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AND **LIFE SKILLS** LIFE

# BUILDING A BETTER FUTURE

We want to help you, your students, and everyone who has an experience with OCR, to achieve – to build a better future for all.

That's why we're always listening to our colleagues and students: to ensure that our courses truly engage, provide reward and deliver fulfilment. And that's why our qualifications and support always have the edge.

We understand that learning continues throughout a person's career, so we offer a great range of vocational qualifications that can be undertaken through work or through part-time programmes.

Simply choose the qualifications that suit you and your students, and we'll make the rest of the process easy.

Detailed information on everything we offer, as well as the latest updates, can always be found on our website at [www.ocr.org.uk](http://www.ocr.org.uk)

Apprenticeships  
Advice and Guidance  
Health and Social Care  
IT  
Skills for Business  
Skills for Life  
Languages  
Logistics  
Retail  
Teaching  
Policing  
Sport

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BUILDING A BETTER  
FUTURE FOR YOU AND  
YOUR STUDENTS

# SUPPORTIVE

We aim to help all layers of the learning experience, and continue to develop our support with this in mind.

Our range includes:

- **Interchange** – an administrative support system for education providers, with free operational training and advice available
- **Comprehensive product surround** – support for our full range of qualifications, including Work and Life Skills Centre Handbooks and accessibility to sector experts
- **Customised training programmes** – to help training providers produce engaging delivery models for students
- **Internal IT projects** – continuing developments to support the infrastructure for the ever-changing requirements of the education environment
- **What's New – QCF Migration Guide** – devised to guide you through the transition from the National Qualifications Framework (NQF) to the Qualifications and Credit Framework (QCF), it is updated on a regular basis as qualifications are approved and provides great help with curriculum planning
- **Customer Contact Centre**
- **External Verifiers.**

Students need to be engaged and inspired, and OCR is committed to providing qualifications that do exactly that, as well as helping them achieve their full potential. We continually develop, design and deliver assessments to support these aims. At a time of intense reform in qualifications in the UK, we also endeavour to provide you with information, support and guidance about the changes, through regular newsletters, training and free events.

COMMITTED TO  
SUPPORTING ALL LAYERS  
OF THE LEARNING EXPERIENCE  
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# A PORTFOLIO OF QUALIFICATIONS

We offer a great range of vocational qualifications that can be taken either through work or through part-time programmes. Simply choose the qualifications that suit you and your students, and we'll make the rest of the process easy.

Our vocational and work-based qualifications portfolio includes:

## ADVICE AND GUIDANCE

We offer competency-based Advice and Guidance qualifications across three levels, which are suitable for a range of individuals from administrators to experienced advisors.

### **Qualifications include:**

- Advice and Guidance
- Career Advice and Guidance – New

### **Coming soon:**

- Supporting Clients to Overcome Barriers to Learning and Work
- Career Guidance and Development

## HEALTH AND SOCIAL CARE

We are consolidating our success in, and commitment to, the health and social care sector by continuing to develop new qualifications. We now also offer Dementia and Learning Disability optional units, to provide more choice and make it easier for students to specialise.

### **Qualifications include:**

- Health and Social Care Diplomas
- Dementia Care – New
- Children and Young People's Workforce – New
- Leadership for Health and Social Care and Children and Young People's Services
- Preparing to Work in Adult Social Care
- Health and Social Care Apprenticeship
- OCR Nationals in Health and Social Care

## IT

Thousands of students achieve real competence in this vital area every year, through OCR's market-leading vocational IT qualifications.

### **Qualifications include:**

- ITQ 2009 – IT User Skills
- CLAiT International
- Using ICT Entry Level Award
- Creative Media Suite
- Digital Literacy
- PROCOM
- IT Users Apprenticeship
- IT, Software, Web and Telecoms Professionals Apprenticeship
- Creative and Digital Media Apprenticeship
- OCR Nationals in ICT
- Functional Skills in ICT

## SKILLS FOR BUSINESS

Our Skills for Business qualifications support the development of skills that are relevant across a range of job roles, in a variety of workplaces and sectors.

### Qualifications include:

- Business and Administration NVQ
- Business Skills
- Administration (Business Professional)
- Text Processing
- Business Enterprise
- Customer Service NQTs
- Contact Centre Professionals
- Management and Team Leading
- Bookkeeping and Accounting
- OCR Nationals in Business
- Business and Administration Apprenticeship
- Customer Service Apprenticeship

## SKILLS FOR LIFE

Individuals can build on the solid foundation of a Skills for Life qualification, to help them perform at work and progress with confidence in the future. There are a number of qualifications to choose from, depending on levels of knowledge and subject preferences.

