



# Employer Led Vocational Education and Training in Europe (ELVETE)

Highlighting of good practice in 14 -19

VET education

<b>Work Package:</b>	2 – Highlighting of good practice in 14 – 19 VET education
<b>Purpose:</b>	To highlight good practice in 14 to 19 vocational education and training by sharing and exchanging experiences and investigating and writing up case studies.
<b>Case Study Ref:</b>	WC/UK/3 The Roland Digital Graphics Academy
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Case Study:	WC/UK/3
	<b>The Roland Digital Graphics Academy</b>

<p><b>Summary:</b></p>	<p>Walsall College is an English General Further Education College with a strong vocational offer to learners aged from 14. The majority of the College’s full-time vocational provision is for 16 to 18 year olds, with some 3,500 learners in that cohort. The College’s current main campus is five years old, and its secondary campus, Green Lane, was established in 2000, and has since undergone continuous development. Roland DG is a multinational print industry business, part of the Roland group based in Japan. Roland DG were instrumental in the development of the academy in a number of ways explored in this case study (WC/UK/3): the sponsorship of the centre, including capital equipment; the availability of industry expertise to support delivery, and also in the design of the well-respected national sign making qualifications that are undertaken by employed learners via Walsall College.</p>
<p><b>Target Group:</b></p>	<p>14 to 19 year old learners and their acquisition of vocational skills and recognised qualifications for employment by existing businesses or self-employment in the UK Signmaking industry.</p>
<p><b>Stakeholders :</b></p>	<p><u>VET institution:</u></p> <p>The Roland Digital Graphics Academy Walsall College Green Lane Campus Long Acre Street Walsall WS2 8HX</p> <p>Situated on Walsall College’s technical campus, the Roland DG Academy is sponsored by Roland DG UK who provide equipment, disposables and other material and vocational support. The Academy hosts short, highly specialised courses provided by Roland DG for existing practitioners, but is also used by small numbers of full time learners predominantly in the 16 to 18 age range.</p> <p><u>Lead industry partner:</u></p> <p>Roland DG UK Ltd Griffin House Windmill Road Clevedon North Somerset BS21 6UJ</p> <p>Roland DG UK is a pre-eminent manufacturer and supplier of printers and related hardware and print media to the UK print industry. The industrial scope incorporates a wide range of printing process and covers all aspects of what is commonly referred to in the UK as Signmaking. The industry has two main sub-sectors into which learners progress: road signage and commercial signage, which has a particularly broad scope in itself.</p>
<p><b>Areas of Co-operation:</b></p>	<p>The ethos of Walsall College is rooted in the professionalism, employability and enterprise of its learners. This approach naturally lends itself to significant levels of employer or business involvement in the curriculum. The Roland DG Academy is an example of how this approach is crystallised into a commercial faculty with a unique brand. The model has clear advantages for learners, for the VET institution, and for Roland DG.</p> <p>The learners undertake their vocational training on machines and related IT applications and print media that are exactly those used by the businesses that they are seeking to gain employment with. This gives them an obvious advantage. In addition, since Roland is a well-known and well respected name in the industry, the association with it is beneficial in a number of ways to young people seeking work when they have completed their training.</p>

	<p>Further, the actual qualifications that learners undertake during their training with Walsall College were produced by Accredited Skills for Industry (ASFI) which is a UK government-recognised Awarding Organisation in direct collaboration with Roland DG. In other words, Roland DG had a high level of involvement in the curriculum/qualification design, and through their sponsorship of the Roland DG Academy have a practical impact on the delivery of programmes. (The ASFI qualifications are: ASFI Level 2 NVQ Diploma in Signmaking QCF 600/4546/2, and ASFI Level 3 NVQ Diploma in Signmaking QCF 600/8028/0).</p> <p>As a focussed VET institution Walsall College values the sponsorship provided by Roland DG, both in terms of the material support and in terms of being able to make a strong and attractive offer to learners. In addition, the fact that learners have trained on leading industry equipment to standards defined in qualifications that have also been heavily informed by industry requirements, improves their chances of prompt employment, which will be reflected in the College's success rates.</p> <p>Through the Academy model, Roland DG have the advantage of greatly influencing the standards to which potential entrants to their business are trained. This reduces both recruitment and training and development costs. From a purely commercial point of view, it also means that new entrants to the industry have awareness of Roland products and services, and again from a commercial point of view allows Roland to be seen as sector leading in their industry - not just meeting industry standards but effectively setting them.</p>
<p><b>Learner response:</b></p>	<p>From January 2014 to September 2014, using a variety of methods and media, the following learner views were identified.</p> <p>Student A, male, 18 year old:</p> <ul style="list-style-type: none"> <li>• “The Roland Academy has been a great influence on my progression. It gave me the opportunity to put into practice the things that I was learning throughout the Signmaking course that I was doing. Because Roland is the industry standard, it meant that I have the knowledge and competence to be able to go out into any Signmaking company and be current.”</li> </ul>
<p><b>Findings:</b></p>	<p>At this level of reporting it is clear that the Roland DG Academy model offers distinct advantages to learners, to the sponsor and to the VET institution.</p> <p>Signmaking is a widespread business in the UK but is still essentially classed as a small sector. As a sector it is comparatively cohesive, with excellent sector representation from its trade association, the British Signs and Graphics Association. It is an industry in which creativity and attention to detail are equally important. In particular, the government regulations covering the production and installation of road signs are onerous and extensive and it is important that learners are able to understand and work to them. This lends itself to a palpable degree of common understanding and agreement of industry requirements, which produces a stability on which to build effective education and industry partnerships.</p>