UCET Cymru Subgroup

Recruitment Forum

20th June 2019

Present: Lisa Bowen Cardiff Metropolitan University (Chair)

Hannah Asquith Education Workforce Council

Sarah Buckley Cardiff Metropolitan University

Jason Davies Cardiff Metropolitan University

Meirion Davies Aberystwyth University

Sian-Davies Barnes Cardiff Metropolitan University

Jerena Davies-Kumar Education Workforce Coucil

Mark Isherwood Education Workforce Council

Jacqui ODonnell Welsh Government

Sion Owen Translator

Gillian Pritchard Bangor University

Jessica Stock Education Workforce Council

Richard Wigzel Bangor University

Kim Wills Trinity St Davids

Nikki Zoble University of South Wales

Apologies: Laura Bailey University of Wales Trinty St Davids

Helen Bird University of Wales Trinity St Davids

Adam Bodger Bangor University

Jane Bulkeley Chester – Caban

Lisa Drury-Lawson Welsh Government

Gwyn Elis Bangor University

Alison Evans University of Wales Trinty St Davids

Daniel Finch Careers Wales

Sarah Jenkins University of South Wales

Viv John Cardiff Metropolitan University

Ben Lee Cardiff Metropolitan University

Emma Leigh University of Wales Trinity St Davids

Sarah McIntyre University of Wales Trinity St Davids

Leon Patnett Careers Wales

Lynn Pope University of South Wales

Helen Richards Bangor University

Lisa Taylor University of South Wales

Rhian Tomos Bangor University

Michelle Thorne 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.

The actions from the previous meeting were discussed to ensure these had been carried out and it was confirmed that all actions were completed.

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

Mark Isherwood (EWC) reported that grant funding had been approved and a new team for Promotion of Careers at EWC was in place. The challenge going forward is to have a new digital platform for assisting with improving recruitment and retention within the profession. There has been an increase in number of pupils and an increase in teachers leaving the profession which needs to be addressed so that Wales have enough teachers in the future.

The future website required a job finder, which would be developed by EWC, in order to address retention issues, and appeal to the current workforce, as well as recruitment of those first entering the education workforce. EWC would work closely with Welsh Government and ITE Partnerships on the development and support of this content. A search and apply may also need to be built into the future tech solution, and should be part of a jobs, and ITE course search function, rather than an add-on. EWC and Welsh Government may need to work with UCAS to ensure this function was joined up on the future digital platform.

As part of the recommendations around the Discover Teaching campaign, EWC had commissioned market research, and this work had been undertaken by TININT, a digital agency, based in Tinopolis, Llanelli. The report had considered a wide range of aspects, including language, and branding. Feedback had shown that the branding style and colours had been generally well received, however, the word “discover” potentially limited the brand to addressing recruitment issues only, rather than considering retention issues also. It was also noted that use of separate Welsh or English identities may be advantageous when targeting different audiences. EWC would revisit the outcome of the report, and discuss the actions needed over next 6-9 months. It was anticipated that the procurement of national brand would begin within the next few days, and a tech provider for new digital platform should be identified by the end of July 2019.

EWC were keen to work with ITE Partnerships on what the new digital platform should look and feel like. The website needed to address retention issues, and act as a “shop window”, to signpost users to where they can receive support within a network of lined-up services.

**3. Recruitment And Plans**

Those present were presented with Teach in Wales Communications and Marketing Activity from September to March 2019 (Appendix 1). Social Media activity from September 2017 to September 2018 has been analysed in relation to motivation and barriers, thoughts about teaching including concerns and positives, when people are searching and who is advocating the profession.

Existing teachers feedback was a factor in influencing potential applicants and good responses were received from the material which highlighted the passion for teaching and not so much with the incentives.

EWC is taking over social media activity and paid activity will be undertaken through Discover Teaching. Video footage has been produced for target audiences in both languages.

Targeted information has been developed through the customer journey. Real teachers have been used in all material, who have been identified by the consortiums. A set of Frequently Asked Questions had also been developed as well as toolkits.

It was highlighted that all providers are welcome to use this material when promoting teacher training and that a joined up approach was needed. An Action form this was that ITE Partnerships, and EWC to share and “like” #teachinwales through their individual social media channels. This could include dual branding, free of charge, as ITE Partnerships could use Discover Teaching and Teach in Wales video content, if they shared the Teach in Wales hashtag.

It was reported that there had been a 75% increase in website access and improvements had been made on the length of time that people were spending on Discover Teaching, however it was not known if this was resulting in an increase in enquiries and applications as monthly reports were not being received from all ITE providers. An Action that was agreed was that Partnerships and EWC provide Welsh Government with monthly updates in relation to marketing activities and recruitment numbers, and include the following:

* What elements of the campaign have worked for you.
* What more can Welsh Government be doing on a Wales-wide basis to promote teaching in wales.
* How can we work together more collaboratively to increase the numbers entering the profession.

