



**VTCT**

Apprenticeships  
Communication Plan  
2017-18 for  
Hairdressing and  
Barbering

Q3 2017	Q4 2017	Q1 2018	Q2 2018
<ul style="list-style-type: none"> <li>★ <b>September – Employer:</b> Invitations to attend Employer Focus Group</li>   <li>★ <b>Summer – Providers:</b> Launch “Ask the Expert” through Affiliated Facebook page</li>   <li>★ <b>Summer – Learners:</b> Launch of “Why be an Apprentice?” social media campaign</li> </ul>	<ul style="list-style-type: none"> <li>★ <b>November – Employer:</b> Employer Focus Group - Progress review</li>   <li>★ <b>December – Employer:</b> Launch quarterly employer newsletter</li>   <li>★ <b>Autumn – Providers:</b> VTCT/ITEC quarterly customer visit (update on apprenticeships)</li>   <li>★ <b>Autumn – Learners:</b> Launch of “My apprenticeship experiences” blog</li> </ul>	<ul style="list-style-type: none"> <li>★ <b>February – Employer:</b> Second Employer Focus Group</li>   <li>★ <b>March – Employer:</b> Quarterly employer newsletter</li>   <li>★ <b>January – Provider:</b> Apprenticeship - Best Practice Conference</li>   <li>★ <b>Winter – Providers:</b> VTCT/ITEC quarterly customer visit</li>   <li>★ <b>March – Provider/Learner:</b> Attend National Careers Adviser Events</li>   <li>★ <b>March – Learner:</b> On-line learner questionnaires to capture apprentices’ experiences</li> </ul>	<ul style="list-style-type: none"> <li>★ <b>May – Employer:</b> Third Employer Focus Group</li>   <li>★ <b>April – Employer/Provider:</b> Online survey</li>   <li>★ <b>June – Employer:</b> Quarterly employer newsletter</li>   <li>★ <b>June – Employer/Provider:</b> Publish feedback from employer and provider surveys</li>   <li>★ <b>Spring – Providers:</b> VTCT/ITEC quarterly customer visit</li>   <li>★ <b>May – Learner:</b> Launch of Apprentice on-line newsletter. Case studies and update.</li>   <li>★ <b>June – All:</b> Review feedback loops / revise comms as required</li> </ul>