



# Professional Courses and Apprenticeships

Delivered in Partnership with Colleges

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ACCOUNTING • MANAGEMENT • LAW • HUMAN RESOURCES



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# Media-rich Professional Courses and Apprenticeships

**As demand for flexible study increases, colleges are looking for innovative ways to deliver their courses. Working in partnership with colleges, we deliver high quality blended learning solutions that meet the needs of learners, employers and local communities.**

We are specialists in blended learning, creating media-rich professional courses and apprenticeships in accounting, management, law and human resources. Through our innovative, award-winning technology, we deliver a learning experience that is compelling, intuitive and engaging.

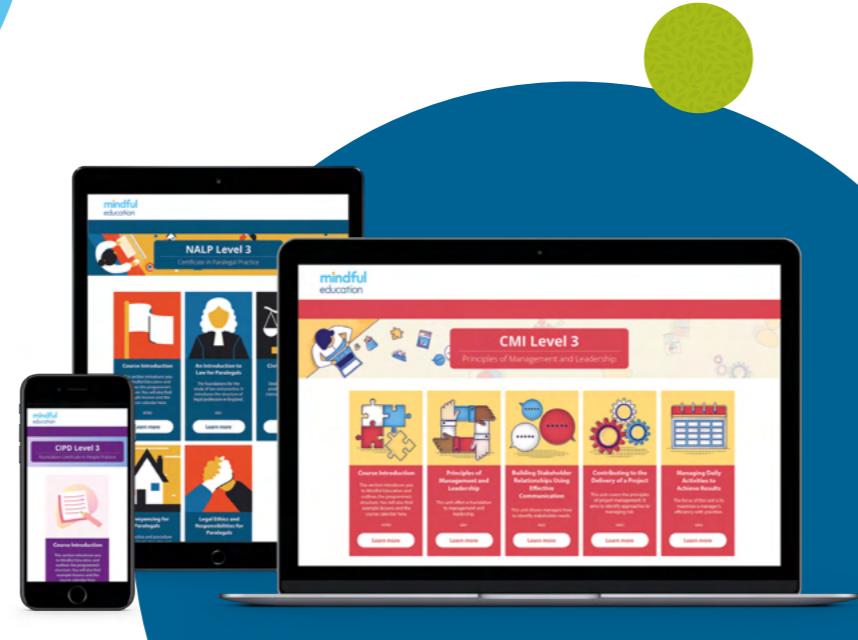
Flexibility, ease of access, and user experience are at the heart of our course design. Our Online and On Campus approach means you can offer your learners the convenience of online study, while retaining the benefits of classroom learning and the support of a tutor.

**66**  
Mindful Education turned out to be a 'life saver'. I have a learning disability and struggle to take in information. With Mindful Education the videos allowed me to pause, rewind and replay them so I could learn at my own speed. I'm looking forward to studying Level 4 next year and would definitely recommend Mindful Education.

Online and On Campus learner,  
Greater Brighton Metropolitan College

**99**

We operate on a contingent fee model – with no up front investment required by the college.



# The Need for Flexibility

**Our courses have been designed to fit around students' busy lives – making college more accessible than ever.**

By partnering with Mindful Education, colleges can grow numbers for adult professional courses by offering a truly flexible solution. Our Online and On Campus blended approach means that students typically attend college for half the time required in more traditional classroom-only delivery. This makes the courses a much more accessible option for people with work and family commitments.

**66**  
Blended learning means I can have a good work-life-family balance. If I didn't study in this way, then I wouldn't be able to do my qualifications.  
**Faye McPhillips**  
Accounting Online and On Campus student, Abingdon & Witney College  
**99**

## Apprenticeships

Our high-quality online courses are perfect for delivering the knowledge component of apprenticeships, giving our partner colleges the opportunity to forge new relationships with local and national employers.

The Online and On Campus approach is particularly popular with employers, as it offers apprentices the flexibility to fit learning into their work schedule and can mean that they spend less time travelling to and from college.

Levy-paying employers can access levy funds to pay for the programme, and online study counts towards the 20% off-the-job requirement, delivering tangible results and minimising disruption in the workplace.



