

IOT WEBSITE TEMPLATES AND GUIDANCE

October
2022

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INTRODUCTION

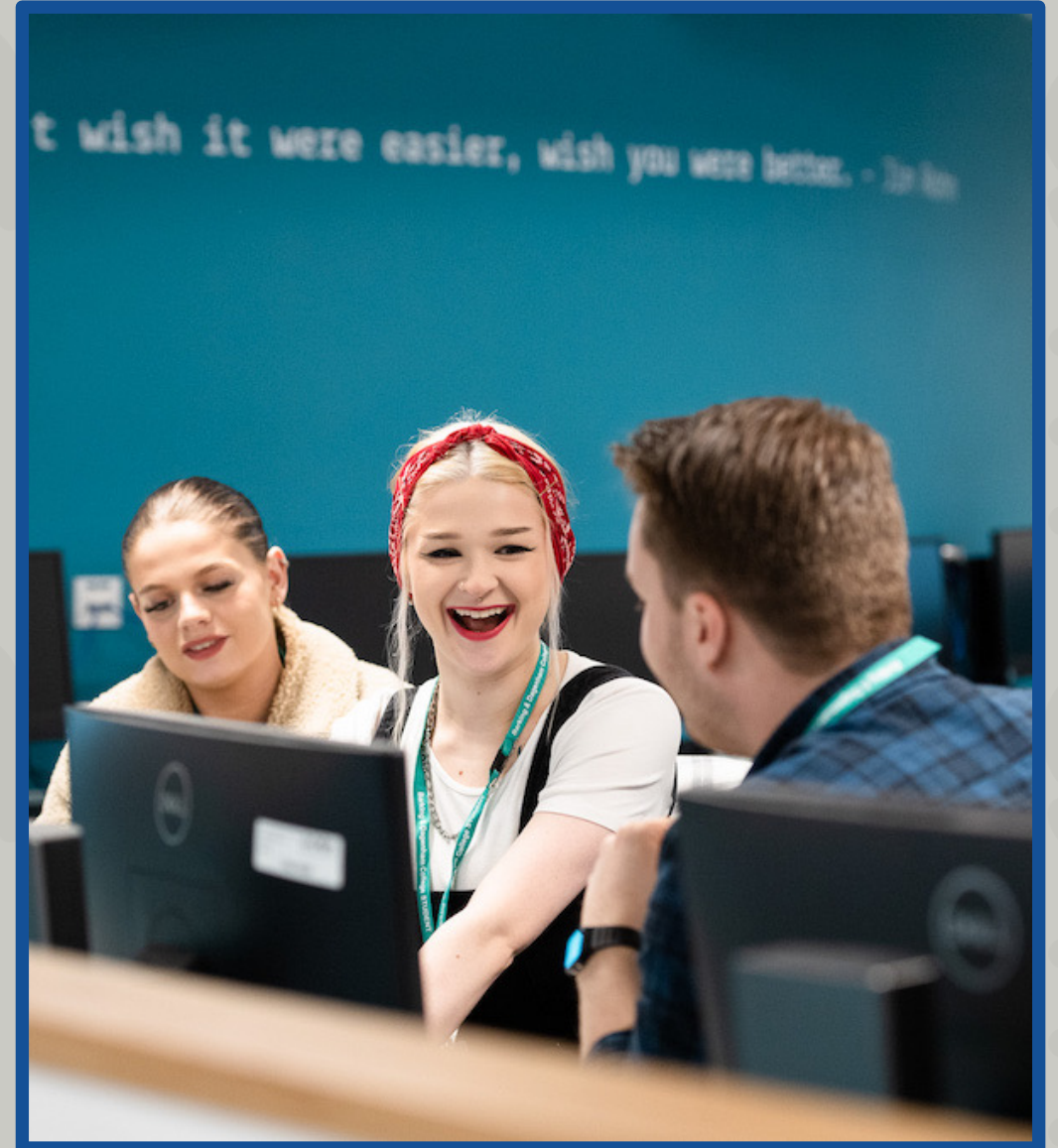
This document serves as guidance for the creation of Institute of Technology websites to promote your offer to prospective learners and employers.

