Digital and IT Skills

General Support

08 November 2023

Housekeeping



This session is being recorded

The session is being recorded, which will be sent to all attendees after the webinar.



Everyone is on mute

Everyone is on mute



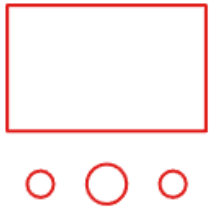
Slides

The slides will be sent to all attendees alongside the recording after the webinar



Questions

Please add your questions into the question function on the control panel. Will we endeavour to answer all questions.



If the session cuts off

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To join over the telephone, select “Phone Call” in the Audio pane and the dial-in information will be displayed



Multi-Channel Marketer

Standard and Assessment Methods

9610-12 Multi-Channel Marketer

“The broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

As part of the Marketing team the multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.” – IfATE

Assessment Methods

- Assessment method 1 - Written project report with presentation and questioning
- Assessment method 2 - Interview underpinned by portfolio of evidence



9610-12 Multi-Channel Marketer

Assessment Methods

Project report with presentation and questioning – A project involves the apprentice completing a significant and defined piece of work that has a real business application and benefit. The project must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship. This assessment method has 2 components: project with a project output / presentation with questions and answers.

Interview underpinned by portfolio of evidence – In the interview, an independent assessor asks the apprentice questions. It gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

The apprentice can refer to and illustrate their answers with evidence from their portfolio of evidence.



9610-12 Multi-Channel Marketer

KSBs

K7: Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.

K16: Budget management and how to measure return on investment (ROI).

K21: The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.

S9: Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services.

S13: Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.





Information Communication Technician

Best Practice, Recommendations and Advice

9602 Information Communication Technician Overall

9602 – Information Communication Technician	F	P	M	D
9602 - Overall	0.22%	17.93%	15.55%	66.31%

9602 – Information Communication Technician	F	P	M	D
9602-12 – Support Technician	0.32%	15.26%	15.26%	69.16%

9602 – Information Communication Technician	F	P	M	D
9602-13 – Network Technician	0.00%	7.14%	14.29%	78.57%

9602 – Information Communication Technician	F	P	M	D
9602-14 – Digital Communications Technician	0.00%	24.82%	16.31%	58.87%



9602 Information Communication Technician Component Level

9602-12 Support Technician - EPA Component	F	P	D
9602-700 - Project report with questioning	4%	22%	74%
9602-701 - Professional Discussion underpinned by portfolio	7%	30%	63%

9602-13 Network Technician - EPA Component	F	P	D
9602-702 - Project report with questioning	8%	23%	69%
9602-703 - Professional Discussion underpinned by portfolio	8%	23%	69%

9602-14 Digital Communications Technician - EPA Component	F	P	D
9602-704 - Project report with questioning	1%	37%	62%
9602-705 - Professional Discussion underpinned by portfolio	9%	40%	51%



9602 Information Communication Technician – Areas of Good Performance







Showcase Portfolio

- Submitted in a timely manner
- Generally include the totality of KSBs
- Some include an employer reference/witness testimony
  - While not assessed it can support assessment

Project Report with Questioning

- Relevant and interesting Projects coving the KSBs
- Use of visuals give a better understanding of what has been done
- Projects are structured including: planning, research, stakeholder communication, actions, reflections, testing and recommendation for consideration in future

Professional Discussion

- Well prepared, polite, professional and represent their employer in a positive manner
- Take time to understand questions asked and attempt to showcase their best work
- Often ask for confirmation of question if it has not been understood

9602 Information Communication Technician – Recommendation/Advice







Showcase Portfolio

Ensure the Portfolio and Project submission are completely different to ensure there is no overlap between the Professional Discussion and Project Questioning assessment components.

Project Report with Questioning

- Complete Projects within the word count to prevent evidence being returned (1,500 words, plus 10% if required, 1,650 words max)
- 10-page maximum appendices – quality over quantity
- Images can be placed in the document
- Distinction criteria involves analysing, being critical and reflecting in evidence.

