



DigitalMarketingMentor

# Assessment & Internal Quality Assurance Policy

## Digital Marketing Mentor's Policy

The process within this document provides an overview of the Assessment and Quality Assurance roles and responsibilities and will be adhered to within Digital Marketing Mentor.

Documentation used throughout the Assessment and IQA process will vary depending on the division within Digital Marketing Mentor and the majority of Digital Marketing Mentor's programmes are delivered and internally Quality Assured using EPortfolio - Quals Direct

### Scope

This policy applies to all training provision offered by Digital Marketing Mentor

### Statement

Assessment is the process by which a learner's skills and knowledge are reviewed in order to evaluate what they have learnt in their Apprenticeship and how they are performing against the competencies they are required to demonstrate in their End Point Assessment. Our Mentors will formatively assess learners working towards their chosen Apprenticeship Standard through to their End Point Assessment and completion of their Apprenticeship programme .

Assessment will ensure that learners are fairly, accurately and regularly assessed in a consistent manner by our industry of expert mentors:

We will:

- Provide initial and diagnostic information that assists both staff and learners to provide appropriate support to enable achievement of their learning outcomes
- Allow learners to monitor their own progress by providing consistent feedback to evidence generated
- Enable Mentors to review and develop flexible learning programmes to support learners to achieve their intended learning outcomes
- Enable a transparent dialogue between the learners and mentors and employers to ensure progression is being made towards the learners Apprenticeship Standard. (eg tracking using our eportfolio system Quals Direct)

**All assessments will follow the five principles below:**

- **Authenticity:** All assessment activity must have in place processes to ensure that the achievement is the learner's own work.
- **Validity:** The method of assessment and the evidence provided must be appropriate and be capable of demonstrating achievement of learning outcomes/competencies in the apprenticeship Standard and at the appropriate level.
- **Reliability and consistency:** Assessment should be standardised across all levels and provision. Moderation and standardisation must follow Digital Marketing Mentor processes
- **Fit for purpose:** The assessment strategy must be appropriate for the target group of learners and in the correct context in which they are learning e.g. homework must be supportive, or initial diagnostic must not be intimidating. The criteria and methods which

are being used to judge any evidence must be clear to the learner, staff , internal and external parties

- **Inclusiveness:** Assessment should be based on learners' needs. It must allow all learners to demonstrate their achievements regardless of individual circumstances.

The **Mentor/Tutor** is responsible for:

- Providing a copy of their CV and Certificates to: [enquireis@digitalmarketingmentor.co.uk](mailto:enquireis@digitalmarketingmentor.co.uk)
- Completing a detailed programme of Induction with their learners
- Ensuring continuous professional development meets company requirements annually and is logged for inspection purposes, a CPD form can be requested by emailing: [enquires@digitalmarketingmentor.co.uk](mailto:enquires@digitalmarketingmentor.co.uk)
- Conducting a robust Initial Assessment using BKSBS , giving on-going support and review according to individual learner needs, aspirations and requirements as specified in the Digital Marketing Mentor Guide, Initial Assessment Process and IAG Strategy
- Ensuring diagnostic assessment improvements are embedded alongside the learner Apprenticeship programme.
- Recognising a learner's prior learning (APL) and ensuring it is taken into consideration against any apprenticeship standard or functional skills
- Ensuring learners have a copy of the learner handbook and they are aware of the Company Learner Appeals Process and how to action any disagreements
- Delivering to and monitoring the progression and completion of learner Apprenticeships timely following the processes listed below.
  - a) All evidence of Teaching & Learning should be recording in the Quals Direct eportfolio system.
  - b) Marking and assessment of all learners work should be completed within given timescales Mentors/tutors should be working towards a teaching qualification i.e. PTTLS/CTTLS/DTTLS and EPA training. The trainer/ assessor should have the knowledge and experience in the relevant vocational sectors and a minimum of 5 years occupational experience
  - c) It is a requirement of the organisation that all Mentors /Tutors/Assessors should have occupational competency in the subject they will be delivering/assessing.
  - d) Mentors need to ensure that appropriate links are made between theory and practical application and that the underpinning knowledge is applied to the sector and Apprenticeship Standard
  - e) Develop and review lesson plans and SOW for delivery.
  - f) Supporting and guiding the learner with Functional skills where required
  - g) Embedding functional skills alongside the learner apprenticeship programme
  - h) Undertaking 30 hours of continuous professional development (CPD) every year and recording this in their CPD log, these must be submitted to DMM annually. This could just be a 'Back to Basics' programme or shadowing an occupationally competent tutor proficient in the relevant sector. A CPD form is available by request: [enquires@digitalmarketingmentor.co.uk](mailto:enquires@digitalmarketingmentor.co.uk)

