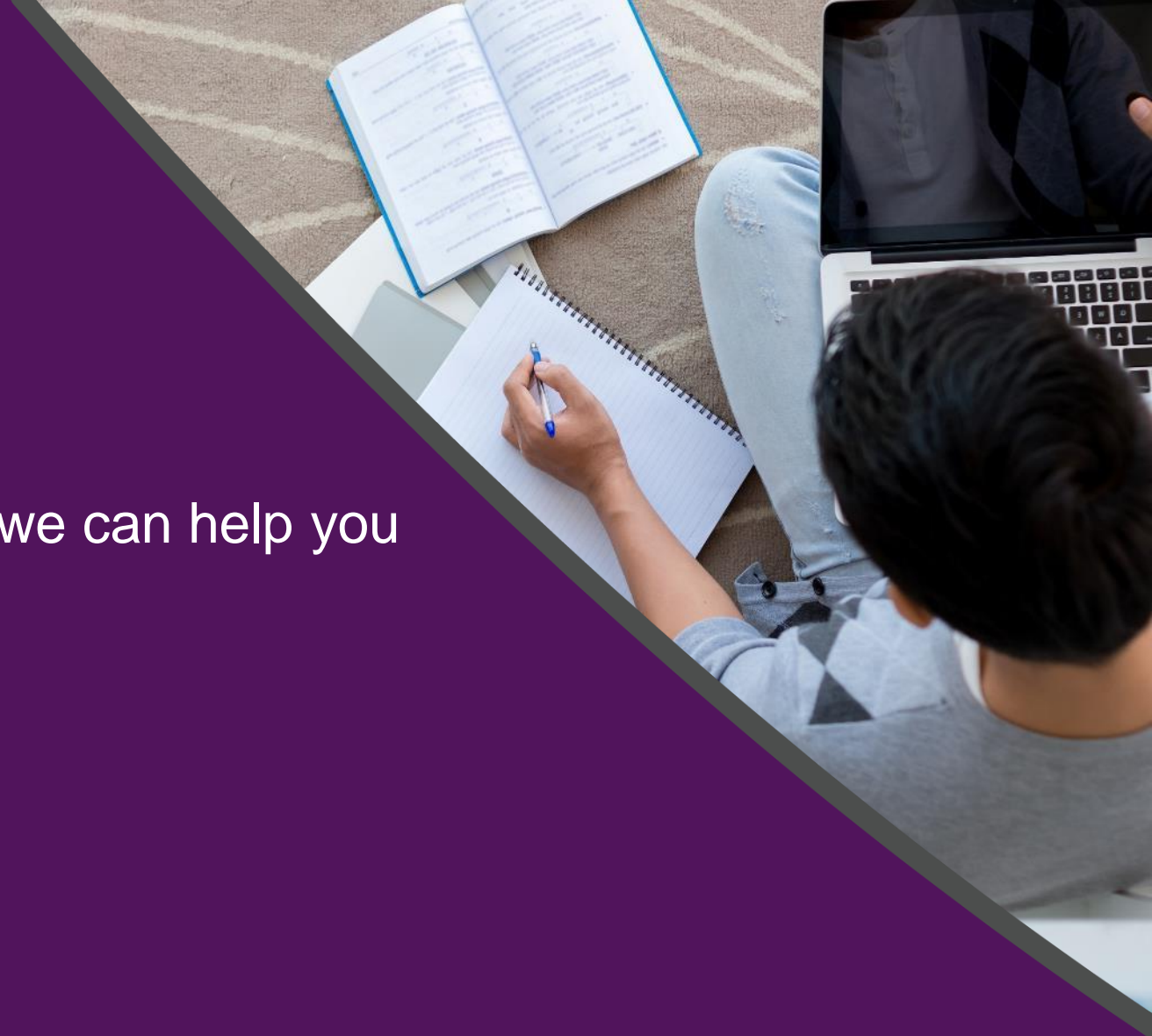
Introducing Gateway Qualifications

- Over 30 years of expertise
- Charitable organisation
- Free approval for our qualifications
- Flexibility in assessment
- Focus on creating the highest quality of qualifications accessible to all
- Committed to excellent customer service



What we'll cover today

- Exploring the policy
- SWAP sectors
- What the packages contain and how we can help you
- Example of our resources
- Self-employment
- Logistics
- Next steps



Sector-based Work Academy Programme (SWAP)

The Sector-based Work Academy Programme ([SWAP](#)) is designed to help Jobcentre Plus claimants build confidence to improve their job prospects and enhance their CV, whilst helping employers in sectors with current local vacancies to fill them. SWAP can last up to 6 weeks and has 3 main components:

- pre-employment training
- work experience placement
- a guaranteed job interview

The scheme runs in England (and Scotland). Participants remain on benefits throughout their placement.

