FUNDED WORKPLACE LEARNING PROGRAMMES FOR SCOTLAND
Transform your Tech Capability
Data • Developer • Digital
About QA: A World-Leading Tech & Digital Skills Organisation

We help many of the world’s leading companies to build their tech and digital capabilities via our leading range of training courses, reskilling bootcamps, workplace learning programmes & apprenticeships. We also create bespoke solutions, blending elements to meet specific client needs.

Globally, our Cloud Academy platform allows our clients’ tech teams to train at scale across a range of the most in-demand skills while our Circus Street platform provides similar, leading capability for our clients’ marketing and commercial teams.

Where organisations need diverse junior tech talent, we can help them fill those gaps immediately through our Squad-as-a-Service proposition, or via entry-level apprenticeships.

Experience:

30,000 tech careers started or enhanced through apprenticeships

More than 200,000 live and virtual classroom learners in 2020

10,000+ higher education students with 7 university partners

6,000+ clients served

More than 80% of the FTSE 350 served

Digital pioneers:

In 2019 QA acquired Cloud Academy, the leading enterprise technology training platform. The union of QA and Cloud Academy has created one of the largest collections of blended learning resources in the world, covering AWS, Microsoft Azure, GCP, Cyber Security, Project Management, DevOps, Agile Development, Big Data and more.

In 2021 QA acquired Circus Street an award-winning global leader in providing commercial digital skills including ecommerce, data analytics and digital marketing skills through its digital platform, allowing global businesses to build and develop digital capabilities across their organisation at scale and deliver exceptional business outcomes for the world’s largest brands.

Our Training Partners:

- AWS
- Microsoft
- Google
- Oracle
- APMG International
- PMI
- AXELOS

Recognised:

- Gold Award for ‘Best Use of Blended Learning’ at the Learning Tech Awards 2020
- Cloud Academy won G2’s Best Software Awards 2020
- Nominated for Innovation in Learning at the Scottish National Apprenticeship Awards 2021
The Tech Skills Crisis

It is widely accepted that we are facing a severe crisis when it comes to the gap between digital skills needed by employers and available talent. Having entered the pandemic with a pre-existing digital skills shortage, the increased pressure to deliver large-scale transformation means the skills shortage is at an all-time high and the fight for talent is ridiculous - and you’re probably not winning.

In their Digital Strategy Roadmap 2020 Global Study[1], Boston Consulting Group (BCG) reported that over 80 per cent of companies regard accelerating digital transformation as a strategic necessity.

In a recent McKinsey Global Survey[2], 87 per cent of executives said they were experiencing skill gaps in the workforce or expected them within a few years, while a CBI study[3] published last summer said that larger organisations predicted their requirements for leading edge, technology skills is likely to increase drastically in the next three to five years.

According to a study[4], it takes 50% longer to hire talent for tech roles than other positions. The study also shows that it takes, on average, 66 days to find the right person to fill a tech role.

Not having the right skills limits the ability to test, evaluate and implement new innovations in the business.

So, organisations that are successful in tackling the challenge of attracting and retaining skilled talent will be operating at a significant advantage.

And filling this skills gap isn’t just about adding new talent. Your existing employees need to grow their skills as technologies develop, and your senior people need to become experts in the latest technologies if they’re to be your leaders of the future.

The Learning & Work Institute’s research revealed that: “70% of young people expect employers to invest in teaching them digital skills on the job, yet only half of the employers surveyed in the study are actually providing that training.” More needs to be done.

With hiring talent expected to become more challenging than securing budget[9], developing existing digital talent must be one of the highest priorities.

It’s clear, for organisations to successfully close the tech skills gap a new approach is required.

**The complexities of building a skilled and diverse tech workforce**

The widening divide between in-demand skills and available talent is multi-faceted; not only is demand for digital skills increasing but according to The Learning & Work Institute[5], appetite amongst young people to take traditional STEM subjects is in decline.

Added to this is the increasing importance and value that business leaders are placing on diversity and inclusion however, only 15% of the tech workforce are from BAME backgrounds and gender diversity is currently sitting at 19% compared to 49% for all other jobs[6]. With 71% of talent professionals reporting[7] that achieving gender parity at their company is a top priority, and Gartner research[8] finding that a diverse workforce improves performance by 12%, and intent to stay by 20%, the complexities of building a skilled and diverse tech workforce becomes clearer.

**£6 Billion**

Even before Covid-19, the skills gap was already directly costing employers over **£6bn a year** and tens of billions more in opportunity cost. ([ITPRO](https://www.itpro.co.uk/technology/56479304))

**87%** of executives said they were experiencing skill gaps in the workforce or expected them within a few years. ([McKinsey](https://www.mckinsey.com/industries/high-tech/our-insights/tech-talent-challenge))

Larger organisations predicted their requirements for leading edge, technology skills is likely to increase drastically in the next **3 to 5 Years.** ([CBI](https://www.cbi.org.uk/)

**3 in 4 (76%)** businesses say that a lack of digital skills would affect the profitability of their business.*

**1 in 4 (23%)** employers feel their current workforce lacks basic digital skills.*

**1 in 3 (37%)** have identified a lack of advanced digital skills.*

*([Learning and Work Institute Report, Disconnected, March 2021](https://www.learningandwork.org.uk/publication/disconnected))

---


[9] Why your IT team must adapt today to the evolving workplace of tomorrow | Computing Research Paper commissioned by QA
QA’s 3D Approach to Building the Tech Skills Capability
Your Organisation Needs at Every Level

QA helps you to address these challenges with 3 different talent solutions:

1. We find fresh and diverse tech talent with the right aptitude and attitude, bringing them into your organisation on Tech Apprenticeship Programmes.

2. We design and deliver Workplace Learning Programmes that will increase the tech capabilities of your existing staff, allowing them to learn new skills whilst delivering on the job.