## Recent Awards



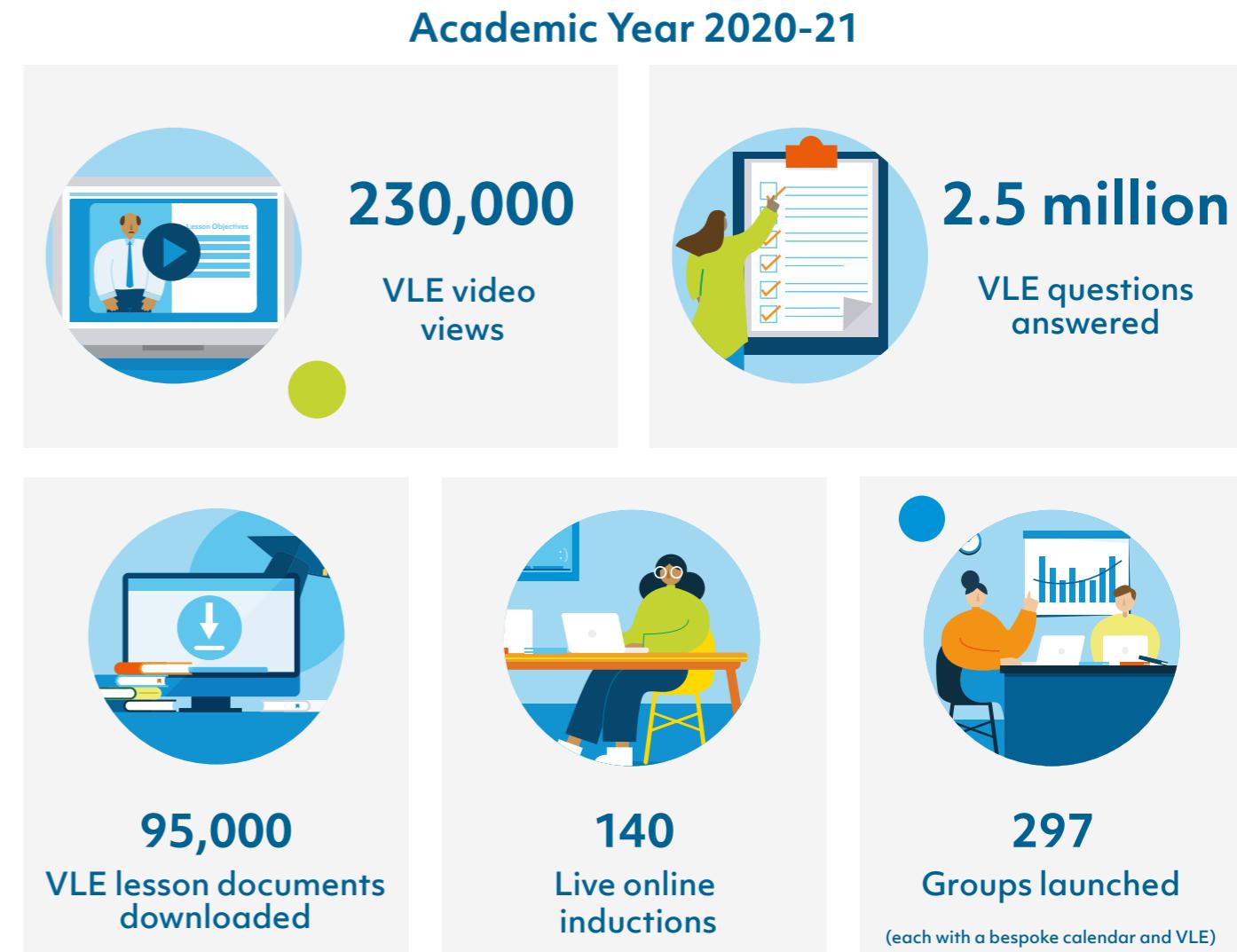
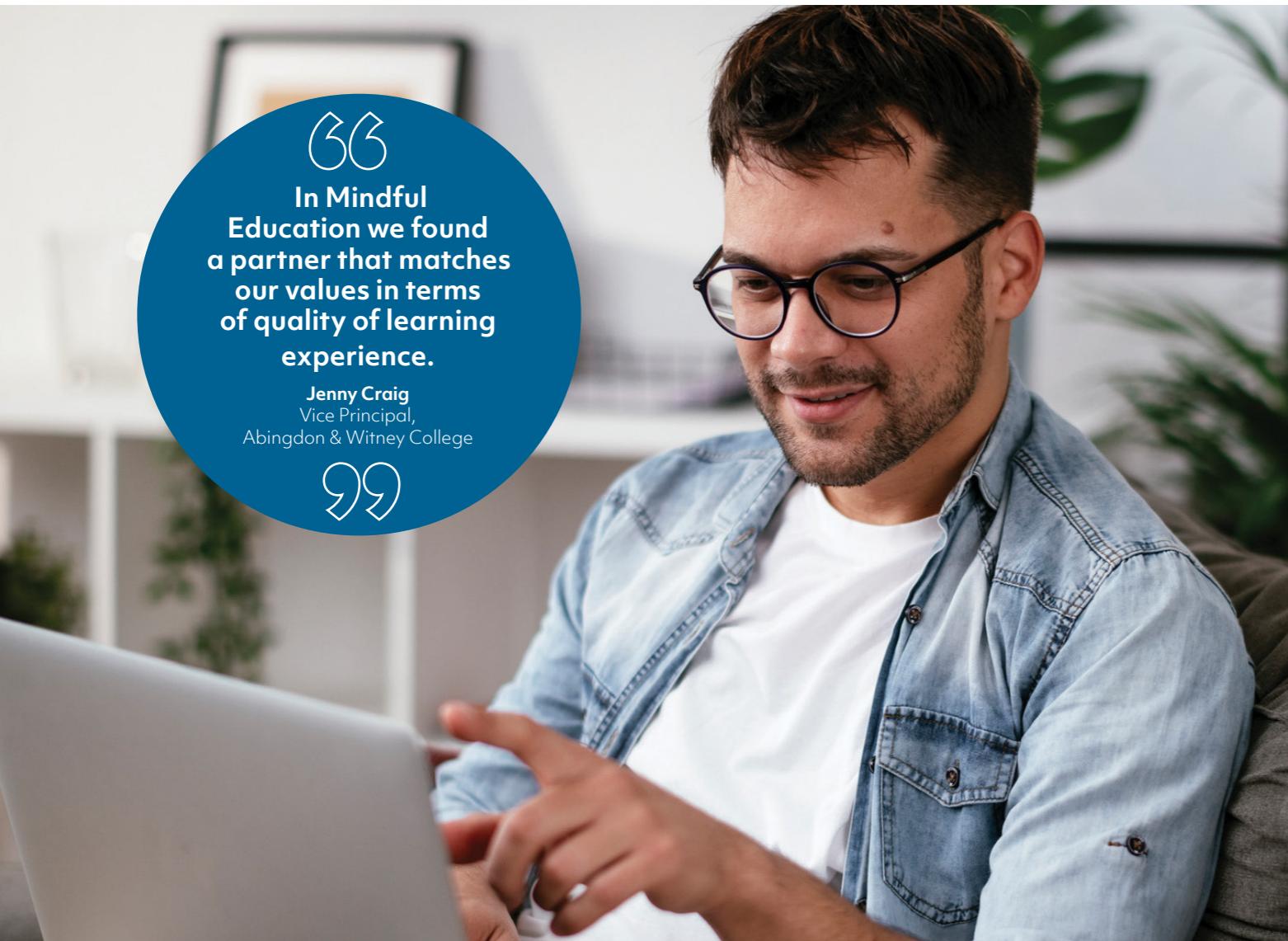
# Your Blended Learning Partner for Professional Qualifications

