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| **Apprenticeship Delivery Guide** |
| A Handbook for Apprenticeship Course Leaders, Work Based Learning Coaches and the delivery team |
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APPENDIX 8

Template for Apprenticeship Case Studies

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| This refreshed version, April 2020 is a second approved version reflecting early implementation of actions identified in the University's Quality Improvement Plan. |

**Appendix 8: Template for Apprenticeship Case Studies**

The following questions are well aligned to the National Apprenticeship award and can be used to develop SHU case studies for marketing, or course identity or reflective exercises or assessment with curriculum, where appropriate and with consent as required:

* **Official Job Title:**
* **Employer's organisation:**
* **Type of business/activity:**
* **Size: (e.g. number of employers, scope of locations, annual turnover)**
* **Structure: (What divisions, geographic arrangements, functional activities form the context in which the apprentice works? - Spend 5 minutes on the employer's website)**
* **Sector: Please select from the list below (tick one or more that applies)** **Agriculture,**

|  |  |
| --- | --- |
| Horticulture, and Animal Care |  |
| Arts, Media and Publishing |  |
| Business, Administration and Law |  |
| Construction, Planning and the Built Environment |  |
| Education and Training |  |
| Engineering and Manufacturing Technologies |  |
| Health, Public Services and Care |  |
| Information and Communication Technology |  |
| Leisure, Travel and Tourism |  |
| Retail and Commercial Enterprise |  |
| Science and Mathematics |  |

**Questions about the Apprentice:**

* Why you chose your apprenticeship and how you applied for it.
* An outline of your role (including key duties and responsibilities) and how it fits within the organisation.
* A description of the team you operate in and your personal contribution to team objectives and performance.
* A summary of your personal aspirations and planned career path.

**Personal Achievements:**

* An outline of the skills you have developed since you began your apprenticeship.
* How your apprenticeship has impacted on you, especially in terms of your ambitions and motivation.
* Why you believe that others can learn from your apprenticeship experiences.
* Details of your activities as an ambassador for apprenticeships and vocational education both within, and outside, your organisation.
* How your apprenticeship helps your employer meet organisational objectives/goals.

**Impact on Organisation**

* What specific skills have you developed that benefit your employer?
* Tangible examples of ways in which you can demonstrate your personal impact and contribution.
* How your personal *performance* has benefited *others* in your employer’s organisation.
* *How have you contributed to the success of your organisation?*
* Details of your greatest personal achievements to date, and why you believe these are noteworthy.

**Does the Apprentice wish to be considered for the Apprentice of the Year Award?**

[**https://appawards.co.uk/**](https://appawards.co.uk/)

**Has the Apprentice completed a Consent Form (See over)**

**Asset permission form (photography, video, profile and quote)**

**1. Name**

**For office use only**

**Asset reference number:**

**Asset type:**

**Marketing Lead:**

|  |  |
| --- | --- |
| **Full name** |  |

**2. Personal details**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date of birth** |  | **Tel/mobile** |  |
| **Email** |  | | |
| **Course/job title** |  | | |
| **Organisation/SHU** (if applicable) |  | | |
| **Country of origin** |  | **Year (1st/2nd/3rd?)**  **(If applicable)** |  |

**3. Terms of agreement**

3.1 We, Sheffield Hallam University, are collecting assets to support our marketing and communications for the purpose of:

* SHU's website, social media accounts and email communications
* SHU's printed marketing materials e.g. brochure and prospectus
* Third party websites, social media accounts, email and printed materials e.g. SHU profiles and SHU adverts.
* Use in local, national and international media publications in all formats including print, broadcast and online to accompany news releases and other public relations materials.

3.2 We will not use your asset for marketing purposes after 5 years, but we may retain a sample in our archives.

3.3 We are under no obligation to use any part of your asset.

3.4 We will not pay you to use your asset or any part of it.

3.5 We will store your personal data and assets securely.

3.6 We will use your name and asset for the marketing purposes listed above.

3.7 We collect data in section 2 for administrative purposes or in case we need to contact you about usage.

3.8 We will not share your data in section 2 with any third party outside Sheffield Hallam University.

**4. Permission**

**Please read the terms of agreement above before signing this form.**

I confirm I own the copyright to my contribution and am not infringing any third party rights.

I give permission for my asset to be used by Sheffield Hallam University for the above marketing purposes.

**Signed.............................................................................................................**  **Date** **........../........../..........**

**(Print name)** ………………………………………………………………………………………………………………………

**Signed** (chaperone)**........................................................................................**  **Date** **........../........../..........**

(if person providing contribution is under 16)

**(Print name)** ……………………………………………………………………………………………………………………