



Department  
for Education

## Higher technical education reforms stakeholder promotion toolkit

We want higher technical education to be a popular and prestigious choice that gives learners and employers the skills they need. Covid-19 has only increased the need for qualifications that allow people to train or retrain for high-skilled jobs.

At the moment, some learners and employers find it hard to judge the quality of higher technical courses. There are thousands of higher technical qualifications, and although some are excellent, some don't incorporate the skills that employers need. Higher technical courses also have a lower profile than degree courses, meaning that learners might not see the value in them, or be encouraged to apply for them by trusted people like parents or careers advisors. Equally, employers are finding it hard to recruit people with the skills they need, and there are skills shortages across the country.

In response, we are reforming higher technical education. We will:

- Introduce a national scheme to approve higher technical qualifications that provide the skills that employers are looking for
- Improve the provision and quality of higher technical courses, by working with Institutes of Technology and employers
- Encourage more people to take higher technical courses, by setting up a new government-backed brand and a public communications campaign, and improving information and guidance

These reforms were developed in consultation with further and higher education providers, awarding bodies, employers, learners, careers advisors, and representative bodies. 96% of respondents to our consultations supported our plan to introduce a national, employer-led scheme to approve level 4 and 5 courses, and 93% of respondents agreed that there is a need for more people to take part in higher technical education.

We would very much appreciate your help boosting the profile of our planned reforms with your followers by:

- sharing content from the DfE channels about the government response:
  - [twitter.com/@educationgovuk](https://twitter.com/educationgovuk)
  - [facebook.com/educationgovuk](https://facebook.com/educationgovuk)
  - [instagram.com/educationgovuk](https://instagram.com/educationgovuk)
  - [linkedin.com/uk-department-for-education](https://linkedin.com/uk-department-for-education)
- promoting the reforms on your channels (e.g. social media, website, member newsletters etc.)

In this document we have included some sample text for social media channels, for ease (but please feel free to use your own).

## **Social media content**

### **Sample text for online use**

If you create your own content, please don't forget to include the link to the gov.uk page for our reforms, when it's live tomorrow morning: <https://www.gov.uk/government/publications/higher-technical-education-reforms>

#### **Twitter/Instagram:**

We can make higher technical education a popular and prestigious choice

#### **Facebook/LinkedIn:**

Our vision is for higher technical education to be a popular and prestigious choice that gives learners and employers the skills they need.

There are thousands of higher technical courses, and although some are excellent, some don't incorporate the skills that employers need. Learners and employers find it difficult to judge the quality of a course, or whether it links to employment. Employers are facing skills shortages across the country – and they're under even more pressure in the context of Covid-19.

To encourage more people to take higher technical qualifications, the government has outlined plans to:

- Introduce a national scheme to approve higher technical qualifications that provide the skills that employers are looking for
- Improve the provision and quality of higher technical courses, by working with Institutes of Technology and employers
- Encourage more people to take higher technical courses, with a new public campaign to showcase the benefits of higher technical qualifications, and the range of career opportunities they open up