



INFORMED  
STRATEGIC  
DECISIONS



# | VECTOR

**FOR THE COMPLETE  
PICTURE OF POST-16  
LEARNING AND SKILLS  
TO INFORM CURRICULUM  
PLANNING**

Brand new features and updates now available for 2020

[www.rcu.co.uk](http://www.rcu.co.uk)

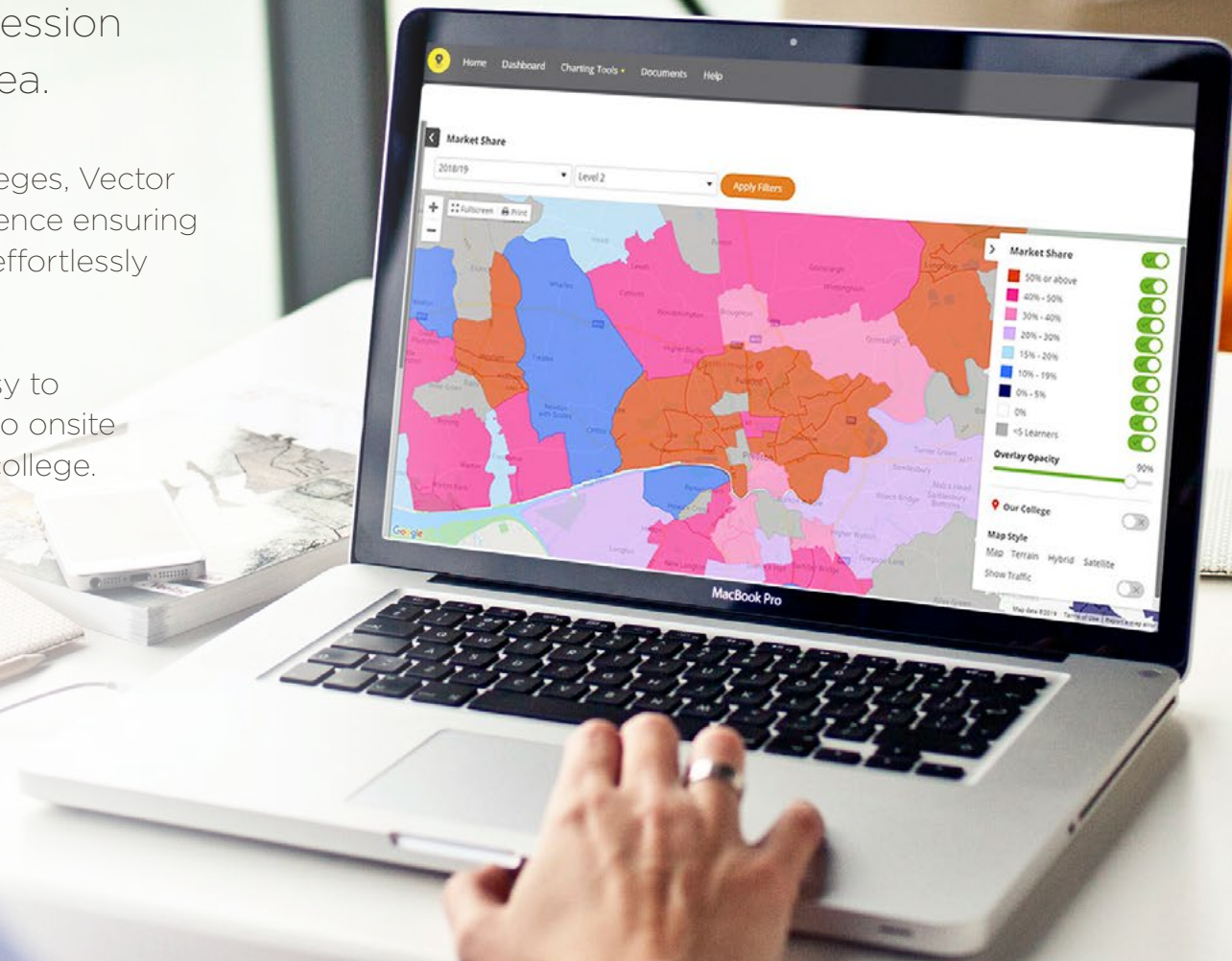


# INFORMING STRATEGIC BUSINESS AND CURRICULUM PLANNING IN YOUR COLLEGE

Vector provides a complete picture of all post-16 further education, including 16-18 learners, adults, apprenticeships and higher education, alongside the skills requirements and progression opportunities in your area.

Currently used by over 100 colleges, Vector comes with an unlimited site licence ensuring the information can be shared effortlessly across your organisation.

Vector is a highly visual and easy to use online tool which requires no onsite configuration or set up by the college.



