



# School Direct bulletin

Dear [Name]

Welcome to the first edition of the School Direct bulletin for the new autumn term. To those new to School Direct, this is a monthly update of what you need to know about School Direct including:

- School Direct and UCAS operational messages
- latest news and best practice shared by other SD schools
- tips on successful recruitment
- how to keep up-to-date using the new School Direct Hub and our popular online seminars

This issue includes how to make sure potential recruits can see your information when they are choosing where to apply; which marketing and recruitment support tools to use to complement your recruitment strategy; and the new Your Future | Their Future marketing campaign. There is also important information for those of you with trainees about to start on their 2014 to 2015 School Direct training programmes.

Paul Cohen

**Deputy Director – Initial Teacher Training and Fieldwork Division**

## In this month's bulletin

### [Recruitment](#)

### [New marketing campaign: Your Future | Their Future](#)

### [Your new School Direct Hub and seminars](#)

### [2014 entry trainees](#)

### [UCAS](#)

### [Carter review of ITT](#)

### [Have you seen?](#)

## Recruitment

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### There's still time to recruit for 2014 entry

Quality candidates are still applying to train in the 2014 to 2015 entry. Applicants can make first choice applications through UCAS teacher training (UTT) in Apply 1 until 15 September. Apply 2 will be open until 10 October. You can continue to make offers, especially if you need to fill priority places such as maths and physics. Subject Knowledge Enhancement (SKE) funding to support Initial Teacher Training (ITT) 2014 to 2015 is still available and can be delivered in parallel with ITT.

### Are you ready to recruit for 2015 to 2016?

Before ITT allocations are confirmed in October, you need to make sure that you have everything in place when UTT opens at the end of October. To prepare for the UTT 2015 launch, please ensure you have completed the following important actions before UCAS set your programmes to publish on 30 September:

- If you are offering a PGCE or Master's level credits, select the correct training programme outcome ('professional', 'postgraduate' or 'both professional and postgraduate') to ensure your programmes come up under searches by applicants and does not default to qualified teacher status (QTS) only. See page 21 of the [UTT set up guide](#).

Select the programme type as School Direct/School Direct salaried. Otherwise your courses may not be set to publish by UCAS.

- Ensure your training programme title matches the list of designated ITT subjects in annex A in the [NCTL 2015 to 2016 allocations methodology](#).
- Add training locations/campuses to reflect the make-up of your school partnership.

Presenting career opportunities available to teachers in your partnership in your entry profile will help attract the best graduates and future leaders. An example of the UCAS entry profile was included in your UCAS welcome pack, and can be viewed by logging on to the UCAS website. Details of how to update your training programme information and maximise your entry profile was included in your September edition of the UCAS bulletin.

### Would like more help?

There are plenty of other things you can do now to make sure your recruitment gets off to a flying start:

- Start contacting applicants that have expressed an interest in teaching within your school partnership to advise about 2015 to 2016 recruitment opening, availability for your school experience programme and minimum entry requirements.
- Use your new trainees' recruitment experiences to help shape your 2015 to 2016 recruitment activity; get them involved in speaking to interested applicants and promoting your vacancies locally.
- Time your local advertising and PR campaign with the national teaching campaign 'Your Future, Their Future' (see below).

There will be more advice available through the first of our free [online seminars on 17 September](#). For more details see our section on the School Direct Hub and seminars.

### Look out for our Train to Teach events

The Train to Teach events provide the perfect opportunity for potential candidates to learn all they need to know about teacher training and how to apply. For schools and providers it is a fantastic opportunity to meet potential quality candidates. Events are due to start on 11 October and run through until April 2015. More information will be sent to you shortly.

## New marketing campaign: Your Future | Their Future

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The NCTL, under the Get into Teaching banner, launches a new campaign to attract graduates and career changers into teaching on Monday 15 September. At the heart of this will be:

- an interactive video with a mystery guest star(!); this will be promoted digitally through advertising and social media
- a change in the campaign messaging, reflecting both the 'hard' personal benefits of choosing a career in teaching (salary, career progression etc.) and the 'softer' aspects of the career – shaping the lives of young people
- a revamped campaign website and press advertising and other online promotion

We'd like you to get involved in the following awareness activities to help both your local campaigns and the national campaign attract the best candidates:

- Follow us on [Twitter](#) and [Facebook](#) by 15 September and support our campaign launch as it

happens, through sharing the video via your own social media.

- Sign up to our [Thunderclap campaign](#) – this is a website service that allows you to sign up with your Twitter and/or Facebook account; once you've done so, Thunderclap will schedule a tweet or post from your account (and that of every other supporter) in support of the campaign.
- Remember: if you tag us @getintoteaching in your tweets, we'll try to retweet you.

