

How providers intending to deliver Higher Technical Qualifications plan to attract and engage learners

enrolment focused
keep-in-touch
activities

facilitation events
with educational
professionals that
provide career
advice and guidance

outreach activity
and high-impact
roadshows to
showcase Higher
Technical
Qualifications

run **social media**
campaigns

online toolkit with video
testimonials of learners,
staff and employers, as
well as a salary calculator
and examples of current
local job vacancies

regular mailings to
parents and Level 3
learners

develop a package of
bite-sized **online**
masterclasses and
careers videos for raising
awareness and building
the prestige of higher
technical education

offer an **online placement**
management system

new bespoke **landing page**
on website

industry talks within the
workplace to increase
awareness of the
qualifications and their
intended destinations, as
well as the flexibility and
accessibility of HTQs

offer **information sessions**
for all school staff on the
benefits of HTQs

