



## Introduction to Teach Too

**T** **o** **T** is an ETF-funded project delivered in partnership by UCL Institute of Education and the Association of Employment and Learning Providers (AELP). Deriving from a key recommendation of the Commission on Adult Vocational Teaching and Learning (CAVTL) Report in 2013, it sets out to explore and evaluate different models of collaborative activity

## Project description

The project involved collaboration between a training organisation and a web site design and digital marketing firm, to develop the skills of trainers and assessors delivering the digital marketing qualification. It also set out to improve employee awareness of the requirements of the new Trailblazer standards in the sector.

Staff from the training organisation and the employer attended a series of 6 workshops to analyse and discuss the skills and competencies required by employers in the digital industries sector. These competencies were then compared with the proposed new Trailblazer standards. Through this analysis and comparison, the joint working group then compiled a report to send to the Trailblazer development group outlining recommendations.

A range of secondment activities were planned and organised by the partner employer for staff from the training organisation. These provided opportunities for them to learn about all aspects of the digital marketing industry. These secondment activities were structured as a training course, with the employer developing a range of delivery materials to further develop the staff's

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## Recommendations for developing employer partnerships

- Selecting and securing the commitment of an appropriate employer is central to the success of any partnership
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