



FOUNDATION APPRENTICESHIP

CAMPAIGN

Ayrshire
College 

Campaign Objectives

- Raise awareness to influencers
- Recruit pupils onto each of the FA courses
- Demonstrate the benefits of FAs to encourage retention
- Support the promotion of other school-college courses by demonstrating a progression opportunity into a FA



Direct Mail

- 4000 FA Prospectuses
- 2000 School/College Prospectuses



AYRSHIRE COLLEGE SCHOOLS NEWSLETTER

WINTER EDITION

www.ayrshire.ac.uk [@ayrshirecoll](https://twitter.com/ayrshirecoll) [/ayrshirecollege](https://www.facebook.com/ayrshirecollege) [blog www.ayrshirecollegeblog.wordpress.com](http://blog.ayrshirecollegeblog.wordpress.com)

FOUNDATION APPRENTICE WINS **FOUNDATION APPRENTICE OF THE YEAR AND SCOTTISH APPRENTICE OF THE YEAR**

Fraser Wallace was one of the first Foundation Apprentices at Ayrshire College, starting his qualification in 2016 alongside his other school subjects at Greenwood Academy.

Fraser was shortlisted as a Finalist back in September, along with 3 others from the whole of Scotland for Foundation Apprentice of the Year, and on the awards night was announced as the winner. He then went on to win the top award of Scottish Apprentice of the Year 2018.

The former Foundation Apprentice commented: "It feels amazing to have won these awards. Being nationally recognised for my achievements in the course and with GE Caledonian is incredible."

Achieving his Foundation Apprenticeship gained Fraser eligibility to start in second year in GE Caledonian's Modern Apprenticeship programme, after impressing Apprentice Leader, Stephen McNab.

Read more about Fraser's Story [HERE](#)



We are launching two new Foundation Apprenticeships for the 2019/20 School-College Programme:

Foundation Apprenticeship - Scientific Technologies

Foundation Apprenticeship - Business Skills

Look out for the new Foundation Apprenticeship prospectus coming soon!

Other new School-College Courses for 2019/20 Programme:

NPA Acting and Performance • NPA Criminology
NPA Cyber Security • NPA Legal Studies • PDA Psychology
HNC Applied Science • HNC Computing with Cyber Security
HNC Construction Management

