

CPD & short courses

future planning project

The purpose of this review has been prompted by the widespread impact of the COVID 19 pandemic. Historically most of the York St John University (YSJU) CPD and short course provision has been delivered by the face to face method which due to social distancing and lockdown events have directly affected this delivery method and created a new rapidly changing and evolving educational and training need. This need has become more digitally focussed and requires a rapid response to migrate or replicate the YSJU CPD and short course portfolio onto digital delivery platforms.

To address this changing educational environment the Business Development Office (BDO) team have embarked on a deep dive data gathering and gap analysis exercise to scrutinise historic, current, and future CPD and short course provision. This extensive and detailed exercise has exposed areas of provision that are dormant, areas currently in development or require a shift in delivery platform, and areas that are currently active and successfully being delivered utilising a digital platform.

A market research and data gathering exercise has been carried out focussing on competitor course provision, platform delivery methods, costings and gaps in the market that can be developed further to identify new products and services.

A traffic light data base system has been created that accurately indicates all courses that can be positively applied and provided to businesses and organisations in response to the COVID 19 affect especially around social distancing, furloughed staff and lock down restrictions. The process has identified themes that form the basis of the CPD and course provision strategy and identified where packages of ascending courses up to accredited qualifications can be applied.

To accompany the research and data gathering phases an extensive marketing strategy and planning project has created the platform that will form the direction of travel and areas that require development to put YSJU and the BDO in a strong position utilising a short , medium and long term planning model.

The outcomes of the extensive and deep dive exercise will enable the BDO to maintain its reputation of being a high-level provider of CPD and short course provider and positively affect our income generation aspirations.

York St John University (YSJU) - Links to business & the community

The University is determined to continually improve social mobility through its Widening Participation (WP) agenda. We are raising primary & secondary student's aspirations through our NCOP Higher York programme and undertaking community-based support such as our Prison Partnership Project to inspire creativity and promote social change. Our nationally recognised Converge programme provides mental health support to adults in the region. Each of these programmes, and many others, provide access routes and support to groups who are less well represented within society.

The contextual offer scheme is one of several positive actions we have taken to improve social mobility, recognising that the challenge to tackle inequality is ongoing and that we have a vital role to play in increasing opportunities for those who study here and support the communities we serve. This work includes providing teacher training, working in partnership with the NHS to create the health professionals of the future and significant ongoing investment in research and its application to improve societal mental health.

Prompted by the widespread impact of the COVID 19 pandemic and in support for the local business community the university has reviewed its short course provision which traditionally has been delivered by face-to-face teaching. Due to social distancing and lockdown events directly affecting this delivery method YSJU have created a new rapidly changing and evolving educational and training provision, migrating CPD and short course portfolio onto digital delivery platforms.

A traffic light data base system has been created that accurately indicates all courses that can be positively applied and provided to businesses and organisations in response to the COVID 19 to support staff training and skill acquisition.

Activity to-date supporting the local business community has already included the following:

- Free short course Media Works digital marketing
- Development of free online Project Management taster session
- Development of free online Futures and Foresight taster session
- Delivery of free online Military Human NHS session
- Development of free Travel and Tourism Master classes
- Sharing of free online training and learning by 3rd party providers
- Partnership with LEP, Make it York, University of York, York College

Ascending course progression pathway model

Research has identified that the business community require new skills and capability to enter their business quickly to keep them profitable and growing. Employee's wish to acquire accreditation for their new skills and learning to help with their career progression.

To address business skills acquisition and employee's gaining additional qualifications YSJU have created the course progression pathway trajectory of learning. The first stage provides quick access to skills through taster sessions, participants are then encouraged to enter

learning at non-accredited course stages and ascend in progressive steps towards potential degree course participation (figure 1)

By providing taster sessions participants can get insights into the contents of further learning, growing their skills and abilities which can be utilised straight away within their workplace. This can then progressively be converted into career progression via qualifications. Each theme has its own progression pathway with packages of courses brought together to make up several options.

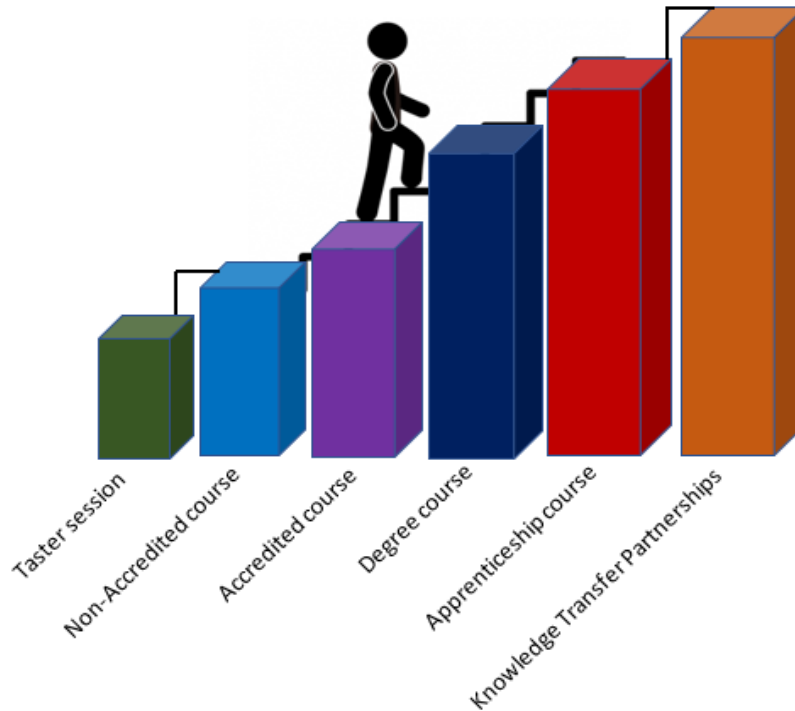


Figure 1.

