

## WYLLN Communications Survey – Summary

### Number of responses - 75

Thank you to all those who responded to the communications survey, the deadline has now passed and results have been analysed and summarised below.

All comments to individual questions have been taken into account and actions which will be taken as a result of this survey are noted in red.

### WYLLN Website

#### Have you visited the WYLLN website?

YES – 85.1%

NO – 14.9%

#### Did you find the website easy to navigate?

YES, VERY EASY – 42.2%

YES, FAIRLY EASY – 50%

NO, FAIRLY DIFFICULT – 6.3%

NO, VERY DIFFICULT – 0%

NOT SURE – 1.6%

#### How interesting is the content?

VERY INTERESTING – 23.8%

QUITE INTERESTING - 74.6%

NOT INTERESTING AT ALL – 0%

NOT SURE – 1.6%

#### Do you find the website pages visually appealing?

YES, VERY APPEALING – 18.8%

YES, QUITE APPEALING – 64.1%

NO, NOT VERY APPEALING – 12.5%

NO, NOT APPEALING AT ALL – 1.6%

NOT SURE – 3.1%

#### Website Comments:

*“I would like to see a link from the home page to the sectors, if you didn't know to click the employer tab you would not know the sector information is there.”*

*“Perhaps the layout could be amended, sometimes there is a lot of information contained within it. On the events section, you could just put the main heading and then hyperlink the rest – if possible. Headlines catch peoples' eyes.”*

*“Very attractive appearance, clear and accessible”*

*“It is quite complicated to find the information for each Sector Group, nor is there any clear guidance on the website (that I can find) which directs people to the right area for them. The website content doesn't seem dynamic enough – it is very static. I think the website needs to be simplified in terms of navigation and layout – I find it very complicated.”*

*“You do need to have a working understanding of WYLLN to really navigate the website effectively.”*

*“More case studies and more pictures would help”*

*"It is clearly set out with different users in mind. It contains very useful information and is a valuable resource for partners. It also makes our activity very transparent"*

*"The website was fine from a corporate perspective. Could perhaps be a bit more user friendly/interactive if we are wanting learners to access it to look at the links which exist and work between organisations"*

*"Needs more interactive content and imagery. Needs to be more colourful and eye catching. Also the website is very text heavy and could have a better audience focus"*

*"Overall I think the WYLLN graphics are a bit dull and formal – especially the stuff for learners and employers. Make it visually funkier!"*

*"Very clear layout & straightforward navigation"*

*"Useful website – updates and resources"*

*"The website is very simple to use and quite basic to look at which I think is good for the information it holds – sometimes websites are too busy and colourful you cannot find the information you need!"*

*"Is a little text heavy. Could add some news stories/updates with images"*

*"The goals/objectives of WYLLN, listed on the front page in grey text under the welcome are very small in relation to everything else on the page. Also, they should link to something (e.g. how is WYLLN shaping the offer for Employers?). There should be a date against any information on the front page like Yorkshire Forward, a hyperlink on that taking you to the partners page would be useful. The search box at the bottom of the page has no label"*

*"Quite motivating to delve into more of the detail"*

*"I find the news section most useful. I can pass on useful information to our own networks"*

*"There is a lot of green! I find it a little too much. But I appreciate the simple layout of everything and there isn't too much information on each page"*

*"At first, I found signposting was not clear, it's better now I know where to find things!"*

*"The content needs to be more interesting to those who don't know/are new to WYLLN and encourage them to look further"*

*"I'm never sure whether I'm a partner or an employer and find the resources in all sections relevant"*

*"I find the white on green quite difficult to read – not very high contrast"*

*"I like the use of the different sub-headings for each of the different user zones. The website always loads quickly and, although the user may sometimes have to go down a fairly long route to find certain items, there are many useful and up to date documents included on it. Perhaps a 'most popular items' section would be useful or a 'new items' section"*

*"Found sector information difficult to find but this has recently been made easier with the inclusion on the main page"*

*"It's clear and clean"*

*"Quite complicated to find information for each Sector Group and no clear guidance which directs people to the right area for them"*

*"Website content doesn't seem dynamic enough and some of the most interesting developments seem buried away in remote areas of the website. Could have more interactive content e.g. podcasts from events. Website could be simplified in terms of navigation and layout"*

#### **WYLLN Actions:**

Overall respondents to the survey were positive about navigation, content and layout of the website although there are some changes which could be made:

'Sectors' has now been added to the About Us tab on the front page to make it easier to find.

