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|  | **Evidence Record Sheet**OCR Level 4 Diploma in Career Information and Advice |
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| **Unit Title:**  | **Promote career-related learning to clients** |
| **OCR unit number:** | **Unit 21** |
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| **Candidate Name:** |  |
| I confirm that the evidence provided is a result of my own work. |
| **Signature of candidate:** |  | **Date:** |  |

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| **Learning Outcomes** | **Assessment Criteria** | **Evidence Reference** | **Assessment Method\*** |
| 1. Understand the policy context for career-related learning | * 1. explain the policy context for career-related learning
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| 2. Understand the characteristics of career-related learning | * 1. analyse the characteristics of career-related learning in the workplace, education, training and in the community
	2. explain the reasons why organisations work towards quality kite-marks for careers-related learning
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| 3. Understand the promotion of career-related learning to clients  | * 1. explain the activities used to promote career-related learning
	2. explain promotional techniques to motivate clients to participate in career-related learning
	3. analyse the benefits and limitations of promoting career-related learning to clients
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| 4. Be able to negotiate with external organisations to promote career-related learning | 4.1 negotiate with external organisations to agree respective roles and responsibilities to promoting career-related learning |  |  |
| 5. Be able to implement career-related learning promotional activities | 5.1 design promotional activities to engage clients in career-related learning5.2 deliver promotional activities to clients to engage them in career-related learning |  |  |
| 6. Be able to evaluate career-related learning promotional activities | 6.1 seek feedback on promotional activities 6.2 evaluate feedback from clients to inform future promotional activities for career-related learning6.3 report on the outcomes of evaluation of career-related learning promotional activity |  |  |
| **\*Assessment method key:** O = observation of candidate, EP = examination of product; EWT = examination of witness testimony; ECH = examination of case history; EPS = examination of personal statement; EWA = examination of written answers to questions; QC = questioning of candidate; QW = questioning of witness; PD = professional discussion |

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit and that I have authenticated the work.

Signature of assessor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name (in block capitals): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Countersignature of qualified assessor (if required) and date:

IV initials (if sampled) and date: Countersignature of qualified IV (if required) and date: