

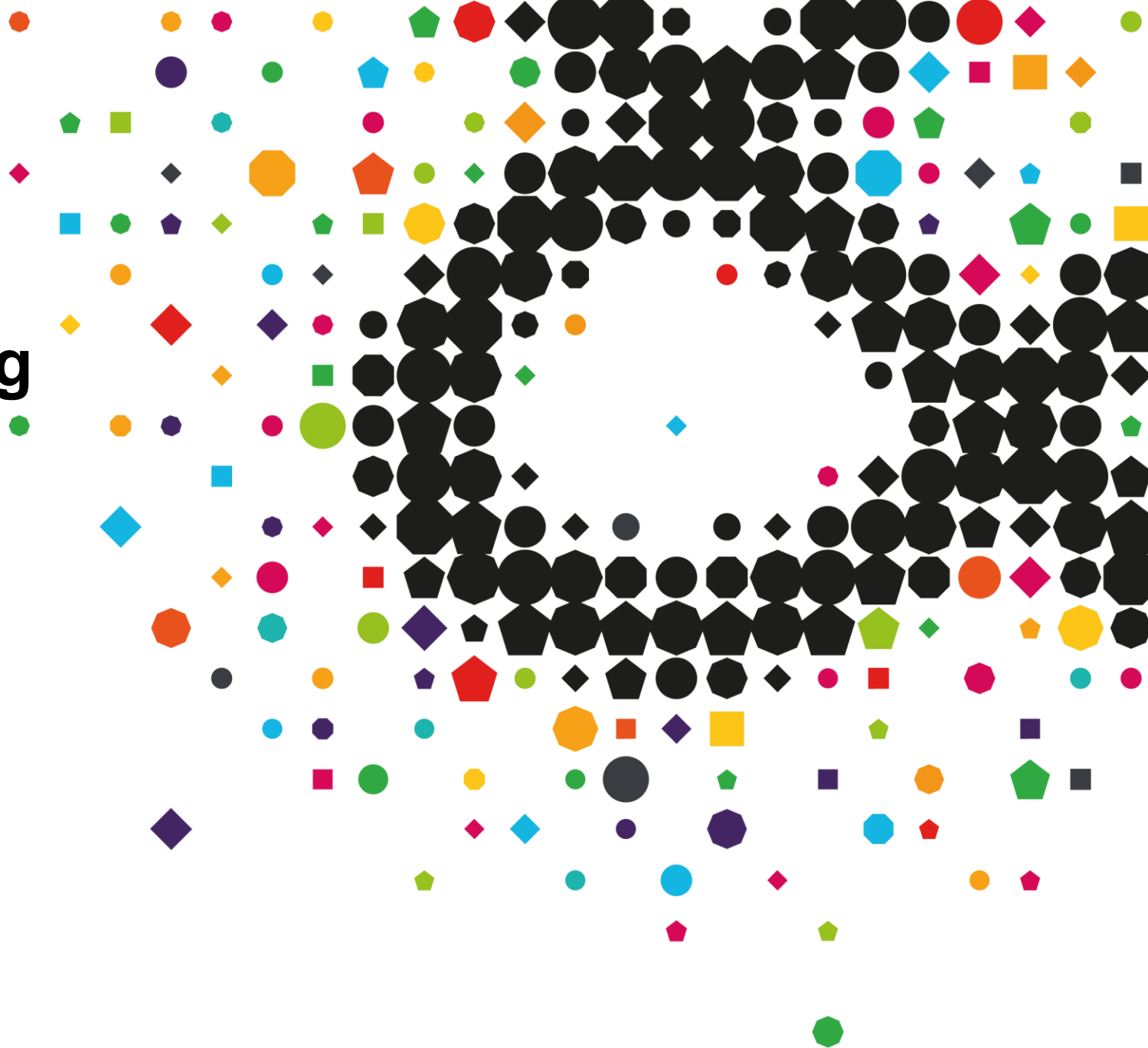
IMS Europe Summit 2020

# Analytics in Vocational Assessment – navigating the learning journey

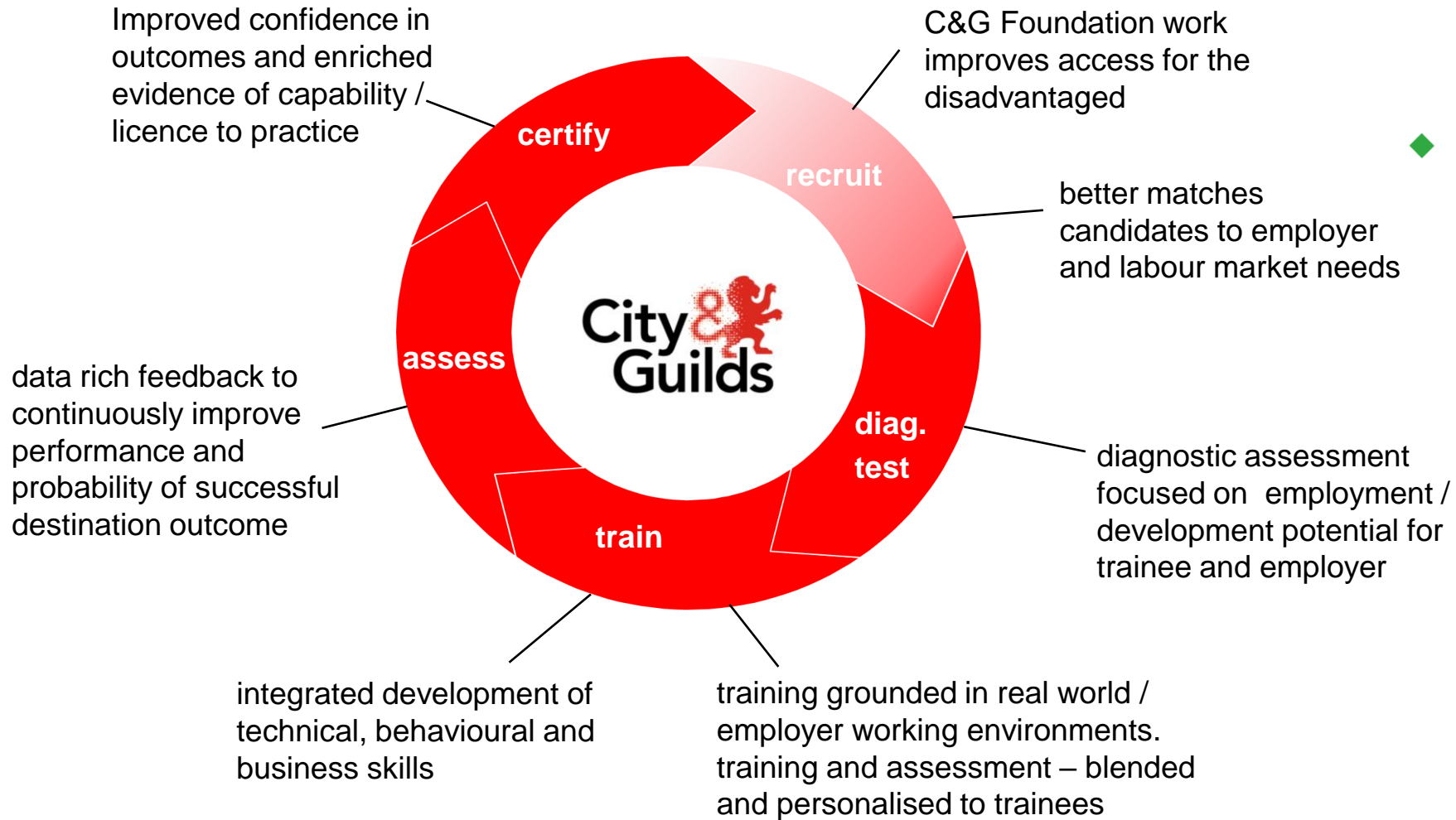
Patrick Craven,  
Executive Director Policy & Strategic Partnerships



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# Knowledge vs Skills – ‘knows how’ vs ‘can do’



# The role of standards in 'the journey'

*Standards have always been at the heart of navigation - ensuring a journey can be plotted and completed*

