



DigitalMarketingMentor

Assessment Practice Policy & Procedure

The introduction of the new qualifications standards has changed the way assessment takes place. This means that qualified assessors do not now have the overall control of assessing the learners final competence, and this is now completed externally by a chosen End Point Assessment Organisation. This does not mean that assessment should not take place, moreover that Mentors are encouraged to provide robust teaching and learning practice ensuring that learners generate sufficient evidence in meeting the Apprenticeship standard by following the assessment Plan. These are often weighted differently and should be examined with care. must be independent from the internal verifier. Where countersigning is needed, the qualified Mentor must provide constructive feedback and sign off all evidence and to accept responsibility for the evidence being signed off. When end point assessment has taken place

At Digital Marketing Mentor we must operate using the guidance as set out in the standards and assessment plans for our qualification delivery offer. The standards guidance can be located using this link: <https://www.instituteforapprenticeships.org/apprenticeship-standards>

To fully cover all requirements, at Digital Marketing Mentor we use webinar to deliver our programmes of learning, this is not compulsory and face to face delivery can also be conducted of preferred. We expect mentors to use a variety of assessment methods, e.g. observation, knowledge questions and product evidence. If this is not possible for exceptional circumstances, a statement should be added to justify why. Where possible, observation should be the primary method of assessment. Mentors **MUST** see their learners on a monthly basis, but more frequent visits can be made where needed. It is Digital Marketing Mentor's policy not to cancel learner visits and also to ensure that all visits are attended. If a learner cancels and you have more than one learner in that workplace, the other learners should still be seen, acknowledging the time they have set aside to see you. The contact log in Quals Direct should be completed for all contact with the learner and a 12 week progress review should be completed face to face and include the employer and the learner.

All assessment records **MUST** be signed and dated by the Mentor and learner within paper portfolios, for learners and all evidence logged within Quals Direct for electronic forms of evidence This is to ensure a transparency showing clear planning and assessment. It will also ensure evidence and paperwork doesn't get lost, thus disadvantaging the learner.

Acceptable assessment methods to be used to check learner progress are as follows –

- Observation (written and/or recorded)
- Professional Discussion (written and/or recorded)
- Witness Testimony
- Oral Questioning
- Product Evidence (must include statement of use)
- Learner Report / Case Study / Reflective Account /Project
- Simulation activity

Although simulation is an acceptable method of assessment; this method is only accepted in extreme circumstances and must be approved by the EQA prior to use.

The role of the Quality Assurance/IV is to perform a quality check on each portfolio and ensure that it has been produced in line with awarding body standards and contains sufficient evidence to

demonstrate competence and End Point Assessment (EPA) to the Apprenticeship completion . There will be quality assurance/audit checks completed on each portfolio within Quals direct in order to monitor the teaching, learning and assessment of evidence generated. A manual or electronic report will be completed for each Mentor and forwarded outlining the findings and any actions where necessary with target dates for completion. We must ensure that all portfolios presented to the awarding body are of the highest quality.

To ensure that we maintain consistency and high standards across the board at Digital Marketing Mentor, all paper based folders **MUST** be in the desired layout; this will again provide a uniformed look to all qualifications and benefit the verifiers throughout the quality assessment processes.

Where a Mentor is not yet qualified with their assessors qualification, there must be at least 5 years occupation experience in the sector they are delivering and a mentor buddy scheme incorporated to ensure standards are maintained. All mentors will be encouraged to complete a teaching qualification eg ptlls, ctlls, dtlls, and EPA training to ensure their knowledge and understanding is fully up to date.