3. All our IT and Tech apprentices are provided with access to Cloud Academy for the duration of their programme, to expand their learning and continued professional development.
The 3Ds of Tech (Data, Dev & Digital)

QA offers these solutions across the 3Ds that matter most in today’s modern technology - Data, Dev & Digital...

Data (Analytics, IT, Digital Applications)

Government commissioned research\(^{[10]}\) predicts that data analysis will be the fastest growing digital skills cluster, increasing by an estimated 33% in the next five years.

Data analytics is the science of analysing data sets to find trends, answer questions, and draw conclusions. It’s a varied and complex field that often relies on specialist software, algorithms and automation\(^{[11]}\).

The principles of data analytics are being applied across just about every industry. Using past-event data, analysts are making important insight-based business decisions and driving customer value across every team and function including; Operations, Finance, Sales and Marketing.

To get the most from people, data and technology, organisations will need to build an alternative pipeline of competent, skilled and ambitious candidates. It is clear that continuing to rely on a narrow pool of talent with STEM degrees from red brick universities, skilled hires or external consultants will not provide a strategic, long-term solution to the problem. Instead, HR professionals need to think creatively about how to access untapped talent and nurture skills. Apprenticeships offer a valuable tool for organisations looking to close the digital skills gap in data and gain a competitive edge through the best talent.

With the increasing importance of developing data capabilities, employers are seeking professionals skilled in the architecture, retrieval, and analysis of the vast wealth of data available.

Since 2018, QA has invested in and supported learning programmes and solutions in data literacy, including being first-to-market with a Level 8 Workplace Learning programme for Data Analysts. QA has supported leading organisations across retail, finance, insurance and energy to deliver their data literacy transformation.

We draw on our deep-rooted expertise to offer a more comprehensive portfolio of Workplace Learning Programmes in Data than any other training partner.

---


\(^{[11]}\) https://www.futurelearn.com/info/blog/differences-data-analytics-machine-learning-ai
Dev (Software, Web and DevOps)

Software development is at the heart of digital transformation. With demand for services to be consumed online by both clients and employees increasingly exponentially, software developers are in high demand.

As you will know, Dev presents employers with a multi-faceted skills challenge. There are multiple key roles that play a part in the software development lifecycle and migration to the cloud. These include; architecture, networking, coding, DevOps, testing and automation, as well as project management to oversee programmes of work.

Increasingly modern Dev roles are becoming cloud native; so rather than specialising in the front end or back end of an application, Cloud Native Engineers are able to design, code, test and automate with cloud native technologies.

Following the global pandemic and worldwide national lockdowns, Microsoft data showed that two years’ worth of digital transformation have been concentrated into a two month period. Using data, Microsoft has predicted that an accelerated digital agenda is set to exponentially increase demand for tech talent. For software development alone, Microsoft has predicted that there will be 2 million new software development roles and 3m new tech roles in total needed in the UK by 2025.

To help support this, in the summer of 2020, Microsoft launched their Get On 2021 campaign with a view to helping 1.5 million people in the UK build careers in technology by 2025.

Whether it’s Software Developer skills you need, DevOps practitioners or Project Managers QA provides a comprehensive offering across all skill levels for the most in-demand technologies.

With cloud and software developer programmes starting at Level 6 and Level 8 to DevOps Level 8, and Project Management Level 8, we have the Workplace Learning Programmes to enable you to grow Dev skills at all levels of your organisation.

Source: Microsoft Power BI Report
Cyber Security, also known as IT security, is concerned with preventing unlicensed or spontaneous access to computers, services, networks, and data. This can include network security, security for applications, security for endpoints, identity management, security for data, cloud security, and security for infrastructure with skills needed in threat awareness, defence and response. Therefore, it’s easy to see why the demand for cyber security skills spans every industry.

It’s therefore perhaps unsurprising that a study by the Enterprise Strategy Group (ESG) and the Information Systems Security Association (ISSA), found that the current cyber security skills shortage is a key factor in the exacerbation of the number of data breaches today.

The Cyber Security Workforce Study by The International Information System Security Certification Consortium (ISC) estimates that the gap between the currently employed 2.8 million cyber professionals in 11 major world economies and the total number needed in the public and the private sector is around 4 million.

[12] No Longer Optional: Employer Demand for Digital Skills (publishing.service.gov.uk)
Digital marketing skills are crucial in the battleground for customer attention. We offer programmes at L6 for entry-level talent and experienced practitioners who are looking to develop into digital marketing leaders of tomorrow.

Digital Marketing has become more relevant than ever as the Covid-19 pandemic has forced many organisations to explore new ways of showcasing and presenting their brands to key audiences. We work closely with our employers to ensure real-world relevance for all of our apprenticeship programmes, and to ensure that apprentices are getting the best possible experience in their roles.

Paul Masterman, Scotland Operations Director, QA

- Mobile display ad spend reached $61 billion in 2020. (eMarketer, 2020)
- SEO drives 1,000%+ more traffic than organic social media. (BrightEdge, 2019)
- Consumers are 35x more likely to open mobile messages than emails. (Sinch, 2020)
- 93% of all online interactions start with a search engine. (Lauro Media, 2021)
- 68% of marketers stated that paid advertising is “very important” or “extremely important” to their overall marketing strategy. (HubSpot, 2020)
- 5,000 the number of ads the average person sees per day. (Learn Hub, 2020)
- 82% of the respondents say “Active customer retention” is one of the most important objectives for their CRM team. (Tinyclues, 2021)
The continued take up of new technology by businesses, the rapid proliferation of internet connected IoT devices and the Government’s work to drive up cyber resilience across the economy all represent opportunities for the [cyber security] sector to grow and innovate.

Matt Warman MP
Parliamentary Under Secretary of State
Minister for Digital Infrastructure

We offer Workplace Learning Programmes in Cyber Security including Level 8 programmes for Cyber Security Engineers and Risk Analysts, through to a Cyber Security Technical Professional.