Welsh Government undertook a lot of work in March with Careers Wales in relation to promotion. This will allow a lot more coverage especially in relation to the webinars that have been developed.

The Draft Communications Strategy (Appendix 2) was discussed and it was reported that this would continue until the end of August and then go forward until March 2002. An Action from this was that ITE providers would feedback to Jacqui on elements of the campaign that were working, what more Welsh Government can be doing to promote teacher training and how can we work together more collaboratively.

Those present were informed that teaching was going to be part of the agenda at the Seren conference, not just a presence with a stand. An Action from this was that Jacqui O’Donnell (Welsh Government) to discuss teaching on the next SEREN conference agenda, and feed back to the USET recruitment forum within the next two weeks.

It was reported that the webinars targeting students/those in schools planned for May were complete. 360 Virtual Reality Footage was also going to be used at careers events, with filming taking place in the next 4 to 6 weeks. Following discussions an Action was that ITE Partnerships would watch the Careers Wales webinar and provide feedback to Welsh Government.

It was highlighted that Welsh Government would continue to work closely with EWC and Careers Wales to maximise campaign activities. Also further improvement work had been undertaken with the Discover Teaching website. Discussions occurred around the Discover Teaching website and Actions taken was that ITE Partnerships would notify EWC of upcoming events, such as teaching recruitment days, or open days, and EWC to add these to the Discover Teaching events page.

It was also agreed that EWC and Welsh Government would work with ITE Partnerships to establish what content should be included in videos, or establish what format is most useful in recruitment. (Action)

Cardiff Met reported that there was uncertainty still in schools in relation to the new curriculum. Discussions occurred around the current uncertainty about subject knowledge and how things are not clear. It was reported that there is a document from Welsh Government around this for consultation. Jacqui informed those present that she would share film footage that had been produced from Olchfa school about the use of the new curriculum which ITE providers could use.

A question was asked if filming could be undertaken for all subjects due to certain subjects struggling to recruit. The answer to this was yes it was just that a pilot was being undertaken at present but this would cover other subjects in the future. Discussions occurred around this also covering subjects taught through the medium of Welsh and everyone was informed that this would also be included going forward.

Discussions occurred around retention in teaching and the number of trained teachers in Wales going over to England and other areas to teach. EWC informed those present that part of the development for the Discover Teaching website is that it would include the advertising of jobs in the future.

Discussions also occurred around the B grade requirement for teacher training in Wales and addressing the fact that although changes had been made concerning the acceptance of English and Welsh Literature, issues were still being experienced. This was especially for those older applicants who were returning to Higher Education to teach and did not have the B grade.

Updates From Providers

**Cardiff Partnership (Cardiff Met)** – An Alumni Discount has been introduced for STEEM subjects for PGCE applicants. Content generation has been increased from additional photo shoots and filming.

Promotion has been undertaken around the Cardiff Partnership including promoting the career aspect of both primary and secondary teaching. This has also included updating the website and the production of a specific brochure.

Students have been used in the writing of blogs and retweeting in relation to the positives of going into the profession.

Staff have also attended the Urdd National Eisteddford.

**Caban (Bangor University)** – Continued with media campaigns including formal activities and social media presence. Alongside this open events (days and evenings) have taken place as well as advertising programmes internally to current undergraduate students and other potential applicants across the CaBan partnership.

A digital marketing campaign has been used for promoting progammes and raising the profile pf teaching as a career. Digital radio has also been used and key words. Schools have also been visited providing talks to potential students

Colleagues have also recently attended the Urdd National Eisteddfod. Activities are directly related to recruitment and raising the profile of teaching as a career.

**Aberystwyth –** Continued with the use of open days and updates have been made to web pages. There has been a change in the interview process with these now taking place in the University instead of schools which are proving successful.

Both primary and secondary schools are now used for all students undertaking placements as teacher focus weeks now mix both primary and secondary.

**Yr Athrofa (Trinity St David’s)** – Continuing with promotion through open days and use of social media for promotions. Google displays are used but with smart phones even though this targets over 3,000 bounce backs are high unlike facebook which are lower.

The home page has been updated which has resulted in added registered interest as well as course pages which are now linked to subjects. Aiming for excellence pages where content from students is used. Booklets and brochures have also been updated.

A campaign using posters has been used along the M4 corridor backed up with social media promotion. This was increased over Easter in April to target future applicants. Radio has also been used for promotions.

Spotify has been used by the University but when used this only brought 3 applications all the way through the process.

