



VECTOR



“Vector has had a significant impact at Chichester College Group. It has helped transform our approach to using data to inform business and curriculum planning at a local level, ultimately benefiting our colleges and their students. Thanks to Vector, we’ve identified new opportunities for growth and success”.



“The insight gained from Vector has really helped drive our recruitment and curriculum strategy forward. Thanks to RCU we have been able to identify specific opportunities for growth, ensure our curriculum offer provides the right skills for our local community, and plan our marketing communications more effectively, maximising our ROI”.



“The information provided by Vector has proved invaluable in supporting our marketing and curriculum strategy. Working closely with the team at RCU has led to a number of efficiency savings and we have been able to achieve a great deal more from our ever tightening budget”.



## A COMPLETE PICTURE OF LEARNING AND SKILLS TO INFORM COLLEGE CURRICULUM PLANNING

Demonstrating your college’s impact on the local community



INFORMED STRATEGIC DECISIONS

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

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INFORMED STRATEGIC DECISIONS



# Informing college strategy and curriculum planning.

The core purpose of Vector is to provide colleges with evidence to inform strategic business planning, and ensure colleges have access to robust data to ensure their curriculum responds to local skills needs.

Vector provides a complete picture of all post-16 further education, including 16-18 and adult learning, apprenticeships and higher education, alongside local skills priorities, employment demand and progression opportunities.

Endorsed by the Association of Colleges, Vector is a powerful resource designed specifically for colleges in England.

Vector is endorsed by the Association of Colleges



## What's included:

- ✓ Market share, learner participation and trends
- ✓ Local market and competitor analysis
- ✓ LSIP priority sectors and matched skills delivery
- ✓ Employment and skills demand
- ✓ Detailed course level analysis
- ✓ Local recruitment and travel to learner mapping
- ✓ 16-18 learner projections modelling
- ✓ Unlimited site license and user logins

## KEY FEATURES

### Local Learner Market Analysis and Trends

Vector offers a unique and highly visual summary of learner participation, market share, and competition in your college's local area.

This enables you to quickly identify strengths, gaps in provision, and areas of further opportunity for more curriculum development and targeted recruitment activity.

demographics, to ensure your organisation can respond to local skills needs.

### Detailed Curriculum Analysis

Vector provides a detailed comparison between the curriculum offered by your college and all other post-16 learning providers recruiting locally.

Vector can be used to identify strengths, gaps in the market and opportunities for further curriculum development.

### Skills Supply and Demand Analysis

Vector matches technical education and skills delivery against local employment demand by broad sector and detailed occupation, enabling colleges to assess whether the curriculum being delivered meets the required skills needs.

The tool also contains a full suite of demographic and socio-economic information providing a complete picture of local skills needs and progression opportunities in the area.

### Responding to LSIP Priorities

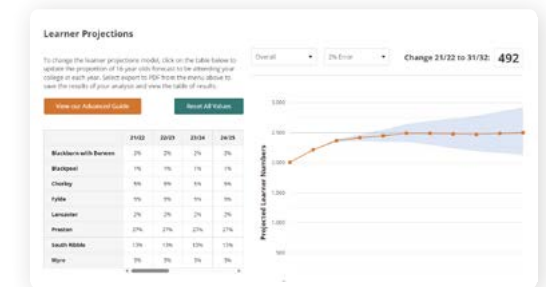
Vector provides a complete picture of local skills supply mapped to local and national skills priorities. This enables colleges to develop an informed response to skills needs and demonstrates your contribution towards these priorities.

### Future Learner Projections

To help colleges set realistic learner targets and plan for the future, Vector contains a unique learner projections tool. This combines your college's market share with local resident demographic trends to forecast your college's learner numbers in future years.

Course	Level	Start Date	End Date	Other	Priority	Other	Other	Other
Level 1	Level 1	2023	2024	2025	2026	2027	2028	2029
Level 2	Level 2	2023	2024	2025	2026	2027	2028	2029
Level 3	Level 3	2023	2024	2025	2026	2027	2028	2029

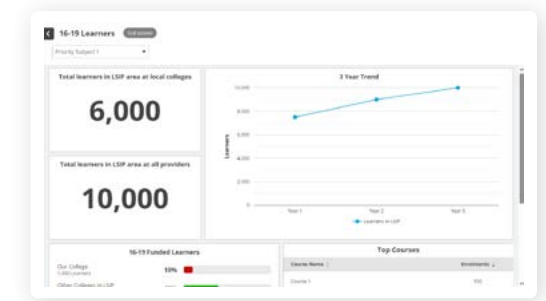
Example Curriculum Table



Example Learner Projections Chart



Example Vector Chart



LSIP Priorities



New Supply vs Demand Analysis Gauges