- Maps – 1791 – the birth of Ordnance Survey and the standardised mapping of Britain and France*
- Railways – 1845 – the birth of Standard Gauge railway network (4ft 8.5 inches)*
- GMT – 1884 - Universal Time to calculate travellers' longitude from the Greenwich meridian, considered to have longitude zero degrees, by a convention adopted in the International Meridian Conference of 1884*



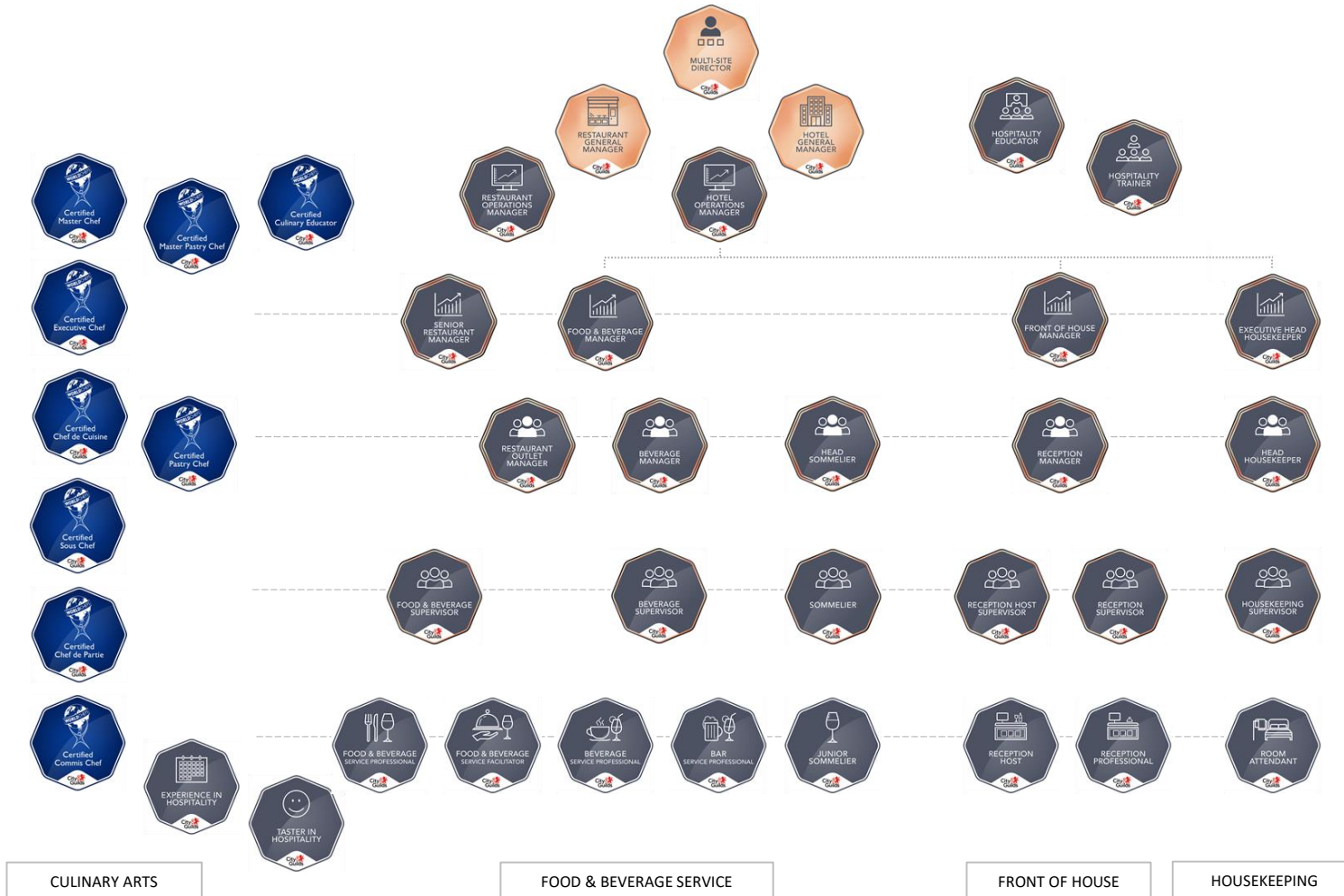
# Where are we going?