Look out for the new School-College prospectus available from January 2019

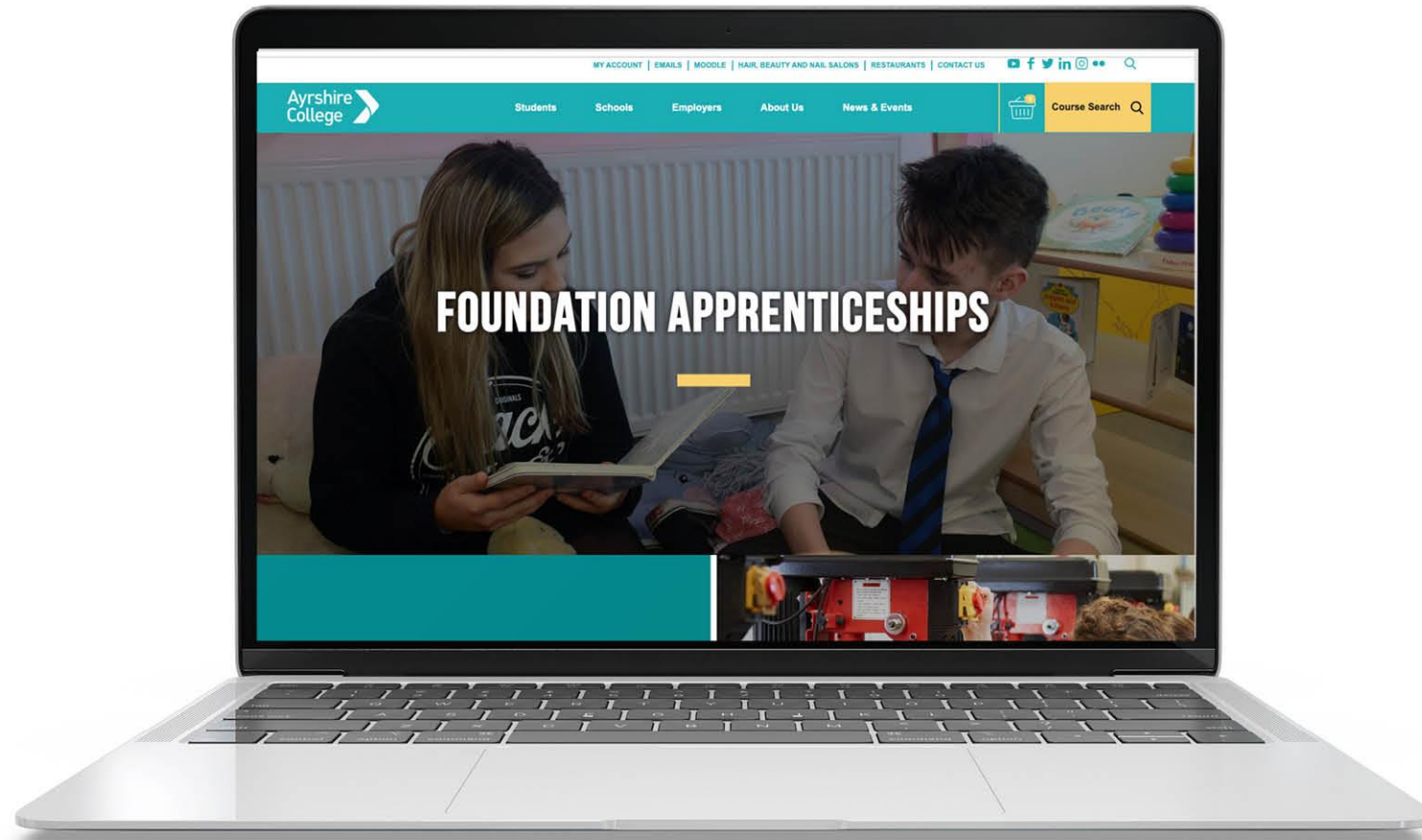
Ayrshire
College

VISIT THE SCHOOLS PAGE ON OUR
WEBSITE - WWW.AYRSHIRE.AC.UK

[CLICK HERE TO VIEW
OUR SCHOOL TOOLKIT](#)

Schools Newsletter

Ayrshire
College



<https://www1.ayrshire.ac.uk/schools/foundation-apprenticeships/>



Events

We attended **50** events in schools:

- Option evenings
- Parents evenings
- Careers days



School Curriculum

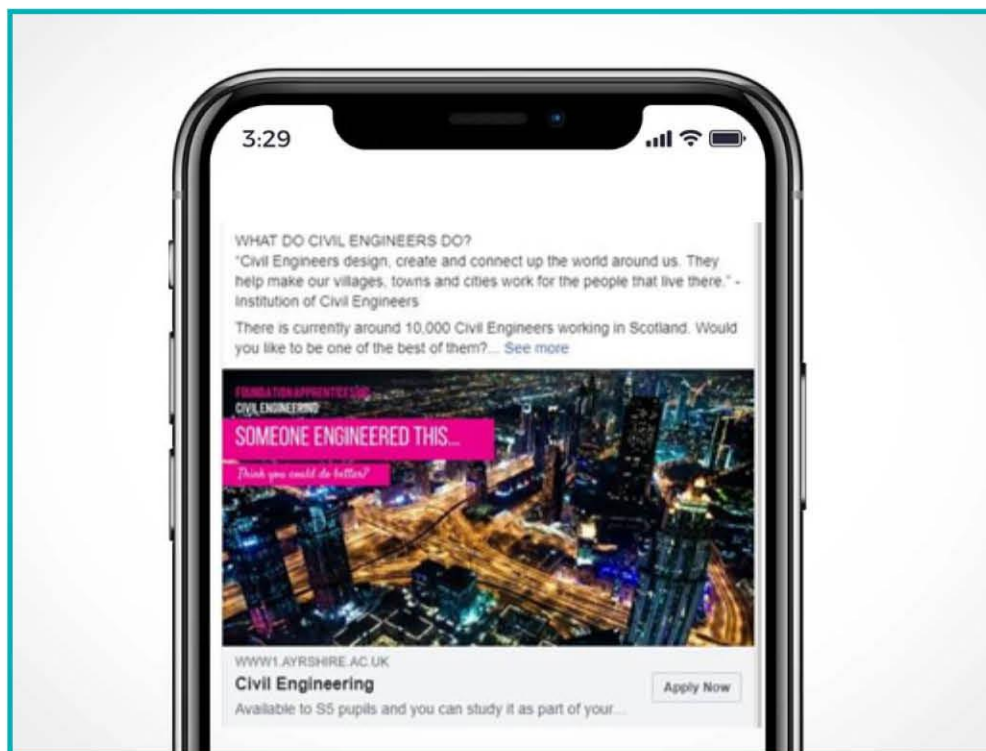
- Attended PSE Classes and assemblies



Safari Sessions



Social Media Paid Post



Social Media Organic Post



51
post clicks

2,338
people
reached

Blog



Foundation Apprentices Summer Placements - Josh, Jamie, Kieran and James' story

JULY 31, 2019 - KATIE RALSTON

We caught up with some more of the FA's who selected GE Caledonian for their summer placement.