Only the pre-employment training element in England can be funded through AEB local flexibility, and normally lasts 2-3 weeks. Jobcentre Plus fund the other components and will pay any travel and childcare costs whilst claimants are on the work experience placement.

FE providers are part of the SWAP local design process and are informed when to expect referrals and how many.

The challenges for our sector

Continuing education with remote delivery

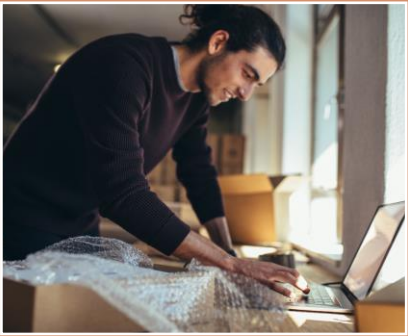
Having resources aligned to qualifications

Meeting funding profiles

Emerging funding policy



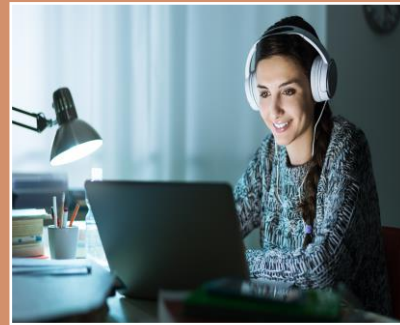
SWAP sector packages



Self-employment
and Logistics



Health, Care,
Education and
Childcare



Business: Support
and Administration
services



Digital and
Construction

Pick and Mix Qualifications

- ✓ Versatile
- ✓ Suit your learners needs
- ✓ Adapt to delivery needs of the centre
- ✓ Fit in with your funding needs



How can Gateway Qualifications help you ?

We will give you a spreadsheet :

- Qualification aim
- Title
- Qualification
- Funding band
- Link to the specification
- And the resources that we have developed



How we can help you with you delivery ?

- Tutors overview of the qualification and the assessment criteria
- PowerPoint for delivering this qualification online or in class
- Learners pack



Example: L1 Digital marketing



What went wrong here?



What should you avoid?



pix

Thinking about mobiles



WOW!



How to do product photography



What tips did you get
from the video?

Complete Activity 2 in your
assessment pack (1.2)

