

Market Engagement:

Get into Teaching Information Service

Start Time: 12:00

Wednesday 12 October 2016

via Webex



National College for
Teaching & Leadership



AGENDA

➤ **Part One**

- Who we are and why we're here
- About the existing service
- Customer relationship manager (CRM) operations
- Candidate's customer journey

➤ **Part Two**

- Commercial processes and procedures

➤ **Part Three**

- Time to respond to additional questions submitted via chat (if not covered by the above).





Department for Education

Who we are

To place our role into the context of the Department and its wider remit:

The **Department for Education (DfE)** is responsible for education, children's services, higher and further education policy, apprenticeships, skills and equalities in England.

The **National College for Teaching and Leadership (NCTL)** is an executive agency of the DfE, and is responsible for accrediting Initial Teacher Training (ITT) suppliers, allocation and take-up of ITT places, QTS recognition; barring teachers from the profession in cases of serious professional misconduct; developing a national network of teaching schools, helping school partnerships deliver high-quality CPD and leadership training; enabling successful school leaders to take on a lead role in school-to-school support.

The **ITT and Fieldwork Division** of NCTL delivers interventions and programmes designed to attract people into initial teacher training: provider interventions; bursaries, incentives and scholarships; candidate support & UCAS liaison; recruitment strategy, analysis and reporting to ministers; priority recruitment & liaising with professional bodies, and developing alternative routes into teaching.



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Why we're here

Education is at the heart of this government's agenda...it is essential that the education system can recruit, train, develop and retain the best possible teachers...and deliver well-targeted incentives, teacher recruitment campaigns and opportunities that attract sufficient, high quality new entrants to the profession.

Educational excellence everywhere

DfE White paper March 2016

The Get into Teaching Information Service & the Get into Teaching Website are the public face of our national teacher training recruitment campaign.



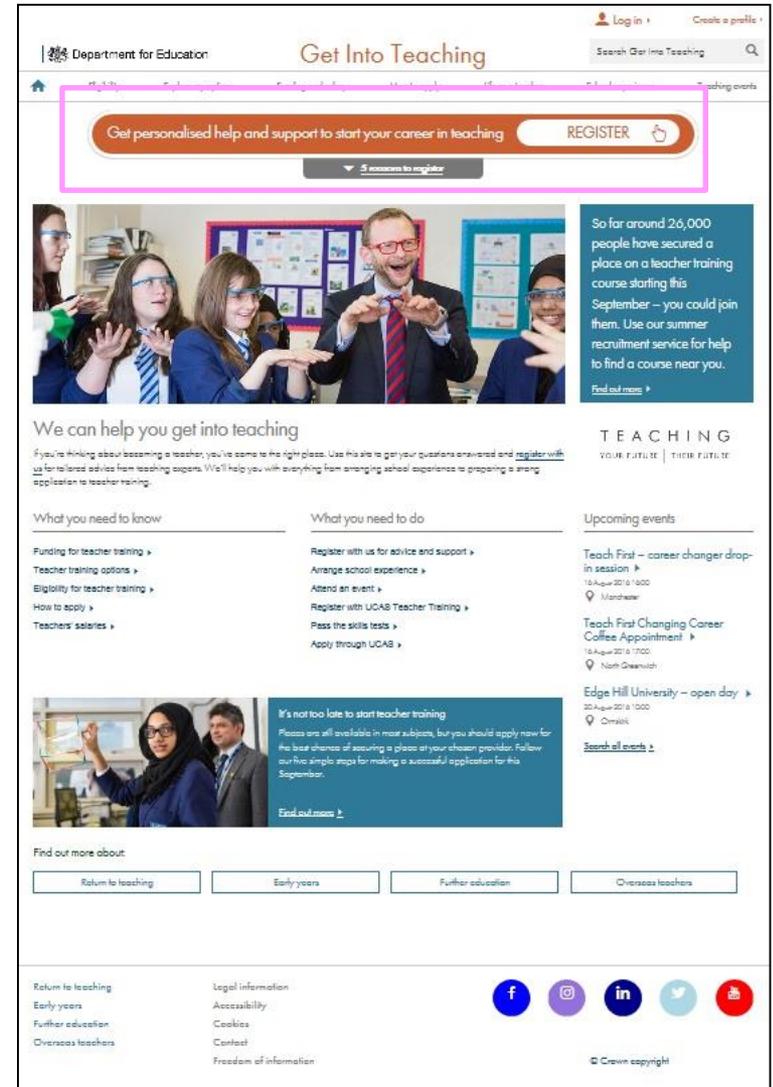
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Get into Teaching Campaign

The *Get into Teaching* website is NCTL's main messaging platform to support teacher recruitment in England.

As you can see from the prominently displayed **registration bar** on the homepage, candidates can register their interest in teacher training online with *Get into Teaching*, and these registrations are the basis of our Customer Relationship Management (CRM) communications database.

It is critical that the GiT Information Service and the website supplier(s) can securely share data and work together flexibly!



