Marketing HE in FE

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The HE in FE Offer

- FECs significant deliverers of HE but without significant overall growth
- Local and specialist needs
- Balance of Full and Part time study
- Key role in progression and widening participation
- Close local and regional links with employers

Relationships with HEIs

- Validation only (direct funding)
- “Franchise” (indirect funding)
- Local/regional strategic partnerships
- HEI led networks
- Lifelong Learning Networks
- Train to Gain (HE) pathfinders
- Progression pathways, including Aimhigher

The Changing Context
Leitch and Employer Engagement

- Higher level skills in the workplace
- Responding to employer demand
- Seamless progression?
- Co-funding
- The Train to Gain model?

The Changing Context: Foundation Degree Awarding Powers

- What's broken and why fix it this way?
- Faster more tailored response to employer needs, including workplace delivery
- High quality, complementary provision
- Will all colleges want the powers?

Future Prospects

- Re-evaluation of current partnerships IQER; HE in FE strategies
- Integrated progression pathways from Diplomas, Apprenticeships and in the workplace
- More effective WP strategies
- New relationships for some colleges and HEIs
- Stronger partnerships based on complementary roles

What Do Colleges Bring to HE Delivery?

- Local Connections With Employers
- Involvement in Regional Skills Policy
- Progression Pathways and Vocational Students
- Experience and Vocational Expertise

The Role of Colleges

- Delivery on and off the Job
- Focus on Part Time and Work Based Learners
- Supporting specialist or niche markets

The Role of Colleges

- Explaining Qualification Pathways
- Preparing Students for Progression
- Promoting the Value of Higher Level Skills

The Future of FE in HE

- Mature Partnerships with HEIs
- Closer Relationships with Employers
- Re-balancing of Skills and Knowledge
- Accreditation of Work Based Skills

The Future of HE in FE

- Flexible Curriculum, Responding to Learners and Employers
- A Personal Development Curriculum Meeting Learner Needs and Employer Expectations

Marketing Strategy

- Must acknowledge the difference of HE in FE
- Must define target market
- Must complement existing offer
- Compete on accessibility, easy progression, rapid response to development, localness, specialist/ niche provision

Marketing Characteristics

- Local/ Regional rather than National
- Use of intermediaries (employers, skills partneships, HEIs, Brokerage Service)
- Grow your own (internal progression through apprentices, T2G and other L3)
- Links with other FECs and Private WBL providers