**Founded in 2015 and based in London, we are a company with a passion for education. Our key aims are to deliver an outstanding learning experience, providing flexible options for study and helping to make teaching and learning easier for colleges and their learners.**

The pandemic has accelerated the move towards flexible delivery options for part-time students and apprentices. Learners and employers are demanding an online element to course and apprenticeship delivery that colleges are not always equipped to provide.

We help to deliver an outstanding learning experience by providing support and assistance across the college. Our

operations, digital, marketing and business development teams work alongside college counterparts to ensure that our partnership is implemented effectively. We continue to provide ongoing support and expert advice on learner recruitment, induction, course delivery and progress tracking throughout the partnership.



# Online and On Campus

We work closely with our partners to ensure that all elements of our Online and On Campus courses and apprenticeships are delivered in the most effective way for the college and their learners.

## Online

Video lectures are available on demand, and can be accessed from a phone, tablet or computer – allow students and apprentices to choose how, when and where they want to study. Lessons last for around 45 minutes and use motion graphics to bring concepts to life, alongside exercises, interactive case studies and analytical tools to further enhance the learning experience.

Lesson materials can be downloaded and printed, providing learners with a useful reference guide when tackling tasks at work.



## On Campus

Students and apprentices continue to benefit from regular classes – without having to commit to multiple evenings each week. College tutors discuss what has been learnt during online study and provide guidance on progress and assessment. Discussion and debate with classmates will help to apply theories to real-life workplace situations and reinforce learning.

## The Role of the Tutor

With the Online and On Campus approach, the role of the college tutor is transformed. Tutors no longer need to spend significant time teaching concepts, as these are covered in the online lessons.

Instead, college sessions are focused on facilitating group work and collaboration and embedding key learning.

Preparation time is also reduced, because in addition to the online lessons, Mindful Education also provide materials for tutors to use during classroom sessions.



| Activity                 | Date            | Description               |
|--------------------------|-----------------|---------------------------|
| Online Lesson Unlock (s) | 03 Nov - 09 Nov | Complete online lessons 1 |
| Online Lesson Unlock (s) | 10 Nov - 16 Nov | Complete online lesson 2  |
| On Campus Lesson         | 17 Nov          | Attend on campus class    |
| Online Lesson Unlock (s) | 17 Nov - 23 Nov | Complete online lesson 3  |
| Online Lesson Unlock (s) | 24 Nov - 30 Nov | Complete online lesson 4  |
| On Campus Lesson         | 01 Dec          | Attend on campus class    |
| Online Lesson Unlock (s) | 01 Dec - 07 Dec | Complete online lesson 5  |
| Online Lesson Unlock (s) | 08 Dec - 14 Dec | Complete online lesson 6  |
| On Campus Lesson         | 15 Dec          | Attend on campus class    |
| Online Lesson Unlock (s) | 15 Dec - 04 Dec | Complete online lesson 7  |
| Christmas Break          | 15 Dec - 04 Dec | Christmas Break           |
| On Campus Lesson         | 05 Jan          | Attend on campus class    |

## Bespoke Calendars

Each cohort of learners works to a unique calendar which is agreed in advance with the college. Our courses are structured and paced, with lessons released to all learners in the group according to the agreed timetable.

## Use of Analytics

Tutors at our partner colleges have access to a full suite of analytics data. They can review their learners' progress, checking the content they are viewing, and even how many times learners are watching each video and attempting the check-learning exercises and quizzes. By reviewing this information before each on campus lesson, tutors can easily see which areas of the module their learners might need to spend additional time on, so they can adjust lesson plans accordingly.