This guidance includes:

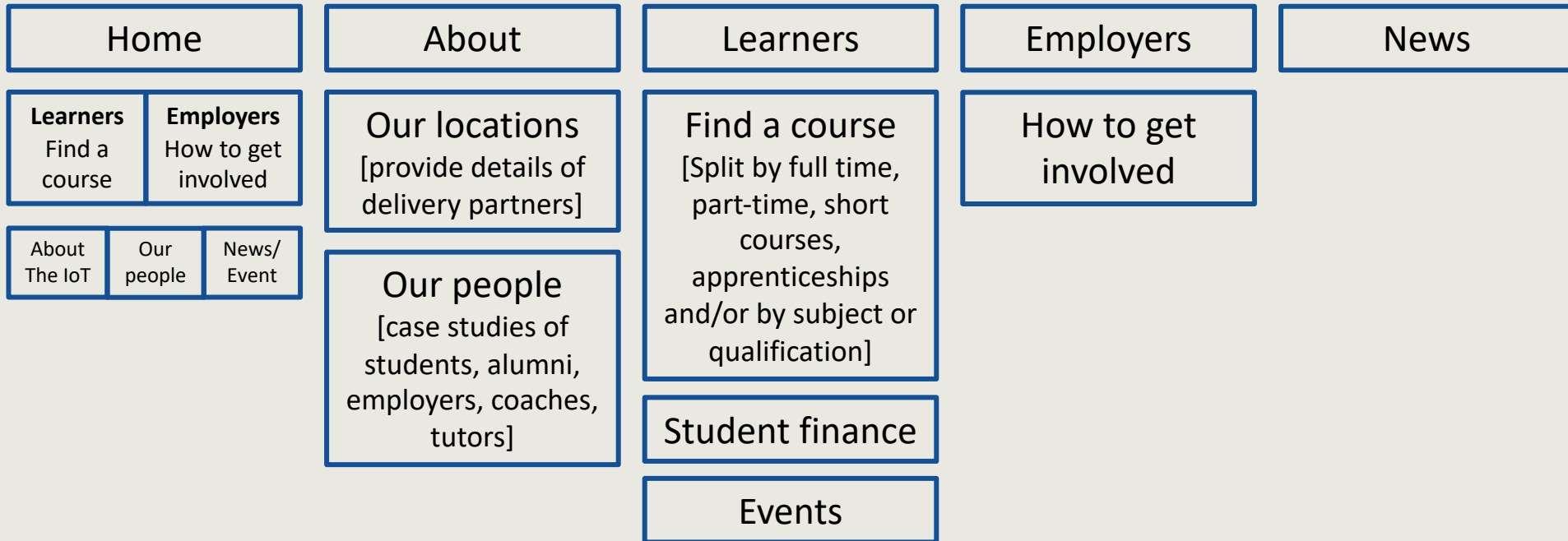
- Suggested navigation for IoT websites
- Suggested web page templates (Home page, About page, Learners page, Employers page and News page)
- Suggested copy for specific pages

All of the above are thought-starters to help you with key structure and content – it is not exhaustive and nothing supplied is mandatory.

We have not supplied suggestions for course pages or case studies for example – the creation, look and feel of these pages is for you to build based on existing audience knowledge and best practice.



SUGGESTED NAVIGATION



Contact us Jobs Find us Location of other Institutes of Technology

HOME PAGE TEMPLATE

[LOGO]	[NAVIGATION MENU] <u>Home</u> About Learners Employers News		
Welcome to the [Insert Region Name] Institute of Technology. Technical. Skills. Work.			
Learners		Employers	
[Inspirational copy over image to encourage click through]			
<div data-bbox="665 468 1184 562" style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">[BUTTON] Find a course</div>		<div data-bbox="1465 468 1984 562" style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">[BUTTON] How to get involved</div>	
[LEARNERS VIDEO]		[EMPLOYERS VIDEO]	
<div data-bbox="631 972 868 1003" style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">[GALLERY BUTTON]</div> <p data-bbox="690 1048 810 1079" style="text-align: center;">About us</p>	<div data-bbox="1182 972 1419 1003" style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">[GALLERY BUTTON]</div> <p data-bbox="1131 1048 1470 1079" style="text-align: center;">Our People (Case studies)</p>	<div data-bbox="1735 972 1972 1003" style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">[GALLERY BUTTON]</div> <p data-bbox="1768 1048 1939 1079" style="text-align: center;">News/Events</p>	
<div data-bbox="1233 1190 1365 1222" style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">[FOOTER]</div> <p data-bbox="1200 1233 1398 1265" style="text-align: center;">Contact Details</p> <p data-bbox="1021 1272 1577 1303" style="text-align: center;">Locations of other Institutes of Technology</p> <p data-bbox="1268 1310 1330 1342" style="text-align: center;">Jobs</p> <p data-bbox="1251 1349 1347 1380" style="text-align: center;">Find us</p>			