A cyber attack occurs somewhere in the world every 39 seconds[^20].

Accenture puts the cumulative global value at risk from being destroyed by cyber attacks amounts to approximately $5.2 trillion[^21] in the period from 2019 to 2023.

Cyber attacks cost organisations on average $13 million.

[^19]: https://safeatlast.co/blog/cybercrime-statistics/
Our 3D Approach to Workplace Learning

Our Workplace Learning Programmes use an award-winning, ground-breaking approach to blended learning in order to immerse the learner in their job role and provide more flexibility for the employer.

Based on in-depth research, we created and built a learner experience that goes above and beyond the design of the programmes, and that works for a variety of different learner personas and their needs. Throughout our Workplace Learning Programmes, these three elements work together; i) content ii) the service and support and iii) the technology.

Using a guided discovery approach to learning, learners are empowered to take ownership of their own three-dimensional learning experience through the Discover, Practise and Apply model. By doing so, learners are more engaged, they become more productive employees earlier, and provide significant value to their employer and the wider economy.
Discover

Theory is learnt by exploring subjects online and in live events.

The Discover phase uses digital learning content such as videos to help learners discover the theory and principles behind each subject. The video content employs storytelling and uses narrative devices to help better-explain topics, as requested in learner feedback.

The digital delivery of the Discover phase allows learners to study at a pace that suits them and with less time away from work.

Practise

Learners practise their new-found knowledge by completing activities – online, in the live events and (most importantly) directly at work in their day-to-day role.

Using our innovative Labs, on the Cloud Academy platform, learners are able to build confidence working on the relevant technology, without the fear of failure associated with working on live systems.

There are two types of labs available; Challenge Labs and Playground Labs.

Challenge Labs task the learner with solving a specific, but semi-defined problem. The Challenge Labs automatically mark whether the learner has completed each element as they go, providing an instant feedback mechanism.

Playground Labs provide learners with a more open environment for exploration and to practise new things based on their own curiosity with little, or no instructions or constraints.

Live classroom sessions provide learners with realistic practise in a group setting, better-representing the real-world of working in technical teams with client requirements.

Find out more about Cloud Academy on page 16.

Apply

Learners apply what they’ve discovered and practised back in the workplace, meaning they make an active contribution to your organisation whilst building their portfolio of evidence to gain their qualification.

The apply phase has been designed to help effectively transfer new skills and knowledge into the workplace. The Apply activities create an outline of the typical workplace tasks in each occupation. This enables the learner’s manager to identify and plan the right opportunities for each learner. The learners are then able to build their real-world evidence against the guidance provided in the Apply activities.
Safeguarding

Safeguarding at QA
Safeguarding means ensuring the safety and wellbeing of our learners.

At QA, this means ensuring our policies and processes promote and protect learner wellbeing, and that while on programme, we teach learners about the types of risk facing modern day British citizens.

This includes cyber risks, mental and physical health information, risks of radicalisation or grooming and much more.

Mental Health at QA
Emotional and mental wellbeing is an important component of successful learning.

Understanding how to protect mental health and promote emotional wellbeing is part of modern British citizenship.
Support for Customers

The role of the employer is critical to a learner’s success so we place equal emphasis on supporting our employers as much as we do our learners.

Role Suitability
We will talk you through the eligibility criteria for the Workplace Learning Programmes being discussed, to ensure the role in your team is suitable. It’s vital that the learner will be undertaking real, productive work which gives them opportunities to access, develop, practise, and evidence the knowledge and skills required to meet the qualification standard.

Getting Started
Before your learner begins we will take you through a check list to help you plan ahead and ensure your learner has a successful programme launch.

Progress Meetings
Recognised as the leading IT and Technology apprenticeship provider in Scotland, QA have developed an ‘Outcome Based Delivery Model’ which allows for a triangulated Learner/Employer/Assessor touchpoint at least every 5 weeks throughout programmes. It also gives assessors the flexibility to increase the frequency of contact, should learners require it, at the point of need. Programmes are delivered using a combination of on and off the job training, by workplace visits every 10 weeks, remote support visits in between, and classroom training (online at present) designed to give learners the knowledge and skills they need to maximise their potential in their chosen career paths.

Points of Contact
Our Learner Services team provide additional support for learners, managers and QA staff when they need it. Learner Services help by providing advice and guidance on anything from budgeting, information about grants (for eligible learners) and welfare.

We are here to support you and your learner. If you have any questions, please contact the QA Safeguarding Team at safeguarding@qa.com.
Cloud Academy is our world-leading digital learning platform, trusted around the globe by tech giants such as AWS, Microsoft, SAP and NASA, to upskill and certify their people in the most in-demand tech skills.

Our learners on level 6 and level 8 programmes are given full access to Cloud Academy for the duration of their programme. With over 10,000 hours of training available, Cloud Academy gives learners the ability to deepen their knowledge and to gain even greater practice using hands-on labs and sandboxed environments.

Furthermore, learners can access training in complementary skills such as project management as well as the ability to broaden their knowledge across the full digital ecosystem, including having access to training to prepare and sit the full suite of vendor certifications and qualifications across AWS, GCP and Azure.

Cloud Academy Learning Paths

Learning paths are objective-driven learning experiences that combine the theory, technical knowledge, and hands-on practice to master skills using industry-leading technologies and major cloud platforms. Our learning paths include:

**Courses**

Video-based training to build your tech skills on industry-leading technologies

**Quizzes and Exams**

Validate what you’re learning on-the-go

**Hands-on Labs**

Guided skills validation to learn in live cloud environments using step-by-step procedures

**Lab Challenges**

Non-guided skill validation to demonstrate problem-solving skills using our sandboxed accounts on AWS, Azure and Google Cloud

**Practice Certification Exams**

Proven to help you pass certification tests on AWS, Azure, Google Cloud Platform, and more

**Certificates/Badging**

Cloud Academy certificates are a great way to show your skills and build your credibility when you include them in your LinkedIn profile.