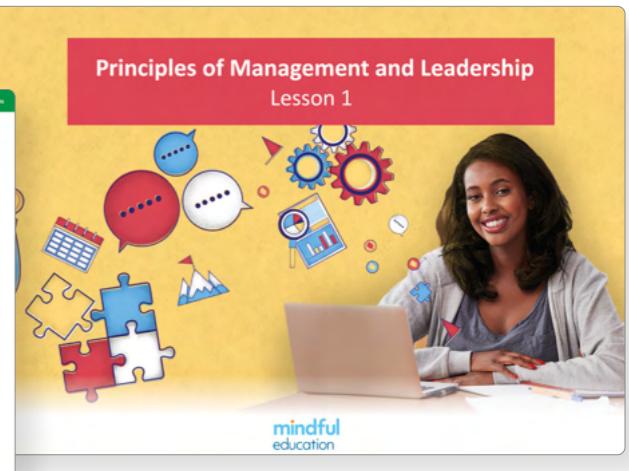
## Progress Checks

The Mindful Education academic team works closely with our partner colleges to ensure that all learners are progressing as they should. We send a direct alert to learners if they fall behind with their online lessons. Any significant issues are raised immediately with the tutor so that they can intervene and offer support.

| Lesson  | Page Views | Videos watched | Engagement | Score   | Forfeits | Attempts | Engagement | Score | Forfeits | Attempts | Progress Check |
|---|------------|----------------|------------|---------|----------|----------|------------|-------|----------|----------|----------------|
| Welcome to the Bookkeeping Transactions Unit and your Unit Calendar | 5          | -              | -          | -       | -        | -        | -          | -     | -        | -        | -              |
| Introduction to the Accounting System                               | 21         | 4 / 13 / 12 /  | 1 / 24     | 5 / 4 / | 1        | 15       | -          | -     | -        | -        | -              |
| Essential Practice  | 4          | 13 13          | 5 5        | 5 5     | -        | -        | -          | -     | -        | -        | 93.75%         |
| Optional Practice   | 7          | - 9 / 9 /      | 0 0        | 10 14   | 14 14    | 0 19     | -          | -     | -        | -        | -              |
| The Accounting Equation and Double Entry Bookkeeping                | 6          | - 36 / 36 /    | 0 37       | 11 10   | 11 11    | 1 20     | -          | -     | -        | -        | -              |
| Essential Practice  | 41         | 41 41          | - /        | / /     | / /      | -        | -          | -     | -        | -        | -              |
| Optional Practice   | 3          | 17 / 16 /      | 1 / 32     | 5 / 5 / | 0 6      | -        | -          | -     | -        | -        | -              |
| The Accounting Equation and Double Entry Bookkeeping                | 4          | 18 18          | 5 5        | 5 5     | -        | -        | -          | -     | -        | -        | -              |
| Essential Practice  | 33         | 33 33          | 0 42       | 24 23   | 1 44     | 1 44     | 70.59%     | -     | -        | -        | -              |
| Optional Practice   | 33         | 33 33          | 0 41       | 13 12   | 0 20     | 0 20     | -          | -     | -        | -        | -              |