Professional Discussion

- Include more recent examples of applying skills and knowledge
- Ensure the apprentice reviews their evidence prior and has a copy to hand
- Ensure needed applications are open, a stable internet connection and preferably use a headset
- If in the workplace, ensure a private room and add a note to the door to prevent disturbances

9602 Information Communication Technician – Additional Information

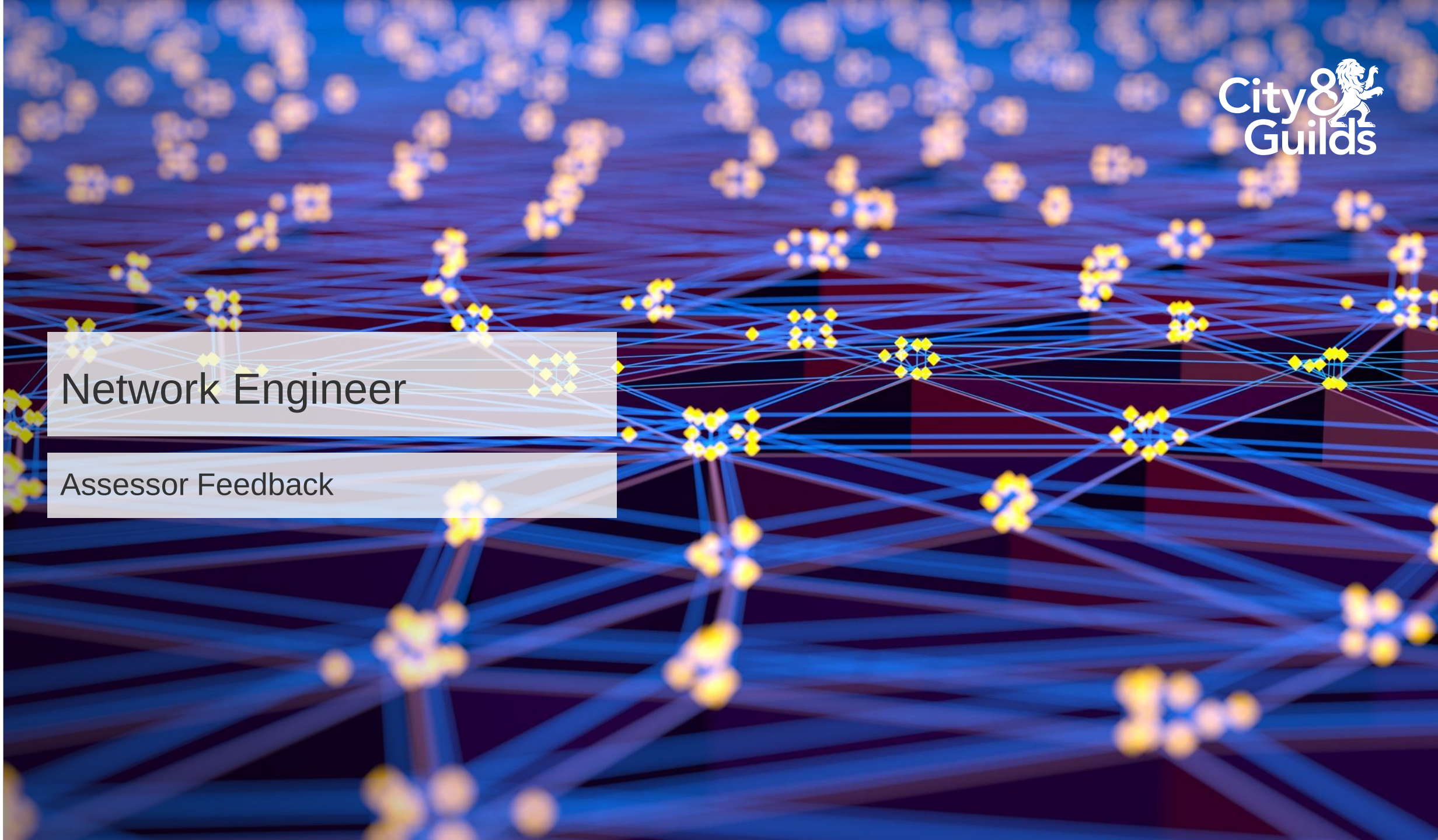






Gateway

- Incomplete/incorrect Gateway evidence is resulting in delays in progressing to assessment
- Apprentice Gateway Declaration Form – signed and dated by apprentice – City & Guilds Gateway Declaration, found in Support Materials, is the only accepted form
- Evidence available and uploaded at Gateway and 10 working days before Professional Discussion
- Signature on Gateway Declaration must not be prior to one year and one day on-programme or a date in the future – also applies to EPA Pro Approval and Declaration screen
- Changes to Gateway now include new questions regarding the End-Point Assessment which are mandatory to answer during the Gateway submission – take time and consider questions when answering questions as they help processing and arranging assessments for apprentices
- Where apprentice name on English or Maths evidence is different to that on EPA Pro – legal documentation stating both names and circumstances of the name change (Marriage Certificate or Deed Poll) or an apprentice statement (explaining circumstances of change) which is counter-signed by the employer