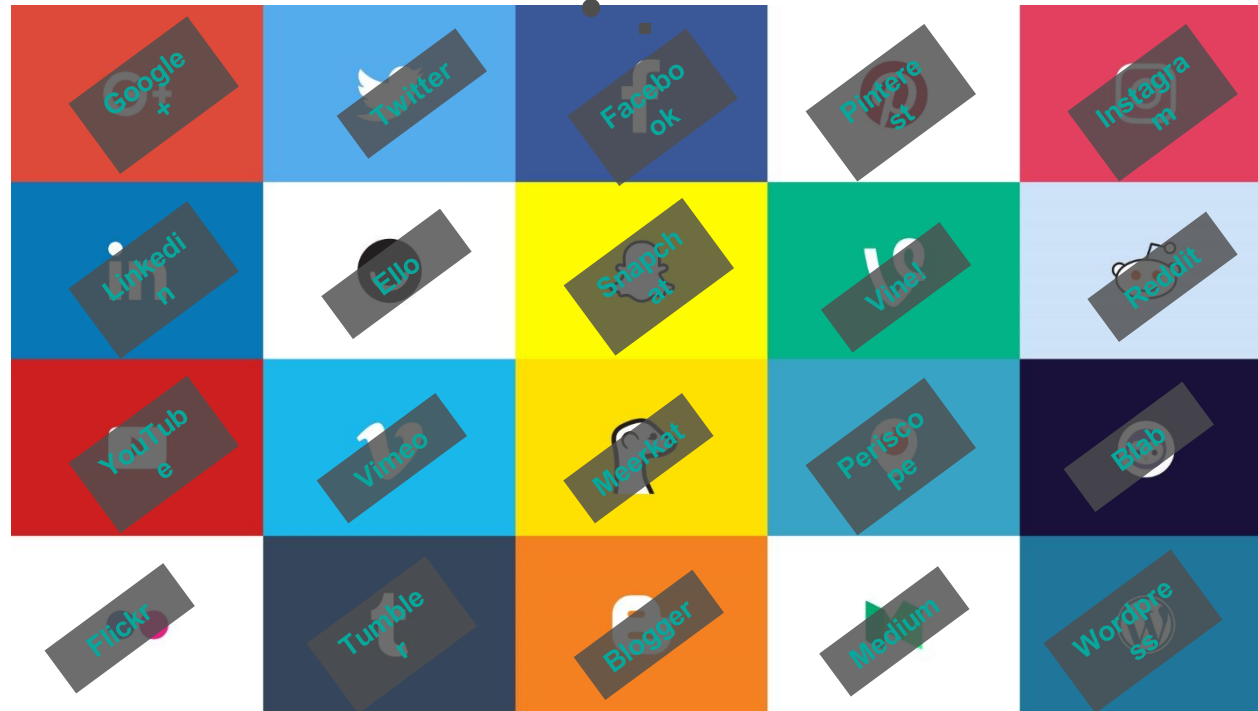


Social media and digital marketing

- 97% of marketers are using social media
- 78% of salespeople outsell peers by using social media
- 50% of small businesses are not using social media
- An additional 25% don't intend to use social media in the near future

(<https://coschedule.com/blog/benefits-of-social-media-marketing-for-business/>)

Can you name the social media sites



Self-employment learning pack



Using the Learning Pack

The learning pack has been designed to support you to complete the tasks that have been set. These include both formative (underpinning) learning activities and summative assessment tasks (these provide the evidence for the qualification). To help you to identify the difference between the two, the following symbols are used in the learning pack.



Learning Activities – these are formative (underpinning) learning activities to help you think about the concepts you have been discussing. These do not form part of the assessment for the unit, but they do support the assessment tasks.



Assessment Tasks – these are the summative (final) assessment tasks for the unit. They form the evidence for the qualification and will be assessed against the assessment criteria for the units.

If you complete the assessment tasks meeting the criteria, you will achieve the units for the qualification.

Discussion Activities

During the sessions your teacher will ask you to watch some videos. Please make notes as these will help you with the learning activities and assessment tasks.

You will also take part in a number of discussions either as a whole group or in smaller groups. Again, it will be useful if you make notes as these discussions are tied into the other activities that you will be doing.



Learner activity 2 – Sales Pitch to the Bank



You will work with another learner to create a sales pitch about a business enterprise to a bank manager – this could be in any format. You should try to sell your idea to the bank manager (your partner and the rest of the group).

You must consider:

- Which areas could you be successful in?
- What roles could you do?
- What training would you need?

You must use persuasive language and present the information clearly.

You will have 45 minutes for the activity. You will work in pairs to provide peer feedback on the activity.

Please complete the record sheet on the next page to give feedback about the way your partner completed the activity.

Teachers pack



Level 2 Self-employment Teaching resources

These optional teaching resources aim to support the delivery of units from the L2 Award in Preparing for Self-employment. They can be used alongside any other published or self-created resources.

The teaching resources are divided into three units to create a package which will allow a learner to achieve the L2 Award in Preparing for Self-employment.

- Unit 1 Introduction to Self-employment
- Unit 2 Customer Service Skills
- Unit 3 Understanding Online Business Activities

Introduction to Self Employment

	Skills	Knowledge	Assessment Tasks
Direct observation of the learner			
Recorded discussion – written or oral			
Role Play			
Learner's work products			
Case study			
Learner log or reflective diary			
Activity plan or planned activity			
Portfolio of evidence			
Recognition of prior learning			
Reflection on own practice			
Leaflet		X	Assessment Task 3
Handout		X	Assessment Task 4
Scenario			
Oral questioning and answers			
Booklets			
Powerpoint		X	Assessment Task 2
Reports		X	Assessment Task 1

Customer Service Skills

	Skills	Knowledge	Assessment Tasks
Direct observation of the learner			
Recorded discussion – written or oral			
Role Play	X		Assessment Task 2
Learner's work products			
Case study	X		Assessment Task 3
Learner log or reflective diary			
Activity plan or planned activity			
Portfolio of evidence			
Recognition of prior learning			
Reflection on own practice			
Written and pictorial information			
Scenario			
Oral questioning and answers			
Booklets			
Powerpoint			
Reports		X	Assessment Task 1
Posters			
Mind map			