- *Mapping Sector Career frameworks – plotting the education to employment journey underpinned by making lifelong learning a reality*
- *Skills Bridges – connecting displaced workers (now) or career switchers (future) to new work opportunities*
- *Progression to destination – automatically signposting to occupational skill profiles or job opportunities to ensure development is connected to meaningful destination*



# Mapping Sector Career Frameworks: Hospitality

## Global Hospitality Certification



1. A global professional development framework for the hospitality industry (the first and only one in the world)
2. Sets a global benchmark (a minimum standard) for job roles
3. Co-created with employers for employers
4. Designed to recognise skills and experience of full-/part-time and/or casual staff
5. Helps employers:
  - Attract more people into hospitality
  - Promote career opportunities in the sector
6. Works with existing/in-house recruitment, training and appraisal systems and processes
7. Added value for training programmes and qualifications
8. Recognises work experience
9. In partnership with WorldChefs
10. Created and quality assured by City & Guilds

# Understanding location and distance: 'Step into' Skills Bridges

Transition from industries losing parts of their workforce to fulfil the growing recruitment needs of the social care sector

**SOCIAL CARE EMPLOYERS**  
Challenges around recruiting the right staff and retaining talent

**END RESULT: DIRECT TO JOB**  
Digital credential links to job opportunities

## DISPLACED WORKFORCE

From sectors impacted by the pandemic (eg Tourism, Hospitality, Aviation)



### Target audience

Individuals impacted by COVID-19, interested in working in social care :  
- Displaced  
- Want a different job



Recruitment partners

## Online learning



## Digital recognition



Digital credentials are full of data

- Recipient
- Issue date
- Issuer
- Image
- Description
- Skills Tags
- Assessment
- Criteria



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# Progression to Destination: Creating transferable skills matching



My Matches
Career Areas   My Skills

**Filter Results**

Matched to You


 <p><b>Audio-Visual and Broadcasting Technology</b> With emphasis on Photography / Adobe Photoshop / Aperture</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>	 <p><b>Art, Design and Animation</b> With emphasis on User Experience / Prototyping / User Interface</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>	 <p><b>Art, Design and Animation</b> With emphasis on Photography / Social Media / Brochures</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>	 <p><b>Journalism, Writing and Communications</b> With emphasis on Social Media / Search Engine Optimization / Adobe...</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>
 <p><b>Art, Design and Animation</b> With emphasis on Cascading Style Sheets (CSS) / HyperText Markup...</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>	 <p><b>Industrial and Mechanical Engineering</b> With emphasis on User Experience / User Experience Design (UX) /...</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>	 <p><b>Software Development and Programming</b> With emphasis on Cascading Style Sheets (CSS) / JavaScript...</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>	 <p><b>Curation and Library Science</b> With emphasis on Teaching / Pedagogy / Library Instruction</p> <p>Match Score ★★★★★</p> <p><a href="#">View Details →</a></p>
 <p><b>Marketing, Advertising and Public Relations</b></p>	 <p><b>Software Development and Programming</b></p>	 <p><b>Education</b> With emphasis on Instructional Design /...</p>	 <p><b>Marketing, Advertising and Public Relations</b></p>



**Software Development and Programming**  
With emphasis on Cascading Style Sheets (CSS) / JavaScript...

Match Score ★★★★★


[View Details →](#)



**Curation and Library Science**  
With emphasis on Teaching / Pedagogy / Library Instruction

Match Score ★★★★★

[View Details →](#)



**Education**  
With emphasis on Instructional Design / Learning Management...

Match Score ★★★★★

[View Details →](#)



**Marketing, Advertising and Public Relations**  
With emphasis on Search Engine Optimization / Digital Marketing /...

Match Score ★★★★★

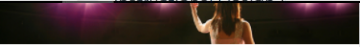
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**Transportation**  
With emphasis on Air Traffic Control / Calmness Under Pressure /...



**Hospitality and Food Services**  
With emphasis on Restaurant Management / Valid Driver's License /...



**Entertainment and Performing Arts**  
With emphasis on Social Media / Search Engine Optimization /...



**Human Resources**  
With emphasis on Instructional Design / Curriculum Development /...