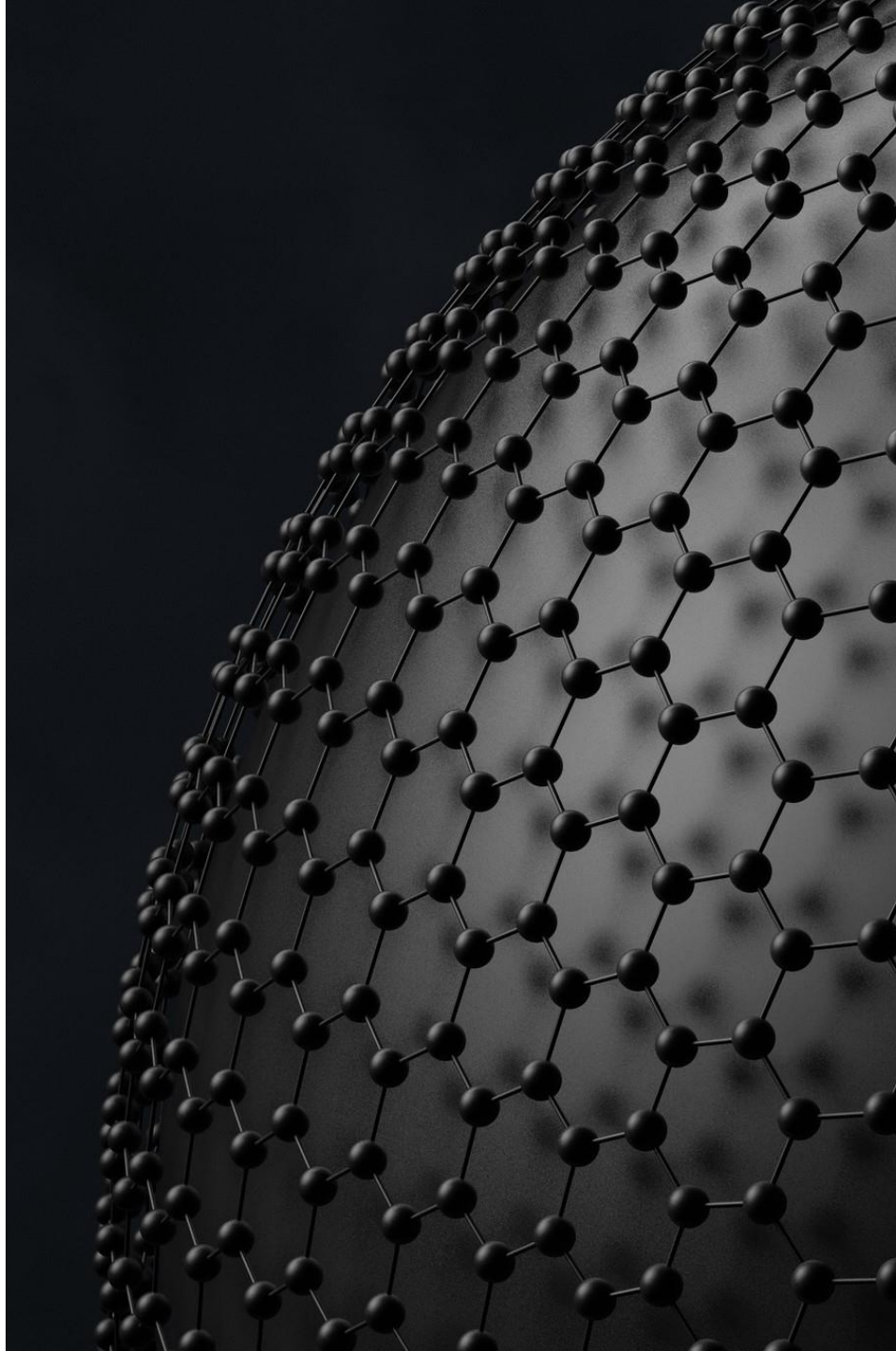
Network Engineer

Assessor Feedback

9601 Network Engineer

Assessor Feedback

- Generally, apprentices are capable and working on the correct standard.
- Good evidence consists of 2 or 3 pieces that demonstrate across multiple KSBs.
- Training Providers could encourage the apprentice to record the planning and preparation of setting up a network which accurately reflects the role of the apprentice during the planning, preparation and setting up of a network.
