



APAC EMPLOYER ENGAGEMENT POLICY

THE ACADEMY OF CHILD PSYCHOTHERAPY
The Coach House, Belmont Road, Uckfield, TN22 1BP

APAC Employer Engagement Policy

Introduction

APAC is an Independent Training Provider delivering a Play Therapy Apprenticeship Programme. We believe that engaging and working in partnership with the employer in their employees learning and development assists the learners in their training qualification journey, especially where they are undertaking clinical work experience as part of the programme for newly recruited apprentices or an existing employee. Employer engagement ensures each individual learning plan provides the knowledge, skills and behaviours individuals need to achieve their aspirations and goals.

Aim

The aim of APAC's Employer Engagement Strategy is to increase the engagement of employers in workforce development to ensure training provision meets the needs of employers and provides individuals with the knowledge, skills and behaviours that enable them to contribute to supporting children with mental health, emotional and behaviour problems and achieve their career aims.

APAC engages employers in all aspects of the development, delivery and evaluation of training across the breadth of the curriculum. Guidelines to ensure employers are involved in every stage of the learning journey are included in APAC's four level evaluation model for Quality Processes. Qualitative and quantitative feedback relating to each stage of training is continuously collected and reported to ensure APAC's course content and delivery 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 APAC will publish employer vacancies on the Government's online 'Find and Apprenticeship Service' and upload details of the apprenticeship offer to the Education and Skills Funding Agency's (ESAF) Course Directory Provide Portal.

Approaches to working with employers

Labour Market Analysis (LMI)

APAC engages with a wide range of stakeholders and employers at National, regional and local level to collect external LMI this, together with internal LMI, is analysed by Chief Executive and Senior Managers to identify key customer groups and ensure the curriculum provision continues to deliver employer-responsive solutions. We also use Play Therapy UK's Demand Model to identify demand for Play Therapists at a local (town) area.

Staff recruitment and development:

APAC has been providing high quality training and trainers through robust recruitment and selection and training development processes for 20 years. These ensure the staff designing and delivering training have the competencies to deliver up-to-date vocational and technical subject knowledge that reflects expected industry practice and meets employers' needs.

Marketing and Communication:

The APAC Marketing and Communication Plan is reviewed annually by the Senior Management Team to ensure we engage with all stakeholders. Delivery of the plan is overseen by our Operations Manager who is responsible for the design of marketing materials, management of the website, digital marketing, brochures, press releases, employer forums and joint marketing campaigns. These will

incorporate innovative ways to promote, the Play Therapy Apprenticeship, tailored to the needs of each client group.

Course Directors, the Project Manager and Location Co-ordinators also disseminate marketing information, advice and guidance through face to face meetings with Employer Managers, workplace mentors and learners.

Managing enquiries

APAC's Apprenticeship Admissions staff will respond to enquiries from employers and learners recording all engagement on APAC's database which is monitored by the Operations Manager.

Information, Advice and Guidance

APAC's Careers Advice policy has been developed in line with the Gatsby Career Benchmarks criteria for advice and support services and in conjunction with Play Therapy UK (PTUK).

Criteria	Implementation
A stable careers programme	PTUK's Career Progression Routes & Register Titles
Learning from career and labour market information	Feedback from employers; national and local government policies; PTUK's demand model; prospective apprentices.
Addressing the needs of each apprentice	Apprentice feedback through theme and course evaluations.
Linking curriculum learning to careers	Via PTUK's competency framework; apprentices' evaluations; clinical supervisors' reports; employers' reports; clinical outcomes research.
Encounters with employers and employees	APAC's Location Manager reports
Experiences of workplaces	
Personal guidance	
Encounters with further and higher education	Regular discussion with partner university.

APAC keeps up to date with participation in the All-Party Parliament Group for a Fit and Healthy Childhood, Government departments and agencies, External Quality Assurance Agency, Sector Skills Council, Awarding Body and Qualification Framework policy and informing staff of all changes relevant to their activities.

Curriculum Design

The Play Therapy Apprenticeship programme has been designed to meet the needs of the employer, learner(s) and professional register. Employers have actively participated in the organisational and individual training needs analysis process. Each Individual Learning Plan will record the content, delivery methods, short, medium and long-term objectives and clearly set 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 programme. All learners on the apprenticeship undertake work experience as part of their vocational programme and employers.

Employers are engaged in each stage of the Apprenticeship programme

Course facilitators delivering workplace training take a flexible approach to the delivery and assessment to meet the needs of the school/agency and individual learner.

Employers have access to learning records throughout the training journey via APAC's systems. They are also actively involved in the review of training meetings held every 6 – 8 weeks with the learner and Cluster Co-ordinators to identify progress, measure impact and agree further training delivery.

The Project Manager will carry out observations of teaching, learning and assessment to ensure teaching and learning strategies motivate, stimulate learners and delivery relevant knowledge, skills and behaviours which meet the employers' requirements.

Training Evaluation

Employers are encouraged to feedback to APAC throughout the learning programme and are required to participate in the regular face to face progress meetings. Feedback is collected via face-to-face meetings, APAC's four level evaluation model and system and progression/completion surveys.

Roles and Responsibilities

APAC Project Manager will review the Employer Engagement Strategy effectiveness annually as part of the Annual Monitoring Report and ensure all staff have access to this document. Chief Executive and Senior Managers are responsible for ensuring the adherence to the policy by all employees.

The Project Manager is responsible ensuring that Cluster Co-ordinators and training facilitators liaise with employers effectively, feedback is gathered, and issues are resolved appropriately in order to improve services.

Training Manager will review and update teaching material, linking learning objectives to Knowledge Skills Behaviours (KSB's). Will ensure the teaching material is relevant and appropriate for apprentices to work towards undertaking the end point assessment.

The Operations Manager is responsible for the reviewing the effectiveness of APAC's Marketing Strategy providing quarterly reports to the Senior Management Team.

The Project and Operations Managers are responsible for processing all initial enquiries from employers and learners. Advice upon the suitability and requirements of the Play Therapist Apprenticeship are provided.

Course Directors and training facilitators are responsible for involving employers (or their representatives) in progress reviews and maintaining good working relationships with learner workplace mentors (Cluster Co-ordinators). Each individual is required to act in accordance with APAC employer engagement processes. Failure to do so may be considered as an act of misconduct and may result in disciplinary action.

Project Manager

Monitors and provides monthly reports to Senior Management on Employer Engagement data including:

- Progress of apprentices
- retention of existing employers in training
- re-engagement of employers previously involved in training with APAC

- engagement of new employers
- employer satisfaction relating to training and services provided
- employer engagement in session/reviews

Policy Review 20/05/22