

**SKILLS  
ACCOUNTS**



# SKILLS ACCOUNTS E-BULLETIN JUNE 2009

Edition Twelve

Our  
future.  
It's in  
our hands.



Welcome to the latest edition of the Skills Accounts e-bulletin.

A Skills Account is a personalised service that helps individuals take control of their learning and working lives. By encouraging individuals to register for a Skills Account you can help them:

- Choose the right course
- Find out how much funding may be available to support them
- Call or book an appointment with a trained careers adviser
- Create a secure action plan recording their skills and achievements
- Share their achievements with others

Trials of Skills Accounts began in the South East and East Midlands on 29 September 2008. In March, Skills Accounts were introduced in the West Midlands to support JCP customers participating in the trial of the integrated employment and skills service. The aim of the first year of the trials has been to ensure that what is being offered through a Skills Account meets with individuals' needs and expectations.

This e-bulletin provides our partners and stakeholders with the latest information on Skills Accounts and will keep them updated during the trials.

If you would like additional names added to the distribution list or, if you would like to be removed from this list, please contact [shagufta.mustafa@lsc.gov.uk](mailto:shagufta.mustafa@lsc.gov.uk)

### **In this edition of the e-bulletin:**

- 1. What's new with Skills Accounts?**
- 2. 'Summer of Skills' national campaign**
- 3. Skills Accounts and the Employability Skills Programme (ESP)**
- 4. E-bulletin Survey**
- 5. Supporting Materials and Helpline**
- 6. Contact Information**

## 1. WHAT'S NEW WITH SKILLS ACCOUNTS?

[\(Back to table of contents\)](#)

As the Skills Accounts trials have been evolving, we have been continuing to add new functions to the website and improve the resources that are already there. New functions were added to the site in April and from the end of July the following additions will be available:

- A **Learning Record** which contains details of past achievements and qualifications to date. It also includes a section where learners can add their previously attained learning achievements and any courses they are currently taking
- Access to a **Skills Action Plan** which is a personal development plan that is created after the completion of a Skills Health Check with a **nextstep** adviser (if appropriate)
- Easier access to **Careers Support** via the Careers Advice Service with 'Call Me' and 'Mail an Adviser' functions through the Skills Accounts website
- A **Learner Statement** that shows the level of funding that the Government is contributing towards an individual's learning. The Statement will also record the amounts that individuals have made towards the cost of their own learning (if appropriate)
- A **password reset function** where individuals can reset or change their password and retrieve their username if they have forgotten it

SKILLS ACCOUNTS	
Account Home	Welcome Log Out
Skills Vouchers	<b>Approved Learning Record</b>
Learning Record	If you think that the information within your Approved Learning Record is incorrect, you can submit an enquiry using the Challenge button below.
Funding Indicator	Subject/course BA (Hons) in Business Studies
Learner Statement	Learning provider CAMBRIDGE QUALIFICATION ALLIANCE (Training provider/school/college)
Skills Action Plan	Awarding body University of Lincoln (Awarding body/examining board)
Careers Support	Qualification level BA
Financial Support	Start date 17/09/2007
What's New	End date 17/04/2009
Update Details	Grade DS Distinction
Contact Us	Award date 18/04/2009
	<input type="button" value="Cancel"/> <input type="button" value="Challenge"/>

As always, we are keen to receive your feedback. Therefore if you have any comments on these new features, or on any other aspect of the Skills Account website, please use the Feedback Form on the Skills Accounts website.

## 2. 'SUMMER OF SKILLS' NATIONAL CAMPAIGN

[\(Back to table of contents\)](#)

Summer 2009 will be the second 'Summer of Skills', a nationwide campaign to promote the value of skills and breakdown the barriers to learning. Running from the launch of Professional and Career Development Loans on 1 July, right through to new enrolments in the autumn, the 'Summer of Skills' is the umbrella under which all activity will fall – backed up by a PR and marketing campaign.

A "Five Step Guide to the Summer of Skills" has been developed to highlight how you can get involved, available on the [Campaign Resources Site](#). Whether you are running your own advertising, taster courses, road shows, open days or exam result events, the Five Step Guide will help you to link your campaign to nationwide 'Summer of Skills' activities. If you would like to share what you are doing during the 'Summer of Skills', then please email [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk).