WYLLN and External Events – WYLLN will include only the title, date and venue of events and will then have a hyperlink to the main information on a word document. This will decrease the amount of copy on the events pages making it easier to scroll through.

We will look into creating a website 'map' to make it easier to navigate and to see at a glance what content is included on the site.

Recently more images have been added to the website making it more visually appealing, however we will look at pages which could be 'brightened up' and add more coloured text and more exciting images.

We will investigate a copywriter looking through the website and editing to cut the copy down without losing the important information.

We will look into adding a 'key information' section linking to the really key activities of WYLLN e.g. Active Progression Agreements and Curriculum Developments

#### **WYLLN News**

##### **Do you receive the fortnightly email news digest from WYLLN?**

YES – 94.5%  
NO – 5.5%

##### **Is the content of interest to you?**

ALWAYS – 27.9%  
OFTEN – 35.3%  
SOMETIMES – 29.4%  
RARELY – 7.4%  
NEVER – 0%

##### **Do you think that once a fortnight is the ideal frequency for the news digest?**

YES – 61.5%  
NO, I THINK IT SHOULD BE MORE FREQUENT – 0%  
NO, I THINK IT SHOULD BE LESS FREQUENT – 38.5%

##### **Do you receive the quarterly WYLLN newsletter?**

YES, HARD COPY – 16.9%  
YES, ELECTRONIC COPY – 60.6%  
YES, BOTH HARD COPY AND ELECTRONIC COPY – 9.9%  
NO – 12.7%

##### **Do you find the newsletter articles interesting and relevant?**

ALWAYS – 9.5%

OFTEN – 55.6%  
SOMETIMES – 31.7%  
RARELY – 3.2%  
NEVER – 0%

### **News Comments:**

#### *News Digest:*

*"I think the news digest is informative and remains focused to the work of WYLLN"*  
*"I always look at it but I know other people that don't as it is too frequent"*  
*"I really like the digest – it's a short, sweet and effective way of providing the latest updates"*  
*"The digest is very useful"*  
*"Some of the events on the news digest are useful and I don't get to hear about them otherwise so useful"*  
*"The news digest should be as short as possible so quick to read to work out what is really important"*  
*"The news digest is well presented, easy to read, not too wordy, relevant information. We are always given opportunity to input any relevant information which is excellent"*  
*"I think it is a very comprehensive news digest"*  
*"The digest is really useful with interesting articles, information and event details"*  
*"It takes quite a bit of time to read the news digest email, and whilst interesting monthly would be frequent enough for me"*  
*"Fortnightly is the ideal frequency for the news digest. For me, for whom your news is mostly not of utmost importance, weekly would be too frequent but monthly makes it more difficult for you to time announcements right, etc."*  
*"The news digest is often incredibly long and so I don't always get to the end of it, or I skim read a lot of it."*  
*"The links to HE and vocational learner related articles on the news digest are invaluable for keeping me up to date with current IAG issues in my field. Also, the events listing prevents me from missing out on relevant training and/or networking events"*

#### *Newsletter:*

*"Always find your newsletter worth reading"*  
*"For me, the newsletter content is not often new"*  
*"I think it would be easier to get content from each of the Sector Groups if we had copywriting/PR help etc as we don't always have time/expertise to know what would make a good story, let alone write it. Also, sometimes, the graphics/layout can be quite dull and could be made much more exciting"*

#### Suggestions for future newsletter articles:

*"HE Agenda/Policy Funding issues affecting HE in FE. Latest on ASNs"*  
*"More on funding and training in the recession"*  
*"Perhaps a background on key WYLLN personnel as a human interest approach"*  
*"The importance of improving Math and Analytical Skills in FE/HE. How to improve the Delivery of the Advanced (L3) Diploma in CBE Progression routes into HE from the Advanced Diploma. Focus on Masters qualifications for life long learning"*  
*"To join up with other newsletters, as appropriate e.g. the Education Leeds 14-19 newsletter ('In the Know')"*  
*"Perhaps more of the events of your partner organisations"*  
*"Perhaps more feedback from some of the commissioned projects?"*  
*"Now that several curriculum developments are being offered from September, it would be great to have a 'new/amended course' round-up in the next issue, highlighting everything the Sector Groups have done that students can now see in practice – maybe also with quote from people who have started the courses?"*

## **WYLLN Actions:**

Although a fairly large percentage of respondents would prefer the news digest to be less frequent, the majority – over 60% were happy with its fortnightly frequency and it will therefore continue to be sent every other Friday. If any members wish to unsubscribe there is the possibility to do so and they can then access the news digests on the WYLLN website when they wish.

