

# Content Partner and Full Partner Policy

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## INTRODUCTION

The **talentmap** is a collaborative programme involving the four UK Governments, employer organisations, government brokers and employers. Our objective is to help more employers to do more now to invest in talent & skills development. Any organisation which can support this aim and provide advice, information and services to employers is a potential Content Partner or Full Partner.

## WHAT ARE FULL PARTNERS AND CONTENT PARTNERS?

Content Partners will allow their web-site or parts of the web-sites to be searched by the **talentmap** search tool. Full partners will also carry the roving brand on their web-sites, thus allowing employers and others that visit their site to access the full support and functionality of the **talentmap**. This policy sets out the criteria that potential Content partners and Full partners need to consider when deciding if they are an appropriate contributor to **talentmap**.

## SOURCES OF CONTENT FOR TALENTMAP

### Overall

**talentmap** is firstly, a deliberately simple framework for employers to understand and plot their activities within the context of the wider talent & skills development offer. Secondly, it is an interactive web-tool to provide practical support and funding. In time it will allow you to build your own organisations' **talentmap** on-line and share knowledge with colleagues, suppliers and others in the **talentmap** community. As a search tool **talentmap** aims to source good quality information that:

- Provides employers with the information and services they require to develop talent and skills in their businesses;
- Provides employers with choices of whom they wish to get the support from, without recommending any particular provider or organisation; and
- Encourages employers and brokers to reconsider what they are doing in the context of the urgent talent & skills deficit within the UK economy. It is both a call to action and the means to take action.

## What we are looking for in our partners

For the BETA version of the website (April 2009), the content on which **talentmap** will search is focused on the following priorities:

- Core components of the publicly funded provision, such as Jobcentre Plus, Sector Skills Councils and Train to Gain, as well as specific Government schemes in Northern Ireland, Scotland, Wales and the English Regions;
- Funders and Full partner content from members of the coalition who have supported **talentmap** so far and have demonstrated buy-in;
- Private provider support that is already available through public sector portals;
- Basic core existing content - course, grants, tools etc. with knowledge sharing coming later;
- Basic coverage across sectors and geography recognising that current public sector service provision is not readily segmented by size;
- Availability/practicality in the timescales for BETA Launch;
- Communication channels to employers; and
- A basic feedback mechanism for employers

## Later versions

It is planned that the number of content sources will continue to expand from the core 70 sites currently identified for BETA. The decision on prioritising resources to extend the number of web-sites will be based upon:

- Potential content providers coming forward;
- User feedback; and
- On-going research by the team on what is available tested against the overall criteria set above, particularly in relation to areas where significant content gaps are identified.
- The aim is to have a broad range of content which will support five channels of communication:
  - Governments to employers;
  - Employers to Governments;
  - Schools, colleges and universities to employers;
  - Employers to schools, colleges and universities; and
  - Employers to employers

## Content type

The type of content that we are looking for, which will maximise the benefits to employers and the economy as a whole are:

- Delivery to employers (in respect of education, employment and skills):
- Training Courses,
- Grants,
- Information and guidance,
- Practical usable tools, and
- Contacts - including broker/adviser contacts;
- Appropriateness - i.e. the degree to which each of the above are employer focused and resonates with their business needs;
- Accessibility - i.e. quickly and readily available on screen within a few clicks;
- Coverage - in order to achieve a balance;
- Sectors - industry types;
- Geography - across the UK - English regions/sub-regions, Northern Ireland, Scotland Wales; and
- Size - SMEs as well as larger companies and corporates;
- Quality and depth of knowledge sharing support - including testimonials and employer to employer advice, access to tools etc.;
- Availability - i.e. timescales in which the content will be available for **talentmap** to access;
- Buy-in - i.e. the organisation's commitment to **talentmap** and its objectives;
- Encouragement - i.e. the ability of the content to engage with employers and encourage them to do more and raise the game on employment and skills; and
- Support for one or more of the themes and channels of communication

## WHAT WE ASK OF OUR PARTNERS

Content Partners should be willing to:

- Promote the use of the **talentmap** framework and web-tools by employers, employer organisations and/or advisers to employers;
- Work with the UK Commission for Employment and Skills (the Commission) on agreed joint marketing and communications exercises;
- Provide content to be searched by the **talentmap** tool;
- Ensure that content is appropriate to employers' needs;
- Ensure the content does not contain inappropriate material, statements, or references which could cause **talentmap** or the talent coalition to be brought into disrepute;
- Ensure the content is not a commercial advert;
- Ensure the content is maintained up to date and is appropriately referenced or tagged for the search tool;
- Ensure content is secure and does not contain any virus or bugs;
- Abide by the copyright and intellectual property rights of the **talentmap** framework and web-tools and not exploit **talentmap** for commercial gain, unless a specific agreement for this exploitation is in place with the Commission, as a representative of the **talentmap** coalition;
- Explain **talentmap** and provide relevant training to the Content Partner's personnel;
- Put forward suggestions for changes or improvements for the **talentmap** range of web tools and its resource centre; and
- Provide feedback on **talentmap** to the Commission to help the process of continuous improvement
- In addition Full Partners should be willing to:
  - Use **talentmap** as a strategic tool for any employer facing brokerage service the Full Partner operates;
  - Place and maintain the roving brand/widget in a relevant place on the Full Partner's web-site or suite of web-sites as appropriate. This is to be done in accordance with the guidance issued by the Commission

## THE TALENTPLAN COMMUNITY

The Commission and coalition aims to establish a community of partners for the **talentmap**. Typically Content and Full partners will be those organisations that:

- Play a significant role in and contribution to the education, employment and skills system - across the four parts of the UK;
- Represent large numbers of employers;
- Are committed to increasing the employment and skills levels in the UK economy and are willing to demonstrate that commitment;
- Contribute significant volumes of quality content to the **talentmap**;
- Contribute significant value added services, support and testimonials to the **talentmap**; and/or
- Contribute funding to the **talentmap** and its on-going development.

## APPLICATION PROCESS

If you would like to become a Content Partner or a Full Partner, please download and the short application form here and email it to the **talentmap** team.