

Project Name: Market Research with current and past NVQ4 students

Amendment History:

Version no.	Date	Reason for Amendment
2	22 Jan 08	Initial proposal

Project Manager

Theresa Houghton –CoVE Manager
Shropshire Health & Social Care

Document Distribution

Name	Location	Responsibility	Action/Information
Jennifer Cole	Ludlow College	Deputy Principal	Project group
Theresa Houghton	Ludlow College	CoVE Manager	Project lead
Bob Parker	H&W LLN	Progression lead	Project group
Donna Obrey	H&W LLN	Project Officer	Project group
Debbie Lambert	H&W LLN	LLN Manager	Information

Steering Group:

Geoffrey Elliott	UW	Steering Group	To approve to proposal
Chris Morecroft	WCT		
Ian Peake	HCT		
Mike Rookes	OU		
Gail Rothnie	UoB		

Background

Ludlow College has provided study up to NVQ level 4 in the following area: Health and Social Care and Business and is considering how it can improve its service to students by identifying the possible pathways or progression opportunities they could signpost. In the first instance a 'needs analysis' will be conducted to assess the requirements of current and past students at this level of study.

Objectives of the Project

1. To establish the further needs of past and current NVQ4 students
2. Create pathway/progression opportunities for this group
3. Increase the numbers accessing Higher Education provision

Project Approach

1. To design a questionnaire for distribution to current and past NVQ 4 students, which will determine the further needs they have for study – Ludlow/LLN
2. Distribute questionnaire - Ludlow

3. Analyse the results – LLN/Ludlow
4. Consider the implications of the results and consult with appropriate HE staff to determine the possible progression/pathways or the need for curriculum development (should new or specific needs arise) – LLN/Ludlow/HEIs

Scope:

A Key Products from the project

1. Market research information, available locally and for wider dissemination through LLN networks
2. Information, advice and guidance for this group of students (and subsequent students at this level)
3. Student numbers to progress to Higher Education provision

B Out of Scope

- Curriculum development or further marketing of possibilities arising from the research.

Constraints

Accessibility of past students who may not be located to provide responses to the questionnaire.

Initial Project Case

This provides an opportunity for Ludlow College to increase its support to students through information, advice and guidance. As well as, to assist the marketing of its level three provision by showing the possible progression pathways.
It increase the cooperation between Ludlow and University of Worcester (and the LLN)

Benefits of the Project

For Ludlow:

Establish a new area of need, which will enable improved marketing, recruitment and student satisfaction.

For Colleges network-wide:

It will add to the information being created through the 'Tracking Project', which involves 6 network colleges. Will provide other colleges offering NVQ4 with information about possible pathway progression

For HE providers:

Creates information about potential students who would benefit from current provision (recruitment pathways) and/or information about possible curriculum development areas.

For LLN:

It provides information about a group of students who could be guided towards Higher Education provision. Potentially increase the number of vocational students progressing to Higher Education. Also contributes to the, already supported, 'Tracking Project' considering progression to HE.

Key Assumptions

Availability of access to past students and their willingness to participate.

Costs

£290

How will the project be evaluated?

Results will be analysed and considered by the project group

How will the project be sustained?

The project will provide the template for further surveys to be carried out by Ludlow after this initial survey, as questionnaire will have been tested and methodology established.

Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

Risks	Probability	Impact	Containment Plan
Low response from current and past students	M for past students L for current students	M	A High return can be obtained from current students through personal contact. Therefore a smaller number of past student returns should not damage the quality of the information.

Project Team

Theresa Houghton
Jennifer Cole
Donna Obrey
Bob Parker