To make the news digest shorter (responding to comments about the length and time it takes to read) we will amend the External Events section to include title, date, venue and contact information only and include a hyperlink to the information on the website.

Due to central team resources, there will now not be another WYLLN newsletter until July 2010. This will include information on activities which have been carried out, e.g. new curriculum and a case study showing the direct impact on a learner or an employer.

A media workshop will be run for the Sector Officers this month to assist them with writing press articles.

## **WYLLN Events**

### **Have you attended any of the WYLLN Staff Development Events?**

YES – 56.3%  
NO – 40.8%  
NOT SURE – 2.8%

### **Did you find the content of the events you attended of interest?**

YES, ALL OF THE EVENTS I ATTENDED – 68.3%  
YES, SOME OF THE EVENTS I ATTENDED – 29.3%  
NO, IN NONE OF THE EVENTS I ATTENDED – 2.4%

### **What did you think overall of the presenters/speakers at the event/s you attended?**

EXCELLENT – 22.5%  
GOOD – 62.5%  
AVERAGE – 15.0%  
BELOW AVERAGE – 0%

### **What did you think of the organisation of the event/s you attended?**

EXCELLENT – 61%  
GOOD – 36.6%  
AVERAGE – 2.4%  
BELOW AVERAGE – 0%

### **Are you aware that WYLLN has funding available for attending conferences or other professional development activity which may help you in your role and in meeting the objectives of WYLLN?**

YES – 58.2%  
NO – 41.8%

## **Events Comments:**

*“Events well organised and content up to date”*

*“I found the EBTA event very interesting and relevant, the Creativity & Leadership one less so”*

*“Always well organised!”*

*"The more interactive the better"*

*"Topics seem fine, sometimes I picked up notification too late for me to be able to juggle things in order to attend. My confusion about whether I have attended or not is that I thought I had, but did not recognise any of the titles, and am off site, so without access to my diary. This may indicate that I was not sufficiently aware of the WYLLN branding"*

*"Always well organised and clear in content"*

*"Useful for my staff, not me and have asked them to go"*

*"The staff development fund is an excellent way to encourage professional development"*

*"More places available, other than the lead members from the organisations, this would be giving people who practice these skills in the workplace the opportunities to develop their skills and use it effectively" (refers to Thinking, Creating and Solving – Creativity and Leadership which had limited numbers at trainer's request)*

*"APEL event particularly interesting. Some presenters were excellent e.g. at APEL event.*

*Scored 'good' overall here as generalisation as some were not as good e.g. at E-learning event speaker overran badly impacting on speakers following"*

*"Would have liked to have had time to 'practice' with an APEL claim at the event attended. Perhaps a follow-up event might be useful"*

*"Some of the talks given by Leeds University during the 'Vocational Learners' event, could have been better geared towards vocational learners"*

*"Could have case studies and earlier publicity to ensure that there is higher profile of the awards"*

*"I thought some of the Progression event content was quite dull and many of the workshop sessions were not long enough to allow time for questions. Also some of the most pressing questions from partners didn't seem to be addressed."*

#### **Suggestions for future events:**

*"Business Development/HE and surviving the recession. Growing without additional numbers and resources etc"*

*"Perhaps something on bursaries and HE finance"*

*"Labour Market Information, HE Finance"*

*"Further updates on IQER Summative Review and HE Strategies (organisations that have been successful could share some best practice?) as well as best practice teaching and learning"*

*"Student Funding"*

*"More about the Diplomas, FLT, Apprenticeships and general 14-19 curriculum reforms"*

*"Credit rating courses same course material different assessment altering Level or Award"*

*"Nothing of interest/useful for administrators"*

*"Another event regarding National Diplomas and progression from them to HE would be really useful"*

*"It would be great to deliver a workshop for partner institutions on engaging employers in curriculum development, using examples from some of the sector group projects as some institution staff across a variety of sectors may not have been involved in projects to date but may find this interesting and to hear about success stories"*

#### **WYLLN Actions:**

**All comments will be passed onto the next Staff Development Task Group for discussion. All suggestions for future events will be taken into account.**