ABOUT PAGE TEMPLATE

[LOGO]	[NAVIGATION MENU] Home About Learners Employers News		
About the [Insert Region Name] Institute of Technology. A path to success.			
Elevator pitch [+ Add details of your specialisms and link to/include detail about delivery partners]			
[GALLERY BUTTON] Study with us	[GALLERY BUTTON] Partner with us	[GALLERY BUTTON] Our People (Case Studies)	[GALLERY BUTTON] Our Locations
[FOOTER] Contact Details Locations of other Institutes of Technology Jobs Find us			

LEARNERS PAGE TEMPLATE

[LOGO]	[NAVIGATION MENU] Home About <u>Learners</u> Employers News		
Study at the [Insert Region Name] Institute of Technology. Ready to carve your own path?			
Why study at an IoT?	Video/Image		
Find a course (section recommendations)			
[GALLERY BUTTON] Download a prospectus	[GALLERY BUTTON] Our People (Case Studies)	[GALLERY BUTTON] Student Finance	[GALLERY BUTTON] News/Events
[FOOTER] Contact Details Locations of other Institutes of Technology Jobs Find us			

EMPLOYERS PAGE TEMPLATE

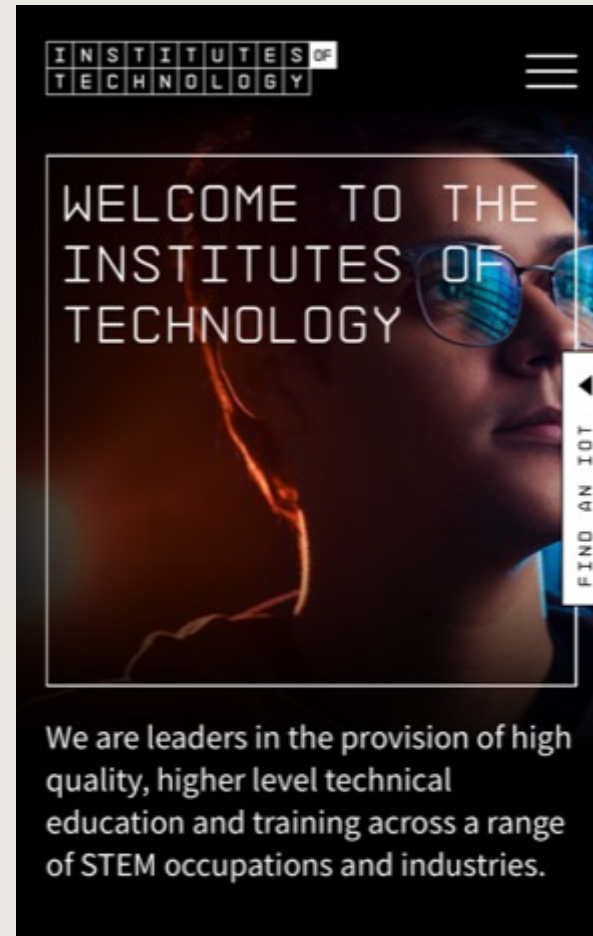
[LOGO]	[NAVIGATION MENU] Home About Learners <u>Employers</u> News	
Study at the [Insert Region Name] Institute of Technology. Ready to carve your own path?		
Why partner with an IoT?	Video/Image	
How to get involved		
[GALLERY BUTTON] Download a prospectus [employers]	[GALLERY BUTTON] Our People [Case Studies]	[GALLERY BUTTON] Contact us
[FOOTER] Contact Details Locations of other Institutes of Technology Jobs Find us		

WEBSITE FAQ RECOMMENDATIONS

On the next few slides are some suggested FAQs that IoTs should look to provide answers to on their website.

It is recommended that the answers are integrated into the content as opposed to having a separate FAQs section. We have provided example responses where relevant.

This list is not exhaustive, and each IoT should consider the needs of their local audiences when developing content for their website.



WEBSITE FAQ RECOMMENDATIONS: CORE QUESTIONS

1. What is an Institute of Technology?

An Institute of Technology (IoT) is an exciting place to gain quality training and qualifications in Science, Technology, Engineering and Maths (STEM)-based subjects. With 21 located across England, [Institutes of Technology](#) (IoTs) are a national network of partnerships between local colleges, universities, and leading employers. Backed by a £290 million government investment, IoTs deliver the very best in technical education. From construction to cybersecurity, agritech to aerospace, IoTs offer quality education and training for coveted careers, designed, and delivered with local and national employers.