READ →

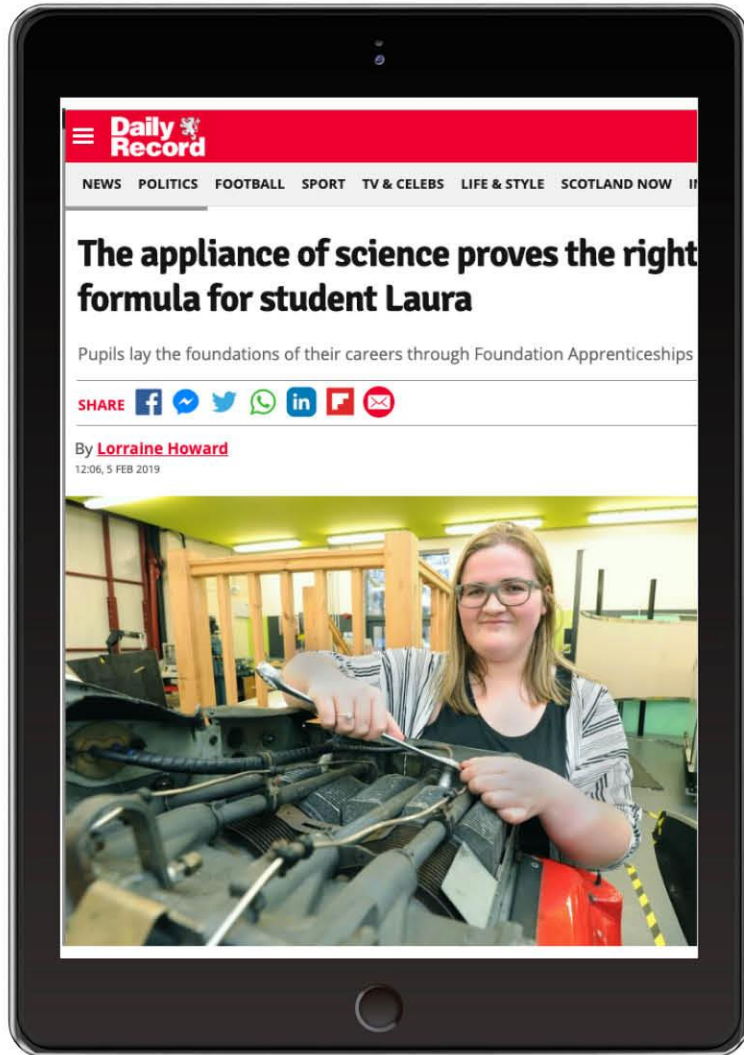


Foundation Apprentices Summer Placements – Luke, Christopher, and Nathan's story

JULY 22, 2019 - KATIE RALSTON

We caught up with some of the FA's who selected GE Caledonian for their summer placement.

READ →



Press Coverage

[https://www.dailyrecord.co.uk/
in-your-area/
foundation-apprenticeship
-skills-development-scotland-13954893](https://www.dailyrecord.co.uk/in-your-area/foundation-apprenticeship-skills-development-scotland-13954893)

Radio

WONR
WEST FM
YOUR MUSIC YOUR LIFE



Digital Toolkit

Start Here, Go Anywhere is Ayrshire College's 2017-18 student recruitment campaign. In this toolkit we have compiled a range of Start Here, Go Anywhere marketing materials including printable posters, social media graphics, recent videos and relevant blogs. We have also included some suggested social media posts that you can simply copy and paste into your platforms.

Many of the images/resources in this toolkit are also clickable making it easy for you to access and share in class or just help you keep all of our great content together.

Not sure where you could use these resources? How about putting a link to some of the videos in your newsletter or maybe putting a couple of lines of text on your website? You can also push some of the suggested social posts out on your social media platforms. Your PSE teachers may also be interested in using this within their classroom.

The idea of this toolkit is to help support the promotion of Ayrshire College's Start Here, Go Anywhere campaign to your staff, your pupils and their parents. Doing this will arm school leavers with more information so that they can make a more informed choice after they leave your school.