- The tasks carried out should be directly relevant to the apprentice in their work role where possible rather than simulation.
- Apprentices can use packet tracer or a similar virtual environment when planning networking activities.



Data Technician

Update so far

9665 Data Technician

Assessor Feedback

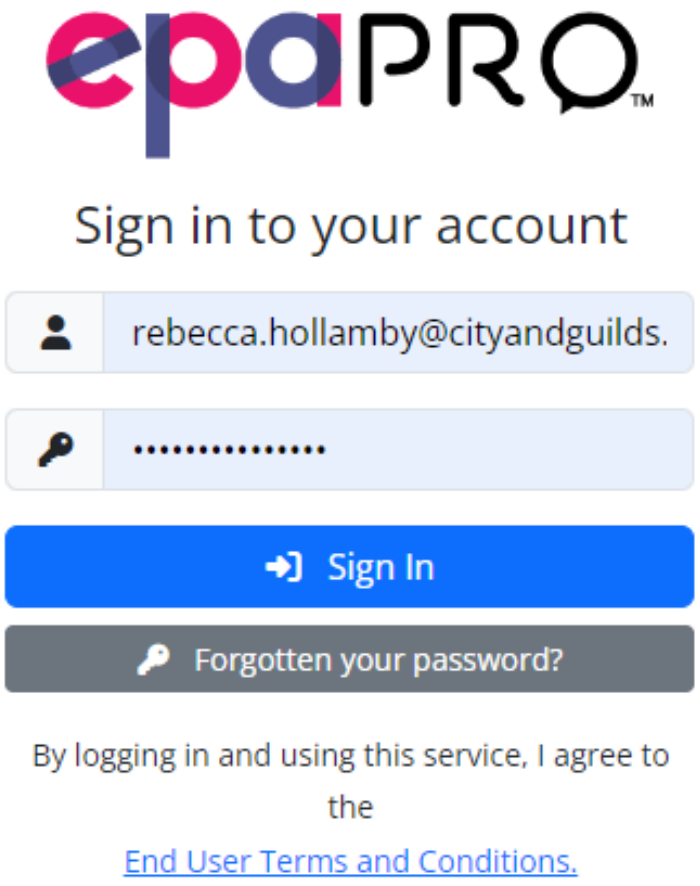
- Apprentices are very well prepared
- Consistent, detailed evidence provided
- Very strong Portfolios submitted
- Apprentices are well prepared for Demonstrations
- All Merit and Distinction to date