Training Library Content

- Cloud Fundamentals
- AWS
- Microsoft Azure
- GCP (Google Cloud Platform)
- Alibaba
- DevOps
- Business Management incl. ITIL®, PRINCE2®, TOGAF® 9, AgileSHIFT®
- Agile
- Scrum
- Data Science
- Programming
- Cyber Security
The way you buy technology has changed. Now talent acquisition is following suit. If traditional methods of recruiting are failing to deliver the pipeline of new talent you need, QA can rapidly resource the tech talent you seek.

Over 100,000 people apply for tech jobs through QA every year. We’re passionate about sourcing, upskilling and placing the right talent. We prioritise diversity and save you time and money in the process.

What Gives Us the Edge?

Creating Opportunity

We can help almost anyone forge a career in tech, regardless of their current role through our:

- Regular, free Teach the Nation to Code events – They are designed to give people of all abilities and backgrounds the chance to learn entry-level Python coding skills in an easy-to-understand way.

- Accredited campaigns such as our nine-week #StepUpStandOut programme that gave those seeking employment a head start in the jobs race – with recognised accreditation, plus the digital and workplace skills all employers love.

- FutureReady, the QA community – where we share resources, best practise and support sessions for our learners as well as facilitating peer-to-peer support including from our amazing alumni who are tech career ambassadors, and share their knowledge and expertise and inspiring others in their community to follow in their footsteps.

- Our annual schedule of out reach events with schools and university – taking place all across the UK, they aim to debunk misconceptions about the tech sector and galvanise young people to explore the opportunities a tech career could offer them

Innovative Recruitment

We deliver a truly inclusive, unbiased service by using a range of innovative recruitment tools and approaches.

We start by using our augmented copy-checking tools to ensure all job specifications are expressed in an age/experience-appropriate way, removing gender bias and leading to a diverse applicant base.

Networks and Nurturing

The Scottish tech sector continues to thrive with Gross Value Added (GVA) per head for the tech sector 40% higher than for the economy as a whole and Edinburgh second only to London as the most active tech community in the UK[21].

As organisations have moved to work remotely or shifted to deliver their services online, the drive for digital transformation and the corresponding demand for tech skills has grown even more pressing. A recent report published by Microsoft and Goldsmiths, University of London revealed that 69 percent of UK business leaders thought their organisation was facing a digital skills gap[22]. Worryingly, 20 percent said it would affect their ability to succeed if they could not fill new and emerging roles in their industry. Demonstrating the scale of the challenge ahead, Microsoft has studied LinkedIn data and predicted the need for more than three million skilled people in UK technology careers over the next five years[23].

We partner with all of the major job boards, tech recruitment specialists and youth careers sites including: TotalJobs, UCAS, The National Apprenticeship Service and Young Professionals.

We recruit thousands of apprentices and graduates every year onto our programmes – so our clients benefit from our significant buying and advertising power in the early-careers space.

[22] Unlocking the UK’s Potential with Digital Skills, Microsoft and Goldsmiths
[23] IT Pro Portal, 2020
Diversity & Inclusion
It’s our mission to help eradicate the diversity gap, and make sure equal opportunities are given to applicants from all backgrounds. We do this through our long-standing partnerships, QA-driven initiatives and use of trending tools and software.

We empower women, those from ethnic minority backgrounds and people with disabilities to pursue valuable tech careers and enrich the sector’s diverse talent pool.

We’re passionate about diversity in tech.

Diversity-first candidate attraction
We’ve invested in using augmented copy checking tools to ensure language is inclusive, open to all and free from bias.

We use inclusive imagery throughout our campaigns – producing visual content that promotes diversity and inclusion.

We make tech skills accessible to all
We run free tech workshops including Teach the Nation to Code and Teach the Nation to Cloud so anyone can explore technology career opportunities.

Promoting inclusivity
We nurture relationships with influencers, schools, colleges and universities via events and interactive sessions to ensure learners from all backgrounds are given the same opportunities.

Our popular Teach the Nation workshops have gone online and global. 59% of attendees are under 30. 54% are women.

16% of QA IT and Tech apprentices are female compared to an industry average of 11.2%.

Students from ethnic minority backgrounds are more likely to follow through with an application when they’re invited, with 72% of males applying and a staggering 92% of females completing.
Data Programmes

We draw on our deep-rooted expertise to offer a comprehensive portfolio of Workplace Learning Programmes in Data.

From data to IT and digital applications, QA provides a range of apprenticeship and Workplace Learning Programmes from Level 6 to Level 8, enabling you to grow data skills at all levels of your organisation.

Data Analytics L8 20
IT Professional L6 & L8 21
Digital Applications Support L6 22
Data Analytics L8
Incorporating SVQ Diploma in Data Analytics at SCQF level 8

Why choose our programme?

- This programme is delivered using a blended learning approach, combining classroom training with online resource, coupled with work-based assessment.
- The digital content of the programme is available 24/7 to all learners.
- This programme allows for existing Data Entry Analysts or existing Data Management staff to develop their skills.
- For the duration of the apprenticeship, access to our training library where you can enjoy many additional IT and Tech modules relevant to your role or interests.
- We develop our programmes based on the needs of the IT industry, and training units can be tailored to suit your business requirements.