The screenshot shows the homepage of the 'Get into Teaching' website. At the top, there is a navigation bar with the Department for Education logo, the site title 'Get Into Teaching', and a search bar. A prominent orange registration bar is highlighted with a pink border, containing the text 'Get personalised help and support to start your career in teaching' and a 'REGISTER' button. Below this, there is a large image of a group of people in a classroom setting. To the right of the image, a blue box contains text: 'So far around 26,000 people have secured a place on a teacher training course starting this September - you could join them. Use our summer recruitment service for help to find a course near you.' Below the image, there is a section titled 'We can help you get into teaching' with a sub-heading 'If you're thinking about becoming a teacher, you've come to the right place. Use this site to get your questions answered and register with us for tailored advice from teaching experts. We'll help you with everything from arranging school experience to preparing a strong application to teacher training.' This section is divided into two columns: 'What you need to know' and 'What you need to do'. The 'What you need to know' column lists links for 'Funding for teacher training', 'Teacher training options', 'Eligibility for teacher training', 'How to apply', and 'Teachers' salaries'. The 'What you need to do' column lists links for 'Register with us for advice and support', 'Arrange school experience', 'Attend an event', 'Register with UCAS Teacher Training', 'Pass the skills tests', and 'Apply through UCAS'. To the right of these columns, there is a section titled 'TEACHING YOUR FUTURE | THEIR FUTURE' and 'Upcoming events' which lists several events with dates and locations. At the bottom of the page, there is a footer with links for 'Return to teaching', 'Early years', 'Further education', 'Overseas teachers', 'Legal information', 'Accessibility', 'Cookies', 'Contact', and 'Freedom of information'. There are also social media icons for Facebook, Instagram, LinkedIn, Twitter, and YouTube, and a copyright notice for Crown copyright.



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Registration

About you

First name *

Last name *

Date of birth *

Address line 1 *

Address line 2

Address line 3

Town / city *

Postcode *

Country *

Your teaching preferences

Which subject or subjects would you be most interested in teaching?

Subject

You can select up to two subject preferences.

First preference *

Second preference *

Intended training commencement *

Your education

Your education history and qualifications will affect your eligibility for different teacher training courses, as well as the amount of funding you may be entitled to. This information will help us to give you the best advice about the options available to you.

Degree

Status *

Subject *

Class *

GCSEs

Have you achieved a GCSE grade C (or standard equivalent) or above in the following subjects? If you have studied overseas and not had your qualifications formally recognised as equivalent, please select 'No'.

English *

Maths *

 CHAT NOW. WE'RE HERE TO HELP.

Our dedicated Get Into Teaching Line advisers are on hand to offer you tailored advice and guidance about teacher training. As such, we may call you to discuss how we can support you on your journey into teaching.

When would be the best time for us to contact you, between Monday and Friday from 8am to 8pm?

- I don't have a preference
- 8am to midday
- midday to 6pm
- 6pm to 8pm

A Levels

Have you achieved an A level grade B (or standard equivalent) or above in the following subjects? If you have studied overseas and not had your qualifications formally recognised as equivalent, please select 'No'.

Maths *

Physics *

Email *

Password *

Confirm password *

Your password must be at least seven characters long and contain at least one number and one letter.

[Find out about creating a strong password to protect your personal data](#)

I have read the [privacy notice](#) *

You may be contacted by a Get Into Teaching Line adviser in order to complete your registration with the NCTL.

CREATE PROFILE

 CHAT NOW. WE'RE HERE TO HELP.



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But registration is only the starting point.

- Candidates can register in a number of ways including via the Get into Teaching website, by phone or in person at events
- We register over 120,000 candidates per year
- Other routes for candidates to join the maintained school-sector are also available such as TeachFirst.
- Returning teachers are also supported by Return to Teaching Advisors (RTTAs) who direct candidates to TSSST training, subject association courses, schools for classroom experience, liaising with schools throughout the application process on the candidate's behalf.



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The screenshot shows the homepage of the 'Get Into Teaching' website. At the top, it features the 'Department for Education' logo and the 'Get Into Teaching' title. A navigation bar includes links for 'Why teach?', 'Explore my options', 'Plan my application', 'Get help and support', 'Teaching events', and 'Bursaries and funding'. A prominent orange button says 'REGISTER WITH US for advice about a career in teaching'. Below this is a video player with the title 'TEACHING YOUR FUTURE | THEIR FUTURE' and a play button. The video content shows a group of diverse young people in a classroom setting. Below the video, the text reads 'We can help you get into teaching' followed by a paragraph: 'As a teacher, you can inspire the next generation and help them realise their ambitions. That means you can go home each day knowing you've made a real difference, giving all young people the chance to fulfil their potential.' A final line of text states: 'Applications for teacher training in 2016/17 are now open, and you could receive a tax-free bursary or scholarship of up to £30k while you train. For more information and to receive tailored support during the application process, make sure you register with us.'

UCAS

Teacher Training

Anyone who wants to apply for ITT has to go through **UCAS Teacher Training (UTT)** - demanding close working between GiTIS, UTT and NCTL.

Behind the Get into Teaching Campaign

The *Get into Teaching Information Service* supports *the work of the website*; our agents are the people to whom candidates can speak in the first instance, with any questions they may have about teaching or teacher training.

To support working with UCAS, we currently have a mid-call transfer facility with them.



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The current services provided

The main purpose of the Get into Teaching Information Service is to help candidates convert their initial *interest* in teaching into a *successful application* to ITT course places.

The current service includes:

- A contact centre for inbound enquiries and outbound calls, webchats and social media queries
- A data collection and reporting facility
- A specialist team of dedicated former teachers who provide additional one-to-one support to those interested in teaching our priority subjects or from one of our target groups
- Online portal to enable schools to offer and candidates to book, pre-training School Experience Programme (SEP) placements.
- A tailored Customer Relationship Management programme of candidate support emails



Inbound calls

Each year the current service receives approximately 150,000 inbound calls across all lines (Get into Teaching, Returners, SEP etc.)

