

# **Driving Commercial Training in the Schools Sector**

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# STAR: An Overview



- A small provider, established in 2000.
- Specialise in School Support Staff Qualification delivery.
- Ofsted grade 2, Training Quality Standard.
- Traditionally focused on meeting funded learning outcomes.
- Recognised a need to change to survive.

# Project Objectives



- To increase the level of employer/learner contributions for training by 100% (2011-12 verses 2010-2011)
- To develop high quality distance learning programmes. reducing the cost of training to employers/learners whilst continuing to meet their demands.
- To achieve a minimum of 85% customer satisfaction from learners and employers.
- To make all schools nationally aware of STAR's products and services and increase market share.

# How Will We Achieve our Objectives?



- 1. Develop more innovative delivery methods and learning materials, to reduce delivery costs and fees for customers.
- 2. Develop a robust customer journey in relation to distance learning.
- 3. Develop staff expertise in marketing and employer engagement.
- 4. Trial new marketing methods.

# 1. Develop New Delivery Methods, Reduce Costs, Meet Employer/Learner Needs



- Distance Learning allows us to reduce the cost of courses by over 50% for employers/learners.
- Allows us to deliver to employers/learners in any geographical location, including internationally.
- Employers and learners value vocational qualifications most therefore the challenge is to deliver the Qualifications and Curriculum Framework (QCF.) qualifications via distance learning whilst still retaining the quality.



## 2. Develop A Robust Customer Journey Distance Learning

- All staff involved in process.
- Looked at qualification standards and Awarding Body requirements and how these could be met through a distance learning course.
- Looked at what employers and learners like most about our programmes.
- Looked at existing customer journey what should be kept and what changed.

## ...Customer Journey Continued



- Main changes
  - Learners need more electronic resources.
  - Learners need structured assignments/workbooks for units.
  - Sometimes the employer will be involved and sometimes not.
- Main things to stay the same
  - Personal contact with assessor.
  - Induction, Training needs analysis, ILP etc.
  - Targeting and feedback.

### 3. Develop Staff Expertise In Employer Engagement



#### ➤ Staff Training

- New philosophy: all staff are sales tools.
- Administrators trained to answer incoming enquiries and send e-shots.
- Assessors trained to 'sell' all courses.
- Operations manager trained to implement new marketing methods.



# Approach To Staff Training And Tools Used



- Group training workshops with role play.
- Follow up one to one mentoring.
- Tools given:
  - Qualification mapping to job roles.
  - Course flyers.
  - Price list.
  - List of answers to frequently asked questions.
  - Email templates.
  - Referral forms.

## 4. Trial New Marketing Methods



- Google Adwords.
- E-shots to all schools nationally (HTML & Plain Text.)
- Re-structuring of the website.

# Our Achievements



- Increased employer contributions by almost 100% already this year
- 100% of learners/employers satisfied with their programme
- Learners recruited from across the UK and 1 international learner so far

# Thank you for your time

## Any Questions?