## Delivery approach

As a Mentor, you will:

- Ensure that teaching learning and assessment activity meets the expectations of Digital Marketing Mentor as listed in the following company guidance documents
  - 1)The Mentor Guide
  - 2) The Quals Direct Guide

- Use your own and sector specific knowledge and experience to assess learners' evidence against the requirements of the qualifications specifications /standards
- Engage in standardisation activities to ensure there is consistency in the assessment process
- keep accurate and up-to-date records of your teaching learning and assessment activity within our eportfolio system Quals Direct
- Keep both employers and the learner updated about their Apprenticeship/Functional skills progress by completing a face to face detailed progress review every 12 weeks
- Engage learners and employers in the planning of delivery and assessment to meet their chosen Apprenticeship Standard
- Provide detailed feedback to learners on the suitability of evidence with regard to level, sufficiency, and validity in preparation for their end point assessment
- Support learners to take appropriate corrective action where necessary
- Keep DMM and employers updated about learner progress and inform them of any concerns (eg absences and uncompleted work)

## **The Internal Verifier is responsible for:**

- Following company process by carrying out internal verification of qualifications being delivered in line with an agreed sample percentage which is at the discretion of the Lead Internal Verifier. This should be recorded in Quals Direct or by the completion of a paper based IQA form and uploading it into the Quals Direct eportfolio for transparency and tracking
- Completing checks where required to ensure there is sufficient learner evidence to meet the learner End Point Assessment (EPA)
- Ensuring resources are produced and submitted to the [enquiries@digitalmarketingmentor.co.uk](mailto:enquiries@digitalmarketingmentor.co.uk) prior to using them for delivery.
- Attending quarterly qualification standardisation meetings which include sharing and discussing teaching and learning strategies.
- Ensuring learners are aware of the Company Learner Appeals Process and ensuring this is followed in the event of a candidate disagreeing with an assessment decision.
- Ensuring assessment records are retained for centre and awarding organisation scrutiny and verification requirements for a minimum of three years following certification within a centralised area of Quals Direct . Mentors/Tutors are responsible for retaining and providing copies of any assessment records if paper based.
- Reporting any special consideration and reasonable adjustment for the attention of the Managing Director in order that there is a transparent documented log in agreement with the esfa funding rules. (refer to the special consideration Policy)
- Mentors/Tutors are providing detailed accounts of their Teaching & Learning sessions and are documenting and assessing evidence accurately meeting DMM expectations and ensuring evidence is sufficient to meet End Point Assessment (EPA ) as stated in the Apprenticeship standard

## **Quality Assurance/Audit:**

- Tracking of Teaching ,learning and assessment are provided using our internal Quals Direct & Zoom systems
- Quality Assurance Plan(QIP) are kept up to date meeting business needs for sustainable growth
- Completion of a yearly Self Assessment Report
- Regularly updating of the Course Directory portal to ensure the company offer is accurate
- Resources are fit for purpose - i.e. they have been quality stamped and version controlled Resources support the learner to produce evidence which meets the targeted assessment criteria in the Apprenticeship Standard
- Invoices are checked and signed off monthly following the internal Invoice checklist
- Observations are to be carried out for all delivery staff (refer to our internal observation policy)