The lines are currently open from **8am to 8pm weekdays** and there is currently **no** automated interactive voice response (IVR) setup to route calls, meaning that all agents must have a high level of knowledge and be fully flexible to meet demand.

Highlighted KPIs

- Customer satisfaction: 95% satisfied or above
- 80% of inbound calls answered within 20 seconds
- 5% or less inbound calls abandoned
- Average handle time (AHT) for inbound calls = 6 minutes

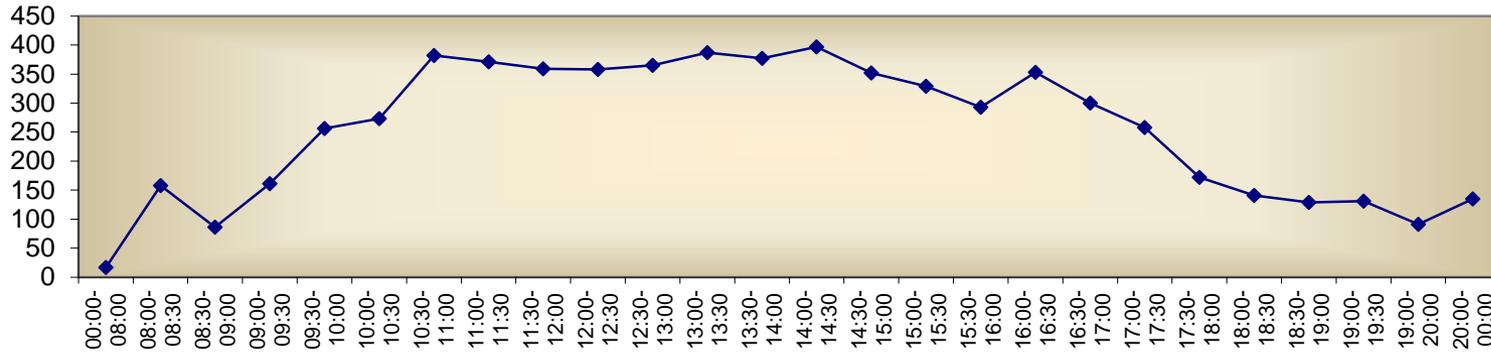
Quality

- Remote call monitoring facility (accessible by NCTL contract managers)
- 90% quality mark on monitoring against pre-defined weighted criteria
- Dedicated quality team
- 100% call recording

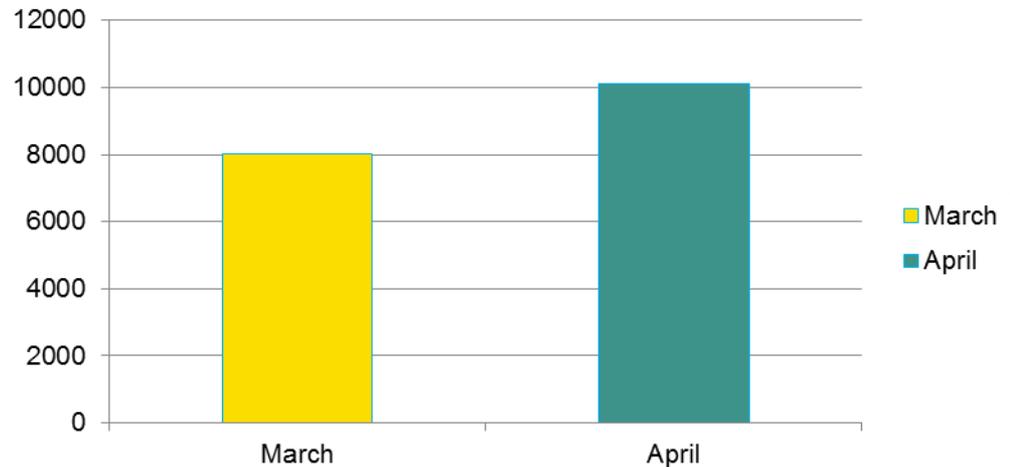


Inbound call volumes

Hourly breakdown over working day



Inbound calls before/after TV Ads



Webchat & social media

Approximate volumes:

- 60,000 webchats per annum

Highlighted KPIs:

- 90% of all webchats to be answered

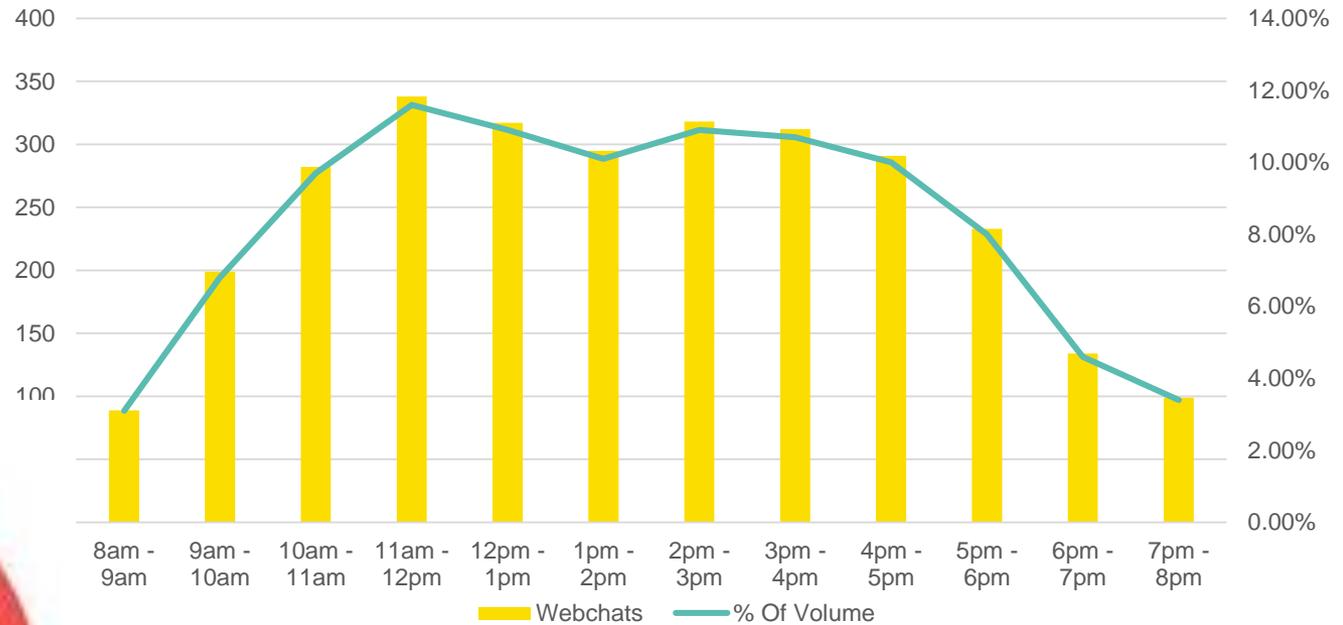
Points to note:

- Webchat technology is DfE's
- Currently no provision for *unsolicited* enquiry emails (whitemail)
- SMS messaging/reminder service use increasing
- As social media technology is constantly changing we're always looking for new and innovative ways to interact with our target audience, requiring flexibility on behalf of any service provider.
- The service needs to track all contacts with candidates, their target group category and their eligibility and progress throughout the application process

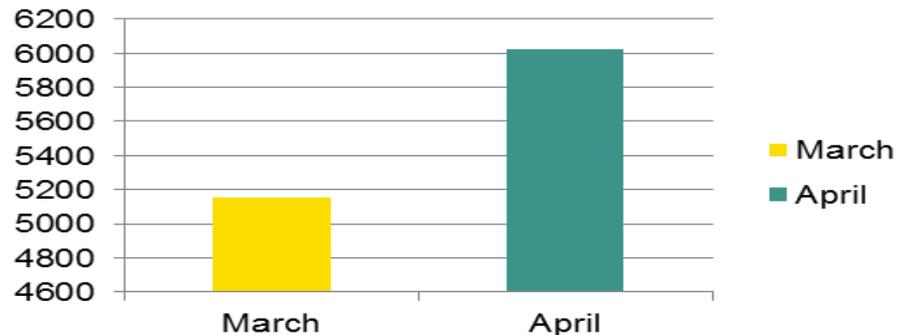


Webchat volumes

Cumulative hourly breakdown over working day



Web Chats before/after TV campaign



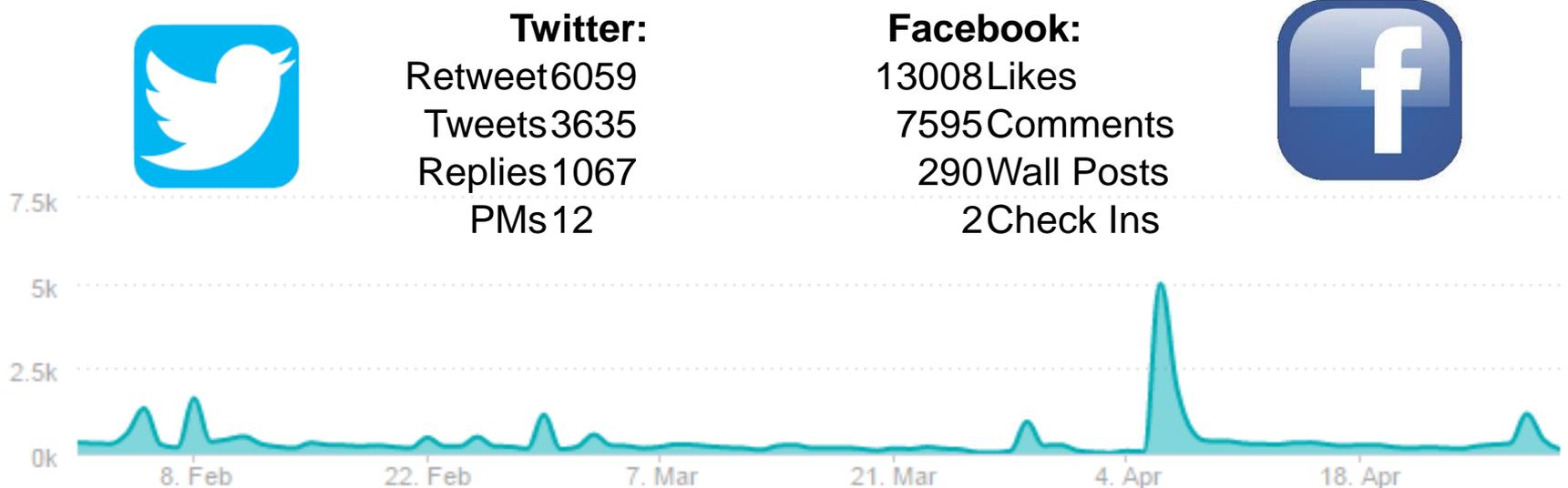
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Social Media

Highlighted KPI

- 100% responses within 48 hours

E.g. February – April over 30,000 total mentions



TV ad campaign
running early Apr 16



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Outbound calls

Starting in January 2016, our web appointment booking service enables registrants to book a pre-arranged call back from an agent who can respond to any initial enquiries they may have with the process; this is good customer service for the candidates and is a better use of time and resources.

In addition to these booked calls, our Outbound agents make **Triage** calls to registrants to establish their eligibility for the Premier Plus programme

They also:

- Encourage attendance at Train to Teach (TtT) events
- Contact registrants who've not completed all registration details
- Enquire how registrants' applications are progressing
- Undertake ad hoc survey calls with key segments of our audience*

*Though we may be moving to *online* delivery mechanisms and sending our survey requests online.



One-to-one Advisor Support

There are currently 29 FTE advisors who offer Get into Teaching registrants:

- personalised one-to-one advice and guidance from a named adviser
- support on becoming a teacher and applying for initial teacher training
- assistance finding a suitable School Experience Programme placement
- regular contact with their advisor via email, SMS and by phone
- frequent targeted messaging from the Get Into Teaching campaign containing news, application hints and tips, and updates on funding etc.

*Eligibility may change year-on-year, though this is usually linked to priority subjects and targeted potential candidates e.g. returners.

- Premier Plus Advisors are a core part of the support offered to eligible candidates, and they have a significant impact on conversion.



Advisors

All current advisors are experienced teaching professionals - who know inside out both the teacher training process and life as a teacher in the English maintained schools' sector - and who are on hand to give eligible* candidates any extra help they may need to make a successful application to teacher training.

As well as directly supporting priority subject candidates on a 1:1 basis, advisors also:

- Supporting national Train to Teach recruitment events as guest speakers or staffing stands; there are 21 main Train to Teach events planned to support 2016/17 recruitment, and at least 36 school-led recruitment events
- Attend school-run ITT network meetings and Graduate Recruitment Fairs
- Host online events/web-chats with targeted candidate groups
- Provide weekly feedback reports to NCTL on candidates' experiences



Current process: Assessing candidates' eligibility and what support they require

	Non-Priority Candidate	Priority Subject Candidate 'Good to go'	Priority Subject Candidate 'Needs Assistance'
Registers with Get into Teaching	Yes	Yes	Yes
Contacted by Agents to Triage if need PPA support	Yes	Yes – PPA Declined ✘	Yes – PPA Accepted ✔
Ready to go forward in current year? Y/N?	Y: Continues in-year but does get moved to Outbound for regular messaging/ check-up progress calls Note: helpline still available	Y: Continue as above, N: gets moved to Outbound only for regular messaging/check-up calls for next year unless eligible for targeted messaging for priority groups	
Requires School Experience?	Bookable via portal	Bookable via portal	Bookable via portal and additional support
Requires help with Application	Directed to: Get into Teaching - How to apply info page	Not Required	1:1 Support Available
Requires help with Interviews	Directed to: Get into Teaching - Interview preparation info page	Not Required	1:1 Support Available
Requires help with Skills Tests	Directed to: Get into Teaching & STA's Skills Test info pages	Not Required	1:1 Support Available
Outbound/CRM Messages	General 'Keep Going' messages	General Messaging + Targeted subject-specific messaging & Event Invites	General Messaging + Targeted subject-specific messaging & Event Invites



Premier Plus Advisors (PPAs)

- PPAs supported over 7,000 candidates last year
- PPAs made approx. 330 calls per month over the year; the peak was just over 420 per month, and the lowest was 175
- PPAs make calls at times to suit the candidates throughout the day.
- They work normal office hours but regularly also make evening calls where needed; much of their contact is also by SMS and email.
- For calls only – the quietest time is September to November and the busiest is January to March. April to June comes very close.
- In terms of overall activity, the events programme is busy during autumn. PPAs use some of August to October for other work, such as updating resources which time from January to July doesn't allow for.



School Experience Programme

Support for eligible candidates to gain valuable school experience before they begin their teacher training.

The current contractor manages the School Experience Programme (SEP) via an **online portal** it developed, which schools and candidates can access.

- Around 100,000 interactions per year
- Supporting over 12,000 SEP days
- Outbound calls to book-in candidates and to give reminders
- Conducting feedback surveys
- Welcome calls to new schools joining the SEP programme
- Issuing related mailings
- Inbound queries, change requests and emails etc.

Any new supplier will be required to develop and manage an online self-service SEP portal for operational delivery that will enable:

- 1) Schools to upload available places**
- 2) Candidates to book placements in available schools**
- 3) Technical SEP support helpline for host schools**



Additional support also provided through the contract

Return to Teaching helpline (Returners)

This service provides support and guidance on a range of areas to enable qualified teachers to return to the profession

Teaching Schools and System Leader helpline

This helpline supports enquiries around the designation process for Teaching Schools and the various school-led education leadership opportunities.