### **Wylln Work-Based Learning Awards**

#### **Are you aware of the annual WYLLN Work-Based Learning Awards?**

YES – 77.5%

NO – 22.5%

## **Awards Comments:**

*"Very pleasing and rewarding event and don't think it can be improved but needs to continue year on year"*

*"Always well organised and very professional. It would be good to leave this as a legacy."*

*"Leeds City College has been successful twice and hope to keep this run going."*

*"I attended this year for the first time. It was a very worthwhile event"*

*"I think it is a very worthwhile event that brings together all WYLLN's key partners and supporters as well as recognising the achievements of learners"*

*"Make sure the information gets to the work based learning managers within colleges"*

*"Love it!"*

*"This was an excellent event – superb organisation and a really memorable evening"*

*"I attended the awards in June and thought it was a great event, although I think it needs 'selling' more to course leaders and tutors within institutions as well as through sector groups. Also, some subject areas are not geared towards students who are also working and there needs to be some flexibility over this."*

*"It would be nice to get feedback as to why the awards were given to particular students and tutors"*

## **WYLLN Actions**

WYLLN will be running this event in 2010, although due to limited funding this is likely to be the final event. We will however make some investigations into sustaining the awards event if we can identify other methods of funding and resources for its organisation.

## **WYLLN Progression Brochures**

### **Progression Brochure for Partners – Does this brochure serve its purpose?**

YES – 66.7%

NO – 0%

NOT SURE – 33.3%

### **Progression Agreement Mini Leaflet for Learners – Does this brochure serve its purpose?**

YES – 64.3%

NO – 0%

NOT SURE – 35.7%

### **Have you distributed this mini leaflet to any learners?**

YES – 16.7%

NOT YET, BUT I PLAN TO – 18.5%

NO – 64.8%

### **APEL Mini Leaflet for Learners – Does this brochure serve its purpose?**

YES – 62.7%

NO – 0%

NOT SURE – 37.3%

### **Have you distributed this mini leaflet to any learners?**

YES – 20.4%

NOT YET, BUT I PLAN TO – 11.1%

NO – 68.5%

## **Progression Brochures Comments:**

### *Partner Progression Brochure:*

*"I think the Progression Brochure for Partners serves its purpose but it could be more concise"*  
*"The Progression Brochure for Partners is lucid and straightforward appearance"*  
*"It would be useful to have a list of local educational institutions showing courses available which Apprentices completing level 3 courses could progress, e.g. an apprentice completing level 3 in Business Administration, what courses are available for them to progress on to and which institutions would accept them onto the next level"*  
*"The Partner Progression Brochure might be slightly text heavy, but I'm not sure much can be done about this!"*  
*"Partner Progression Brochure – not sure the design is particularly eye catching innovative/appealing"*  
*"Partner Progression Brochure – the term 'progression agreement' isn't defined until several pages into the brochure, nor are the contents of the WYLLN progression agreement outlined in terms of what the document looks like or what partners have to do to be a part of this. Would also be good to update this with real examples to help people identify where progression agreements could be developed"*

### *Progression Agreement mini leaflet:*

*"I like the size of the Progression Agreement mini leaflet"*  
*"The Progression Agreement mini leaflet is easy to follow"*  
*"The Progression Agreement mini leaflet is a good pocket size – from learners didn't get good feedback on the front cover design/colours but good feedback on the size"*

### *APEL mini leaflet:*

*"It would be useful to know if the APL includes qualifications taken many years ago, is there a time limit for APL'ing these qualifications"*  
*"The APEL mini leaflet is very well written – accessible without being patronising and an attractive format"*  
*"I discussed the content of the APEL mini leaflet with the Directors of Learning and Teaching from many of our academic schools. It was well received"*  
*"The APEL mini leaflet was useful to back up what I had already said to the potential learner about their experience in the industry"*  
*"The APEL mini leaflet is good, simple and clear"*  
*"APEL mini leaflet – this has been really useful for work-based learners and employers to help them understand how existing learning could be taken into account – however there is a wider problem that many institutions don't seem to have agreed APL procedures for many of the courses that work-based learners/employers are interested in getting! Many West Yorkshire institutions still seem to be in the process of developing their own APL procedures and guidelines etc"*

## **WYLLN Actions:**

All comments will be discussed in the next Credit and Progression Task Group. Where leaflets are reprinted all suggestions will be taken into account.