## Your new School Direct Hub and seminars

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### **NEW online School Direct Hub to help you get connected**

The School Direct Hub is a new online network group. Simply join the [Knowledge Hub](#) and request to be a member of this new School Direct Hub group. Once you've joined, let us know who you are and what you want to get from this group in our welcome discussion in the forum.

### **NCTL online seminar: Stand out from the crowd: how to attract applicants now**

The first in the new series of online seminars will be held on 17 September. It will focus on how you can plan now to maximise your recruitment for 2015 and ensure your UCAS profile and marketing is the best it can be to attract applicants.

#### **Stand out from the crowd: how to attract applicants now**

Wednesday 17 September

4.30-5.30pm

[Register your place](#)

The session will be hosted by NCTL, with speakers from School Direct lead schools and UCAS, and you'll have the chance to share your own views and ask questions. By the end of the session, you'll have:

- found out more about how other schools promote themselves to attract applicants
- the opportunity to consider what areas of recruitment you want to focus on to increase the possibility of applicants choosing your school
- advice and best practice on your marketing strategy and UCAS entry profile

If you have any queries please email [TA.RESOURCEBANK@education.gsi.gov.uk](mailto:TA.RESOURCEBANK@education.gsi.gov.uk).

### **Register for our upcoming seminars**

- **Managing your school brand and social media for successful teacher recruitment**

Wednesday 15 October

4.30-5.30pm

[Register now](#)

- **Converting School Direct applicants into trainees: top tips and tools**

Wednesday 19 November

4.30-5.30pm

[Register now](#)

- **Funding, allocations, applications: School Direct administration at its best**

Wednesday 3 December

4.30-5.30pm

[Register now](#)

## **2014 entry trainees**

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## Scope of training

When delivering training programmes with your accredited provider you must remember the importance of ensuring trainees experience the full breadth of training required section 2 of the ITT criteria, in particular the requirements to ensure that all their trainees are given a substantial second placement as part of their training. More information can be found in the [ITT criteria supporting advice](#).

Your partner ITT providers are inspected on both these aspects of training and your partnership agreement should be clear on all this activity. Any failure to observe the criteria could affect your provider's ITT compliance and put your own School Direct programme at risk.

## Ahead of the 2014 to 2015 census

Schools with trainees starting courses now should ensure their ITT provider has the following details ahead of the census collection in October:

- lead school name
- any placement schools (you may not know all of them, but at least one must be entered)
- the 'employing' school (i.e. the school employing a trainee on a SD Salaried programme).

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## UCAS

### Changing your school alliance/partnership name on UCAS

We have reviewed all alternative partnership names documented on the 2015 to 2016 registration forms and the majority have now been agreed with UCAS. If your alternative name has not been agreed due to duplication then your school will have been contacted by the allocations team. If you would like to make your chosen partnership name your advertised name on UCAS please email [UCASTeacherTraining@ucas.ac.uk](mailto:UCASTeacherTraining@ucas.ac.uk) with the name of your lead school, UCAS ID and new partnership name (which must match the name you documented on your registration form).

Requests will be actioned within 10 days of receipt and all requests received by 13 October will be in place for the launch of the scheme - any requests received after this date may not be actioned before the launch.

If you did not enter an alternative partnership name on your registration form, but would like to change your name to increase your visibility in the UCAS search tool, please email [itt.allocations@education.gsi.gov.uk](mailto:itt.allocations@education.gsi.gov.uk) with the name of your lead school, your contact details and the new partnership name. The allocations team will update your details and notify UCAS of the change.

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## Carter review of ITT – have your say

You may already be aware that Sir Andrew Carter is chairing an independent review of ITT and is asking all those with an interest in ITT to contribute their thoughts. The evidence submitted will be used to inform the work of the review and will report to the Secretary of State, Nicky Morgan, by the end of the calendar year.

We welcome your contribution and in particular, we are interested in your thoughts about the specific methods, models and delivery arrangements that are effective in equipping trainees to become outstanding teachers. We are also seeking evidence on how greater choice about ITT provision can be achieved.

Further information, as well as full guidance on how this should be submitted is [available](#). The deadline to submit any material is Monday 22 September. Please email [carterreview.evidence@education.gsi.gov.uk](mailto:carterreview.evidence@education.gsi.gov.uk) if you have any questions about this.

## Have you seen?

**[Find out more about our new team of teaching and leadership advisers \(TLAs\)](#)** – We have contracted a new team of TLAs who will work regionally, engaging with the education sector as a whole in order to support the delivery of NCTL work.

**[Don't forget to register for our online seminar](#)** – Find out more about how other lead schools promote themselves to attract applicants and hear advice and best practice on your marketing strategy and UCAS entry profile.

**[Sign up to our Thunderclap campaign](#)** – this is a website service that will schedule a tweet or Facebook post from your account in support of the new Your Future | Their Future campaign.