- Enquiries from other NCTL programmes
- Candidates for the Teach First programme
- Career Changers



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TEACHING

YOUR FUTURE | THEIR FUTURE

Customer Relationships

Presented by NCTL External Engagement colleagues

A tailored CRM programme of candidate support

External engagement activity

The Teaching Line services are central in ensuring NCTL can contact and maintain engagement with candidates. This is managed through a number of ways, and also involves collaboration with other contractors, such as web designers, advertising agency.

- CRM programme
- Events and special projects activity
- Ad hoc tactical activity



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Customer Relationships

Scope and complexity

CRM (Rolling Schedule)

18 emails in a rolling programme. Categorised into a series of motivational/information emails known as 'Breadth/Depth' and progress prompts.

The content and programming is tailored by:

- life stage
- length of registration
- subject eligibility – breadth/depth sent only to priority subjects
- premier plus membership
- year of intended start date
- candidate interactions with their online profile

The number of candidates varies between approx. 30,000 – 120,000 in number depending on the time of year.



Customer Relationships

Scope and complexity

Events and special projects activity:

- **weekly communications (email, calls and SMS) to promote ITT events and support other ITT priorities (e.g. returners to teaching, early years, etc.)**

Ad hoc tactical activity:

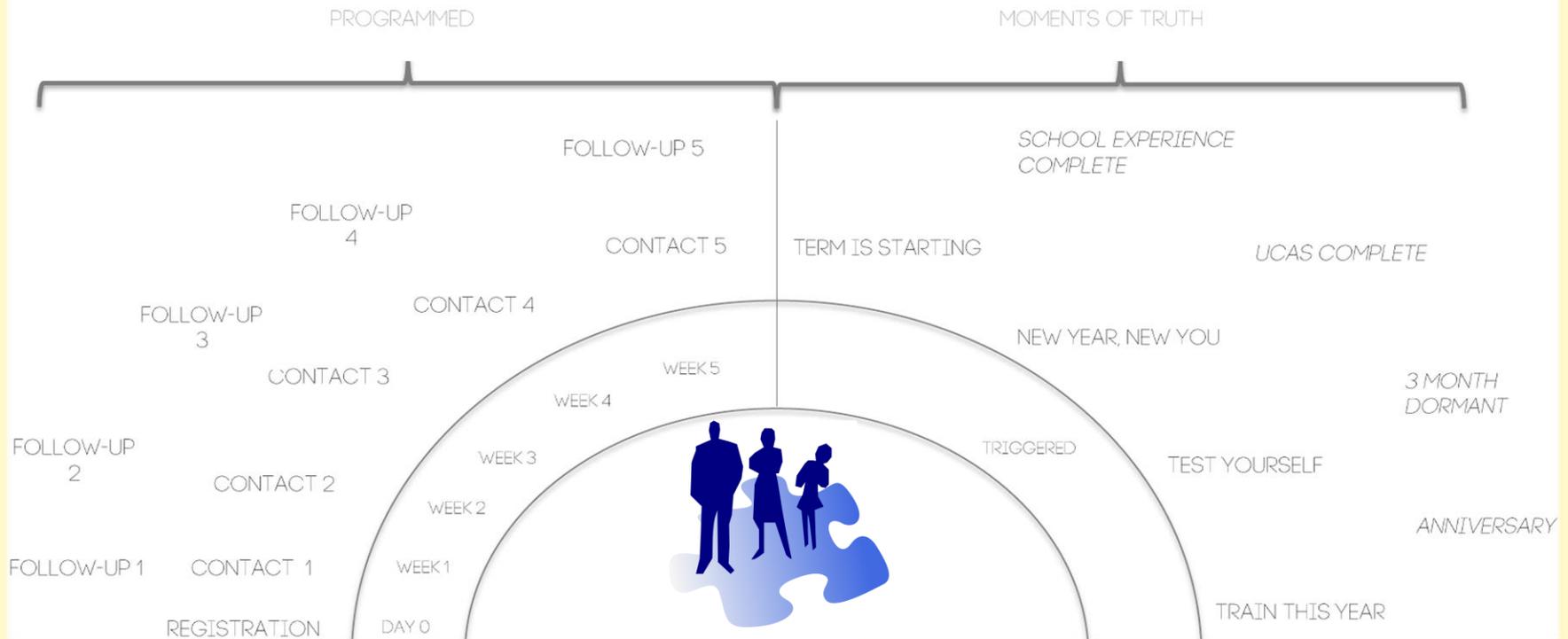
- **emails and SMS to support priority activity and sub-campaign activity (approx. 10 per year). E.g. new year, new career**
- **e-acquisition emails are carried out occasionally.**
- **As is the adding of ‘warm leads’ in the form of partners contacts, i.e. Teach First, High Flyers**

Triggered ‘moment of truth’ contact in the form of a ‘non-responder’ call after 3 months inactivity and ‘anniversary’ emails



Managing Customer Relationships

STRUCTURING COMMUNICATIONS AROUND THE CUSTOMER



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Customer Relationships

Challenges and vision

- **Over the coming months and years, the conversation with the customer will need to be more integrated and personalised and agile e.g. responsive to requires interventions for certain subjects, and more joined up with events/other communications, and taking advantage of social media opportunities**
- **This would mean increased tailoring (e.g. by postcode/region), dynamic content, and capability within the system to further integrate communications that are currently sent from two systems, as well as further sharing and integration of data, though a modern CRM system**