## **WYLLN IAG Resource Pack**

### **Do you find this resource pack useful?**

VERY USEFUL – 22%  
QUITE USEFUL – 65.9%  
NOT VERY USEFUL – 7.3%  
NOT AT ALL USEFUL – 4.9%

### **IAG Resource Pack Comments:**

*“Raise awareness of it”*

*“The pack is fine, it’s simply not in my current area of work”*

*“Very useful for providing a coherent and thorough introduction to someone who is new to IAG”*

*“Some areas could do with expansion on content and also greater cross referencing e.g. pointing people towards the qualification framework diagram when it talks about courses being offered at level 3/4 etc”*

### **WYLLN Actions:**

The link to the IAG resource pack will be redistributed through the news digest to raise awareness.

## **Employer Sector Brochures**

### **Do you find these brochures useful?**

VERY USEFUL – 23.3%

QUITE USEFUL – 69.8%

NOT VERY USEFUL – 7%

NOT AT ALL USEFUL – 0%

### **Have you distributed any sector brochures to employer contacts?**

YES – 27.7%

NOT YET, BUT I PLAN TO – 17%

NO – 55.3%

### **Employer Brochure Comments:**

*“Useful to back up face to face or telephone discussions”*

*“Too generic, design not particularly innovative, useful to give a general flavour”*

*“The design of the brochure could be far more impressive and engaging for the target sectors e.g. using more design/photography. “*

### **WYLLN Actions:**

Comments will be taken into account if brochures are reprinted. There is the potential of redesigning the brochures for web use only, however this will be dependent on resources.

## **WYLLN Online – Social Networking Site**

### **Are you a member of WYLLN Online?**

YES – 36.2%

NO – 63.8%

### **Do you find WYLLN Online a useful tool?**

YES – 46.2%

NO – 30.8%

NOT SURE – 23.1%

### **WYLLN Online comments:**

*“Not everyone has signed up to it. I tried to start a conversation on it and I had no response”*

*"I don't find it useful as this is not my preferred communication method and I find the level of activity on the site low"*

*"I am not very proactive with this, but it has been useful to have online discussions and receive information about ECIF"*

*"I have not had the time to use it"*

*"Difficult to find time to participate"*

*"Useful, but I don't have much time to access it"*

*"I don't have a reason to keep checking the website"*

*"It doesn't fill a specific purpose for me. Time is also an issue"*

*"Haven't had time to use it effectively yet"*

*"I haven't had much time to engage with this as I would like as my time is stretched with existing workload. I also find that many partners do not see this as a useful tool which then means there is little engagement in discussions etc or limited usefulness of using this"*

#### **WYLLN Actions:**

**The main issue for partners seems to be the lack of time they have to access WYLLN Online. We will continue to use the service for those who do find it useful, however this will not replace meetings and other communications – it is a useful 'add-on'**

#### **Further Communications comments:**

*"WYLLN has added great value during its existence and the Leeds College of Building has been very pleased to be a partner involved with them, which has helped promote new developments across the region and increased HE volumes for the College. Very responsive WYLLN team."*

*"Overall communication is very effective and serves its stated purpose well"*

*"Any leaflets that would be useful for our students and/or our partner colleagues/schools/early years sector organisations – could you let us know and we'll see if we want any to pass on."*

*"Because I regularly attend 2 sector groups plus the Progression meeting, and our own internal meetings, I feel I have a reasonable awareness of what is happening. I am delighted the network is being extended to 4 years – I get a great deal from it"*

*"I would prefer fewer, more focused communications"*

*"Overwhelmed by communication from WYLLN, much of it cumbersome and irrelevant"*

*"Communications from the team excellent. Professional participation on all resources"*

*"I have completed the sections which are relevant to my links with WYLLN – as you see I feel very positive about the communications I have received. Colleagues who have closer links with WYLLN will no doubt have more to say"*

*"I think overall the WYLLN do a great job & all communications materials look good and are informative!"*

*"Need more chance to get involved (time constraints) in order to better understand and utilise what is available"*

*"Perhaps some sort of 'wanted' section included in one of the communications e.g. Employer seeking part-time FD in IT for 15 employees. Institutions could then respond via WYLLN?"*

*"Regular, dependable and relevant communications have been a real strength of the WYLLN – well done and keep up the good work!"*

*"Need up to date case studies, examples of progressions, APELs etc to follow up info leaflets to reflect all sectors"*

**WYLLN Actions:**

Overall, positive comments. Constructive comments will all be taken into account when updating WYLLN materials.