Programme Timeline: Duration 12 months

Month 1
- Induction (Sign up)
  - Week one readiness
  - Post Induction Visit (ILP/Course planning)
  - Personal Effectiveness
  - Define Customer Requirements

Month 2
- Remote support visit
  - Continue with workplace units

Month 3
- Milestone 1,2,3
  - Review visit
  - 5 day Data Analytics knowledge
  - Principles of Data Management Infrastructure
  - Data Management Infrastructure

Month 4
- Milestone 4
  - Remote Support visit
  - Personal Effectiveness

Month 5
- Milestone 5,6
  - Review visit
  - 5 day CompTIA Net+ week 2 course
  - Principles of Information
  - Security testing

Month 6 (Optional)
- 5 days Python course
  - 5 days CompTIA
  - Security

Month 6
- Milestone 7
  - Remote support visit
  - Event driven programming
  - Procedural Programming
  - Principles of Information Governance
  - Assurance and testing the Security of Information Systems

Month 7
- Milestone 8
  - Review visit
  - Investigate and Define Customer Requirements

Month 8
- Remote support visit
  - Career Skills

Month 9
- Review visit
  - Statistics for Business Enhancement
  - Career Skills

Month 10
- Quality Assurance Checks

Month 11
- Qualification Awarded

Month 12
- New programme (progression) induction
IT Professional L6 & L8
Incorporating IT and Telecommunications Modern and Technical Apprenticeships at SCQF Levels 6 and 8

Why choose our programme?

- The IT Professional Apprenticeship in Level 6 or 8, develops real world skills in the most popular IT technologies
- Learners are trained and supported with technical grounding and experience needed to become effective in a business environment
- Learners gain skills in communication, cloud, helpdesk and network support through bespoke programmes developed around their job role
- For the duration of the apprenticeship, access to our training library where you can enjoy many additional IT and Tech modules relevant to your role or interests.
- We provide learners access to their self-paced and tutor led blended programmes. Assessor contact every 5 weeks, to support work based learning and self-paced online content and assignments.

Programme Timeline: Duration 12 months

<table>
<thead>
<tr>
<th>Month 1</th>
<th>Milestone 2,3,4,5</th>
<th>Milestone 6,7,8</th>
<th>Milestone 9</th>
<th>Milestone 10</th>
<th>Milestone 11</th>
<th>Milestone 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Induction (Sign up)</td>
<td>Review visit</td>
<td>Review visit</td>
<td>Review visit</td>
<td>Review visit</td>
<td>Core Skills</td>
<td>Learning Qualification Awarded</td>
</tr>
<tr>
<td>Week one readiness</td>
<td>10 day Windows 10 class</td>
<td>Telecoms fault diagnosis</td>
<td>Remote Support visit</td>
<td>Remote support visit</td>
<td>Core Skills</td>
<td>New programme (progression) Induction</td>
</tr>
<tr>
<td>Post Induction Visit (ILP/Course planning)</td>
<td>Systems Management</td>
<td>Systems Operation</td>
<td>Personal Effectiveness</td>
<td>Core Skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Systems Architecture</td>
<td>Using the Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tools & Technologies

- Windows 10 Configuring
- Cisco ICND1
- Cisco ICND2
- MTA Networking Fundamentals
- Cyber Security Fundamentals
- CompTIA Network+
- CompTIA Security+
- Cloud technologies
- Windows Server 2012 Configuring
- Windows Server 2016 Configuring

Who is it for?

- IT Cloud Professional
- IT Helpdesk Professional
- Network Support Professional
Digital Applications Support L6
Incorporating SCQF Level 6 Diploma in Digital Applications Support SCQF Level 6 PC Passport

Why choose our programme?

- Develops learners ability to confidently use digital applications in the workplace
- Learners acquire the skills they need to understand and use a wide range of digital applications relevant to their job role
- This programme empowers learners to work with digital applications and learn the fundamental principles
- For the duration of the apprenticeship, learners have access to our training library where they can utilise additional IT and Tech modules relevant to their role or interests
- Gives learners the skills they require to support a wide range of workplace applications using all office systems such as Microsoft 365

Programme Timeline: Duration 12 months

Month 1
- Induction (Sign up)
- Week one readiness
- Post Induction Visit (ILP/Course planning)

Month 2
Milestone 1, 2, 3
- Remote support visit
- 5 day Office Systems User course
- Embed Digital Comms
- IT Systems security
- Digital Information in the workplace

Month 3
- Review visit
- Digital Comms
- Digital Information Management
- Digital Network Environments
- Optimising IT Systems
- IT Systems Security

Month 4
Milestone 4
- Remote Support visit
- 5 day PC Passport course
- Health & Safety in the Workplace
- Understand the potential of IT in the workplace

Month 5
Milestone 5
- Review visit
- Website Software
- Web Development
- Imaging Software
- Video Software

Month 6
Milestone 6
- Remote support visit
- Developing personal and team effectiveness
- Using IT systems
- Data Modelling
- Bespoke or specialist software

Month 7
- Review visit
- Core Skills

Month 8
- Remote support visit
- Core Skills
- Industry specific units

Month 9
- Review visit
- Core Skills
- Industry specific units

Month 10
- Quality Assurance Checks

Month 11
Qualification Awarded

Month 12
New programme (progression) induction
Dev Programmes

Dev presents employers with a multi-faceted skills challenge. There are multiple key roles that play a part in the software development lifecycle and migration to the cloud. These include; architecture, networking, coding, DevOps, testing and automation, as well as project management to oversee programmes of work.

Our Dev portfolio provides courses for entry level talent in your team to those looking to reskilling or progress to the next level in their career at your organisation.

Software and Web Development L6 & L8
DevOps L8
Software and Web Development L6 & L8
Incorporating IT and Telecommunications Modern and Technical Apprenticeships at SCQF Levels 6 and 8

Why choose our programme?

- The Software and Web Development programme delivers high quality on the job training and assessment designed to develop learners into a valued team member.
- This programme is based on the IT and Telecommunications Professionals Modern and Technical Apprenticeships at SCQF6 and SCQF8.
- The programme gives learners the qualifications, skills and practical experience to take on a range of software and web development roles.
- For the duration of the apprenticeship, access to our training library where you can enjoy many additional IT and Tech modules relevant to your role or interests.
- We provide learners access to their self-paced and tutor led blended programmes. Assessor contact every 5 weeks, to support work based learning and self paced online content and assignments.