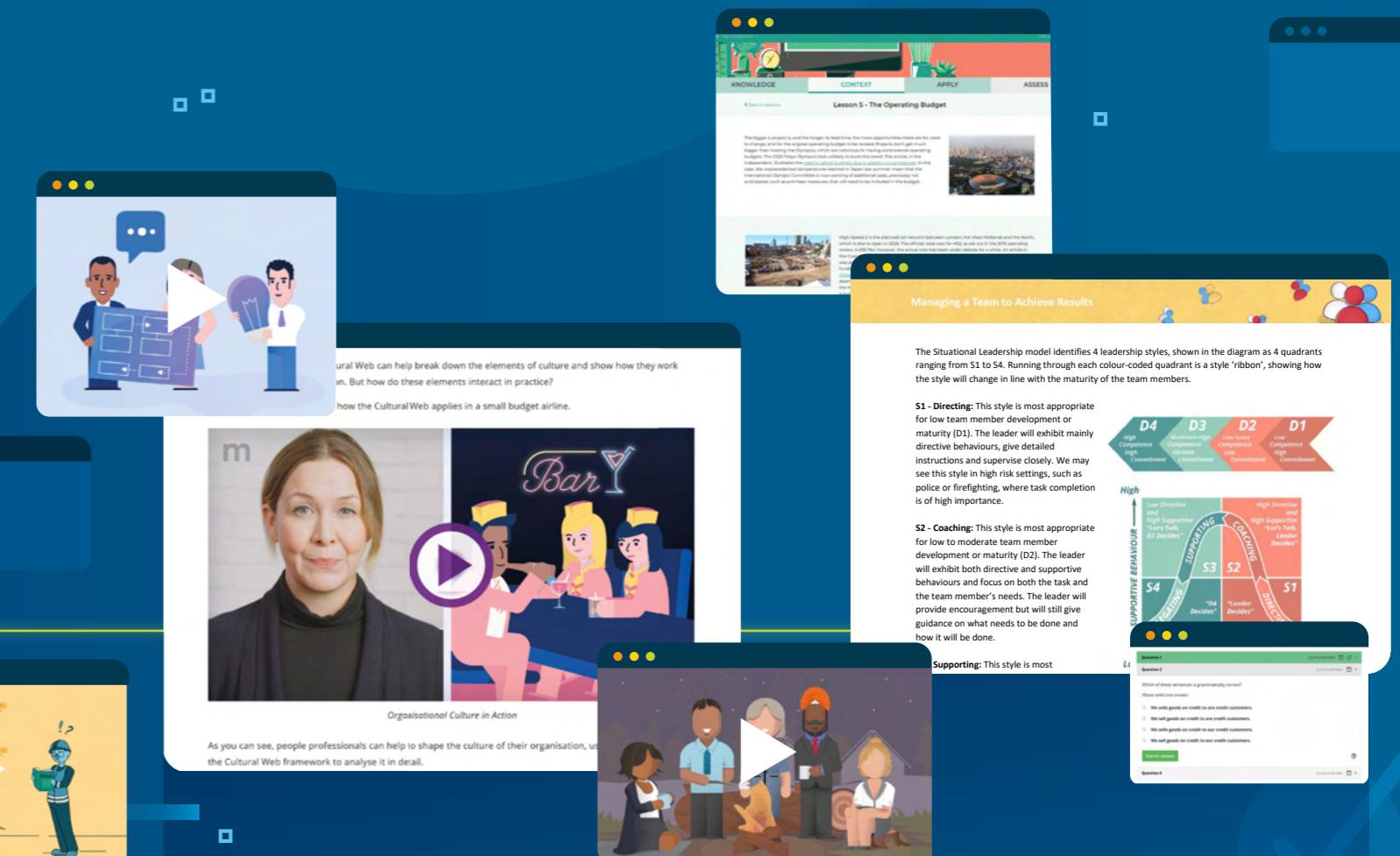
## Tutor Resources

We provide a range of resources for tutors to use in the classroom. These are available for every lesson and are aligned with the topics the learners have covered online.



# Award-Winning Content and Technology

At Mindful Education we deliver an outstanding learning experience by combining media-rich content, academic expertise and market-leading technology.



## Video Lessons

Our courses are based on high-quality video lessons which are written and presented by our academic team.

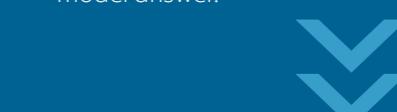
Learners can pause and re-watch sections of each video as often as they wish, ensuring they fully understand complex concepts.

## Motion Graphics

Each video lesson is accompanied by motion graphics to bring concepts to life. Key learning points are clarified and given emphasis through the careful use of our unique animations and illustrations.

## Achievement Rates

Achievement rates for Mindful Education's courses are outstanding; 80% of Mindful Education learners who complete their qualification achieve a merit or distinction grade.



# Case Study: Harlow College

**2016-17**

**Initial discussions** between Harlow College and Mindful Education, with the College aiming to restart their AAT provision.

**2017-18**

**Partnership Launch.** **Tutor training** on using the VLE and the flipped / blended delivery model.

**Marketing support** and co-funded campaigns to generate applications and enrolments.

First course launch Spring 2018.

**2018-19**

**Continuing marketing support** to boost recruitment.

First Autumn launches with significant learner numbers at Level 2 and progression learners at Level 3.

**Ongoing tutor support** and business development support.

First apprenticeship launch. Strong outcomes for learners.

**2019-20**

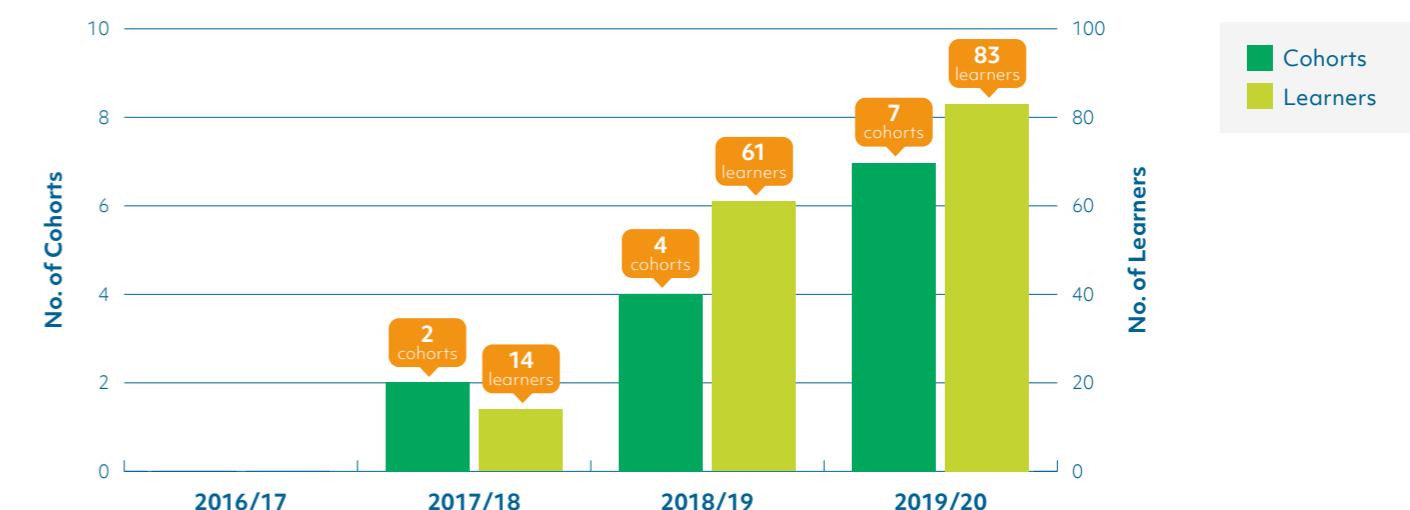
Provision now well established, with continuing growth in learner numbers and excellent progression from Level 2 to Level 3 and now onto Level 4.