KEY FEATURES

## KEY FEATURES

### MARKET SHARE AND RECRUITMENT TRENDS

Vector offers a unique and highly visual market share and learner participation summary dashboard and interactive mapping facility.

This enables you to quickly identify strengths and areas of further opportunity for more informed and targeted recruitment activities, such as planning bus routes, monitoring the local impact of other providers and improving local perceptions.

### DETAILED CURRICULUM ANALYSIS

Using national learner data Vector offers a detailed comparison between the curriculum offered by your college and all other post-16 learning providers recruiting from the local area.

From headline information such as overall learner demand, market share and annual trends by subject area to a more detailed drill down into course level enrolments, Vector can be used to identify strengths, gaps in the market and opportunities for further curriculum development.

### FUTURE LEARNER PROJECTIONS

To ensure colleges are able to effectively plan for the future and set realistic learner targets, Vector contains a unique learner projections tool.

The projections tool uses a combination of your college's market share along with demographic trends at a local authority district level to model future learner numbers.

### COMPARING LOCAL SKILLS DEMAND TO THE CURRICULUM

Vector provides insight into employment demand, including future employment projections and skills shortages for all sectors and occupations.

The tool contains a full suite of local demographic information providing a complete picture of skills needs and progression opportunities. This can be used to assess whether the curriculum meets the needs of the local community and employers.

Projections by SOC

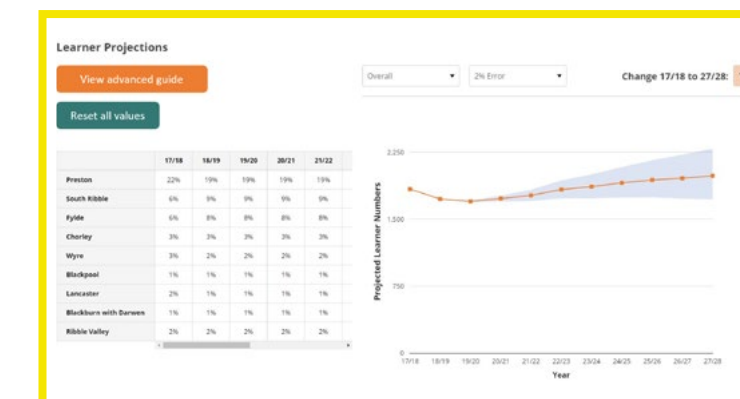
Lancashire LEP | Digital | Apply Filters

SOC Level 4	Employment in 2017	Employment in 2024	Growth (%)	Percentage Vacancies Due To Skill Shortages
2137 Web Design And Development Professionals	1,266	1,334	5.37	31.9105
3131 IT Operations Technicians	2,486	2,597	4.47	24.6531
3132 IT User Support Technicians	2,153	2,234	3.76	20.5457
5242 Telecommunications Engineers*	1,405	1,317	-6.26	47.8926
5244 TV: Video And Audio Engineers*	310	281	-9.35	47.8926

Comparing Local Skills Demand to the Curriculum

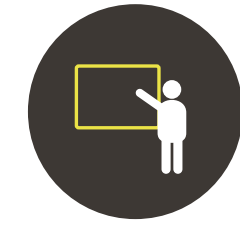


Detailed Curriculum Analysis



Future Learner Projections

### VECTOR MODULES



16-18 Learners



Apprenticeships



Adult Learners



Higher Education

### WHAT'S INCLUDED?

- ✓ Market share, overall learner demand and trends
- ✓ Comparisons with other providers also recruiting locally
- ✓ Local area context and labour market intelligence
- ✓ Detailed course level curriculum tables to identify demand and gaps in provision
- ✓ Mapping of local recruitment trends and travel to learn patterns
- ✓ Future learner projections, linking market share and demographic trends
- ✓ Separate analysis for 16-18 learners, adults, apprenticeships and higher education

Vector is endorsed by the Association of Colleges





## TESTIMONIALS

*“The insight gained from this analysis has really helped drive our recruitment and curriculum strategy forward. Thanks to RCU we have been able to identify specific opportunities for growth and can plan our marketing communications more effectively, maximising our ROI. We are also able to ensure our curriculum offer is better informed by demand and provides the right skills to our local community”*

**Simon Kirby**

*Director of Marketing and Communications  
Nottingham College*

*“Vector is fully integrated into our over-arching curriculum planning process. It’s a very useful tool which compliments other LMI we use to provide a robust and detailed analysis of the learner and labour market. I would absolutely recommend to other colleges seeking valuable insight into their area”*

**Hugh Calloway**

*Group Director of Marketing  
Grimsby Institute Group*

Contact us for more information or to book a free demonstration of our products or services.

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