### Qualifications include:

- Basic Skills
- Functional Skills
- Essential Skills Wales
- Ready Steady Work
- Life and Living Skills
- Key Skills

## OTHER QUALIFICATIONS

We offer a huge variety of other qualifications across a wide range of disciplines, in both the public and private sectors.

### Languages

- QCF Language Units
- Asset Languages

### Logistics

- Road Haulage/Passenger Transport Operations
- Warehousing and Storage
- Plant Operations
- Driving Goods Vehicles

### Retail

- Retail Skills
- Retail Knowledge Management
- Customer Service
- Retail Apprenticeship

### Other

- Teaching/Continuous Professional Development (CPD)
- Supporting Teaching and Learning in Schools Apprenticeship
- Diplomas
- Policing
- Sport
- Recreation and Applied Occupations
- Exercise and Fitness

**For the full list of courses available, please see our website at [www.ocr.org.uk](http://www.ocr.org.uk)**

# WORKING TOGETHER

## THE OCR APPROACH

We aim to deliver collaborative and progressive services, but we never forget our charitable status. We strive to act as an independent and authoritative influence in the education sector.

## COLLABORATIVE

By engaging colleges, employers, training providers and other third parties, we can help individuals to gain the qualifications they need to equip them for their working life. So we firmly believe in building strong relationships, as demonstrated by our key partnerships – some of which are profiled here.

## APPRENTICESHIPS

### BBC

We have been working with the BBC and an educational institution to offer BBC employees all elements of the Apprenticeship for Creative Media. Our unique understanding of the key developments in Apprenticeship provision and our ability to meet employer requirements have helped us to provide valuable support to enhance the BBC's learning programmes.

### IBM

We are working in partnership with IBM UK to build an IT Professional qualification around Work and Life Skills Apprenticeships. Together with the Sector Skills Council (SSC) e-skills UK and IBM, we are co-ordinating their current training programme with the relevant QCF units. The ultimate aim is for IBM employees to obtain a recognised national qualification relevant to their employment.

## COMMISSIONED SOLUTIONS

### The Army

We have a long-standing relationship with the Army Torch Hub, which encompasses 120 Army and Navy Learning Centres. As well as delivering NVQs and Basic Skills for their intakes, we have also implemented co-ordination of their 'Training the Trainer' programme with the national standard of Preparing Teachers in the Lifelong Learning Sector (PTLLS).

### Adobe

We are working with Adobe on an exciting new project to have Adobe units formally recognised in a national qualification. In partnership with the SSC Skillset and Adobe, we are embedding the units within the national framework and the new OCR Creative iMedia qualification.

QUALIFICATIONS FOR WORKING LIFE  
PROVIDING FOCUSED  
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### **Premier League Enterprise Academy**

We work with the 12 Premier and Football League teams that established the Premier League Enterprise Academy. The aim is to provide young people with the basic principles of business and enterprise, in an area of life they can relate to. We worked with Middlesbrough FC to develop the core programme of OCR Nationals, GCSEs and Employability Skills, to give this enterprise the direction and focus to achieve its initial goals. So far, 1,500 Business and Enterprise qualifications have been achieved. The aim is for a further 5,000 students to achieve these qualifications over the next three years.

## **ACADEMIES**

### **JCB Academy**

JCB chose OCR as a partner to develop innovative ways of integrating assessment into curriculum delivery. Using our expertise in subject-driven curriculum development, the development of assessment resources to enable the learning experience, and staff training in assessment, CPD and administration, we have put together a programme that meets all JCB's requirements.

### **Co-operative Academy**

The Co-operative Academy chose to work with OCR, as our values and not-for-profit charitable status mirror their own enlightened and charitable ethos. We have been working with them on curriculum development, sharing good practice for individuals across the whole curriculum, innovative delivery models and new qualifications to support the Academy's objectives.

### **Aston University Technical College**

Aston University Engineering Academy is seen as playing a vital role in raising the aspirations of young engineers and developing a creative and innovative workforce. We are currently developing a partnership to explore and develop new, focused qualifications, and to introduce new delivery models and assessment resources. These will enrich the learning experience, and offer a broad training programme for individuals.

# INFLUENTIAL

As an authoritative, independent voice, OCR is able to influence a number of aspects of the development of Work and Life Skills.

## INFLUENCING THE QCF IMPLEMENTATION AGENDA

Throughout the phased implementation of the QCF, we have worked closely with the various stakeholders to develop fit-for-purpose qualifications to meet the needs of colleges and students alike. The following examples show where we have been able to make a positive contribution to the final outcome:

- **ITQ flexibility and funding**

We believed the introduction of ITQ should not reduce choice for students. So we worked closely with e-skills UK to ensure that the industry-recognised vendor units could be included in the qualification, without the need for redevelopment to the QCF specification. We have also worked, through e-skills UK, to overturn a decision by the Skills Funding Agency not to fund the Level 2 ITQ Certificate in IT User Skills.