Programme Timeline: Duration 12 months

<table>
<thead>
<tr>
<th>Month 1</th>
<th>Milestone 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Induction (Sign up)</td>
<td></td>
</tr>
<tr>
<td>Week one readiness</td>
<td></td>
</tr>
<tr>
<td>Post Induction Visit (ILP/Course planning)</td>
<td></td>
</tr>
<tr>
<td>Interpersonal written communication</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 2</th>
<th>Milestone 2,3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote support visit</td>
<td></td>
</tr>
<tr>
<td>5 day .NET Fundamentals course</td>
<td></td>
</tr>
<tr>
<td>Procedural Programming</td>
<td></td>
</tr>
<tr>
<td>Event Driven Programming</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 3</th>
<th>Milestone 4,5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review visit</td>
<td></td>
</tr>
<tr>
<td>5 day Database and SQL course</td>
<td></td>
</tr>
<tr>
<td>Database Software</td>
<td></td>
</tr>
<tr>
<td>Data Modelling</td>
<td></td>
</tr>
<tr>
<td>IT Software Fundamentals</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 4</th>
<th>Milestone 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote Support visit</td>
<td></td>
</tr>
<tr>
<td>Personal Effectiveness</td>
<td></td>
</tr>
<tr>
<td>Health and Safety</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 5</th>
<th>Milestone 7,8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review visit</td>
<td></td>
</tr>
<tr>
<td>5 day .NET Advanced course</td>
<td></td>
</tr>
<tr>
<td>Object Oriented Programming</td>
<td></td>
</tr>
<tr>
<td>Testing IT systems</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 6</th>
<th>Milestone 9,10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote support visit</td>
<td></td>
</tr>
<tr>
<td>5 day Web development course</td>
<td></td>
</tr>
<tr>
<td>Website Software</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 7</th>
<th>Milestone 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review visit</td>
<td></td>
</tr>
<tr>
<td>Core Skills</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 8</th>
<th>Milestone 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review visit</td>
<td></td>
</tr>
<tr>
<td>Core Skills</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 9</th>
<th>Milestone 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review visit</td>
<td></td>
</tr>
<tr>
<td>Core Skills</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 10</th>
<th>Milestone 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality Assurance Checks</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month 11</th>
<th>Milestone 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>New programme (progression) Induction</td>
<td></td>
</tr>
</tbody>
</table>

Tools & Technologies

- HTML
- CSS
- Javascript
- ASP
- PHP
- Python
- SQL

Who is it for?

- Software Developer
- Web Developer
- Programmers
DevOps L8
Incorporating IT and Telecommunications Modern and Technical Apprenticeship at SCQF Level 8

Why choose our programme?

- The DevOps Technical Apprenticeship programme is a brand new pathway within our existing IT and Telecommunications Professionals SCQF8 Technical Apprenticeship
- Learners will experience a mixture of blended online resources, tutor led training and assessor support
- Learners will have access to a training library for the duration of their apprenticeship, where they can enjoy additional IT, tech, and business modules relevant to their role or interests
- Learners are trained and supported with technical grounding and experience needed to become effective in a business environment
- Learners can access additional optional training such as: Agile Awareness and other DevOps methodologies such as DevOps Foundations, DevOps Fundamentals Applying AGILE techniques to build a DevOps practice.

Programme Timeline: Duration 12 months

Month 1
- Induction (Sign up)
  - Week one readiness
  - Post Induction Visit (ILP/course planning)
  - DevOps Foundations

Month 2
Milestone 1,2
- Remote support visit
  - Personal Effectiveness mandatory
  - Plus either Customer Care/Interpersonal Written Communication

Month 3
Milestone 3,4
- Review visit
  - 5 day ComTIA Net+ course and complete IT Systems
  - Security and Information
  - Security Principles of Governance and Assurance class units

Month 4
Milestone 5,6
- Review visit
  - 5 day Database and SQL course
  - Complete Database
  - Software and Data modeling class units

Month 5
Milestone 7,8
- Review visit
  - 5 day Web Development course
  - Complete Web Development and Website Software class units

Month 6
- Remote support visit
  - 5 day Installing and Configuring Windows Server 2016 course or 5 day Linux Fundamentals course
  - Complete Systems Operation for either courses

Month 7
Milestone 9,10
- Review visit
  - RPL units from mandatories (from previously completed IT)

Month 8
- Remote support visit
  - Career Skills
  - Technical Advice and Guidance and remote support units
  - Applying AGILE techniques to build a DevOps practice

Month 9
- Quality Assurance Checks

Month 10
- New programme (progression) induction

Month 11
- New programme (progression) induction

Month 12
- New programme (progression) induction
Digital Programmes

We offer our award winning Workplace Learning Programmes in Digital Marketing and Cyber Security to help you develop the digital skills needed in your organisation.

Digital Marketing L6 27
Information Cyber Security L8 28
Digital Marketing L6
Incorporating SCQF Level 6 Diploma in Digital Marketing

Why choose our programme?

- This programme combines high quality classroom training and on-the-job experience to transform learners into skilled digital marketing professionals.
- Learners will be equipped with real-world skills they need to tackle a varied and fast-paced role, helping organisations thrive in the online marketplace.
- This programme combines technical skills with marketing principles – getting learners ready to take on the technical aspects of digital projects, all whilst understanding the marketing theory behind them.
- The apprenticeship covers areas such as email marketing, social media, Google analytics and Search Engine Optimisation (SEO).
- Apprentices learn how to use industry leading graphics and video editing tools from Adobe.

