Higher National Unit specification

General information for centres

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

Unit code: F2H9 34

Unit purpose: This Unit is appropriate for experienced literacies practitioners who are interested in developing and/or delivering literacies learning in the workplace. It is designed to enable candidates to identify literacies learning needs in the workplace and develop effective strategies to engage all workplace stakeholders in literacies learning and development.

On completion of the Unit, candidates should be able to:

1   Establish and maintain effective communication and negotiate literacies learning delivery with stakeholder groups.
2   Analyse organisational and employees' literacies learning needs.
3   Develop an implementation plan to engage stakeholders and raise awareness of literacies learning in the workplace.

Credit points and level: 0.5 HN credit at SCQF level 7: (4 SCQF credit points at SCQF level 7*)

SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

Recommended prior knowledge and skills: This Unit is part of a Professional Development Award *(PDA): Developing Literacies Learning for the Workplace* at SCQF level 7 which is intended to develop candidates' skills, knowledge and understanding of the principles, process and practice of developing and delivering literacies learning within a workplace context.

It is recommended that candidates have completed Unit F2H8 34 *Developing Literacies Learning for the Workplace: Policy and Practice* which provides underpinning knowledge for initial engagement with stakeholders and promoting the benefits of literacies learning in the workplace. This Unit can also be delivered as a discrete Unit independently of the PDA Group Award qualification.

Candidates should have a sound knowledge of adult literacies learning, have been assessed on the delivery of literacies learning programmes and have at least one year's experience in literacies learning development and/or delivery, in either a paid or voluntary capacity. This can be evidenced by the PDA: *Introduction to Tutoring in Adult Literacies Learning (ITALL)* or equivalent at SCQF level 6.

General information for centres (cont)

Candidates should be able to evidence that they have knowledge, skills and understanding in relation to the following topics:

♦ the current context of adult literacies policy and practice in Scotland
♦ the principles of good practice in delivering adult literacies learning
♦ supporting the learning process with literacies learners
♦ delivering learning activities to promote adult literacies learning in a supportive context
♦ learning and teaching methodologies for literacies learning
♦ reflective practice

Although not essential, it would be an advantage if they have the opportunity to secure an agreement to work with an employer for the purpose of applying the learning from this Unit and/or the *PDA: Developing Literacies Learning for the Workplace*.

Core Skills: The achievement of this Unit gives automatic certification of Critical Thinking, and Planning and Organising at SCQF level 6. There are also further opportunities to develop the Core Skills of Communication and Working with Others at SCQF level 6 and Numeracy and Information Technology at SCQF level 4 in this Unit.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be delivered and assessed within the subject area of the Group Award to which it contributes.

Assessment: The Unit will be assessed by a report prepared by candidates. All Outcomes will be integrated into a single, open-book report to be undertaken after the teaching of the Unit has been completed.

Since the Core Skill components of Critical Thinking, and Planning and Organising at SCQF level 6 are embedded in this Unit, it is strongly recommended that you follow the assessment guidelines given. If you wish to use a different assessment model, you should seek prior verification of the assessment instruments you intend to use to ensure that the Core Skill components are still covered.

Higher National Unit specification: statement of standards

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

Unit code: F2H9 34

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Establish and maintain effective communication and negotiate literacies learning delivery with stakeholder groups

Knowledge and/or Skills

♦ Type of stakeholder groups which would be involved in the development and delivery of literacies learning in the workplace. For example, employers, managers, employees, HR staff, supervisors, and Union Learning Representatives.
♦ Communication with stakeholders.
♦ Consultation and negotiation with stakeholders.
♦ Contracts and service level agreement documents.