Digital and IT Skills

EPA Pro

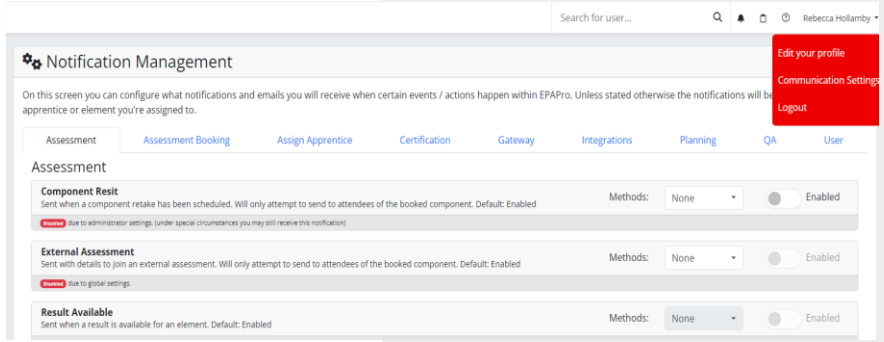
EPA Pro



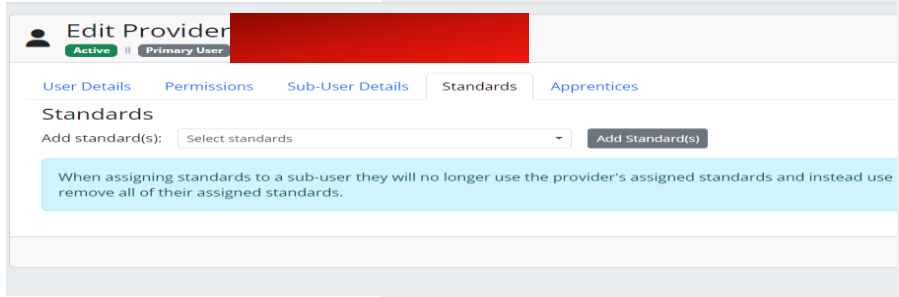
City & Guilds | ilm

What's New

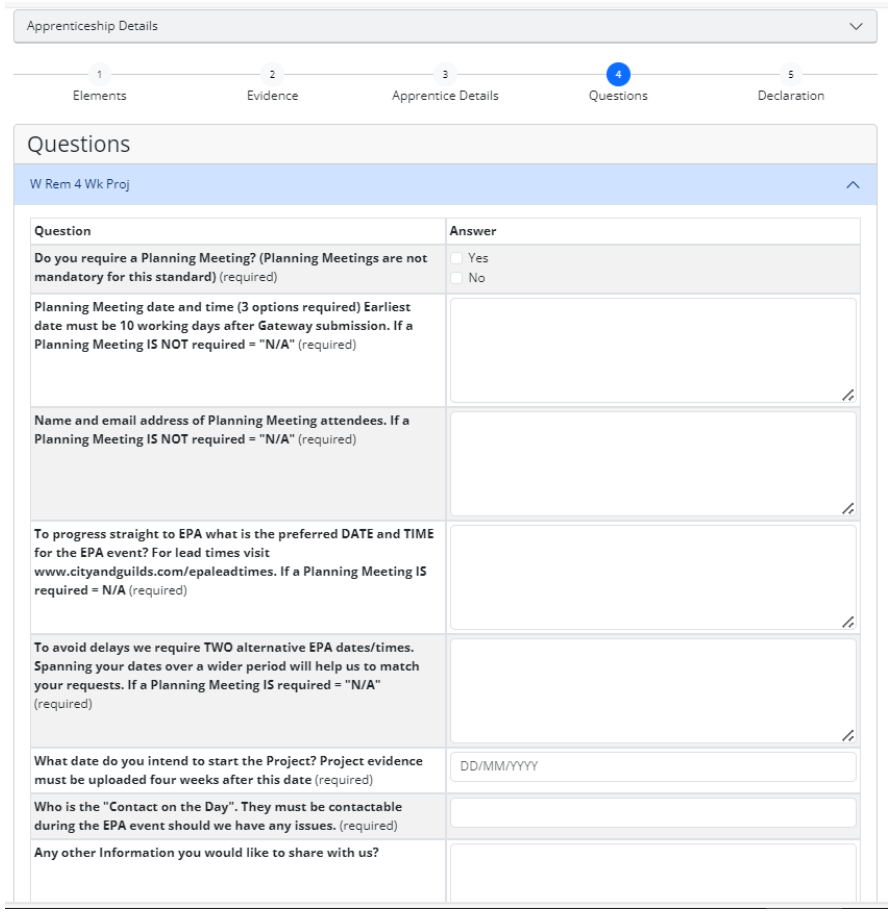
Update Communication Settings to manage emails and updates



Primary User can now assign standards and learners to specific users



Updated Gateway Questions – ICT



Please refer to our Lead Time document for minimum booking dates.

We are asking for your intended project start date to allow us to monitor the allocated 4week window.

Any change please can you let epa@cityandguilds.com know as it may impact the assessment date.

Feedback Plus

End-point Assessment: 700 Project Report with Questioning

In the *Assessment Method* table, the IEPA should click the box for each of the KSBs in either the Fail, Pass or Distinction column as applicable t
the apprentice. This will display an ☒.

- An ☒ in the Fail column = Criteria failed.
- An ☒ in the Pass column = Criteria passed.
- An ☒ in the Pass and Distinction column = Distinction achieved.

Pathways		Fail	Pass	Distinction
Core – all pathways	Knowledge	☒ K12	☐ K12	
	Skills	☐ S10 ☒ S11 ☐ S12	☒ S10 ☐ S11 ☒ S12	
Option 1 Support Technician	Knowledge	☐ K21 ☒ K22	☒ K21 ☐ K22	
	Skills	☐ S9 ☐ S13 ☒ S14	☒ S9 ☒ S13 ☐ S14	☐ S14

Accessed via the **Apprentice > View Profile > Files > learner feedback**

	because
☒ K43	The apprentice did not evaluate and apply a range of tools and or diagnostic equipment, for example, Hardware or Software components, to resolve Communications or Telecommunications requirements because
Knowledge - Distinction	
☐ K43	The apprentice did not identify a range of tools and or diagnostic equipment, for example, Hardware or Software components, to resolve Communications or Telecommunications requirements because **the discussion revealed that the apprentice only used a limited range of tools/equipment and was unable to identify any other tools/diagnostic equipment that could be used when resolving issues.**
Skills - Pass	
☒ S29	The apprentice did not identify a range of tools and or diagnostic equipment, for example, Hardware or Software components, to resolve Communications or Telecommunications requirements because **the discussion revealed that the apprentice only used a limited range of tools/diagnostic equipment when resolving issues.**
☐ S30	The apprentice did not demonstrate that they undertook basic telecommunications activities, in response to an allocated task, designated responsibilities, instructions or customer requirement because
Skills - Distinction	
☐ S29	The apprentice did not identify a range of tools and or diagnostic equipment, for example, Hardware or Software components, to resolve

Digital and IT Skills

Opportunities, Support and Next Steps

Associate Vacancies

We are looking for occupationally competent Independent End-point Assessors (IEPAs) and Lead Independent End-point Assessors (LIEPAs) to conduct End-point Assessments, as the apprentice completes their training.

Areas include (but not limited to):
- Information Communications Technician
- Cyber Security Technologist
- Data Technician
- Digital Support Technician
- Infrastructure Technician
- Network Engineer
- Software Developer

Check out our Associate Vacancies site for Person Specifications, Task Profiles and How To Apply.

Home | City & Guilds Associate Vacancies (cityandguilds.com)



LinkedIn Group

We have a LinkedIn Group for all things Digital End-Point Assessment and Qualifications here at City & Guilds. We hope to continue to create a strong, supportive network with members from across centres, training providers and employers of all sizes. Asking questions and sharing of best practice is encouraged. The group will focus on information, resources and support for Qualifications and End-point Assessments.

To join, go to: https://lnkd.in/e94Dy3uP or scan the QR code below.