If you have any questions or would like more information about this toolkit or any of its contents, please contact marketing@ayrshire.ac.uk



Click here to view our
2017-18 Prospectus

START HERE GO ANYWHERE

FIND OUT MORE
WWW.AYRSHIRE.AC.UK

SOCIAL MEDIA GRAPHICS

Facebook

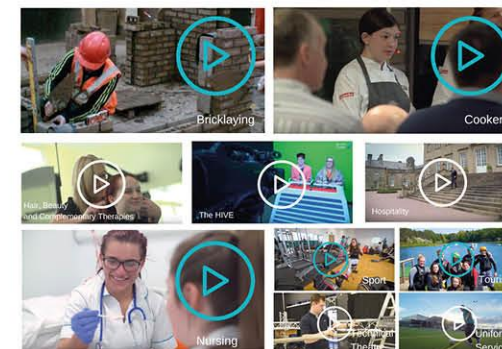
The following graphics have been sized specifically for use on your social media platforms. Simply click on the image to open then use control + right click to open the menu and select save image as.



VIDEOS

We have a huge library of videos on our YouTube channel. Below is a selection of videos you could use to help us promote our Start Here, Go Anywhere campaign. Simply click the image to watch. Don't forget to subscribe to our channel to make sure you know about all future videos from us.

[Subscribe](#)



SUGGESTED SOCIAL POSTS

Below is a selection of posts and tweets that you can make use of to help promote the above videos to your pupils. All you need to do is copy and paste the text below into your social media platforms; the link to the video will generate automatically.

If you choose to include one of our social media graphics alongside the posts below, please try to ensure the link to the video is not deleted.

Partnership Working

- SDS
- Scottish Apprenticeship Week
- Scottish Apprenticeship Awards
- DYW Ayrshire
- Schools Partnership meetings
- Team North Ayrshire
- Curriculum Staff

Scottish Apprenticeship Week

- Try to create a buzz by generating lots of content
- Case studies - every day on the blog - promoted on social media
- Chairman - apprentice for the day - blog
- Podcasts - interviewing
- John Mather Awards





SDS Case Studies

Carrick Academy pupil Louise Reid has already decided on a career in aeronautical engineering – thanks to a Foundation Apprenticeship.

The Maybole 16-year-old believes this type of work-based learning has helped her decide where her future lies.

Louise, from Maybole, said: "Thanks to the engineering Foundation Apprenticeship, I now know my future is definitely in aeronautical engineering and my dream job would be with the Royal Navy."

Awards: Fraser



Evaluation



Foundation Apprenticeship Applications



Foundation Apprenticeship Enrolments

Business:



Civil Engineering:



Social Services Children and Young People:



Graduation



Website Traffic

Page	01/12/16 – 19/06/2018	01/12/2018 - 19/06/19	Percentage Increase
Schools (general page)	6,826	10,075	48%
Foundation Apprenticeship	1,671	6,435	285%

Campaign Costs

Activity/Purchase (December 2018 – May 2019)	Cost
Radio Advert	£1,452
FA Prospectus printing	£914.40
School-College Prospectus printing (half cost)	£1,910
FA Prospectus printing (2 nd due to high demand)	£914.40
Facebook Paid Adverts	£72.24
Merchandise for Events	£1,632
Total	£6,895.04

Pupil Focus Group

“

Helped me realise I want a different atmosphere and new experience.

”

“

Really informative. It helped me to decide to apply for a Foundation Apprenticeship.

”

“

I read it. It was clear and easy to understand. Gives important information. It encouraged me to pursue a placement.

”

“

Useful, was very clear and concise with important information that described what a Foundation Apprenticeship is and the opportunities it opens.

”

School Testimonial

“ The new prospectuses for the Foundation Apprenticeships and College Courses have proved to be extremely useful this session.

Not only are they modern and informative, they also include lots of information on a wide variety of courses. Pupils, parents and staff have found them invaluable in terms of information.

The fact that all the courses are in one easy-to-read document means there is no time wasted scrolling through the internet. Staff use the prospectuses to discuss a variety of opportunities with young people and have said they are extremely useful to give to pupils to take home to discuss with parents, particularly where there is no internet access.

”

Angela Brownlie, Kilmarnock Academy



What's next?

- Marketing team take on two Business FAs

Issues

- Getting message out about universities valuing this qualification – especially the work experience and how much value this adds
- When main proportion of applications comes from one school
- Problems with travelling to and from College, students not getting time to have lunch
- Early withdrawals as it wasn't what they were expecting