

Stability,  
transparency,  
flexibility and  
employer ownership

## Communication toolkit

Institute of  
Student  
Employers

ise.

Thank you to everyone who took part in the ISE apprenticeship research. We are launching a communications campaign aimed at government and other stakeholders to ensure our members' voices heard on how you would like the apprenticeship system and levy improved. We hope that you will support us and have prepared this communication toolkit to make it quick and easy. The example social media posts below will help you to amplify the message through your own channels and networks.

### Twitter

We support @IoSEorg 10 recommendations to #fixapprenticeships putting employers in the driving seat of #apprenticeships Read the report <https://bit.ly/2XqqzjN>

*The following tweets are prepared to help you support one or more of our 10 recommendations:*

#fixapprenticeships Ensure stability in the #apprenticeships system: Any changes to the system should be limited, gradual and done with careful employer consultation. Read the @IoSEorg report: <https://bit.ly/2XqqzjN>

The levy should not be a payroll tax: Reaffirm the principle of 'you get out more than you put in'. Support the @IoSEorg campaign #fixapprenticeships <https://bit.ly/2XqqzjN>

#fixapprenticeships Double the levy 'expiry date': The 'expiry date' on #apprenticeships funds should be doubled to 48 months while the system becomes better established. Read the @IoSEorg report to learn more: <https://bit.ly/2XqqzjN>

Increase levy flexibility: Convene a working group of employers to review the flexibility of the funding arrangements and make recommendations to increase employer engagement with the system. #fixapprenticeships <https://bit.ly/2XqqzjN>

Join-up the #apprenticeship systems in different UK nations. Read the @IoSEorg 10 apprenticeship recommendations to the government: <https://bit.ly/2XqqzjN> #fixapprenticeships

Support higher and degree level apprenticeships: Government should reaffirm its commitment to #higherapprenticeships and #degreeapprenticeships . Full report available on the @IoSEorg website: <https://bit.ly/2XqqzjN> #fixapprenticeships

Review the way apprenticeship standards are created and developed. Read the @IoSEorg 10 apprenticeship recommendations to the government: <https://bit.ly/2XqqzjN> #fixapprenticeships

#fixapprenticeships Increase the flexibility in off the job training: Government should convene a working group to look at the way in which the 20% off the job requirements are managed. <https://bit.ly/2XqqzjN>

Celebrate how #apprenticeships can transform careers for everyone. <https://bit.ly/2XqqzjN> learn more about the @IoSEorg #fixapprenticeships campaign.

#fixapprenticeships Promote #apprenticeships across the education system: Continue to invest in high quality career education and guidance in schools. Read the @IoSEorg report: <https://bit.ly/2XqqzjN>

## LinkedIn

We are supporting the **Institute of Student Employers** 10 recommendations to improve the apprenticeship system and levy #fixapprenticeships. Read the new report '*Stability, transparency, flexibility and employer ownership: Employer recommendations for improving the apprenticeship system*' <https://bit.ly/2XqqzjN>