Continuing support for marketing, business development and curriculum from the Mindful Education team.

Harlow College wins the Best New Training Provider at the AAT Training Provider Awards.



## Learners and Cohorts



## Tutor spotlight

In 2018, a member of Harlow College's finance team, Sue Kwok, moved across to curriculum to teach the Online and On Campus AAT Level 2 Foundation Certificate in Accounting.

Sue had never taught before, however with comprehensive training from Mindful Education on the use of the VLE, and ongoing support from Mindful and from her colleagues, Sue was able to achieve a 100% pass rate for her 25 AAT Level 2 learners in her first year of teaching.

**100%**

pass rate achieved\* by a new tutor using the Online and On Campus delivery model

\*25 Level 2 AAT learners across two groups

**66**

What I like about the Mindful apprenticeship is that the learning materials are online. If I get spare time at work I ask my manager if I can do some college study and because it's flexible and easy to access I just go on the website and continue my studies. I also have a tutor, and he can help me out and help me to progress.

Jack Middleton  
Assistant Accounts Apprentice

**99**

**66**

The Mindful approach has embedded technology in our teaching. It has not taken away the role of the teacher, but I can focus more on reinforcing knowledge and coaching students.

Raymond Njoroge  
Senior Tutor - AAT and Business

**99**



# Courses and Apprenticeships Overview

**Our blended learning solutions cover the full syllabus of each professional qualification, and are equally suited to delivering part-time professional qualifications and the knowledge component of the related apprenticeship standard.**

## Our Course Content

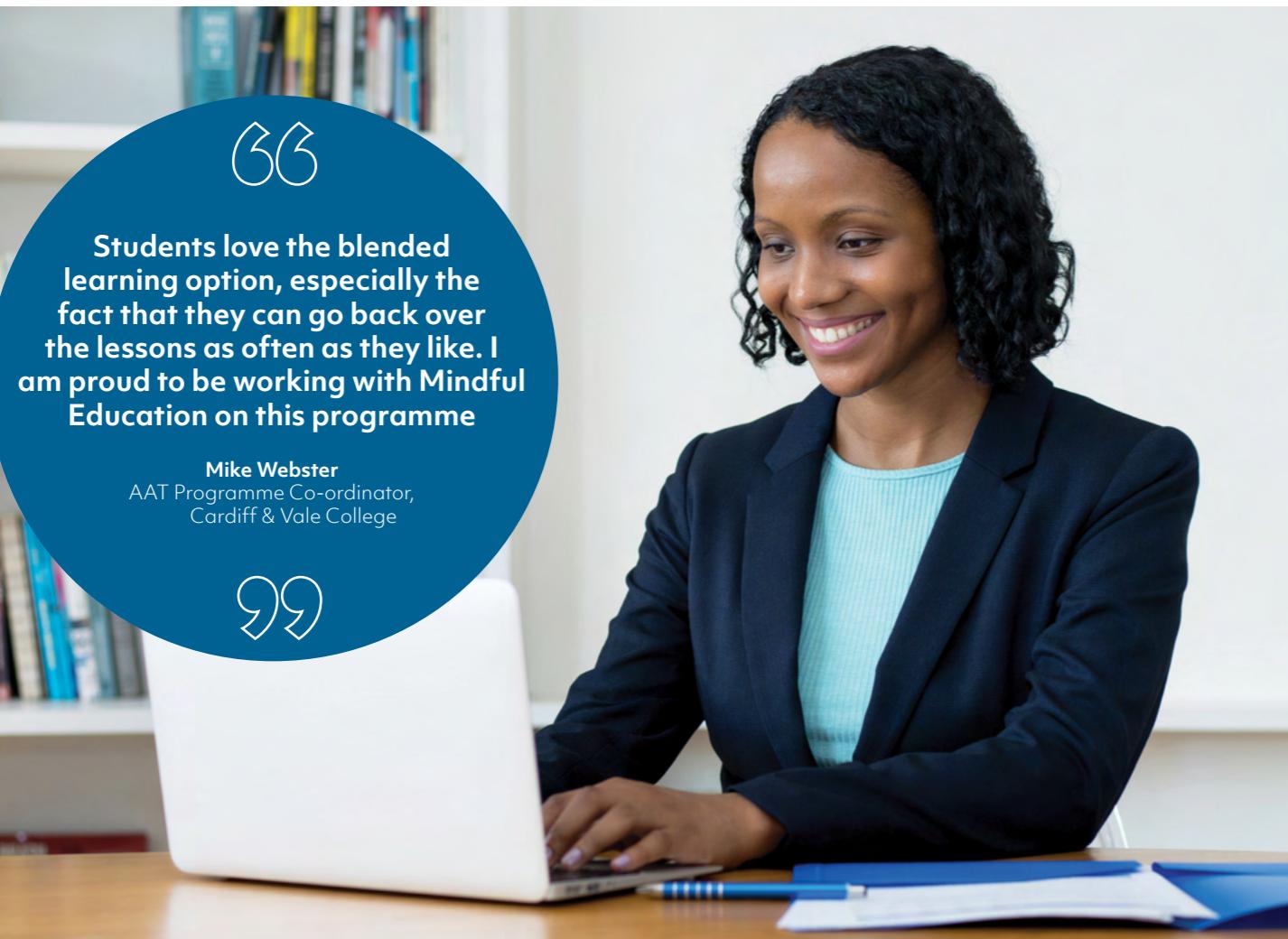
Mindful Education's in-house academic teams write and edit our course materials, producing content that is engaging, succinct and accurate. We employ a rigorous quality assurance process to ensure that courses fully meet course specifications.

