

**The
Sheffield
College**

T-LEVELS
THE NEXT LEVEL QUALIFICATION

HOW WE POSITIONED AND INCREASED VISIBILITY OF T LEVELS

THE SHEFFIELD COLLEGE



OUR JOURNEY

The Sheffield College is a further and higher education college that provides high-quality academic, vocational and professional qualifications to approximately 15,000 young people and adults a year.

Our mission is transforming lives through learning



15,000

young people
and adults
a year

5,700

students aged
16 to 18

230

active T Level
students

GOOD

Ofsted
graded 2023

8

T Level routes

14

occupational
specialisms

The college, which is Ofsted graded 'good', enhances qualifications, skills and employability across the region, from a number of campuses and sites across the city.

Approximately 5,700 of our students are aged 16 to 18 and on a recognised study programme. We currently have 230 active T Level students completing their first or second year of study.

We started our T Level journey in September 2023 and currently offer 8 T Level routes and 14 occupational specialisms.



TOP

Be clear on who you're saying what to and don't deviate.

Map out plans for each audience and stick to them.



TIP

KEY STAKEHOLDER GROUPS

To help us prioritise and differentiate what we wanted to say, it was important to us to clearly define who we were going to target with our messaging.

This also helped us to create plans for each audience.

Our key stakeholder groups of focus were:

- ↗ **Key regional stakeholders with influence**
- ↗ **Young people**
- ↗ **Parents of young people**
- ↗ **Staff**
- ↗ **Schools and careers staff**



TOP

Make sure teams lead with T Levels as the stand out technical qualification at all recruitment opportunities rather than just an alternative to an existing qualification.

Sell the benefits they will bring to students and how they are different.

TIP

MILESTONES AND AIMS

We identified three clear aims for our audiences:

- 1 Raise awareness** around the new qualifications and who they're suitable for
- 2 Inform and educate** about how T Levels are different, what opportunities and benefits they bring
- 3 Convert** to application, enrolment, finding out more about placements as an employer or embracing T Levels as a member of staff

We relentlessly embedded T Levels into every key part of our college cycle. This was focused primarily around the recruitment year:



TOP

Establish and be clear on what your key messages are and focus on them.

Ignore the noise or temptation to do what others are doing and spend time embedding the important themes and messages.

TIP

KEY MESSAGES AND AREAS OF FOCUS

Resource was focused around the following key messages, all with clear call to action.

Please click on the links to see some real-life examples:

What a T Level involves and who should think about studying one

Our state-of-the-art facilities

Real case studies and student voice

Employer links and opportunities

Tangible benefits of T Levels
e.g. career options, salaries, what employers think of them



TOP

CPD and staff development and training should be for all – not just focused on curriculum.

The more professional services teams know and understand about T Levels, the better job they can do.

TIP

COLLABORATION IS KEY

From the start we committed to senior, cross-college ownership of T Level implementation.

Early on in our journey we formed a T Level Implementation Steering Group with representation from key workstreams including: curriculum, marketing and learner recruitment, people development, employer engagement, exams and other key professional services teams.

The key theme that was embedded throughout our approach was that T Levels needed a whole college approach and there was senior accountability at each workstream level.

Find out more below about some collaborative efforts that worked well for us:

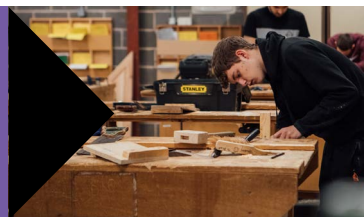
Curriculum input



Employer engagement



Estates projects



Open days and application





TOP

You don't need lots of budget to create high impact content.

Choose spending time on high quality content and re-using it over a high volume of low impact activity which lacks substance.



TIP

BE RELENTLESS — IDEAS FOR CREATING HIGH-QUALITY CONTENT

We were relentless in our approach of raising the profile of T Levels.

We unapologetically embedded T Levels into every single college channel and platform, and spent time creating high-quality content that had impact across our market groups, from parents to staff and key regional stakeholders.



HAVE A LOOK AT SOME EXAMPLES



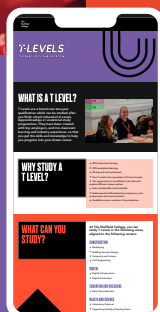
Influence curriculum
and work together

[CLICK HERE
TO VIEW EXAMPLE](#)

Make the most
of every opportunity

[CLICK HERE
TO VIEW EXAMPLE](#)

[CLICK HERE
TO VIEW EXAMPLE](#)



Be visual and
create physical
presence – make
T Levels hard
to miss

[CLICK HERE
TO VIEW EXAMPLE](#)

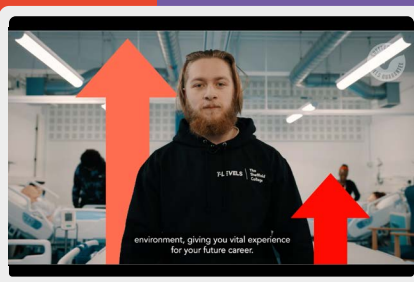


Celebrate good
news and influence

[CLICK HERE
TO VIEW EXAMPLE](#)

Embed into
absolutely
everything

[CLICK HERE
TO VIEW EXAMPLE](#)



Maximise
student voice

[CLICK HERE
TO VIEW EXAMPLE](#)

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GET IN TOUCH

If you have any questions or ideas
you would like to share, contact
marketing@sheffcol.ac.uk for
more information.

