

End Point Assessment – The DIY Guide for managing and delivering quality services to apprentices

The slide features several decorative circles of various sizes and colors (orange, blue, white) scattered across the background. One large orange circle is on the left, with a small white circle overlapping its top edge. Other circles are in the bottom right and middle right areas.

Terry Fennell
Chief Executive

Today's session...



- ✓ Background, our AAO journey so far
- ✓ Context – Rationale for applying for AAO status
- ✓ Case Study – Butchery EPAs
- ✓ Outline costs to consider
- ✓ Concerns at June 2017
- ✓ Questions

End Point Assessment @ May 2017



How is the market shaping up?

ESFA has approved 58 x EPA Orgs



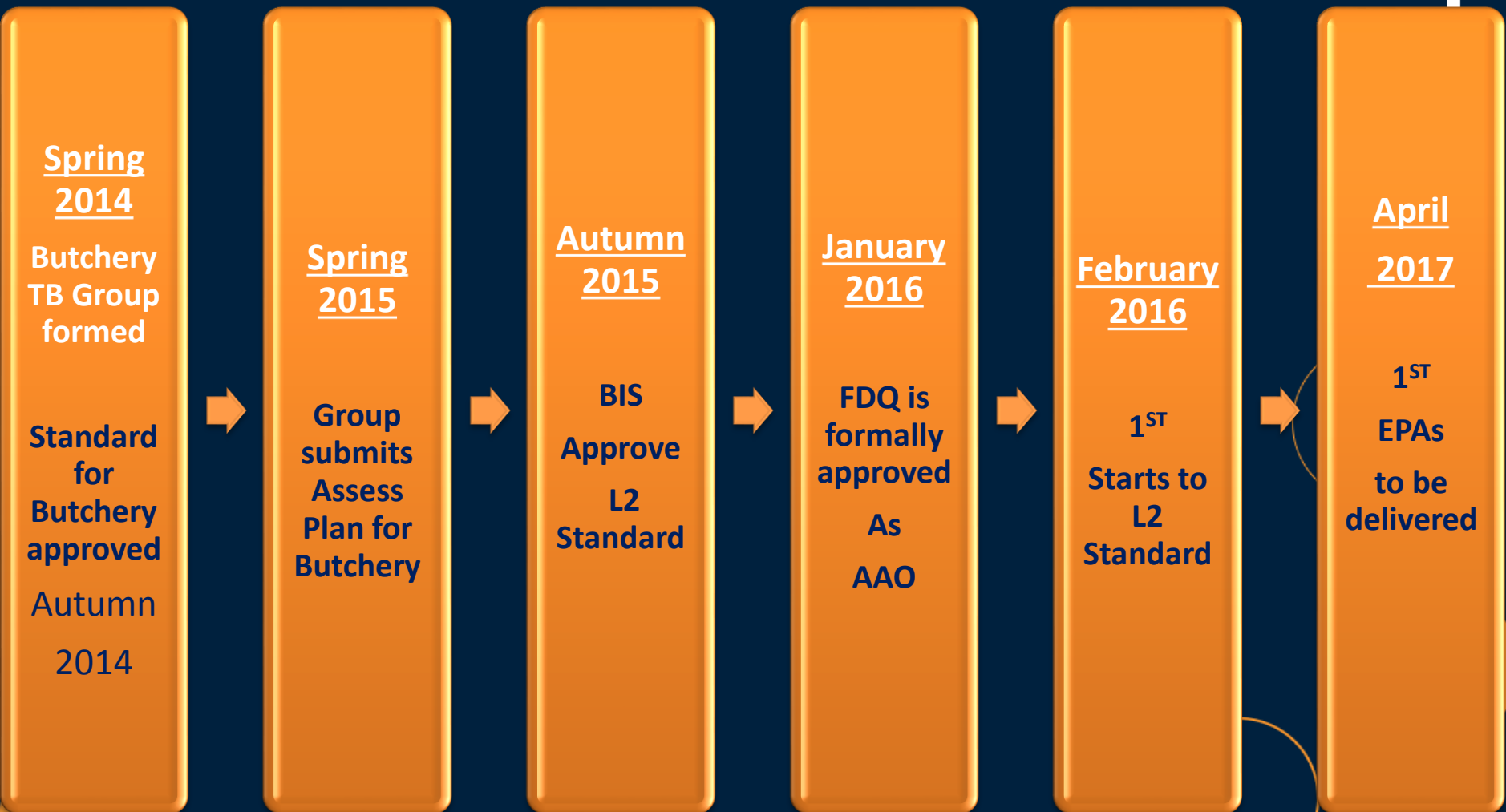
Series1



Who are we

- ✓ established in 2001 originally to support qualifications in the meat industry but widened scope to food and drink later
 - ✓ the only specialist Food and Drink Awarding Organisation in the UK
 - ✓ complies with three regulators Ofqual, QW & CEA
 - ✓ offering a range of craft and technical vocational qualifications for FE, Skills and apprenticeships. Also, range of compliance qualifications & endorsed products
 - ✓ SME organisation with historical links to the meat industry. Sister company to the Institute of Meat the professional body for Butchers
- broad range of centres including Colleges, ITPs, employers and universities

How the L2 Butcher Standard got to EPA



FDQ has offered support to the trailblazer group from day one

Why did we apply for the Butchery EPA?



Rewards

- ✓ Customers – Existing and potential new markets
- ✓ New income stream
- ✓ Assessment is our core business
- ✓ Stay competitive in a changing market for AOs

Risks

- ✓ High investment slow returns
- ✓ Uncertain policy
- ✓ New commercial venture outside usual market
- ✓ Reputational dangers
- ✓ Cash flow challenges
- ✓ Pioneering perils

Selecting the right product (EPA) to go to market is critical!

Key Considerations;

- ✓ ***AAOs are not alchemists*** – We cannot turn bad assessment plan guidance in to good EPA practice. If its not deliverable the AAO takes the blame..!
- ✓ ***Understand every detail in the Assessment plan***, receiving SFA approval is OK on paper but bringing the EPAs to life is a much greater challenge
- ✓ Devise your business plan, calculate your development costs and prepare **not to get a return on investment for some time...**
- ✓ ***Set up the project team*** – Decide to add to current workloads, bring in new people or second staff from within?
- ✓ Set an initial budget then ***double it..!***

On to the butchery experience

The Butchery Standard & EPA

On programme outcomes in red completed prior to entry to EPA

Compulsory Outcome - Butchery Training Log Book contributes towards the VCD end assessment

Q1 - L2 Food Safety Award

Q2 - L2 Health & Safety in the Food Supply Chain

Q3 - L2 Knife Skills Award

L1 English & Maths/Functional Skills
(Required if GCSEs not already attained)

L2 Eng/Maths Functional Skills

EPA: Three discrete methods independently assessed in the same order on the same day

60 Question Multiple Choice Exam

Grade Weight 25%

One Hour Practical Skills Assessment

Grade Weight 55%

30 minute Vocational Interview

Grade weight 20%

AAO Moderated
Fail/Pass/Excellence

Qualifications are optional and employers decide how best to train and develop the knowledge and skills of the apprentice, options include

- Level 2 Meat & Poultry IPQ
- Level 2 Certificate in Professional Butchery (Retailer's)
- Employer bespoke in house (non-accredited)

Level 2 Butchery Standard 1st of 3 x EPAs in sequence



EPA 1 - Knowledge

Theory of Butchery Test	Paper based or online format multiple choice test Fail – Pass - Excellence	<ul style="list-style-type: none">• online or paper-based multiple-choice test of 60 questions• 90 minutes• under examination conditions• invigilated by an FDQ independent assessor• no resources allowed during the assessment <p>Contributes 25% to the overall weighting of apprenticeship certificate and grade.</p>
--------------------------------	---	--

FDQ with IQA responsibility for

- ✓ Constructing a 240 question bank for retail (first applicants)
- ✓ Further questions to be supplemented for processing and instore applicants
- ✓ Ensuring usual security and randomisation features
- ✓ Developing usual preparatory materials for applicants
- ✓ Compiling the controlled environment rules and associated systems for appeals, complaints , reasonable adjustments and moderation
- ✓ Fail, pass & excellence criteria developed and marking plans

EPA 2 – Skills (practical synoptic assessment)

Butchery practical assessment	Practical assessment will take place in a controlled environment either in the workplace or at an approved assessment centre. Fail – Pass - Excellence	<ul style="list-style-type: none">• cutting test requiring the apprentice to perform a common or everyday task separating meat from the bone• several scenario's to reflect environment &/or meat specialism• 60 minutes to perform several primal and secondary cuts to a tolerance and specification• assessed by an FDQ independent assessor (must be assessor trained & be a qualified butcher) <p>Contributes 55% to the overall weighting of apprenticeship certificate and grade</p>
--------------------------------------	---	---

FDQ with IQA responsibility for

- ✓ Constructing 4 x meat species scenario PSA specifications
- ✓ Devising the judgement and marking specs
- ✓ Training the independent assessors
- ✓ Developing usual preparatory materials for applicants
- ✓ Compiling the controlled environment rules and associated systems for appeals, complaints, reasonable adjustments and moderation
- ✓ Fail, pass & excellence criteria developed and marking plans

EPA 3 – Interview

Vocational competence discussion	This is a VIVA type assessment logbook Fail – Pass - Excellence	<ul style="list-style-type: none">• completed last, assess knowledge, understanding and appreciation of behaviours required in the industry• 30 minutes• under examination conditions, carried out by the FDQ independent assessor• draw on content and outcomes from the logbook <p>Contributes 20% to the overall weighting of apprenticeship certificate and grade.</p>
---	--	--

FDQ with IQA responsibility for

- Constructing questionnaire for assessors
- Devising the judgement and marking specs
- Training the independent assessors
- Developing usual preparatory materials for applicants
- Compiling the controlled environment rules and associated systems for appeals, complaints, reasonable adjustments and moderation
- Fail, pass & excellence criteria developed and marking plans

EPA – Development Costs



- ✓ **Multiple Choice Question Bank** – PM overseeing a team of specialist writers. Questions must align with the standard knowledge and be set at the right level.
- ✓ Minimum of 240 questions constructed in a precise way with contributions from several specialists.
- ✓ The MCQs must be underpinned with marking and grading specs and loaded to a IT platform encompassing the usual randomisation and security features
- ✓ **Approximate time: 25 days involving various people**
- ✓ **Practical Skills Assessment** - PM to devise a range of scenario based specifications for different meats. All specs to be tested for comparability and validity. Expert butchers commissioned to advise on synoptic test inc marking and grading descriptors.
- ✓ **Approximate time: 20 days involving various people**
- ✓ **Competency Interview** - PM to devise a competency questionnaire and marking criteria. VIVA type approach tested for comparability and validity. Expert butchers commissioned to advise on standard questioning inc marking and grading descriptors.
- ✓ **Approximate time: 10 days involving various people**

Quick calculation – 55 days @ £300 = £16,500

Development – Bringing the EPAs to Life



Consider the following;

- ✓ Do you have the internal technical & assessment resource to design, develop and implement the EPAs? Very hard to do on top of the day job
- ✓ External consultancy can be costly and you still have to manage the selection, coordination and performance of the services
- ✓ Its not just about technical construction, EPA developments overlap in to other departments, communications, marketing, operations and IT.
- ✓ Don't forget the 'wrap around' materials required to support the EPAs, such as various handbooks, marking schemes, specifications & moderation
- ✓ Branding considerations, are your EPAs services in the same style as 'core business' image?
- ✓ Website capacity? Lots more information to share

Operational matters



Consider the following;

- ✓ Do you have the independent assessors? They will need to be recruited trained and developed in to their new roles
- ✓ Marking and grading schemes will need to be designed and developed for each EPA
- ✓ Quality – You are the IQA so full range of new assessment policies and processes likely to be required
- ✓ Moderation – Critical requirement for validity purposes, time consuming and costly
- ✓ Several different EQA organisations could be auditing your delivery of the EPA, huge burden on resources
- ✓ How much do you charge, how to handle payments, do you have a fees policy?
- ✓ Booking external venues? Managing the applications? Customer enquiries, feedback, satisfaction, appeals, complaints & cancellations, the list goes on!

Quick Illustration of EPA services (1)



Compilation and maintenance of multiple choice question bank and system	Development & compilation of a range of practical skills assessments for beef, pork, lamb and poultry	Development and compilation of vocational discussion competency question sheets (VIVA template)
Question banks covering 5 meat species allowing for randomisation of tests	Practical Skills Assessments to cover different scenarios and species	Question checklists compiled for IBAs
Managing a team of IBAs ensuring CPD	Receiving and managing the applicants journey	Management of cancellations, refunds and appeals
Managing the IBA referral and caseload systems	Organising external facilities and contracting	Ensuring the moderation and compliance arrangements
Dealing with external enquiries	Collecting management information	Dealing with EQA matters and interactions

Quick Illustration of EPA services (2)

Developing the IT Application Platform	Planning the day - Process following application	Website Costs – Including additional functionality
	Assigning apprentice to IA process	Online testing facilities
	Automated reports IBAs to HQ to Applicant	Certification services
	Software, hardware and back up services	Data collection software developed

Human resources		
IT Technical Staff to manage the EPA system	IBA Contracts manager	HQ Quality (PT) Management & Moderation
Independent Butchery Assessor (IBA)	Travel and Training costs for the IBAs	Deployment of FDQ staff in to AAO
Chief Moderator (P/T) & IQA appointments	Applications administration	Internal and external reporting

What's keeping me awake at night?



- 1. Return on investment** – Government must allow AAOs to set fair market rates. Customers will ultimately speak with their feet
- 2. Different EQA Bodies** – Prospect of 4/5 different EQA approaches is going to be impossible to service, what's more AAOs will be charged for their own audits.?
- 3. Comparability** – There will be variances in quality across the EPA system, is that fair on apprentices?
- 4. Reputational Risk** – Cannot afford to get your EPA services wrong, could damage core business
- 5. Who is going to police the EPA Market** – All very well setting a very high benchmark for your org, but what happens if/when 'cheaper imitations' enter your field..?

But on the bright side



£350m market by 2020 so
think about the
rewards.....!

Questions?