When syllabuses change, we update our courses to meet the new specifications and support our partners with workshops and training, helping to make the transition to the new syllabus as straightforward as possible for college tutors.

## Awarding Bodies

Our professional qualifications are accredited by authoritative and respected awarding bodies.

The Mindful Education team work closely with these awarding bodies; many of our academics also hold senior roles within the awarding organisations and we have strong relationships with leadership teams. This means that we are well placed to assist our partners with navigating the centre accreditation process.



## Accounting

### Association of Accounting Technicians

Designed for: Learners seeking to understand the key concepts of accounting, or to advance their accounting career.



## Management

### Chartered Management Institute

Designed for: People moving into supervisory positions and managers looking to advance into senior roles.



## Law

### National Association of Licensed Paralegals

Designed for: Paralegal assistants and legal secretaries who want to progress to formal legal qualifications.



## Human Resources

### Chartered Institute of Personnel and Development

Designed for: People seeking progression to professional Human Resources roles.



## Accounting | Association of Accounting Technicians

### Programme description

These AAT courses provide an understanding of key accounting topics, including bookkeeping transactions, costing, accounting software, indirect tax, management accounting, final accounts preparation and ethics.

### Target audience

Staff seeking progression into a formal accounting career.

### Progression

- Advanced Diploma in Accounting (level 3)
- Professional Diploma in Accounting (level 4)

| Course Title                          | Level   | Awarding Body |
|---------------------------------------|---------|---------------|
| Foundation Certificate in Bookkeeping | Level 2 | AAT           |
| Foundation Certificate in Accounting  | Level 2 | AAT           |
| Advanced Certificate in Bookkeeping   | Level 3 | AAT           |
| Advanced Diploma in Accounting        | Level 3 | AAT           |
| Professional Diploma in Accounting    | Level 4 | AAT           |

### AAT benefits

- Internationally recognised qualifications
- Progression up to AAT level 4, and beyond into other accounting qualifications

### Professional outcomes

- Accounts Assistant/Officer
- Bookkeeper
- Accounts Payable Clerk
- Credit Controller



## Management | Chartered Management Institute

### Programme description

These CMI programmes focus on performance, self-awareness, leadership and management skills.

### Target audience

Managers looking to advance into senior roles.

### Progression

CMI Level 5, 6, 7 and 8 courses for senior managers and Directors.

### CMI benefits

- Internationally recognised qualifications
- Optional membership upon completion
- Progression into courses up to level 8 for Directors and senior management
- Access to ManagementDirect resources portal

### Professional outcomes

- Project Manager
- Team Leader
- Manager
- Director

| Apprenticeship                                    | Level   |
|---|---------|
| Accounts/Finance Assistant Apprenticeship         | Level 2 |
| Assistant Accountant Apprenticeship               | Level 3 |
| Professional Accounting Technician Apprenticeship | Level 4 |

| Course Title                                       | Level   | Awarding Body |
|--|---------|---------------|
| Diploma in Principles of Management and Leadership | Level 3 | CMI           |
| Diploma in Management and Leadership               | Level 5 | CMI           |

| Apprenticeship                                 | Level   |
|--|---------|
| Team Leader/Supervisor Apprenticeship          | Level 3 |
| Operations/Departmental Manager Apprenticeship | Level 5 |

**"Responsible for 90% of all work-related qualifications in accounting."**

Source: [www.aat.org.uk](http://www.aat.org.uk)

**"£390,000 – a Chartered Manager's average added-in value to their organisation."**

Source: survey of 535 Chartered Managers, CMI January 2015



## Law | National Association of Licensed Paralegals

### Programme description

These programmes provide a combination of law units, practice units and professional units including: Introduction to Law and Practice, The Law of Tort, Contract Law, Criminal Law, Land Law, Civil Litigation, Family Law and Conveyancing.

### Target audience

School leavers, paralegal assistants and legal secretaries who want to progress to formal legal qualifications.

### Progression

NALP Level 6 Diploma in Law and Practice.

### NALP benefits

- Nationally recognised qualifications
- Progression up to NALP Level 6 and beyond into other qualifications
- Recognised as a cost-effective route into law without the need for university study

### Professional outcomes

Successful completion of the Certificate in Law and Practice Level 3 enables learners to become an Associate member of NALP and – with three years relevant legal experience – fee earners for their firms.

| Course Title                    | Level   | Awarding Body |
|---------------------------------|---------|---------------|
| Certificate in Law and Practice | Level 3 | NALP          |
| Diploma in Paralegal Studies*   | Level 4 | NALP          |

\*Available from September 2022

**"NALP strives to ensure that its members are recognised as a key part of the legal profession by the quality of its qualifications and professional development. NALP encourages, promotes and develops the role and practice of the paralegal and represents the best interests of its members."**

Source: [www.nationalparalegals.co.uk](http://www.nationalparalegals.co.uk)



## Human Resources | Chartered Institute of Personnel and Development

### Programme description

These qualifications provide a strong foundation to give people professionals the confidence and capabilities to guide their decision-making, actions and behaviours.

