

Marketing Notes and Actions (Nat)

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Notes

National organisations - We have links with a number of national organisations that can help in the marketing plans.

QCA/Ofqual is the regulatory body for examinations. TLM and the INGOT certificates are accredited by Ofqual and TLM has passed through its first Ofqual inspection and self-assessment this year. Accreditation is key to marketing as are the entries in the National Database of Accredited Qualifications and the new Qualifications Credit Framework.

e-skills is the Sector Skills Council for IT and telecommunications. In practice e-skills must endorse vocational qualifications before Ofqual will accredit them. e-skills also runs Computer Clubs for Girls which operates in around 50% of secondary schools but has no accreditation for its courses. We used INGOTs in this role this summer at Derby County RAMS study centre.

Specialist Schools and Academies Trust has shown a particular interest in using the INGOTs in Special Schools and interested in developing "P" level qualifications. These are pre-entry level and easy and low cost to implement on the INGOT model. Down side is that the schools are small so income per school is likely to be low compared with a large comprehensive.

National Association for Advisers in Computer Education. All the IT advisers and heads of IT related Quangos are members as are we. Ian is well known in the circles and we used to provide their IT infrastructure support through IRL. Need a presence at the national conference and Ian and Joan to continue with professional discussion.

BECTA - Again Ian is well-known to them, has provided consultancy on Open Source issues and issues related to open systems. Some potential links with the Schools Open Source project.

Schoolforge UK - Volunteer group that has been helpful in getting started. A good channel into schools that are early adopters of Open Source. Attendance at the FLOSSIE conference is useful both in pr terms and for potential new sales leads

Open Source Consortium - Alliance of small businesses with Open Source based plans. they are the industry group that provided us with the necessary industry voice to get endorsement from e-skills, the sector skills council. Strategically important and represented on the certification board.

Local Authorities - Lancashire is notably friendly due to the Moodle connection. Good links into Northamptonshire although best contact is moving jobs. Building relationships with LAs is something we have never really made much effort to do but it would be worthwhile.

Action points

- IL to maintain the links with Ofqual, e-skills, NAACE, BECTA, SF-UK, OSC .Arrange to be at NAACE national conference. Pass on leads to SE.
- IL to support SE in developing link with SSAT. Involve Colin L as a specialist in Special Needs education in developing that market through "p" levels.
- IL and SE to work out a strategy for engaging LAs

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Links

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