Resources

We are producing new resources continually to maintain and improve the support we provide to you. Two resources we have in production are a Learner Preparation video for Cyber Security Technologist, informing learners of what to expect at EPA, and a recording of the CloudShare environment, covering hints and tips for using the platform.

We will keep you informed on their availability.



Next Webinar

We intend the next Webinar to be in the New Year – January 2024 – further updates to come.

Sign up to email alerts and join the LinkedIn group for updates on upcoming events

https://www.cityandguilds.com/what-we-offer/centres/email-updates



Contacts

City & Guilds supports providers through their Account Manager, EPA Partnership Managers, Customer Support and the Digital Sector team.

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OR
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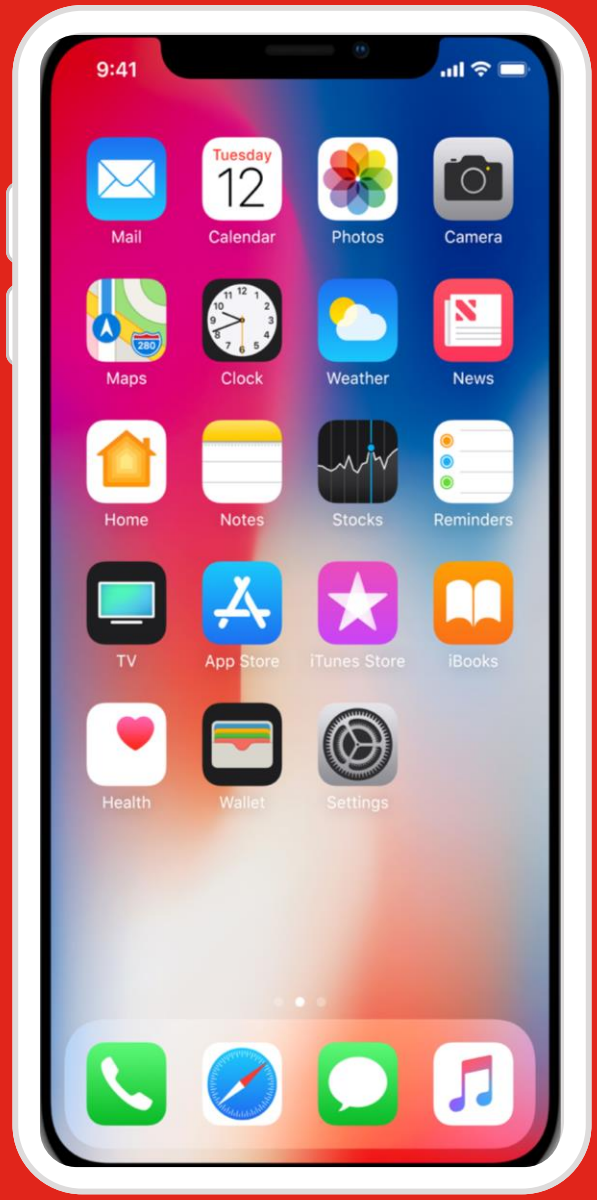
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Learner Support Number:
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Keep up to date – register for email updates:
https://www.cityandguilds.com/what-we-offer/centres/email-updates

Thank you!

Any Questions?

About City & Guilds

City & Guilds is the global skills partner, empowering people, organisations and economies to develop the skills they need for growth. With almost 150 years of trusted expertise, we support people into work, help them develop on the job and move into the next job.

We work with Governments, employers, training providers, colleges and industry stakeholders to design and deliver high-quality training, qualifications, assessments and credentials that lead to meaningful career progression. We understand the life changing link between skills development, social mobility and success. Our solutions span critical sectors including construction, engineering, transport, energy and electrical, serving over 1 million learners annually.

Through our comprehensive portfolio of brands and trusted global network, we set industry-wide standards for technical, behavioural and commercial skills to improve performance and productivity. We believe you can achieve your potential - and we're here to help make it happen.

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www.cityandguilds.com/about-us

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