Customer Relationships

Challenges and vision

- **There is a requirement for all government communications to prove effectiveness. The successful bidder would need to be able to supply expertise and capacity in the evaluation of communications issued via them.**
- **Social media is a growth area for the campaign. NCTL would expect innovation and expertise from the successful bidder in the provision of social media support for the campaign.**



Candidate Customer Journey

Candidate Activity	Get into Teaching Information Service Activity	Other Stakeholders' Activity
Students' Undergrad Studies in Physics, History etc.	GiTIS 'rolls over' previous year's early engagers or unsuccessful candidates	ITT providers upload their course details onto UCAS Teaching Training system
Candidate curious about a career in teaching	Initial enquiries to GiT Line PPA engagement at TtT Events	Web host/developer responsible for the <i>Get into Teaching</i> website
Candidate Interested – Registers with Get into Teaching	Process/code web/phone/event registrations & Triage to assess candidates	Creative Agency & Print fulfilment Agency send out messaging to encourage candidates (based on GiTIS database)
Candidate eligible for Premier Plus Service?	Premier plus advisor allocated for candidate and assigned to caseload	Candidates undertake numeracy and literacy Skills Tests at Test Centres
Candidate for 17/18 Start Registers on UTT Website	Candidate receives PPA support for UCAS application/interview preparation	UCAS CRM messaging to help through application starts
Candidate undertakes School Experience (SEP) placement	GiTIS facilitate candidates getting School Experience Programme places	SEP host Schools take on candidates
Candidate Applies for ITT course(s) with providers	GiTIS reports to NCTL on PPA's activity, call volumes & candidate registrations etc.	ITT provider(s) interview candidates for suitability
Candidate starts ITT Course of choice	GiTIS updates database to show successful outcome, removing from CRM	ITT Provider closes UTT listing for course that has now been filled



Key points to note

The preceding slide was a very idealised view of the customer journey, hence we require a service that is:

- **Flexible enough to manage changing government priorities**
- **Innovative, offering a real-time service to NCTL**
- **Able to incorporate trials, pilots etc. without impacting on core service**
- **Adaptable and can follow a robust change control process**
- **Able to manage, maintain and store data to the prescribed standard**

We need the service to candidates to:

- **Meet or exceed minimum service standards**
- **Provide exceptionally high quality advice across channels**
- **Operate through the right media at the right time**
- **Be fully secure and accurate**



Commercial

- **Invitation to Tender**
- **PIN Notice**
- **Contract Notice**
- **Timescale**
- **Procurement Stages**
- **Evaluation Process**
- **KPIs**
- **Feedback**
- **Redimo2**



Prior Information Notice

- **Prior Information Notice (PIN)**
 - The PIN contains high level indicative information about the services required and any pre-market events.
- **The PIN reference for this procurement :**
<http://ted.europa.eu/udl?uri=TED:NOTICE:338316-2016:TEXT:EN:HTML&ticket=ST-31778810-gLOgjq2wnl5yQCmQl4VkJlOybnUziOkNbj8X2qJjidu1zq1Z38bdkeh1SogqlkMdix9j5Zin56HJhUCxRjQUE4-Jj71zxYb8yrQ1GWv047xxe-souLyfK3R0u1BLcu5X3oTeaW4ETIUhdclnTiqug4JAK>
- **Contracts finder link:**
<https://www.contractsfinder.service.gov.uk/Notice/1ab93300-0c32-4139-b9cf-5fe797336305>



Contract Notice

▪ The Contract Notice

- The Contract Notice (OJEU and Contracts Finder) notifies Suppliers of the “launch” of a procurement opportunity – the Invitation to Tender/Bid (ITT/ITB)
 - It will contain the key information regarding the tender including but not limited to:
 - An synopsis of the services required and indicative budget
 - Contract term and any provision for possible extensions
 - Common procurement vocabulary (CPV) code
 - Department contact details
- The Contract Notice will be published as a minimum in the Official Journal of the European Union (OJEU) and Contracts Finder
- Where appropriate the Department may also use other methods of Media (including Social Media) to advertise the procurement opportunity.



HIGH LEVEL INDICATIVE TIMESCALES

- **Contract Notice Published and ITT/ITB Launched - Late Jan./Early Feb 2017**
- **Possible Bidder Webex event - February 2017**
- **Invitation to Bid closing date - March 2017**
- **Evaluation of Bids - End March to mid April 2017**
- **Moderation of Bids - Mid April 2017**
- **Bidder Clarifications - Mid April 2017**
- **Notification to Bidders - Late April to early May 2017**
- **Standstill period - Late April to early May 2017**
- **Anticipated contract start - June 2017**
- **Anticipated contract expiry - 31 August 2020 with option to extend up to 2 years**

DATES WILL BE SET OUT WITHIN THE INVITATION TO TENDER/BID DOCUMENTATION



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Indicative Stages of the Tender/Bid (ITT/ITB)

- **The Invitation to Tender/Bid**
- **Evaluation of Bidder written responses (Desktop evaluation)**
 - Including the Moderation of all bids
- **Bidder Interviews/Clarifications (Face to Face, Teleconference or email request)**
- **Final Moderation**
- **Notification of result to Bidders**
- **10 day standstill period and Feedback**
- **Contract award**



Standstill Periods

- After a tender is awarded in a regulated procedure, a standstill period, also known as the Alcatel period, gives bidders the chance to review the decision and decide if they have the basis for a challenge.
- The standstill period lasts for at least ten calendar days following the notification of an award decision in a regulated procurement calendar. The contract cannot be signed in this time.
- The law entitles bidders to access enough information to understand how the contract award decision was reached.
- If a bidder makes a formal complaint, the process must stop until the complaint is withdrawn or resolved.