- The principle established in this decision had a funding impact across a number of other QCF qualifications.

- **Developing QCF provision for Advice and Guidance**

We have led the work required to redevelop the Advice and Guidance suite of qualifications. This work, in an area that was outside the responsibility of SSCs at the time, may emerge as a model for a less centrally driven qualification development process.

- **Working with Sector Skills Councils to refine the qualification**

Working alongside SSCs as diverse as Skills for Justice, Skillsmart Retail, Skills for Care and Development, and the Council for Administration, we have received positive feedback on our contributions to the resolution of the complex assessment problems involved in the transition to the QCF.

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# PROGRESSIVE

Technology is one of the areas of greatest change in education, transforming learning and educational assessment. Virtual learning environments, on-screen testing systems and electronic portfolios are now an integral part of modern education, helping to drive personalised learning. This provides benefits for students, individuals and those involved with the administration of assessment within schools, colleges and training providers.

## **e-ASSESSMENT**

In the past three years, e-testing has resulted in more than 200,000 tests and is now available for a range of qualifications. These include Key and Basic Skills, ITQ, Digital Literacy and Principles of Business and Administration. In particular, we have been working with Tribal CTAD to introduce Basic Skills e-testing into McDonald's stores.

So far, the OCR repository has been used mainly for 14–19 qualifications, but may be used in Work and Life Skills learning in the future. In the Work and Life Skills learning sector, e-portfolios have been used through OCR for CLAiT/iMedia and through the centre's own e-portfolio.

## **e-MARKING AND MODERATION**

E-marking is now the standard procedure. We have significantly increased the number of tests managed by on-screen marking, and over half this year's scripts were marked online.

By using an electronic process, e-moderation has removed some of the time-consuming, paper-based administration. We simply look at a sample of work to check the internal assessment, to ensure that the appropriate mark has been awarded and the relevant national standard has been applied.

## **ONLINE TRAINING**

We have recently developed a range of online tools to support our customers, including OCR EventBooker, Training Programme e-books and OCR Online Training. Following the success of our summer pilot of online training, we are currently working on a new range of courses.

## **VIRTUAL LEARNING ENVIRONMENTS**

We believe in working with strong third-party providers, who complement our product and engage students and individuals with an e-learning service designed with the end-user in mind.

# QUALIFICATIONS THAT FIT YOUR NEEDS

## WHY CHOOSE OCR?

We are a leading awarding body offering employers and training providers the vocational and general qualifications that they need and their students want.

We provide more than 350 qualifications designed mainly for 14–19-year-olds, and another 340 aimed primarily at Work and Life Skills students, ranging from industry-based NVQs and specialist vocational qualifications to GCSEs and A Levels.

Our portfolio of Work and Life Skills qualifications has been developed to meet the needs of employers, training providers and students in innovative ways, giving us a strong market share in these sectors. We work with a range of companies who use our qualifications, including the BBC and Channel 4.

We also work with the Sector Skills Councils to ensure that our newly developed qualifications on the QCF are fit for purpose. Through the development process we have worked with e-skills UK, Lifelong Learning UK, Skills for Justice, and Skills for Care and Development, to name a few.

We have over 150 years' experience in awarding qualifications, and last year we issued over 3.5 million Work and Life Skills certificates, and had over 4 million entries to our Summer series of GCSEs and A Levels. Part of the Cambridge Assessment group, OCR has students based in over 13,000 different centres.

## OUR ASSOCIATES IN BUILDING A BETTER FUTURE

OCR works together with CIE (University of Cambridge International Examinations) and Cambridge ESOL examination boards, as part of Cambridge Assessment: the University of Cambridge's international examinations group and Europe's largest assessment agency.

By developing a broad range of products and services, the boards seek to make the benefits of education widely accessible and raise the standard of education, both in the UK and around the world.

### CIE

CIE is the world's largest provider of international qualifications for 14–19-year-olds and operates in 157 countries. It has worked in partnership with ministries of education, qualifications authorities and examination and assessment boards around the world for over 150 years. Key achievements include being the state qualification for secondary school students in Singapore, and working with governments in Botswana, Namibia and Swaziland to reform education systems and help localise examinations – by training officials, practitioners, markers and examiners in curriculum development and assessment.

### ESOL

Cambridge ESOL offers the world's leading range of certificates for the study of English, with courses taken by over 3 million people in 130 countries. They help people gain entrance to university or college, improve job prospects, or measure progress in English. More than 11,000 employers, universities and government bodies around the world recognise Cambridge ESOL qualifications.

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## CONTACT US

Keep up to date on the latest news by registering to receive e-alerts at [www.ocr.org.uk/updates](http://www.ocr.org.uk/updates)

OCR Customer contact centre

## VOCATIONAL QUALIFICATIONS

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