Promoting Skills Accounts as part of the Summer of Skills is an ideal opportunity to let your learners know about the services that are available to them through a Skills Account. You can find more marketing tools to assist your promotion of Skills Accounts on the [Campaign Resources Site](#).

### **3. SKILLS ACCOUNTS AND THE EMPLOYABILITY SKILLS PROGRAMME (ESP)**

[\(Back to table of contents\)](#)

The ESP has been designed to help people back into work. This initiative has been jointly developed by the Department for Work and Pensions (DWP), the Department for Business Innovation and Skills (BIS), Jobcentre Plus (JCP) and the Learning and Skills Council (LSC).

It is especially designed to meet the needs of JCP customers and includes a programme leading to an Employability Award that is based on the skills, behaviours and attitudes that employers are looking for when recruiting new staff. It offers JCP customers a package of learning leading to both basic skills and employment qualifications. The programme aims to:

- Enhance employability skills
- Improve literacy, language and numeracy skills
- Secure and sustain employment
- Ensure that the learning journey continues and is supported once employment is gained

PeopleServe, a learning and training provider, has been promoting Skills Accounts to its learners as part of the ESP programme. One learner said:

“Well I opened a Skills Account and it made me improve my computer skills, something I was scared to do before and this has helped my job search. I now have an email account and a reason to go on the computer which is something I never thought I would do. The site also helps me get some evidence for the Employability Award I am doing.”

We would like to hear your experiences of how you are helping individuals use a Skills Account as part of the ESP Programme. Please send your examples and experiences to Shagufta Mustafa at [shagufta.mustafa@lsc.gov.uk](mailto:shagufta.mustafa@lsc.gov.uk)

### **4. E-BULLETIN SURVEY**

[\(Back to table of contents\)](#)

Consistently throughout the trials, we have emphasised the importance of evaluation so that we can develop Skills Accounts in a way that meets individuals' needs and expectations.

We are just as concerned to ensure that all stakeholders are receiving the information they need in the most appropriate manner. Therefore, over the next month we will be conducting a survey of the e-bulletin's recipients. We will be contacting a representative sample of recipients via telephone for interviews that should take no longer than fifteen minutes. Beforehand, we will be contacting stakeholders directly via email to make them aware that we will be contacting them for this purpose and to send them a copy of the questions that we would like to discuss.

The questionnaire will also be available online for all e-bulletin recipients so that we can generate as much feedback as possible about the e-bulletin. If you would like to take part in this process, please follow this [link](#).

Thank you in advance for your time and your continuing support for Skills Accounts.

### **5. SUPPORTING MATERIALS & HELPLINE**

[\(Back to table of contents\)](#)

There is a range of Skills Accounts materials available for you to download from the LSC [Campaign Resources Site](#).

You can use these materials to support your own campaigns and communications. Once you have registered on the site you will have access to collateral and materials relating to all of the different LSC campaigns.

Supporting materials for Skills Accounts include:

- DL size leaflet for learners
- A3 posters
- Banner stands
- PowerPoint presentation templates
- Web and advertising copy

### **Helpline**

The helpline offers support to all Skills Accounts stakeholders that would like further information or support. It can be contacted on 0207 413 3400.

## **6. CONTACT INFORMATION**

[\(Back to table of contents\)](#)

For further information about the Skills Accounts trials in your region please contact your regional LSC Skills Accounts team.

### **NATIONAL OFFICE**

Amanda Simpson, Skills Accounts Project Manager, National Office  
024 7682 3974, [amanda.simpson@lsc.gov.uk](mailto:amanda.simpson@lsc.gov.uk)

Shagufta Mustafa, Skills Accounts Project Executive, National Office  
024 7682 3466, [shagufta.mustafa@lsc.gov.uk](mailto:shagufta.mustafa@lsc.gov.uk)

We hope you have found this edition of the Skills Accounts e-bulletin useful! If you have any queries or questions, please do not hesitate to contact us.

Please look out for the next edition of the Skills Accounts e-bulletin on 31 July 2009.