### Target audience

Those aspiring to, or embarking on, a career in people practice or working in a people practice support role and wishing to develop their knowledge.

### Progression

The opportunity to study CIPD Associate Level 5 and Advanced Level 7 qualifications.

| Course Title                              | Level   | Awarding Body |
|---|---------|---------------|
| Foundation Certificate in People Practice | Level 3 | CIPD          |
| Associate Diploma in People Management*   | Level 5 | CIPD          |

\*Available from September 2022

**"CIPD qualifications and courses help you build your career and enhance your professionalism. When you learn through the CIPD, you access research-led insights from the world's leading HR and L&D experts, allowing you to challenge the status quo, inspire action and influence change."**

Source: [www.cipd.co.uk](http://www.cipd.co.uk)

# Working in Partnership

**Working with our college partners from the first day of the course to the last, our goal is to make teaching and learning easier for colleges and their students.**

## Partnership Services

We understand that delivering an outstanding learner experience is a college-wide effort involving many teams. A central element of our partnerships is to provide extensive support to curriculum, marketing, admissions and business development teams, alongside technical assistance delivered direct to learners. Working hand-in-hand with our college partners, our aim is to ensure that learners are fully supported from their first inquiry about the course, right through to achieving their qualification.



## College Team

|   |                               |
|---|-------------------------------|
| <b>Principal and Senior Management Team</b> | Lead on strategic partnership |
|---|-------------------------------|

|  |                           |
|--|---------------------------|
| <b>Curriculum Directors and Managers</b> | Implement the partnership |
|--|---------------------------|

|               |                            |
|---------------|----------------------------|
| <b>Tutors</b> | Deliver on campus sessions |
|---------------|----------------------------|

|                                  |   |
|----------------------------------|---|
| <b>Business Development Team</b> | Promote apprenticeships and professional courses to employers |
|----------------------------------|---|

|                                       |  |
|---------------------------------------|--|
| <b>Marketing and Admissions Teams</b> | Promote the courses and manage application process |
|---------------------------------------|--|

|                                 |                         |
|---------------------------------|-------------------------|
| <b>Students and Apprentices</b> | Learning and developing |
|---------------------------------|-------------------------|

## Mindful Education Team

|   |  |
|---|--|
| <b>Senior Management Team</b>               | Agree partnership<br>Provide regular updates             |
| <b>Operations Team</b>                      | Regular input and communication                          |
| <b>Academic Team</b>                        | Produce online lessons<br>Run tutor training sessions    |
| <b>Business Development Team</b>            | Support college business development work                |
| <b>Marketing Team</b>                       | Support the college's marketing and promotion            |
| <b>Student Experience and Digital Teams</b> | Lead student inductions<br>Manage and update bespoke VLE |

## Curriculum Support

- A dedicated account manager who will be your main point of contact throughout our partnership
- Bespoke calendars discussed and agreed for every cohort
- Comprehensive tutor training on the Mindful Education VLE and use of analytics
- Regular tracking of learner engagement and termly progress meetings
- Regular tutor updates and ongoing support



## Marketing Support

- We make a significant initial investment in your marketing (circa £4k)
- Ongoing financial support for learner recruitment by running co-funded campaigns
- Bespoke college-branded videos, fliers and website assets to ensure accurate information, advice and guidance
- Ongoing support and advice on learner recruitment strategies
- Product awareness sessions for marketing and admissions teams



## Business Development Support

- Tailored support for employer outreach work
- College-branded collateral to promote apprenticeships and professional courses to employers
- Telesales campaigns delivered by Mindful Education team (dependent on scope of the partnership)



## Student Experience and Technical Support

- Live online inductions for all learners, led by an experienced member of the Mindful Education team
- A bespoke VLE for every cohort, managed and updated by our digital team
- Direct support for learners through the ticketing system on our VLEs
- Regular surveys to track learner satisfaction

# Start Your Journey

## A Consultative Approach

We know that no two colleges are the same, so we will take the time to understand your organisation. Following our discussions, we will provide a full partnership proposal, and can also supply detailed financial modelling based on your learner numbers, staffing and preferred approach. We will keep in touch, with regular updates for the college Senior Management Team.

We are committed to ensuring that our college partnerships work effectively, so our fees are contingent on student success. Our shared investment-shared income partnership model means that we are aligned with our college partners and have a mutual interest in the success of our courses.

**66**  
The ongoing support and advice from the Mindful Education team has been invaluable

Sarah King  
AAT Tutor

**99**



## Step 3: Partnership proposal, financial models, references

We want to ensure that you have the full picture before deciding on our partnership.

- Full written proposal, covering the areas we have discussed in our meetings
- Detailed financial modelling based on specific college data
- The opportunity to speak to some of our current partners



## Step 4: Partnership sign-off

We understand that entering into a partnership is an important decision so we are very happy to arrange further meetings and discussions as needed.

- We have a simple, framework agreement to cover our partnerships
- We are transparent about our fees and apply the same fee structure to all our partners

## Step 1: Initial meeting



A remote or in-person meeting with key college decision makers to introduce Mindful Education and discuss how our partnerships work.

- Introduce Mindful Education and our Online and On Campus learning model
- Discuss our partnership model and support
- Initial discussion on college requirements and potential scope of the partnership
- