Employer Engagement Process

MBKB delivers a 100% tailored high-quality program to all employers we work with. To ensure a consistent approach in planning, delivery and monitoring we follow this Employer Engagement Process and our service level standards.

Initial Contact

All approaches to potential employers are made by one of our trained Customer Liaison (CL) team members, using a standard information format and consistent message. We have a network of contacts and utilise social media plus profile raising media adverts to achieve an interest in working with us. We have marketing and presentation documents which project a positive image, uniform explanations and relate to each program.

All approaches directly to us from employers are referred to one of our CL team to progress in the same manner. We widely publicise our train@mbkbgroup email which is managed by the CL team. The CL team have undergone training and support from our Business Development Director/ CEO who has 20 years BDM experience within the apprenticeship arena.

We research employers within our key sectors of care, management and services to ensure our approach is appropriate to their needs and the offer we can make, we have a range of standards and Frameworks available they include

Standards	*Frameworks*
Operations Departmental Manager L5	Early Year Educator L3
Team Leader/ Supervisor	Children Youngs Peoples Workforce
Payroll L3	Business Administrator L2 / L4
Business Admin L3	
Junior Management Consultant	
Customer Service L2/L3	
Adult Care and Lead Adult Care	
Events Assistant	
Payroll Assistant Manager L5	
Internal Audit Practitioner L4	
Quality Practitioner L4	
Corporate Responsibility and sustainability practitioner L4	

We have several locations across England and geographically based Tutors, along with our online and blended delivery options, which ensure we can effectively cover the whole of England with our provision.

We maintain relationships with appropriate sector bodies and professional organisations to ensure our approach and training modules are up to date, reliable and assist the wider sector; to offer programs that flexibly meet the challenges faced by 'their' industry and help them build a workforce for the future. As an example, we work with the Chartered Institute of Payroll Professionals to promote the apprenticeship route as a way of encouraging young people into this often overlooked sector, which has an aging workforce, we have co designed promotional materials and delivered joint engagement initiatives.

Geographically, we work across the whole of England, our blended delivery along with a regional spread of Tutors ensures we can offer diverse, blended and onsite delivery methods each tailored to the employer and their apprentice needs.

We utilise our social media channels for profile raising on our standards, options and good news stories, we engage fully with initiatives such as National Apprenticeship week to engage employers and apprentices, using branded consistent messages, ESFA logos' and hashtags.

We utilise direct contact via email and/or telephone to new clients, seeking out the L&D or HR Manager to offer a no obligation consultation via telephone, video conference or face to face, based on their preference. We carry out this initial meeting and discussion with the Employer, we listen to their needs and requirements and introduce them to our programs and delivery options. We have standard presentations that are run through, which cover the programs available from MBKB, the range of blended delivery options, the various training and assessments methods, 20% off the job training, Maths and English enrichment and the stages of Initial Assessments and multiple phase onboarding processes to actual commence a program. From this we complete an initial fact finder which enables us to offer the first draft of a tailored solution.

In terms of marketing and engaging new clients we are very fortunate that around 70% of all new employers come to us via word of mouth, as recommendations from existing apprentices and employers.

At initial discussions with the employers we refer them to both the Find an Apprenticeship (FAT) service and the Institute for Apprenticeships (IFA) to ensure they are fully informed of the range of apprentices that are available to them, including ones we do not deliver. We also discuss the FAT as an option for them to source a range of providers to ensure they can select the correct delivery method and compare success rate and satisfaction data, we explain how the course directory works and what to look for in comparing providers and their offer, including comparisons against MBKB. We introduce them to the Recruit an Apprentice service and explain how that works, including the use of our own recruitment team to help them source, filter and place new apprentices via NAS.

Our Business Development Manager is responsible for maintaining our course directory entries, monthly these are updated with new cohort intakes and additional course details. When we offer a new program or apprenticeship our BDM will add this, once we are ready to deliver.

We attend careers events at local and regional schools together with engaging in the job centres to promote vacancies and opportunities, all applications are handled via the recruit an apprentice website.

<u>Pre-Program –</u>

Once an employer has stated they wish to work with us, together, we complete an Organisational Needs and Policy analysis, this is to ensure we can meet their need, that they have the correct and sufficiently detailed policies in place to support a program and that they fully understand their commitment. We check their legal status, company registration and EDRS number to ensure they are suitable and eligible to work with. It is at this stage that we issue our Apprenticeship Training agreement along with the terms and conditions. The Learner will now apply online and begin their initial assessment onboarding stage.

The CL team continue to work with the employer commencing the Employer Training Elements of the Skills Module, collectively the employer and apprentice will also commence the skill scan, to highlight current competencies and development needs. Our delivery style will be drafted here to include face to face, online, classroom, webinars etc all tailored to each employer and the particular demands of their apprentice's role and the employer needs, examples include us planning visits to avoid 3rd week of the month for some payroll workers, not allowing visits around mealtime in care homes, avoiding peak periods and sales in retail. At this stage we also offer and plan in for our Tutors to work shadowing within the employer's company, this allows the delivering tutor to get a full understanding of the values of the employers, their processes and challenges to ensure a truly unique bespoke program is achieved.

We complete a contact hierarchy as the starting point for managing our relationship with each employer on a continual basis. This document records who we will deal with at the Employer for each touch point along the program together with agreeing both the frequency and method of contact. The document lists the workplace mentor, supervisor, who and how to book visits, who will be engaged in 8 weekly reviews, who is the first aider and who we should submit the Overview progress reviews to (usually L&D Manager or HR), the frequency of the overviews, all employer and MBKB key personnel have their contact details listed along with additional 24/7 contact information.

Within the contact hierarchy we also reference our service levels, comments/complaints procedure and appeals process; this fully details all our escalation processes with any concerns or issued from either employer or learner, discussing first contact, through to escalation to CEO, right through to Awarding and Funding body contacts should the complaint need to be suitably addressed. Full up to date contact details are maintained at all times, with various methods of contact to suit all needs.

The apprentice then completes the following Learner Initial assessments

- Enrolment Form
- Maths / English / Digital skills IA and Diagnostics
- Learning Styles
- Working Preferences
- Skill Scan for program including employability (for RPL analysis and planning)
- Health and Safety IA.

These results are discussed with the employer who then agrees an appropriate length of stay, a starting date (when the first tutoring session takes place; within the next 2 weeks) and the delivery cost (total negotiated price based on RPL and delivery method). Once agreed the onboarding phase 2 is booked with both the employer and the apprentice, this meeting covers the commencement of the learning journey, it is at this stage that we document and record employers on the job training, support and mentoring along with their desired outcomes for the apprentice during the course; all this is added to commence the learner journey to ensure we deliver our webinars, coaching and teaching in a manner consistent with the Employers requirements, covering topics that compliment developmental steps on the job.

Each of modules for apprenticeship programs have a range of delivery methods and support materials to not only address employers' needs but ensure we offer full flexibility in terms of delivering style, method, time, location and even length. Our 100% tailored learner journey ensures the employer can completely design a program around their needs. Furthermore, individual learners within an employer's cohort can have their own skills module and learner journey, differing from their colleagues, therefore ensuring 100% bespoke programs. The Learning Journey/ Module analysis is monitored at the 12 weekly review process with the employer and apprentice to ensure development is meeting the challenging and impactful targets set, is being undertaken on time, and is still consistent with the overall aim and learning outcomes. The opportunity to amend and add to the learner journey/ skills module at these 12 weeks intervals is offered to ensure the Employer consistently has involvement and is able to adapt the program to any changing circumstances, visions or company developments.

At this stage we also complete the commitment statement, apprenticeship agreement and Apprenticeship Contract, induction module and the first training session. Following this visit and with the completed documents the apprentice is then added to our funding MIS (Pics).

Onboard –

Once an Employer has engaged with us, we pride ourselves on the relationships we build and maintain throughout the program. Our contact hierarchy informs us who to deal with at each point and these include.

Sessions (1-1) – All 1-1s, which are generally every 3 weeks, are booked with the employer contact together with feedback being given to the designated contact following each session.

MBKB Learner Journey / Skill Scan – To ensure every single apprenticeship program is individually tailored to the employer and apprentice and both the employer and apprentice and fully engaged throughout, we have developed a detailed 4 stage initial assessment and skill scan, the results of which feed into create the learning journey document. Within each learner journey we have listed the vast menu of options for training, coaching and mentoring, multiple webinars, short courses and self-development modules all related to the program being undertaken. These are enhanced by our offer of additional development units for leadership, communication and future skills. Every module is offered in various delivery styles and frequencies to suit the employer and apprentice. This extensive menu allows for the start of the co-created learning program, where the employer and apprentice can choose development modules educated by the skill scan/ skills analysis, to flexibly suit their individual learning and working styles, whilst also addressing the employers needs and requirements. The learner journey/ module analysis also makes allowance for additional 1-1 support in the form of the coaching and workplace mentoring. Monitored and updated at 12 weekly intervals, this document is one of the key engagement drivers used to deliver high levels of commitment from all parties.

Impact and Progress Reviews – Completed as a three way meeting with both Apprentice and Employer engaged, these are carried out every 8-12weeks, utilising the learner journey and individual session plans, we examine the impact and progress made following tutoring, coaching and support, examining both the development in work activities but also personal growth, these meetings provide an excellent opportunity to ensure the employer is fully aware of progress to date and planned targets, whilst also providing a formal feedback record for each employer.

Formal Progress Reports / Levy reports– These are overview reports examining all an employer’s apprentices. Completed 4/8 or 12 weekly, as per employer’s wishes. These reports are sent to our BDM team for initial inspection, who will then annotate and forward to the Employer. The BDM is checking progress against program and comparing to the employer's original aims and plans.

Smart Assessor – We use the Smart Assessor online portfolio system for all programs. Both apprentices and employers are given access rights which allow for their continual monitoring and review of the program. All sessions whether 1-1, remote, class room or mentoring and coaching are all recorded on Training / Assessment plans and recorded online in their Smart Assessor portfolio, this includes all work based and employer training and development activities.

Surveys – We issue surveys at start, mid-point and completion to every single apprentice, these are monitored weekly and fed directly into the delivery team should any issues or concerns arise. Quarterly the data is collated in used in team meeting, board of governor’s meetings and as an educator of our Self-Assessment and Quality Improvement plans.

Quality Team Observations – Our Quality team carry out both remote and in the field sampling and observations of apprentice’s sessions, reviews and work, examining quantity and quality of work produced. We also utilise these to discuss progress and satisfaction levels to date with the employer. As with the surveys instant issues are acted upon, with collation of data and results used for SAR and QIP.

1-1 Sessions and Impact progress reviews are monitored throughout the program by our Quality and Audit teams, collation of data and comments are created quarterly and used within team meetings and again SAR and QIP.

Employers are also issued a copy of the contract hierarchy which lists our key personnel and their contact details, this document is also within the resources on our website and Smart Assessor.

All our team have their own name@mbkbgroup email, which employers can contact them on at any time for any clarifications or queries, we have a strict out of office policy in which all absences will ensure email out of office is sent which contains alternative contact information to support apprentices and employers.

We also operate three independent emails addresses.

Train@ - which is for any purpose including general questions or queries or to request contact. This is managed by the BDM team and all emails answered within 24 hours.

Feedback@ - this is used for opinions and comments and is linked to our surveys, it is managed by our admin team and answered within 48 hours.

Welfare@ - which is for serious and urgent matters and managed by our Safeguarding team, this email address is monitored 24/7.

Additionally we are contactable through our social media channels @mbkbtraining.

Complaints / Comments – We have a detailed comments and complaints with all complaints going to the CEO, who will address these immediately.

All our team have responsibility for management relationships and are fully aware of our priorities in terms of delivering and relationship management, as mentioned in our other polices we are extremely proactive in building and maintaining effective long term relationships with employers.

Our CL team have the ability to act independently to work with employers and apprentices to ensure the best program and solution is achieved, this may require offering additional services, differing learning programs and perhaps alternative provision if we are not best placed. The CL team also have autonomy to negotiate a price based on RPL results, cohort size and delivery method.

Other relevant policies to be referred to are –

P018 – Comments and Complaints Policy