Key Performance Indicators

NCTL will finalise these with preferred supplier but current thinking is:

- The **volume** of eligible candidates who:
 - are successfully referred to Premier Plus Advisors (PPAs)
 - submit an application for Initial Teacher Training
 - are successful in their application for Initial Teacher Training
- **Range** of schools offering School Experience Placements
- **Impact KPI** : That potential initial teacher training (ITT) candidates:
 - are supported to apply, with the right information at the right time
 - who *could* train to teach a priority subject are encouraged to do so
- **Satisfaction KPI** : That candidates and enquirers rate the services received to an agreed customer satisfaction level



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Evaluation process

Desktop evaluation

- All bids received will be evaluated against the evaluation criteria and the scoring methodology as stated within the ITT document.

Clarification Questions

- The evaluation panel may invite bidders to clarify their proposals its outcome will be used to finalise the evaluation panel's initial scores from the desktop evaluation.



Feedback

- You can request feedback on your submission following notification of whether your organisation has been successful or not. We would ask you to request feedback **within 2 weeks** of your notification.
- The programme team will collate evaluators' comments and provide written feedback following the 2 weeks requesting period.



Redimo2 – Responding to the ITT/ITB

- **REDIMO2 is the e-procurement and contract management tool used by the Department and NCTL.**
- **This procurement will be managed through REDIMO2**
- **Using Redimo2 to manage responses provides:**
 - An easily accessible system for both bidders and evaluators
 - A fair, open and transparent process for submitting and evaluating responses
 - A fully auditable process
 - A method that enables communication across all bidders
 - The system is available 24/7
- **Suppliers interested in participating in this procurement will need to ensure that they are fully registered on REDIMO2**
- **Weblink to REDIMO2:**
<https://supplierlive.proactisp2p.com/Account/Login/?cid=DFE>



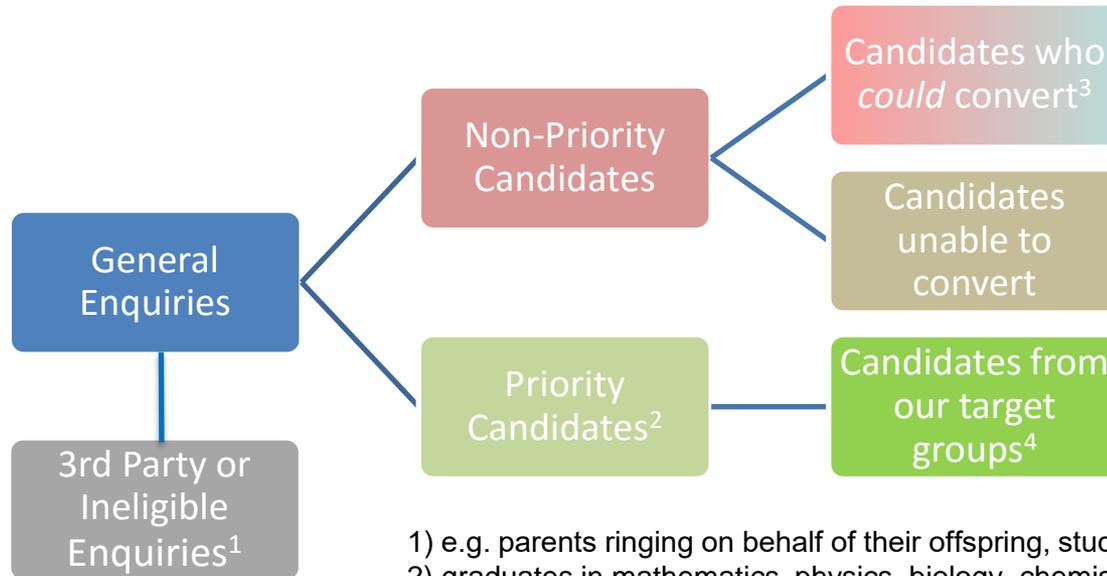
Any Redimo2 questions
Please contact the Commercial Systems Team

commercial.admin@education.gov.uk



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In light of what you've heard today, we would like you to consider the following questions whilst discussing any potential bid with your colleagues.



- 1) e.g. parents ringing on behalf of their offspring, students just finished A' Levels etc.
- 2) graduates in mathematics, physics, biology, chemistry, geography, computing, languages
- 3) graduates with related degrees (i.e. forensic science), or good A Levels in above.
- 4) e.g. career changers, former armed services etc.

Given your experience, and the agencies and programmes with whom you've worked:

- What do you find is the best way to handle general enquiries?
- What are the most efficient ways to separate services for priority/non-priority enquirers?
- What are the best tools to utilise customer engagement/persuasion techniques?



Thank you

Your input to this session is appreciated. If you have any further queries, please contact: NCTL.CandidateSupport@education.gov.uk

Coming Soon:

In the next couple of days we'll also be sending you web link to some brief questions about how we've done with these WebExs and your response.

This should only take a few minutes of your time.



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