2. What makes an Institute of Technology different?

Rooted within their regions, and with employers at their heart, Institutes of Technology bring together the knowledge and expertise of their college, university, and employer partners into one place. Making it easy for learners and employers to identify how an IoT can meet their needs.

Specialising in higher education, each IoT focuses on the specific technical skills need required in their area. Working in partnership with employers, ensuring they have a skilled workforce, IoTs also give students a clear route into employment through the delivery of quality courses and apprenticeships.

3. What is higher technical education?

Higher technical education (HTE) is a type of higher education that includes classroom-based qualifications – like HNC/Ds and Foundation Degrees - and higher apprenticeships.

These courses are designed to lead to high skilled jobs, by helping you to gain the skills, knowledge and industry contacts that give you the best chance of getting the job you want.

HTE courses are often shorter and cheaper than three-year Bachelor's degrees, and the best of them will soon be given an approved Higher Technical Qualification (HTQ) quality mark by the Institute for Apprenticeships and Technical Education (IFATE). Look out for approved Higher Technical Qualifications from 2022 onwards.

As well as helping you progress in your career, HTE can also be used to fast track to a degree if you want to take your education further.

WEBSITE FAQ RECOMMENDATIONS: LEARNER QUESTIONS

1. What courses and apprenticeships do you offer?

2. Do you offer distance learning or night classes?

3. Why should I study higher technical education at an IoT?

We have invested millions in our facilities, providing you access to state of the art, industry standard equipment and technologies that you will find in the modern workplace.

IoT qualifications and training have been developed with respected industry partners and we continually review their content to make sure we keep them up-to-date. You can learn at the level that's right for you and leave with the recognised qualifications and the work-ready skills you need to pursue a well-paid, rewarding career.

We take diversity and inclusion seriously and offer lots of support and small-group teaching as well as the opportunity to study part-time and remotely.

4. Who can apply for an IoT course?

Anyone can apply for an IoT course – we welcome anyone with ambition who wants to make a difference in the place they work and the community in which they live.

We are particularly keen to hear from people interested in subjects like {add sector areas}, but who don't feel represented in jobs in these sectors.

Double check the entry requirements for your chosen course on our website and you're good to go.

5. What kind of job prospects can I expect when I've completed my IoT qualification?

Employers are at the heart of our IoT as core partners and members of our governing body. The courses offered are designed and delivered with employers, so you can be confident that the training you receive can be applied to the workplace immediately.

6. Is there student loan support for IoT courses?

7. What's the social side of XIoT like?

8. How do I apply for a course at XIoT?

9. What happens once I finish my course or apprenticeship?

10. Do you accept international applicants?

11. What are your entry requirements?

12. What is the deadline for applications?

13. Do you offer career advice?

WEBSITE FAQ RECOMMENDATIONS: EMPLOYER QUESTIONS

- 1. What are the benefits of working with an IoT?**
- 2. Do you work with employers of all sizes?**
- 3. How can I work with an IoT?**
- 4. What education and training options can you offer to my employees?**
- 5. What are apprenticeships?**
- 6. What are higher technical qualifications?**
- 7. Can I promote my apprenticeship availability through XIoT?**
- 8. Can you give me advice on hiring an apprentice?**

APPENDIX 1: ELEVATOR PITCH [SUGGESTED COPY]

Where passion comes alive.

We are {Insert name of Institute of Technology} {(Insert IoT acronym)}. Delivering the very best in technical education, we are one of only 12 [21 from January 2023] Institutes of Technology (IoTs) located across England.

Whether you're a learner looking to succeed in a high-demand, rewarding career, or an employer looking for a flexible way to upskill your workforce, this is the place to start.

Our courses are designed and delivered with local and national employers. This gives students – of all ages and backgrounds – the real-world experience they need to stand out in the job market and provides employers with the reassurance that the training their staff receive can be applied to their business immediately.

We provide high-quality training and qualifications in {IoT to add own specialisms.}

APPENDIX 2: WHY STUDY AT AN IOT? [SUGGESTED COPY]

Whether you're looking to forge a new career, retrain in another or advance in your current role, {Insert name of IoT} {(Insert IoT acronym)} offers a range of accredited qualifications in {Insert sector areas} that will fit around you.

{Insert IoT acronym} is home to students of all ages and backgrounds, providing real-world experiences that will make you stand out in the job market.

One of the unique advantages of studying at {Insert IoT acronym} is you get to work closely with local employers such as {insert employer partner names}. You'll also get hands-on experience with the latest technology in state-of-the-art facilities.

From free and low-cost short courses to apprenticeships and student-loan funded higher technical qualifications, {Insert IoT acronym} offers a flexible learning experience that will fit around your life and your budget.

Explore the courses and apprenticeships we have on offer and step closer to the career you want.

APPENDIX 3: LEARNERS > FIND A COURSE [SECTION RECOMMENDATIONS]

It would be useful to allow users to search by course type (short course, part-time, full-time, apprenticeship), by subject, or by level of study.

Once a course is selected, it would be useful to see the course information at a glance so they can take away key facts. This could include the following headline information:

- Next start date
- Duration
- Location
- Delivery partner
- Course delivery (Mon-Fri, virtual, part-time, evening only etc)
- Entry requirements
- Fee
- Training and development summary
- Key takeaways (i.e. what participants will learn)
- Who attends
- Professional Recognition and Career Progression (qualification received and opportunities for careers/further study)
- How to apply / Apply link
- Register for an Open Event

APPENDIX 4: EMPLOYERS > WHY PARTNER WITH AN IOT? [SUGGESTED COPY]

Fuel their fire. Power your business.

Are you looking to fill your skills gaps, attract the next generation of talent, diversify your workforce, innovate within your business, or make a difference within your local community?

Rooted in the region, {Insert name of IoT} {{(Insert IoT acronym)}} can help you fill your immediate skills gaps while building a pipeline of talent for the future that will help your business and the local community thrive.

Employers are at the heart of {{(Insert IoT acronym)}} as core partners and members of our governing body. The courses offered are designed and delivered with employers like you, so you can be confident that the training your staff receive – and the expertise of our student recruits – can be applied to your business immediately.

{Insert details about the range of courses on offer and time out required, e.g., From free and low-cost short courses in specialist technical skills which can fit around work, to longer higher technical qualifications and apprenticeships, which require x months out of the office, we can help you find the right learning solution.}

Beyond training and recruitment, {{(Insert IoT acronym)}} can also help your organisation innovate. Partner with us and gain fresh insight into immediate business challenges by setting live projects for our students to work on, access state-of-the-art equipment and research facilities, and network with our other like-minded employer partners.

Backed by £290 million in government investment, Institutes of Technology (IoTs) are innovating and expanding in all directions with technologies you may not have seen before. Now is the time to jump on board.

Find out how {{(Insert IoT acronym)}} could give your organisation the edge.

APPENDIX 5: EMPLOYERS > HOW TO GET INVOLVED [SUGGESTED COPY]

There are many ways businesses can engage with {Insert name of Institute of Technology} {{Insert IoT acronym}}:

- **Visit {{Insert IoT acronym}}** – take a tour of our facilities and experience for yourself our state-of-the-art facilities and innovative learning environment that you and your staff can benefit from.
- **Host a student visit** – raise your profile among future potential employees and inspire interest in the kinds of jobs your organisation has available by hosting a visit.
- **Offer work experience placements** – discover new talent, gain exposure to fresh thinking and help expand the skills of our students through tailored placements.
- **Advertise apprenticeship vacancies** – secure the best new talent by promoting your apprenticeship opportunities across {Insert name of Institute of Technology} partners.
- **Promote employment opportunities** – access a rich pool of talent by sharing your job vacancies with students looking for a new opportunity.
- **Deliver industry talks and masterclasses** – help inspire the next generation of young people as well as skilled, motivated adults already working in STEM by volunteering as an Industry Speaker.
- **Set live projects** – get fresh insight into live issues that your business is facing by setting projects for our students to explore through independent and group study.
- **Design programmes** – working in collaboration with our {insert name of curriculum/business development team}, co-design courses that help to fulfil the needs of your business and other employers in the local area.
- **Become a sponsor** – raise your profile regionally among potential customers, influencers and partners by becoming an event or competition sponsor and help us expand our reach among future learners.
- **Present at Career Fairs** – raise awareness of your organisation among potential future employees and inspire interest in the work of your organisation by attending a Careers Fair.
- **Deliver career talks** – help build the pipeline of talent in specific roles within your industry by giving career talks to our students, both young people and adults looking to embark on a new career and among more experienced adults already working in a technical role.