Understanding Online Business Activities

	Skills	Knowledge	Assessment Tasks
Direct observation of the learner			
Recorded discussion – written or oral			
Role Play			
Learner's work products			
Case study			
Learner log or reflective diary			
Activity plan or planned activity			
Portfolio of evidence			
Recognition of prior learning			
Reflection on own practice			
Written and pictorial information			
Table		X	Assessment Task 4
Scenario			
Oral questioning and answers			
Booklets			
Powerpoint		X	Assessment Task 6
Reports		X	Assessment Task 2
Posters		X	Assessment Task 1
Leaflet		X	Assessment Task 1 Assessment Task 5
Business Case		X	Assessment Task 3
Mind map			

Essential Digital Skills Qualification

Size: 45 GLH at each level

Coverage: to support a range of purposes, each qualification covers all five of the skill areas from the national standards, and most of the skills statements in each skill area.

Purposes and target learner groups:

- E3 skills for life with an introduction to skills for work;
- Level 1 skills for life and work



Self-employment

Level 1



603/6544/4 Gateway Qualifications Level 1 Award in Preparing for Self-employment

Mandatory unit:
F/617/4101
Introduction to
Self-employment
Level 1 – 3 credits



H/617/4074
Customer service skills Level
1 - 2 credits

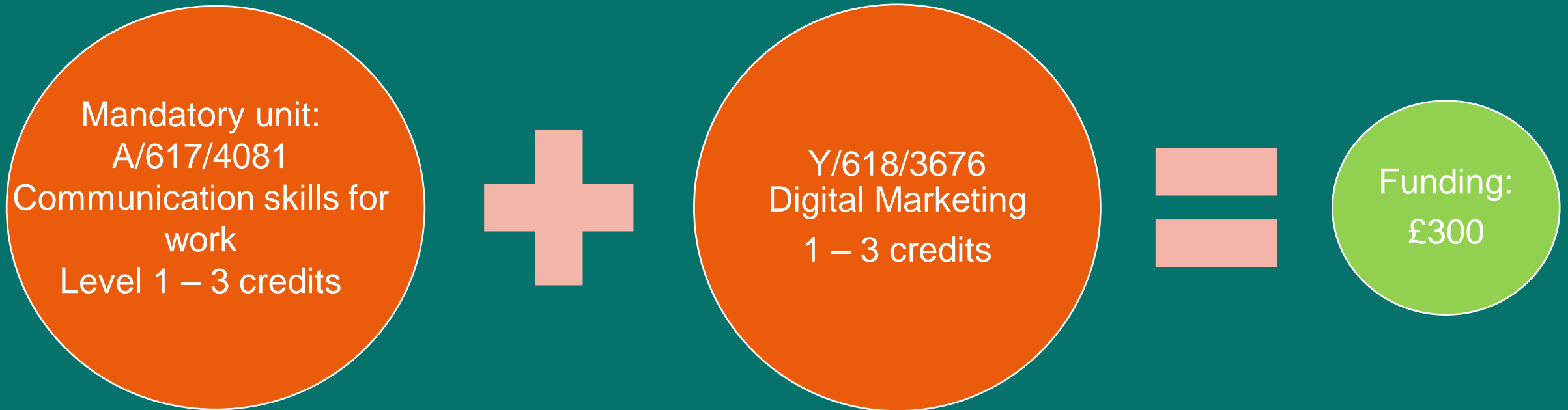


Y/618/3676
Digital Marketing
Level 1- 3 credits



Y/506/0787
Personal Budgeting and
Managing Money
Level 1- 3 credits

603/6482/8 Gateway Qualifications Level 1 Award in Business and Retail



Logistics

Level 2



603/4505/6 Gateway Qualifications Level 2 Award in Skills for Logistics

Learners must achieve a total of 6 credits.

F/617/5717 Working in Logistics Level 2 - 3 credits

L/617/5686 Picking and Distributing Goods Level 2 - 3 credits

Funding : £300

603/4507/X Gateway Qualifications

Level 2 Certificate in Skills for Logistics

Learners must achieve a total of 30 credits - 3 credits from the Mandatory Group and 27 credits from optional units

Mandatory unit:

F/617/5717 Working in Logistics Level 2 - 3 credits

Optional units: Examples of some units



Next steps

- ✓ Sign up to the series of short webinars
- ✓ Let us know if you have a particular sector that needs a SWAP package





Friday 19th March

Health & Care and Education & Childcare



Monday 22nd March

Business Support and Administration Services



Thursday 25th March

Digital and Construction

Business Development



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Michelle Sparkes

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John Hamilton

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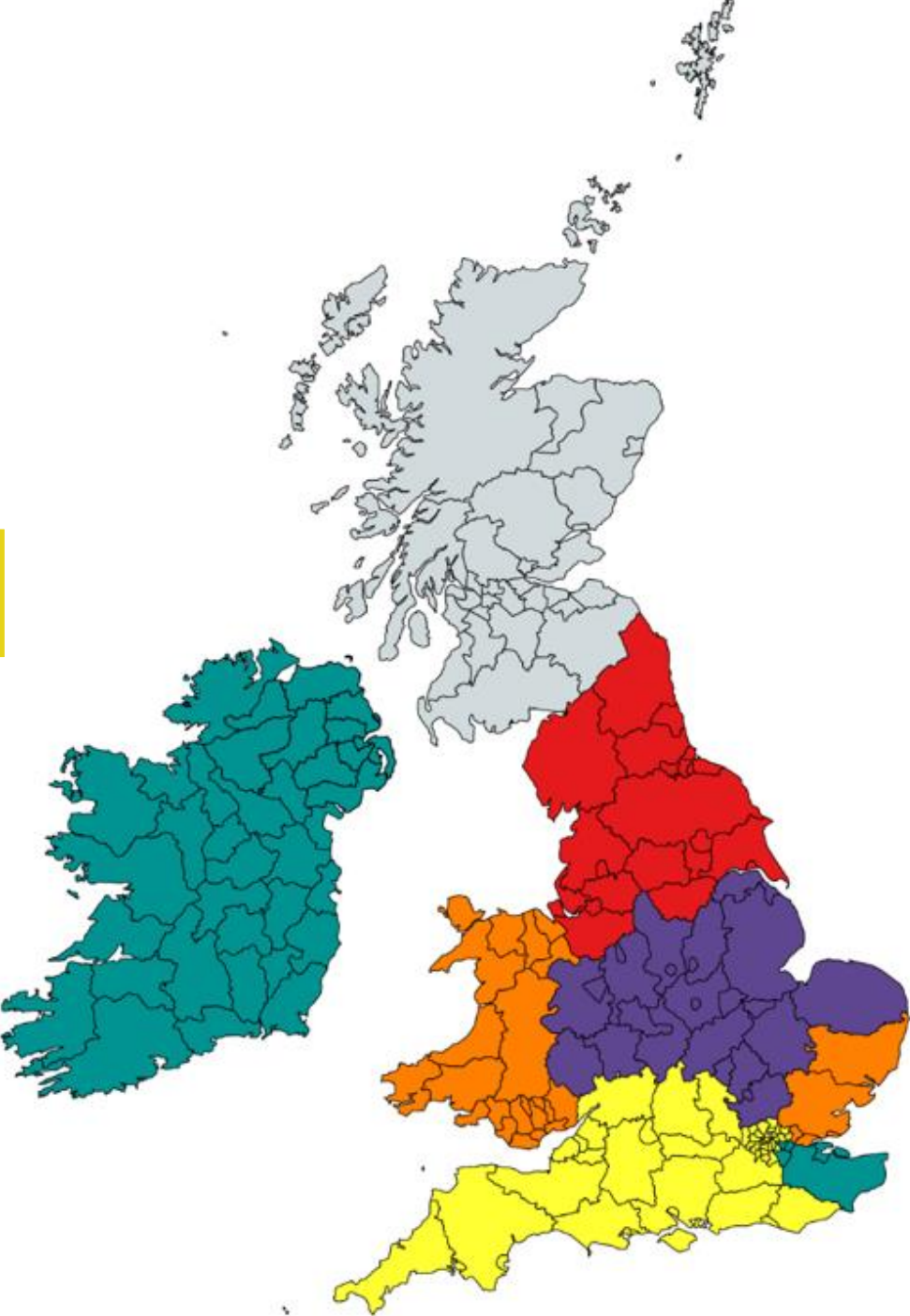
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Any questions?

Contact information



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