Outcome 2

Analyse organisational and employees' literacies learning needs

Knowledge and/or Skills

♦ Operational and organisational structures of workplaces
♦ Literacies usage and needs analysis in the workplace
♦ Analysing and reporting the results of literacies needs analysis

Outcome 3

Develop an implementation plan to engage stakeholders and raise awareness of literacies learning in the workplace

Knowledge and/or Skills

♦ Awareness raising strategies for stakeholders in the workplace
♦ National and local promotional campaigns and resources to raise awareness of literacies
♦ Materials to promote literacies learning in the workplace
♦ Presentations and events to raise awareness of literacies in a workplace context

Higher National Unit specification: statement of standards (cont)

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and Skills showing that they can:

♦ develop a plan aimed at raising awareness of literacies learning in response to the literacies needs of stakeholders within a selected workplace.
♦ a description of the stakeholder groups in the workplace.
♦ types and frequency of communication required to establish initial communication with stakeholders.
♦ communication strategies implemented to raise awareness and negotiate stakeholder engagement in a literacies learning programme.
♦ a description of the key components of a contract or service level agreement which is appropriate for the workplace.
♦ evidence of two sources of information used to find out about the operation and organisational structures in the workplace.
♦ an explanation of the approach and tools used to analyse literacies usage and needs in a selected workplace.
♦ an explanation of the approach used to analyse and report the results of literacies needs analysis to stakeholders.
♦ an explanation of the approach followed in a selected workplace to raise awareness and promote literacies with two stakeholder groups (such as employers and employees).
♦ evidence of two examples of materials produced or adapted from other sources and their use in a selected workplace to raise awareness and engage these two stakeholder groups in literacies learning.
♦ evidence of one presentation or event, that has been planned by the candidate, which is designed to raise awareness of literacies learning in the workplace. Details of the audience, agenda and the purpose of the presentation or event should be included in the evidence.

Candidates will produce a single, open-book integrated report of approximately 1,500 words or equivalent, excluding references and appendices. Where appropriate, candidates should illustrate their knowledge and understanding of the Outcomes through examples drawn from their own practice or published practice examples. The workplace may be a real case from their current work activities, from previous interaction with an employer or a simulated scenario.

Candidates should include sample documents to support their evidence where required. All evidence of research should be referenced in an acceptable format.

Assessment Guidelines

Candidates should introduce evidence from relevant reading and discussions with peers as part of the tutor-facilitated component of the Unit delivery. They may also include examples from work-based practices to support the points presented in the report.

Centres should ensure that arrangements are put in place to ensure the authenticity of the work produced and that sufficient research time is built into the timeline for these tasks to be completed.

Administrative Information

Unit code:	F2H9 34
Unit title:	Developing Literacies Learning for the Workplace: Raising Awareness
Superclass category:	GE
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History of changes:

Version	Description of change	Date

Source:	SQA

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Higher National Unit specification: support notes

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 20 hours.

Guidance on the content and context for this Unit

The PDA award has been designed for candidates who already have, or who anticipate having, a role in the development and delivery of literacies learning in the workplace

This Unit is the second in a series of three Units that comprise the PDA: *Developing Literacies Learning for the Workplace*. Although it can be delivered as a discrete Unit, it is recommended that candidates complete all three Units in the suite.

The *PDA: Developing Literacies Learning for the Workplace* is intended to develop candidates' skills, knowledge and understanding of the principles, process and practice of developing and delivering literacies learning within a workplace context. Unit F2H8 34 *Developing Literacies Learning for the Workplace: Policy and Practice* provides skills, knowledge and understanding of the current Scottish context, policy and practice of adult literacies; examines the role of literacies in the workplace and examines the potential barriers and benefits that may affect stakeholder engagement.

This Unit has a particular focus on applying knowledge and skills in a practical context of assessing where there is a need for literacies learning in different workplace contexts, and devising and implementing a strategy to engage with all stakeholders by raising awareness of the benefits of literacies learning.

The following list of topics for this Unit gives a suggested content for a tutor-facilitated programme. The list is neither prescriptive nor exhaustive and should be used as a guide only.

Outcome 1

Building Relationships

♦ Communication with stakeholder groups: what, when, where, why and how?
♦ Skills in consultation and negotiation with stakeholders
♦ Contracts and service level agreements
♦ Case practice

Outcome 2

Identifying the need

♦ Organisational needs analysis (commercial analysis tools, software , self tailored to client's needs, methodology, resulting findings)
♦ Identifying employees' literacies learning needs in the workplace

Higher National Unit specification: support notes (cont)

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

Getting to Know a Workplace

♦   Identifying the need for literacies learning
♦   Sources of information on workplace operation and organisational structures

Outcome 3

Current Resources, Materials and Campaigns for Literacies Awareness Raising

♦   National and local campaigns and resources
♦   Examples of local materials and approaches
♦   Other sources of awareness raising materials

Getting the Message Right

♦   The Marketing Mix
♦   Strategies for raising awareness and promoting literacies learning to stakeholder groups
♦   Developing and producing materials
♦   Arranging and delivering presentations and events

Guidance on the delivery and assessment of this Unit

Unit content and delivery

This Unit is the second in a series of three Units that comprise the PDA: *Developing Literacies Learning for the Workplace*. The other Units in the award are F2H8 34 *Developing Literacies Learning for the Workplace: Policy and Practice* and F2H1 34 *Developing Literacies Learning for the Workplace: Planning for the Delivery of Learning Programmes*. Although this Unit can be delivered separately, it is recommended that candidates complete all three Units in the award.

Whilst it is possible for the award to be delivered using a range of methods including tutor-facilitated workshops, self-study, e-learning and distance learning, there are advantages in providing opportunities for candidates to participate in discussion activities with other candidates either face to face or as part of an electronic forum. Candidates should also undertake self-directed learning to research reference sources to extend their knowledge and understanding of the topics related to the Outcomes of this Unit. It is recommended that candidates have the opportunity to secure an agreement to work with an employer for the purpose of applying the learning from this Unit. This will provide a source of evidence for the Unit assessment.

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

Assessment

The Outcomes require candidates to review and reflect on their own practice and professional principles as well as developing knowledge, understanding and skills for identifying literacies needs and producing a plan for raising awareness of literacies learning in a selected workplace. The assessment is a single integrated report of approximately 1,500 words or equivalent, excluding references and appendices. They should have access to reference materials and should use an approved referencing system. There must be arrangements in place to ensure authenticity of the work produced.

Candidates could also maintain a portfolio/log of their activities, learning and practice development from the tutor-facilitated sessions, workplace activities and self-directed learning. Although this would not be formally assessed, it would provide information and evidence for the assessments for this Unit and the PDA Award. It would also support candidates' reflective practice and professional development.

Opportunities for developing Core Skills

The delivery and assessment of this Unit may contribute towards the following components of the Core Skills:

♦ The component of 'Written Communication' or 'Oral Communication' of the Core Skill Communication at SCQF level 6 can be developed through the requirements for assessment. There are also other opportunities in Outcome 1 through producing reports on needs analysis undertaken in a workplace, in Outcome 2 through producing planning and evaluation reports and materials for promotion and publicity as part of an awareness strategy and in Outcome 3 through the production of reports and documents.
♦ The component of 'Oral Communications' of the Core Skill Communication at SCQF level 6 can be developed in Outcome 1 through the method of conducting needs analysis surveys with different stakeholders in a workplace, through giving presentations as part of awareness raising activities in Outcome 2 and through meetings and interviews with stakeholders in Outcome 3.
♦ The component of 'Using Graphical Information' of the Core Skill Numeracy at SCQF level 4 can be developed in Outcome 1 through the analysis and presentation of the data collected during a literacies needs analysis in a workplace.
♦ The Core Skill of 'Information Technology' can be developed at SCQF level 4 through the production of the assessment for this Unit. In addition, there are opportunities to develop IT skills through researching background information on a workplace as part of Outcome 1 and through accessing examples of materials and campaigns for awareness raising strategy and materials' development in Outcome 2.
♦ The component of 'Critical Thinking' the Core Skill of Problem Solving can be developed at SCQF level 6 in Outcome 1 through the data analysis and identifying priority areas of literacies development as part of a Training Needs Analysis process and procedures. Similarly in Outcome 2 through determining an appropriate strategy to raise awareness and achieve engagement in a particular workplace and in the negotiation, consultation and discussion activities in Outcome 3.
♦ The components of 'Planning and Organisation' and Reviewing and Evaluating of the Core Skill of 'Problem Solving' can be developed at SCQF level 6 through all three Outcomes of this Unit.