Two pathways are either available now, or in development, and have been created in consultation with the local business community, these cover Project management and Digital Marketing - two key areas that business need help with now to get these skills within their business. Pathway journey examples below:

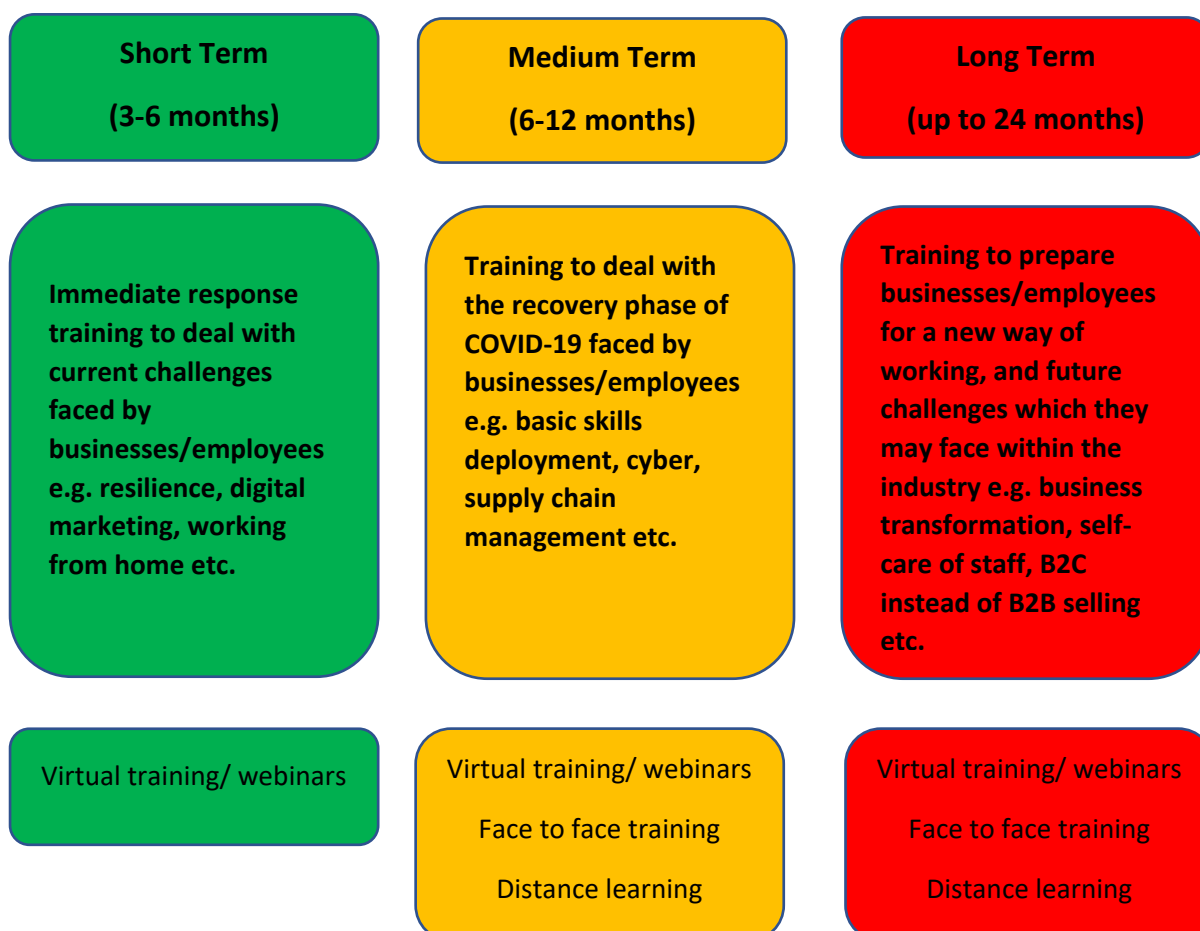
Project Management course progression example:

1. Free taster session
2. Standalone non-credit bearing/credit bearing modules
3. Project Management Grad Cert
4. Project Management - PG Cert
5. Project Management - PG Dip
6. Project Management MSc

Digital marketing and data analysis course progression example:

1. Digital Marketing and Data analysis (free course)
2. Digital Marketing and Data Analytics - 4 standalone modules
3. Digital Marketing and Data Analytics PG Cert
4. Digital Marketing and Data Analytics PG Dip
5. Digital Marketing and Data Analytics MSc

To assist in the reaction and response phase York St John University have adopted a three-phase Short - Medium- and Long-term strategy model to apply to planning and development using a traffic light readiness colour coding system.



Other courses are in development and will be ready during 2020/2021.