UCET Cymru Subgroup

Recruitment Forum

24th January 2019

Present: Lisa Bowen Cardiff Metropolitan University (Chair)

Adam Bodger Bangor University

Jane Bulkeley Chester – Caban

Sian-Davies Barnes Cardiff Metropolitan University

Lisa Drury-Lawson Welsh Government

Alison Evans University of Wales Trinty St Davids

Daniel Finch Careers Wales

Mark Isherwood Education Workforce Council

Kath Ludlow Four Engage

Jacqui ODonnell Welsh Government

Sion Owen Translator

Abbie Popple Cardiff Metropolitan University

Gillian Pritchard Bangor University

Mair Rees Assistant Translator

Jessica Stock Education Workforce Council

Rhian Tomos Bangor University

Max White Welsh Government

Apologies: Laura Bailey University of Wales Trinty St Davids

Helen Bird University of Wales Trinity St Davids

Jason Davies Cardiff Metropolitan University

Meirion Davies Aberystwyth University

Gwyn Elis Bangor University

Sarah Jenkins University of South Wales

Viv John Cardiff Metropolitan University

Ben Lee Marketing Manager

Emma Leigh University of Wales Trinity St Davids

Sarah McIntyre University of Wales Trinity St Davids

Nikki Noble University of South Wales

Lynn Pope University of South Wales

Ceri Pugh University of South Wales

Helen Richards Bangor University

Lisa Taylor University of South Wales

Michelle Thorne University of South Wales

Kim Wills University of Wales Trinity St Davids

Richard Wigzel Bangor University

Nikki Zobole University of South Wales

**1. Welcome and Introduction**

Chair thanked everyone for their attendance and members introduced themselves. Those present were informed that the main purpose of the meeting was to discuss recruitment since the last meeting and what both Welsh Government and providers of UTT had put in place.

**2. Discover Teaching Website/Campaign Feedback**

The group was informed that with regards to the Discover Teaching campaign, EWC were aiming for long-term, national brand that could be used effectively by all stakeholders. EWC would work on a long-term strategy to use this platform to promote teacher recruitment and retention, ensuring that reference to Wales was explicit throughout, and that differences between the English and Welsh education systems were easily distinguishable.

EWC officers had received training from digital content company, TINIT, and were now able to update the content on the Discover Teaching website. To date, EWC had updated the incentives page, and the entry requirements page, to reflect recent announcements. Regarding recruitment data, PLASC data was publicly available currently on the Stats Wales website. EWC were also due to publish an annual stats digest in September 2019.

Approximately 50 queries had been received since 18 December 2018, when EWC became responsible for the website content, and answering queries. Some spam was getting through on the contact forms and EWC were working with TININT to add a re-captcha to the forms, to reduce the possibility of spam mail getting through. EWC had a service level agreement with TININT for the rest of this financial year, and all of the next financial year.

EWC had been through the Discover Teaching website and had made notes of a number of changes required, including inaccuracies, and outdated information. EWC requested that ITE Partnerships provide their updates for the Discover Teaching website, and asked when a realistic deadline for updates would be. Partnerships agreed that they could provide EWC with comments or updates for the Discover Teaching website by **Friday 1 February 2019.**

***ACTION: ITE Partnerships to provide EWC with comments, and updates on the Discover Teaching website, including a list of their notable upcoming events, by Friday 1 February 2019.***

EWC echoed the point raised earlier in the meeting, that it would be helpful for ITE Partnerships to share posts by Discover Teaching on Facebook, Twitter, and once established, Instagram.

EWC were scheduled to represent Discover Teaching at the following upcoming events:

* UWTSD Teacher recruitment fair 27 February 2019 (Carmarthen)
* Powys Careers Festival 6 March 2019 (Builth Wells)
* Urdd Eisteddfod 27 May – 1 June 2019 (Cardiff Bay)
* National Education Show 25 October 2019 (Cardiff) – *Tentative*

EWC were due to begin the process of procuring three research projects, and would issue an invitation to quote on 25 January 2019. The projects would focus on;

1. Comparisons between incentives in England and Wales
2. How teaching is incentivised internationally
3. Incentives in other professions, such as the health sector.

**3. Recruitment And Plans**

Those present were informed that Welsh Government had continued with social media activity on Discover Teaching, with organic activity continuing from this. Instagram accounts were not in existence at present but are going to be used for the future.

Welsh Government had also provided Discover Teaching with the updated information on incentives, and been in touch with Careers Wales over a number of initiatives including a teaching profession webinar.

An update was provided in relation to activities that Careers Wales are and will be undertaking, linking with Welsh Government, in order to promote teaching. These include the updating of Careers Wales website and promoting shortage areas, using virtual reality to showcase teaching promoting - step into the world of teaching and promoting teaching in Careers Wales events of which there are around 50 varying in different size including mini skills Cymru events.

Following on from the last meeting, links had been made in relation to attendance at the Seren conference and it has been agreed that an allocation would be allowed for teacher training.

An update was provided from Four Edge following on from the previous meeting (Appendix 1). It was reported that a targeted, engaging recruitment campaign across social including Instagram and PPC was being used to drive relevant audiences to click through to discover information.

Key words were being used for optimisation and best performance. Personas are being used in relation to key words with those under achieving continually being turned off.

From December to January there were 4,278 clicks to the website, with social media generating 1,284 clicks. All campaign elements are ahead of KPI’s.

Social media has been used for promoting teaching including what are the attractions and benefits with the engagement rate being above the sector average at 1.6%. Facebook and Instagram has reached 231,221 people with 1,453 engaging and 1,284 clicks.

Continued with campaign on Discover Teaching. Campaign has been inactive since last June so started with inactive channels which progressed to positive.

Instagram has been used but this is expensive so in relation to the amount spent this is under achieving, but a further update will be provided at the next meeting when further investment has been made. Four Edge will continue to grow the campaign which will include expanded keywords, display ads, paid Twitter and paid Instagram. (Action)

Those present agreed that a joined up approach needs to be adopted with staff sharing facebook teacher training campaigns. Representatives from teacher training providers agreed that information would be communicated within institutions. All present will share the campaign content on social media channels via retweet, sharing ets.

It was agreed that visual information would be circulated so that providers could use. (Action) Information would also be shared with consortiums.

An information request template (Appendix 2) was circulated for feedback in relation to obtaining recruitment information from providers. It was feedback that providers were happy to complete this, but that all the information requested may not be able to be provided based on the providers systems. This would be circulated to providers for information during the cycle (Action).

Updates From Providers

**Cardiff Partnership (Cardiff Met)** – Continued use of Teacher Training Events including subject specific. These are promoted externally and also to current students. It was agreed that events would be feedback on order to promote on social media (Action)

Student finance communications had been sent including incentives and promoted on social media. Course pages on the web are all up to date with meta keywords in both English and Welsh. External profiles are also being used for promotion along with Facebook advertising, AdWords and Social Media.

A new ITE brochure is being produced and will be available at the end of January for the use in events and promotion.

**Caban (Bangor University)** – Promotional campaign on commercial radio across North Wales and England. Use of Facebook, Twitter in relation to promoting partnership and name. Open Days and virtual open days for those who cannot physically attend. Producing specific literature for the promotion of Caban.

Recently appointed an Executive Director who will have responsibility for the partnership including marketing and promotion.

**Yr Athrofa (Trinity St David’s)** – Continuing with promotion through open days and evenings for both undergraduate and postgraduate, use of Social Media for promotions and Academics making contact with current students.

**4. Incentives**

Members present were informed that the incentives for 2019 had been released so all should be aware of these. As reported in the last meeting the incentives have remained the same, but research is being undertaken which will influence the package that will be offered for 20/21.

It was reported that the research that DfE had undertaken into its incentives, highlighted that putting large amounts of money into trying to attract people into teaching does not necessarily assist with retention. Welsh Government will be undertaking 3 projects in relation to incentives, looking at how other countries incentivise and how incentives are used in other professions. Its aim is to offer a package that assists with both attracting people into the sector, as well as retaining employees.

**5. Feedback from UCAS UTT Advisory Group and UTT Cycle**

Chair informed everyone that no UCAS UTT meeting had taken place since the last recruitment meeting November so no further update could be provided at this meeting.

Chair informed those present that no further information has been received in relation to DfE’s plans to launch a new teacher training application system, but that a telephone meeting, involving HEFCW, was scheduled for March, and it was hoped that further updates could be provided after this. Chair would update members of the Recruitment Forum as soon as information was received.

**6. Qualifications and Equivalencies**

Those present were informed that there were no updates in relation to changes in qualifications and the equivalency document had been updated. Chair was still waiting on logos from partnerships so once all these had been received the document would be circulated.

**7. Any Other Business and Date of Next Meeting**

Those present were informed that Heads of HE Partnerships were sent the results of a study looking into a national equivalency entry test for initial teacher education candidates. The report is also available on the Welsh Government website for those that are interested.

E-mails has also been sent to Heads of HE Partnerships in relation to the outcome of the GTP provision for 20/20. For this cycle the GTP package is remaining the same but with lower allocations.

Concerning the new part time and employment route, Welsh Government were waiting on information and will be sending out the outcome from the bids in February.

Chair thanked everyone for their attendance and it was agreed that the next meeting would be held in May at either Cardiff Met, Welsh Government offices at Newtown or another HEI.