

## **FL 305 Publicise programmes and recruit participants for Family Learning programmes**

### **Introduction**

#### **What is this unit about?**

This unit is about letting people know about the Family Learning programmes that are available. It is also about making sure that participants are recruited onto the programmes and that they are able to make the most of the opportunities offered by the programmes

#### **Who is this unit for?**

This unit is for you if you are working as part of a team delivering Family Learning programmes , you may work in a supporting role or you may also be the person responsible for the delivery of programmes

### **FL 305 Publicise programmes and recruit participants for Family Learning programmes**

#### **Principles and values**

You must work within the principles and values of the sector in order to achieve this unit

**Value 1** Family Learning is inclusive and is to be offered as a universal provision with open access.

**Value 2** Family Learning recognises and values diversity of culture, race, relationships and beliefs.

**Value 3** Equal partnership is the basis for all developments in Family Learning; all learners and educators, regardless of generation, recognise that learners and educators can frequently exchange roles.

**Value 4** Family Learning recognises that it is acceptable to make mistakes, which are part of the process of reflective learning.

**Value 5** Achievements within Family Learning benefit the wider learning community through promoting change and empowering individuals and communities.

**Value 6** Family Learning raises aspirations and all outcomes of the process, including those that may not be overt, are of equal significance and importance.

**Value 7** Family Learning operates within a culture of mutual respect for individuals, communities, colleagues and agencies.

#### **Content of unit.**

The elements are: -

- 305.1.** Provide publicity and information about Family Learning programmes
- 305.2** Recruit participants onto Family Learning programmes

### **FL 305 Publicise programmes and recruit participants for Family Learning programmes**

#### **Place in the NVQ/SVQ Framework**

This is an optional unit at level 3

#### **Links to Key and Core Skills**

This unit will provide some evidence for the following QCA Key Skills:

| Key skills                     | Core skills             |
|--------------------------------|-------------------------|
| Communication<br>4.1, 4.2, 4.3 | Communication<br>Higher |
| IT<br>1.1, 1.2, 1.3            |                         |

#### **What do we mean by some of the words used in this unit**

|                   |   |
|-------------------|---|
| Local area        | The geographical area in which you are going to be delivering the Family Learning programme, and any surrounding areas from which people may be able to travel          |
| Information needs | The local languages that need to be used, and any cultural requirements, such as verbal information   |
| Accessible        | Does not present barriers for people either because of language, or because it is in a format that cannot be accessed by people with a disability or sensory impairment |

### **FL 305 Publicise programmes and recruit participants for Family Learning programmes**

#### **Element FL 305.1 Provide publicity and information about Family Learning programmes**

##### **The National Standard**

##### **Performance criteria**

To meet the national standard you must:-

1. Find out the information needs of the local area
2. Ensure that publicity and information about programmes is accessible
3. Check that publicity and information materials are accurate
4. Prepare publicity and information materials using an appropriate format
5. Provide information about programmes in response to telephone, electronic or verbal requests
6. Review and evaluate the effectiveness of the information and publicity

## National Occupational Standards for Family Learning

### **FL 305 Publicise programmes and recruit participants for Family Learning programmes**

#### **Element FL 305.2 Recruit participants onto Family Learning programmes**

##### **The National Standard**

Performance criteria

To meet the national standard you must:-

1. Give participants information about the value of Family Learning programmes
2. Give participants clear information about what they can expect from a Family Learning programme
3. Give participants accurate information about the commitment they will need to make to the programme
4. Complete documentation for registration purposes
5. Complete any financial records and forward to the appropriate person in your organisation
6. Complete any information that may be required by other agencies and forward as appropriate

## National Occupational Standards for Family Learning

### **FL 305 Publicise programmes and recruit participants for Family Learning programmes**

#### **What you must know and understand**

To be competent in this unit, you must know and understand the following:-

|  |  |
|--|--|
|  | The different methods that can be used to publicise Family Learning programmes and the reasons why one method may be more suitable than another in particular situations   |
|  | The legal restrictions surrounding publicity and information e.g. use of posters in public places, content of printed material, use of unsolicited mail, use of unsolicited electronic mail, content of websites etc |
|  | The different languages which are appropriate for different communities  |
|  | Cultural requirements for communication for the local communities you are trying to inform e.g. format, where information should be displayed or communicated  |
|  | The reasons why some participants may be reluctant to come to a Family Learning programme  |
|  | The reasons for maintaining records of recruitment   |
|  | The financial processes for dealing with fees  |