Higher National Unit specification: support notes (cont)

Unit title: Developing Literacies Learning for the Workplace: Raising Awareness

♦   The Core Skill of 'Working with Others' can be developed at SCQF level 6 through consultation and co-operative working with other staff in a workplace in respect of ongoing activities to develop staff in a workplace. There are also opportunities for internal and external co-operative working in promotion and marketing activities in Outcome 2. The consultation and negotiation activities in Outcome 3 require candidates to work with a range of diverse stakeholders.

Open learning

This Unit is suitable for open and distance learning delivery. The assessment strategy and guidelines described in this specification must still be applied if this method of delivery is chosen. For further information or advice, please see *Assessment and Quality Assurance for Open and Distance Learning (SQA 2001)*

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).

General information for candidates

Unit title: Developing Literacies Learning in the Workplace: Raising Awareness

What is this Unit about?

This Unit is about identifying where there is a need for literacies learning in different workplace contexts and planning and implementing a strategy to engage with all stakeholders b raising awareness of the benefits of literacies learning.

This Unit is the second in a series of three Units that comprise the PDA: *Developing Literacies Learning for the Workplace*. The other Units in the award are F2H8 34 *Developing Literacies Learning for the Workplace: Policy and Practice* and F2H1 34 *Developing Literacies Learning for the Workplace: Planning for the Delivery of Learning Programmes*. Although this Unit can be delivered separately, it is recommended that you complete all three Units in the award.

On completion of this Unit you will be able to:

1   Establish and maintain effective communication and negotiate literacies learning delivery with stakeholder groups.
2   Analyse organisational and employees' literacies learning needs.
3   Develop an implementation plan to engage stakeholders and raise awareness of literacies learning in the workplace.

What you will learn

In this Unit, you will be introduced to techniques and information sources that will help you to find out about the way that a workplace operates, how literacies are used and approaches to identify organisational and employees' literacies learning needs. You will also identify stakeholder groups in a workplace and examine techniques to engage with the range of stakeholders, establish effective communication with them, and negotiate their involvement in literacies learning. You will also find out about methods of raising awareness of literacies learning and have the opportunity to develop skills in activities to promote literacies learning in the workplace.

In **Outcome 1**, you will find out about the potential stakeholders in a workplace and consider appropriate approaches to build relationships with them. You will examine different methods of communication and consider the most appropriate types, methods and frequency for the various workplace stakeholder groups. There will be opportunities to develop skills in negotiation.

In **Outcome 2,** there is the opportunity to examine approaches and tools which can be used to gather information about workplaces and to identify literacies learning needs in the workplace. There will also be an opportunity to develop skills in analysing results from needs analysis activities and methods of reporting these findings to different stakeholder groups.

In **Outcome 3,** you will investigate the planning process and techniques of marketing and promotion and look at examples of approaches and materials used in current local and national activities to raise awareness of literacies learning in the workplace. There will also be the opportunity to develop skills in planning, producing materials, and delivering activities in the workplace to raise awareness and engage stakeholders in literacies learning.

General information for candidates (cont)

How you will be assessed

You will produce a single integrated report of 1,500 words or equivalent, excluding references and appendices. The report should include a developmental plan for the raising awareness of literacies learning and an appropriate response to the literacies needs of a selected workplace. The workplace may be a real case from your current work activities, from previous interaction with an employer or a simulated scenario.

You will also have the opportunity to develop the Core Skills of Communication, Numeracy, Information Technology, Problem Solving and Working with Others through taking part in peer discussion, researching materials, producing evidence in an electronic format and reviewing and evaluating assessment tasks.