

# Information, Advice and Guidance (IAG) Policy

## **INFORMATION, ADVICE AND GUIDANCE (IAG) POLICY**

This Policy should be read in conjunction with other Digital Marketing Mentor policies and procedures.

### **Digital Marketing Mentor Visions and Values for IAG**

Digital Marketing Mentor aims to provide high quality and impartial information, advice and guidance - which promotes the value of learning to employers, learners and mentors of Digital Marketing Mentor.

Digital Marketing Mentor staff are passionate about education & enabling our learners to reach their potential. The IAG staff seek especially to develop the self-esteem and self-confidence of students. We share with the rest of Digital Marketing Mentor our belief that every individual should be treated with courtesy and fairness and we respect the rights and beliefs of each other, regardless of gender, marital status, age, disability, race, religion, sexual orientation or position within the organisation.

We value new ideas and approaches and seek new opportunities and solutions to meeting the IAG needs and demands of our learners, employers and the local community whilst supporting national and regional education and economic strategies. We seek to encourage and celebrate creativity and to be supportive of innovation, learning from all that we do. We believe that our staff and learners should work in an environment of friendliness, with a clear sense of purpose to achieve our mission and realise our vision.

### **Learner Entitlement**

Digital Marketing Mentor is committed to create an IAG experience for the students that is:

- Outstanding and delivered in an excellent environment
- Aspirational, designed to inspire and motivate
- Personalised to suit the student
- Planned to guide students on to the right courses and to support and stretch them
- Developing self-confidence
- Coaching them to be successful and progress on to their next steps

All learners that use the IAG at Digital Marketing Mentor are entitled to a service that is:

#### **1. Accessible and Visible**

Access to IAG should be free from direct or indirect discrimination. Services should be recognised and trusted by learners, and have a convenient range of entry points from which learners may be signposted or referred to the services they need.

#### **2. Professional and Knowledgeable**

IAG frontline staff should have the skills and knowledge to identify the learner needs quickly and effectively. They should have the skills and knowledge either to address the learners needs or to signpost or refer them to suitable alternative provision.

Digital Marketing Mentor Staff learning and development needs are identified during monthly one-to-ones and appraisals to ensure they are able to offer the best possible IAG to learners, prospective learners and organisations representing current or prospective learners. The identified needs include professional and subject updating via long and short external courses and conferences, leadership and management, employability skills and other developmental activities.

### **3. Impartial**

Learners have the right to information, advice and guidance that is impartial, unbiased and realistic. Where appropriate, referrals will be made to external agencies.

### **4. Integrated**

Links between IAG services should be clear from the learner's perspective, regardless of the programme or location of their study. Where necessary, learners will be supported in their transition between services.

### **5. Responsive to Diversity**

The range of IAG services should reflect the diversity of clients' needs and reflect both the present and future needs of the learner.

### **6. Enabling**

Enquirers, learners, employers, staff and partners should be able to make informed choices about ways in which Digital Marketing Mentor can meet their individual training and development needs. IAG services should encourage and support learners to become lifelong learners by enabling them to access and use information to plan their careers, supporting them to explore the implications of both learning and work in their future career plans.

## **IAG Delivery**

This policy applies to all learners of Digital Marketing Mentor, enrolled, past & prospective learners of Digital Marketing Mentor and employers or other organisations representing past, current or prospective learners.

**Advice** – this involves:

- helping a learner understand and interpret information
- providing information and answers to questions and clarifying misunderstandings
- understanding their circumstances, abilities and targets
- advising on options or how to follow a given course of action
- identifying needs – signposting and referring students who may need more in-depth guidance and support.
- providing written IAG through The apprenticeship learner handbook and Digital Marketing Mentor Website

**Guidance** – aims to support learner to:

- better understand themselves and their needs
- confront barriers to understanding, learning and progression

- resolve issues and conflicts
- develop new perspectives and solutions to problems
- be able to better manage their lives and achieve their potential.

*Guidance may also involve advocacy on behalf of some students and referral for specialist guidance and support. This involves more in-depth one-to-one work by guidance trained staff.*

In line with the IAG defined above, Digital Marketing Mentor will provide assistance relating to:

- the range of support available at Digital Marketing Mentor
- if applicable, fees and other financial charges associated with a course of study
- financial assistance available to support those in education and training
- course entry criteria, qualifications and accreditation
- impartial careers advice and guidance
- personal goals, aspirations and motivation while on course
- guidance to its current learners to discuss progression

## **Key Personnel**

Lead for IAG at Digital Marketing Mentor

Key managers:

- Managing Director
- Founder

Digital Marketing Mentor is committed to developing quality IAG provision in agreement with its partners, to ensure that the best range of progression opportunities are available and that consistency of delivery ensures all learners receive impartial, high quality IAG. Information on courses is provided by IAG staff- the company Founder and Managing Director. Where Digital Marketing Mentor does not have the information, the IAG staff will seek the information on behalf of the individual, or provide the individual with the name and contact details of the organisation who will have the information being requested.

Advice provided is impartial and confidential, to enable learners and potential learners to make informed choices as to the most appropriate route for their personal and career development.

Guidance is provided through written and on-line materials, such as our website and the online learning portal *Quals Direct*. A Mentor can support face-to-face, webinar or written format. Digital Marketing Mentor promotes and supports equality of opportunity and wherever possible Digital Marketing Mentor will seek to provide information in a format which suits the needs of the individual.

The Policy Objectives below support these as follows:

1. Increase the numbers of enquiries which lead to enrolments.

2. Increase learner satisfaction with the IAG received from Digital Marketing Mentor.
3. Improving Digital Marketing Mentors Retention, Success and Achievement rates and measure the impact of the IAG services on these.
4. Improve the percentage of learners that retain employment and progress onto higher level qualifications.
5. Monitor and ensure equality of access to impartial IAG for range of learners of Digital Marketing Mentor.
6. Widen the range of appropriate partners and external agencies which Digital Marketing Mentor can refer to.
7. Continually update and improve the staff training and resources to provide up-to-date, impartial and effective IAG for learners.

#### Assessment Review and Evaluation

To ensure a high quality of IAG service, Digital Marketing Mentor will evaluate its provision to ensure that:

- The information, advice and guidance is delivered in accordance with the this IAG Policy.
- Any learner or potential learner with an identified disability will be provided with appropriate support to enable access to IAG services.
- Feedback is regularly obtained and reviewed from the Learner journal within the online learning portal *Quals Direct*, Feedback forms and Survey Monkey.

