



Mapping the Promoting Provision to Employees ½ day training course to:-

- 1) The Subject Specifications for teachers of adult literacy and numeracy (Level 3)**
- 2) FENTO Standards for teachers**
- 3) Ento Learning and Development Standards L21, L22, L23, L24 and G3**

Course aims:

By the end of the course learners should be able to:-

- Explain how workplace language, literacy, and numeracy programmes can help learners achieve personal and work goals**
- Identify the key features of a positive promotional strategy and describe the basic principles of good design and content for posters aimed at employees with language, literacy and/or numeracy learning needs**
- Produced promotional materials that engage employees and successfully promote participation in workplace language, literacy and numeracy programmes**

Where possible the content of the course has been mapped to the relevant criteria of the specific standards. Learners should be aware that further evidence may be needed in order to meet the criteria in full.

<u>Course Content</u>	<u>Teacher Standards</u>		<u>Subject specifications</u>	<u>Ento</u>
<p>Aims and Objectives Introductions</p> <p>SECTION ONE Promotional Methods Promotional Strategy Designing a promotional Strategy</p> <p>SECTION TWO Evaluating Poster design Identifying Employees' Needs Design a Poster</p> <p>Course review and Close</p>	<p>Standard Reference</p> <p>FENTO-</p> <p>Will meet</p> <p>G3</p>	<p>L2 possible activities</p> <p>L3 possible activities</p> <p>L4 possible activities</p> <ul style="list-style-type: none"> • G3c Engage in research and study related to professional practice • G3e Take up professional development opportunities relevant to their work and to institutional priorities 	<p>Literacy</p> <p>AO2 3.1 Expressing yourself clearly, using communication techniques to help convey meaning and to enhance the delivery and accessibility of the message 3.1 Showing the ability to use language style and tone in ways that suit the intended purpose and audience, and to recognise their use by others 3.1 Listening attentively and responding sensitively to contributions made by others</p> <p>Numeracy</p> <p>N/a</p>	<p>L3</p> <p>L21.1</p>