Tools & Technologies

- Email marketing
- Social media
- Digital marketing and metrics tools including Google Analytics
- Search engine optimisation (SEO) and email marketing
- How to use industry-leading graphics and video editing tools from Adobe.

Programme Timeline: Duration 12 months

Month 1
- Milestone 1
  - Induction (Sign up)
  - Week one readiness
  - Post Induction Visit (ILP/Course planning)
  - Business environment

Month 2
- Milestone 2
  - Remote support visit
  - 5 day Digital Marketing boot camp
  - Principles of Marketing and Evaluation

Month 3
- Milestone 3
  - Review visit
  - 5 day Digital Marketing course
  - Email marketing and principles of Social Media in a business

Month 4
- Milestone 4
  - Remote Support visit
  - 5 day Creative Business Skills course
  - Imaging Software
  - Video Software
  - Understand the potential of IT in the workplace

Month 5 (Optional)
- Milestone 5
  - 5 days Web skills Fundamentals course
  - 5 days Photoshop course

Month 5
- Milestone 5
  - Review visit
  - Legislation
  - Personal Development

Month 6
- Milestone 6
  - Remote support visit
  - Web Development and Content
  - Management Systems
  - Metrics and Analytics
  - Analyse and Report Data
  - Principles of Keyboard Optimisation
  - Search Engine Marketing

Month 7
- Milestone 7
  - Review visit
  - Collaborative technologies

Month 8
- Milestone 8
  - Core Skills

Month 9
- Milestone 9
  - Core Skills

Month 10
- Quality Assurance Checks

Month 11
- New programme (progression) induction

Month 12
- New programme (progression) induction

Who is it for?

- Social Media Marketer
- Communications Officer
- Digital Marketing Assistant
- Website Administrator
Information Cyber Security L8
Incorporating Information Security Technical Apprenticeships at SCQF Level 8

Why choose our programme?

• This programme combines high-quality classroom training with on-the-job experience to develop learners’ real world skills in information security.
• This programme teaches learners how to identify and mitigate against malware types, potential cyber-crime attacks, and how to secure networks and services using cryptography.
• During the programme approximately 8% of training takes place at a QA study centre (currently online), with the remaining 92% completed in the workplace.
• We develop our programmes based on the needs of the IT industry, and training units can be tailored to suit your business requirements.
• For the duration of the apprenticeship, access to our training library where you can enjoy many additional IT and Tech modules relevant to your role or interests.

Programme Timeline: Duration 12 months

Month 1
• Induction (Sign up)
• Week one readiness
• Post Induction Visit (ILP/course planning)

Month 2
Milestone 1,2
• Remote support visit
• Carrying out Information Risk Assessments
• Security Audits

Month 3
• Induction (Sign up)
• Week one readiness
• Post Induction Visit (ILP/course planning)

Month 4
Milestone 3,4
• Remote Support visit
• Carrying out Information Security Risk Assessments
• Testing the Security of Information Systems
• IT Systems Testing

Month 5
Milestone 5,6
• Review visit
• 5 day CompTIA Security+ week 2 course
• Principles of Information Security Incident Management

Month 6
Milestone 6
• Remote support visit
• Carrying out Information Security Incident Management activities

Month 7
Milestone 7,8
• Review visit
• Investigating Information Security Incidents
• Principles of Information Security testing

Month 8
Milestone 8
• Remote support visit
• Career Skills

Month 9
Milestone 9,10
• Review visit
• RPL units from mandatories (from previously completed IT L8)

Month 10
• Quality Assurance Checks

Month 11
New programme (progression) induction

Month 12
Qualification Awarded
Apprenticeships are funded in Scotland through Skills Development Scotland (SDS)

Skills Development Scotland is Scotland’s national skills body. They contribute to Scotland’s sustainable economic growth by supporting people and businesses to develop and apply their skills. They work with partners to provide services that deliver the very best outcomes for Scotland’s people, businesses and the economy.

Like the rest of the UK’s funding bodies, a Scottish apprentice requires learning to take place while employed, gaining the experience they need whilst working towards a recognised Modern Apprenticeship framework and being paid by their employer.

How are Apprenticeships funded?

Apprenticeships are 100% funded for learners aged 16-19 years old, and partially funded for apprentices aged 20-24 and over 25. Funding rates differ across age groups and Modern Apprenticeship frameworks. Funding is drawn down on the achievement of milestones linked to units and credits of the Apprentices qualification. For 16-19-year olds, 25% of total funding is drawn down at end of programme and based on final achievement of the framework, for all learners aged 20 and over, 50% of total funding is drawn down on final achievement.

Incentives and recent changes to Modern Apprenticeships in Scotland

The Scottish Government through SDS introduced some recent changes and incentives to include:

- A rural supplement for training providers in recognition of the additional costs for delivering in rural areas
- The removal of public sector eligibility restrictions meaning that public sector employers have the same access to Modern Apprenticeship funding
- More opportunities for people aged over 25
- Enhanced contribution rates providing young disabled people and those with experience of care with the highest level of funding up to and including the age of 29
Case Studies

University of St Andrews

Moment

Harper Macleod LLP
University of St Andrews Case Study: Building Capability Through Apprenticeships

With QA’s IT Apprenticeships and recruitment services, the University of St Andrews has created a pipeline of IT talent since 2012. As Scotland’s top University hires its 25th QA IT apprentice, learn more about the positive changes QA’s IT apprenticeships have made.

THE START OF THINGS TO COME

In 2012, St Andrews engaged with QA and found the skills offered in QA’s IT apprenticeships matched the requirements needed to source and shape productive and skilled people who could immediately add value. Following an initial consultation, the decision was made to hire 3 IT apprentices with QA.

Like any new venture, there were some initial concerns – this was a significant shift for St Andrews, who traditionally recruited graduates; QA sourced and prepared candidates for St Andrews to interview. Within weeks, St Andrews had three eager and engaged young people ready to start. The impact of the apprentices quickly became apparent - not just bringing much needed IT skills but a whole raft of other benefits too.

Pauline Brown, Associate Chief Information Officer (Service Delivery), University of St Andrews says:

“The apprentices QA help us to find have brought about a cultural change to the IT department, as well as increased customer satisfaction levels. The apprentices’ energy and capacity for learning has a hugely positive impact on the team.

“The practical application of skills and competencies unique to QA IT apprenticeships is brought to life in the St Andrew story, with apprentices blending their learning whilst adding value from the off. The work based learning programmes offered by QA have helped to reduce call resolution rates, saving the University time and money.

“NOT LIKE OTHER APPRENTICESHIPS

"Since the beginning of the apprenticeship partnership between QA and St Andrews, the University, founded in 1413 has hired QA IT apprentices annually – bringing on board at least 2 apprentices and up to 4 each year. But St Andrews realise it’s not just down to the learning provider to make apprenticeships a success, they invest time and energy to make sure every apprentice is given the best opportunities to succeed.

On organisational engagement throughout apprenticeships, Pauline notes: “We do everything we can to give apprentices the best possible opportunity during their two years with us – to make sure they have enviable and competitive CVs for the next stage of their careers. It’s very rewarding to see our apprentices grow and develop in their skills and confidence over their time with us. “St Andrews use of apprenticeships is testament to the power of work-based learning. Pauline says: “Once we’d been doing it a few years it was clear that ours were not like other apprenticeships. Having QA by our side for what has been, and will hopefully continue to be a very successful relationship has been important. Our QA Account Managers know us and know the kind of people that will fit our needs perfectly, this helps things to run smoothly.” Pauline’s sentiments are justified as St Andrews have gone on to win multiple awards for their apprenticeship provision.

WHAT’S NEXT?

“We are going to continue to recruit apprentices with QA and continue sharing our experience of hiring apprentices with others- we are huge advocates of apprenticeships” says Pauline.
Moment Case Study: Digital marketing apprentices focus marketing agency on a culture of learning

A different path into digital marketing
Digital marketing is a fast-moving industry. Platforms, technologies and strategies change, requiring digital marketers to embrace a continual learning culture. New entrants into the field are often graduates, fresh to work after years of studying.

However, whilst theoretically prepared for the challenges of digital marketing, Moment found that much of the practical, on-the-job experience was lacking in junior candidates. That’s when it approached QA.

Adam Bell, Technical Director at Moment, says, “a lot of what we do on a daily basis isn’t taught on degree programs. In the time it takes to complete a degree, the industry has often totally changed. I felt we needed to bring people in earlier, starting at a more fundamental level, teaching them on the go as the industry evolves.”

Moment embraced QA’s Digital Marketing Apprenticeship programme. Believing in the power of training and mentoring alongside real-world, on-the-job experience, three apprentice roles were defined: one in design, a second in commercial and the last in campaign management.

Of course, we need people to understand why Google Ads and SEO are important, but, we really need them to know how to put those skills to use the very next day,” Adam continues.

The right attitude
Moment tasked QA with finding individuals with attitude and aptitude, rather than proven experience in tools and platforms.

“We were really impressed with the calibre of people QA attracted. Aberdeen isn’t the first place you think of when it comes to marketing opportunities, but we want to challenge that. Our strategy is to hire the best people for Moment wherever they are in Scotland. As a business, this significantly widens our potential talent pool and gives people, especially those who want to stay in Scotland, a chance to join the industry,” Adam comments.

The apprentices attend regular sessions with QA tutors, delving into all aspects of digital marketing. Whether it’s running LinkedIn ads or understanding metadata, skills are immediately applied and ingrained on the job. In addition, regular check-ins with QA digital learning consultants and Moment
Managers support the apprentices, ensuring the passion for learning continues to burn bright.

Adam explains, “thanks to QA’s guidance and structured approach everybody stays on track. We provide the space for apprentices to investigate interests and gain experience, while QA facilitates learning and mentoring. Of course, it’s incumbent on us to give apprentices study time, but this will ultimately benefit the business and individuals,” Adam adds.

**Well-rounded marketeers**

Adam gives career talks to local school leavers and sits on the digital industry liaison group at Robert Gordon University in Aberdeen. He believes other agencies underestimate the “well-rounded” experience offered by digital marketing apprenticeships.

His apprentices agree. Kate MacKay, took a role in the campaigns team. She adds, “After leaving school, I wasn’t sure on my career path, but Moment’s apprenticeship has given me direction. There’s a perception that apprenticeships are just for engineering or cooking but learning digital marketing this way works really well. My role is both technical and creative; as an apprentice, I learn the technical skills with QA, but then I can creatively put them to use with Moment the next day.”

**Shaping the company’s future culture**

Moment is still in its formative years, establishing its culture and values. Seeing the apprentices settle into the team and confidently support the workload has encouraged Moment to place greater value on willingness to learn, something critical to an evolving industry.

Beyond company culture, Adam hopes apprenticeships will encourage people to develop and play a role in increasing retention. He comments, ”providing development opportunities like QA’s apprenticeship drives loyalty. Marketing suffers from attrition; people move at the flick of a switch. In encouraging these development experiences, we hope to not only train great people but retain them for years to come.”

---

We were really impressed with the calibre of people QA attracted. Aberdeen isn’t the first place you think of when it comes to marketing opportunities, but we want to challenge that. Our strategy is to hire the best people for Moment wherever they are in Scotland. As a business, this significantly widens our potential talent pool and gives people, especially those who want to stay in Scotland, a chance to join the industry.

Adam Bell, Technical Director, Moment
Harper Macleod LLP Video Case Study

Video link: vimeo.com/520910938

Harper Macleod's chief executive explains how long they have had an apprenticeship programme in place.