



Employer Engagement Strategy

Introduction

AccXel is an Independent Training Provider delivering a range of Apprenticeships, stand-alone qualifications, and a bespoke vocational programme Skill STEPS© within the construction industry. Our partnership with Employers forms the backbone of our business and will support AccXel in it's mission to close the skills gap crisis.

Aim

The aim of AccXel's Strategy is to increase the engagement of employers by encouraging employment of apprentices with the facilitation offered by AccXel. AccXel will connect both the new apprentice and the employer and support their journey together to achieve a successful partnership.

Scope

AccXel engages employers in all aspects of the development, delivery and evaluation of training across the breadth of the curriculum. Qualitative and quantitative feedback relating to each stage of training is continuously collected and analysed to ensure AccXel's curriculum offer remains responsive to employer's current, emerging and future labour market needs and gaps in training provision.

To ensure those seeking an Apprenticeship are able to access up to date information AccXel will publish employer vacancies on the Government's online Apprenticeship Service. [Find an apprenticeship - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Approaches

Marketing and Communication:

AccXel's Marketing and Communication Plan is reviewed every 6 months by the Senior Management Team to ensure AccXel engage with all stakeholders. Delivery of the plan is overseen by the Senior Management Team who are responsible for the design of marketing materials, management of the website, social media, press releases, employer forums and joint marketing campaigns. These incorporate innovative ways to promote current and future training opportunities, including employer case studies and video footage.

Managing enquiries

AccXel's Career Liaison Manager and other supporting staff attend a wide range of events to provide information on training available, whilst holding a number of events at AccXel. The team respond to enquiries from employers and learners and record all engagement on AccXel's Client Recording Management system. Engagement data is monitored by the Senior Management Team.

Information, Advice and Guidance

AccXel keeps up to date with learning and development sector policy such as changes to Government funding and qualification frameworks and LEP strategy to ensure employers are aware of opportunities relevant to their business.

Curriculum Design

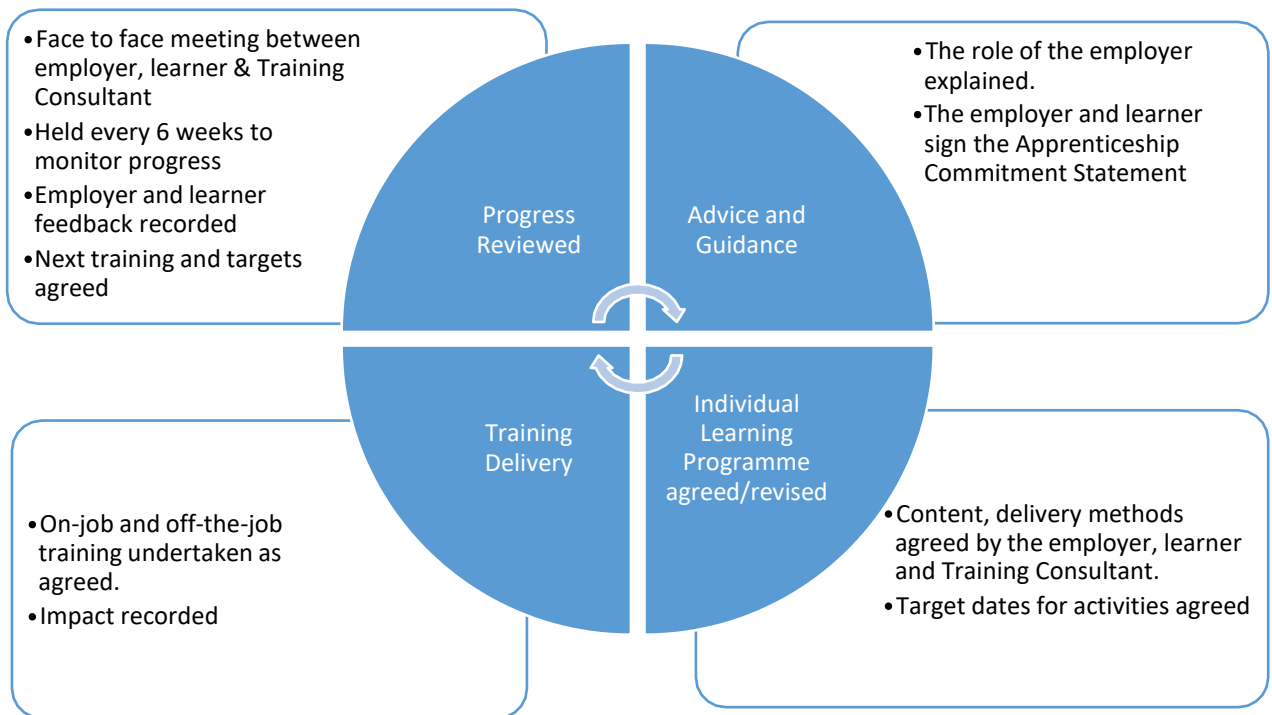
All training programmes are individually designed to meet the needs of the employer and learner(s). Employers actively participate in the organisational and individual training needs analysis process. Each individual learning plan records the content, delivery methods, short, medium and long term objectives and clearly sets out the expectation of high levels of employer involvement throughout the training programme.

Training Delivery

Learners have the opportunity to learn from employers about work, employment and the skills that are valued in the workplace. Employers actively participate in the design and delivery of the apprenticeships.

Employers are engaged in each stage of an Apprenticeship programme as illustrated in Figure 2 below:

Figure 2



Employers have access to learning records throughout the training journey via AccXel’s online learning management system. They are also actively involved in the review of progress meetings held every 6 weeks with the learner.

Training Evaluation

Employers are encouraged to feed back to AccXel throughout the apprenticeship and are required to participate in the regular face to face progress meetings. Feedback is collected over the length of training programmes via face to face meetings and AccXel’s online survey system.

Roles and Responsibilities

Directors

Review the Employer Engagement Strategy effectiveness annually as part of the whole organisation quality improvement process and ensure all staff have access to this document.

Senior Management Team

Senior Managers are responsible ensuring the Career Liaison Manager liaises with employers effectively, feedback is gathered and issues are resolved appropriately in order to improve services.

Career Liaison Manager

Responsible for the reviewing the effectiveness of AccXel's marketing providing reports to the Senior Management Team. These could include;

- retention of existing employers in training
- re-engagement of employers previously involved in training with AccXel
- engagement of new employers
- employer satisfaction relating to training and services provided
- employer and learner feedback via survey
- learner progression/destination.

Sign:



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