

T Level launch – stakeholder toolkit

This month, the first students will embark on one of 3 new T Level courses at selected colleges, schools and other providers across England. To celebrate the launch of these qualifications and to raise their profile, we are asking all T Level supporters to share the news with your networks, especially across social media, this week and beyond.

This toolkit includes:

- A message from Gillian Keegan, Minister for Apprenticeships and Skills
- Brief overview of T Levels to use on your channels
- Suggested assets, links and posts to use on social media.

Message from Gillian Keegan, Minister for Apprenticeships and Skills

I'm delighted to share the news that the first T Level students are starting their courses this month and, judging from what I've seen and heard from speaking to providers students are already relishing the opportunities these new courses offer. I firmly believe having a T Level qualification under their belt will set these young people apart other qualifications and I want to ask you to help us celebrate the launch of T Levels across your networks.

T Levels represent the biggest reform to technical education in a generation. Having worked in industry, I understand the value T Levels bring to technical education, and the value that a qualification developed jointly with industry will bring businesses across the country. T Levels will provide employers with the skilled workforce they will need as our economy recovers and looks to the future. It has never been more vital to ensure that young people gain the right knowledge and skills to make the most of their potential and to meet the needs of business.

I'd heard the buzz about T Levels before taking up this role back in February and knew they sounded like a really exciting development in post-GCSE education. I also thought they would be a great way for employers to recruit new talent and for young people to get ahead in their careers. The more I've heard about them – talking to students and providers at online open days and meetings with panel employers who designed them – the more convinced I've become. Now, as teaching starts for the first 3 T Levels in Digital, Education and Childcare, and Construction and Design, we have the task of helping to share the message

I firmly believe that these 2-year qualifications offer students a high-quality alternative to both A levels and apprenticeships. With the course content being specified by employers, we know students gain the best knowledge and practical skills together with a thorough grounding in their chosen career. This is then amplified by the innovative industry placement, where students spend around nine weeks working on real projects with an employer. Not only do they put their knowledge and skills to use they also become workplace-ready so that when they finish their course they're ahead of others in terms of both skills and experience. While we expect many T Level graduates to go straight into an entry-level skilled role or higher or degree apprenticeship, T Levels also attract UCAS points so that if students want to go on to university or further study they will be able to.

I really am excited by the opportunities T Level offer to students, employers and to the future prosperity of this country and hope you will be too.

Brief overview of T Levels

T Levels are central to the Government's plans to improve technical and vocational education and address the skills gap. With content designed by more than 250 employers, these new high-quality technical qualifications follow GCSEs and will deliver a pipeline of young people with the skills, knowledge and workplace experience that businesses need.

These rigorous 2-year courses are based on the world's best technical education systems and combine classroom learning with a substantial industry placement. Each T Level is equivalent to 3 A Levels and attracts UCAS points offering graduates the opportunity of moving into a job, an apprenticeship or continuing to further study.

The industry placement, lasting at least 45 days, is unique to T Levels and allows students to put the knowledge and skills they have learned into practice. It is also an opportunity to try out their chosen industry and gain experience in the workplace. For employers, they offer the chance to bring in fresh ideas and to spot and nurture early talent.

How you can support the T Level launch

Below, we have included links to some T level assets and draft posts to use across your social channels. Please ensure everything is tagged with the relevant T Level channel (@TLevels_govuk on Twitter and Instagram and @TLevelsgovuk on Facebook) and includes #TLevels so we can share it further and create a buzz around the launch.

If you have ideas of other ways to support T Levels, perhaps by having a blog post, article for your newsletter or T Level speaker for a meeting, please contact Heather.Hughes@education.gov.uk.

Links to assets and T Level microsite:

T Level video: <https://youtu.be/qVtUExWBZDA> (this is aimed primarily at students/parents)

Static posts: <https://www.dropbox.com/sh/jh829912751p6x5/AABtrHCE73luReeNKNmoLxC5a?dl=0>

T Level site with sections for both employers and students/parents: www.tlevels.gov.uk/

Introduction of T Levels page on gov.uk www.gov.uk/dfes/t-levels

Suggested Twitter posts

We're proud to support the launch of #TLevels. These new, 2-year post-GCSE qualifications were co-designed by over 250 employers, including us, to give young people the knowledge and skills to succeed in their chosen careers. Visit tlevels.gov.uk #TLevels #TechEd @TLevels_govuk

New #TLevel courses have now started. Combining classroom learning with a substantial industry placement #TLevels give young people the knowledge, skills and experience that business needs. Visit tlevels.gov.uk #TechEd @educationgovuk @TLevelsgovuk

Find out why @[XXX] are supporting #TLevels, which launch this month. These 2-year post-GCSE courses will deliver a pipeline of young people with the knowledge, skills and workplace experience we need to develop and thrive. Visit: tlevels.gov.uk @educationgovuk @TLevels_govuk #TechEd

Designed by business for business. We're proud to be involved in co-designing new 2-year post GCSE #TLevel qualifications with @educationgovuk. #TLevels will transform technical education delivering real benefits for both employers and students. Visit: tlevels.gov.uk @TLevels_govuk #TechEd

Find out why the new #TLevels are a game changer for #TechEd by developing young people with the skills, knowledge and workplace experience that businesses need to thrive. First 3 T Levels have launched with another 21 to come by 2023. Visit: [tlevels.gov.uk](https://www.tlevels.gov.uk) @TLevels_govuk

Suggested LinkedIn/Facebook post

T Levels launch

We're pleased to share the news that T Levels have now started. Students at selected colleges and schools across England are now beginning their two-year, post-GCSE courses in Digital, Construction and Design or Education and Childcare. These are just the start of the 24 T Levels that will roll out over the coming years in subjects as diverse as accounting and digital to engineering and healthcare.

Designed by employers for employers, T Levels are robust qualifications that combine classroom learning with a substantial industry placement so that graduates emerge with the knowledge and practical skills that businesses need plus real experience of being in the workplace. They are based on the world's best technical education systems to address the skills gap and build a workforce fit for whatever the future brings.

With 1 T Level being equivalent to 3 A Levels, T Level graduates will have opportunities to move straight into work, to further study or an apprenticeship. Find out more about T Levels at www.tlevels.gov.uk #TLevels #TechEd. @TLevelsgovuk

Some of the static assets in link above