**University of South Wales** – Staff have attended the Urdd National Eisteddford recently. Open days have continued and web pages and booklets have been updated and used for promotion.

Providers were asked if one to one events were held and all replied that these were held within institutions.

**4. Incentives**

Welsh Government had commissioned three research reports on incentives, which had been procured by EWC. The three projects had a core purpose to inform policy direction in terms of incentives. The projects were split into three topics:

* Wales / England comparison of incentives (Supplier - OB3)
* Incentives in other countries and international policy context (Supplier – Swansea University)
* Incentives in other UK Professions (Supplier – Cardiff Partnership)

Should Welsh Government ask EWC to publish the reports that would be possible, however, Welsh Government approval would be required in the first instance. Collaboration around the results are needed with the sector going forward so that Wales has true incentives not only financial. Action Lisa Bowen (Cardiff Metropolitan) to request an update on incentive plans from Lisa Drury-Lawson (Welsh Government).

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

Chair informed everyone that a UCAS UTT meeting had taken place on the 12th of July and reported the following:

* The Teacher Training Cycle was going well, but applications and acceptances are down 2% overall – Figures reported in May. In Wales applications are down 8% with acceptances down 1% and in England applications and acceptances are down 2%.
* From the 1st of July the 40 day reject by default date will be changed to 20 days same as the previous 2 years.
* All English providers have been moved over to the new DfE tool for search so are no longer using weblink unlike Welsh providers. The move did cause some issues with Welsh providers in that updates could not be made but this was quickly resolved.
* DfE has not proposed a date yet for the application scheme opening for the 20/20 cycle but it is hoped that this will be known by July and once known would be communicated round.
* A presentation was provided on UCAS corporate strategy asking for feedback from providers to feed into the next corporate strategy.
* It was feedback that providers were seeing an increase in international applicants due to applicants being informed that they needed QTS to teach in English schools abroad. Linking to overseas applicants providers were experience issues with the DBS now asking an applicants for a check if they had been out of the country for more than a year in the last 10 years when this had previously been 10 years.
* Modular learning was discussed and it was agreed that this would not work for teacher training due to work experience elements and providers running their own programmes, so learners could not move from one provider to another. Funding issues around this was also discussed.
* Apprenticeships were discussed as these are being considered in England for staff already employed e.g. teaching assistants who did not have a degree. It was agreed that this area, especially for undergraduate teaching could be an area for expansion. It was felt that postgraduate teacher training apprenticeships would not add any additions.
* It was feedback that providers would like to continue to use UCAS for teacher training but that the system and data including regional would need to be improved e.g. end of cycle reports, competitors, decision tracker capabilities like undergraduate.
* A presentation was provided from Sarah Fisher from the Department of Education (Appendix 2) which covered its developments within its search product, including an interactive map. It was felt that this was really useful but it needed to be highlighted that an applicant might not be close to a school it could be some miles away. Action – Chair to circulate DfE presentation.
* DfE are piloting a trial application system in the autumn, with a small range of providers (including Universities and SCITTS), which will gradually increase. They however cannot confirm the date for the implementation of the new application system as this will depend on the feedback from the pilot, and it is envisaged this will take a couple of cycles. The group noted that this could be challenging as it would mean that applicants could hold places in both systems. DfE confirmed it would be looking at this and it is also working with Welsh providers who receive a lot of cross border applications to minimise the consequences of different systems.
* DfE confirmed the new application system would not charge applicants or providers. They also confirmed that they were working closely with software houses.
* Discussions occurred around the purpose of the UTT group and it was agreed that the aims of the group would be reviewed to reflect the changes in relation to the DfE taking over the application process for English Institutions. The aim of the group going forward would be to provide feedback to DfE in relation to the new application system.

**6. Qualifications and Equivalencies**

It was reported that there were no changes to actual qualifications to report, however Chair informed those present that the move by Welsh Government to allow the acceptance of Literature and Welsh was a positive one.

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

Discussion occurred in relation to the group and the need to have a representative from the Open University going forward to represent part time provision. Action Jacqui O’Donnell (Welsh Government) to share an Open University contact with Lisa Bowen (Cardiff Metropolitan). Lisa Bowen (Cardiff Metropolitan) to invite an Open University representative to next USET recruitment forum meeting in October or November 2019.

Members were informed that Meirion Chapman from Aberystwyth was retiring so would no longer be a member of the group, and Susan Chapman would be the contact going forward. Kim Wills from Trinity St David’s would also no longer be able to attend the group due to leaving Trinity St David’s for a new position. Both members were thanked for their contribution and wished all the best for the future.

Chair thanked everyone for their attendance and it was agreed that the next meeting would be held towards the end of the year in October/November at either Cardiff Met, Welsh Government offices at Newtown or another HEI.