DEVELOPING TOGETHER
SOCIAL WORK
TEACHING PARTNERSHIP

Principles for Communicating CPD Opportunities

BACKGROUND

We are experiencing some challenges with the uptake of the Teaching Partnership's CPD provision amongst staff/students, which is uncharacteristically low. Staff have also informed us on occasion that they are unaware of the Teaching Partnership, are unsure why they have been put forward for a course or were not clear on the commitment required. It has also become evident that some events attract representation largely or solely from one or two partner agencies. This suggests that communication may not be as consistent or as effective as it could be.

In developing these principles, we have reviewed the TP Team's own approach to communication and sought to understand and learn from how different agencies are communicating opportunities to staff, identifying what approach/es work best. We have also analysed sign up and attendance data from our own records to identify any patterns or trends.

PURPOSE

The purpose of these principles is to:

- Ensure that the sharing of CPD opportunities to and from primary partner agencies is as effective and consistent as possible
- Ensure that staff and students from all primary partner agencies have equal access to opportunities
- Improve awareness of the Teaching Partnership and raise its profile amongst staff and students
- Ultimately increase the skills, knowledge, confidence and practice of those studying and working in our region

PRINCIPLES

- The TP Team will endeavour to include details of all upcoming CPD provision, which runs from April-March each year, in the annual CPD brochure which is released at the beginning of March each year. This enables adequate time for staff/students/managers to plan their CPD commitments for the year.
- The TP Team will also send monthly course updates to agency leads - and directly to staff who have signed up for CPD Updates - as a reminder. These updates may also include details of new/repeat events that have been added due to popular demand.

- For courses where nominations are requested by a certain date, the TP Team will endeavour to provide a minimum of 2 weeks notice to agencies, but in most cases longer than this. This gives agencies adequate time to receive and digest the information, circulate to relevant staff/managers and receive responses, before sharing final details back with the TP. The deadline for nominations will be backed up with a calendar invitation from the TP Team.
- All agencies should meet deadlines for returning nominations for courses, to give the TP / its facilitators time to plan appropriately. This might include offering spare spaces to other agencies or selling these spaces to external agencies.
- All agencies should endeavour to submit a complete list of nominated individuals wherever possible. This makes it less likely that individual emails are missed and means the agency retains oversight of exactly who is signed up to what course.
- All agencies should endeavour to circulate opportunities within 2 working days to ensure equal access for staff/students. Ideally, each agency would have 1 person responsible for circulating the TP's CPD opportunities to ensure information is not missed.
- If an agency decides not to circulate a CPD opportunity to staff/students, the reason for this should be communicated to the TP Team in case there are learnings to be identified (e.g. clash of date with another event, similar session already offered internally, do not feel it's relevant for staff, time commitment too great etc.)
- All circulations of CPD opportunities should be accompanied by a message/directive from the respective agency. This should ensure staff understand what the expectations are or why they are being put forward for a course. For example, when circulating the annual CPD Brochure, agencies may wish to direct all practitioners to attend one KSS Reflective Workshop during the year or ask that all Practice Educators attend at least 2 TP PE Workshops per year etc. Expectations will differ by agency but the TP Team is always happy to offer recommendations if requested. The only training that is currently mandatory (Strategic Board) is the Onsite Supervisor Programme for those new to the Onsite Supervisor role.
- All team managers should have a copy of the CPD Brochure and be encouraged to use this during supervision with staff when discussing their professional development. Planning and agreeing what courses are going to be attended in the upcoming year together will support attendance, ensure that staff know why they are being asked to attend a course, and enable managers to arrange cover for their service whilst staff are attending training.
- Staff/students should be encouraged to protect time in their diaries for training that they have committed to (Eventbrite does not do this automatically).
- The TP Team to attend a short slot at Head of Service meetings in February/March each year, where Team Managers will also be present, so that the CPD offer for the upcoming year can be presented and any queries can be addressed. This can be followed by sending the CPD Brochure directly to Team Managers to establish a communication channel between the TP and Team Managers in case of any queries, issues or challenges, although the WFD Lead/L&D Manager would always be copied into any correspondence.

- The TP Events Lead to hold a focused meeting with Workforce Development Leads / Learning & Development Managers in Autumn each year to agree the TP CPD offer for the following year. This is to be followed by a quarterly meeting to provide an update on attendance and to discuss any new topical provision that should be added to the offer based on sector and regulatory changes or announcements.
- Each primary partner agency to put forward a minimum of 2 spaces on a minimum of 4 courses for the CPD Passport Scheme each year.
- The TP Team to provide quarterly reports to the Strategic Board, showing the indicative cost of non-attendance per agency.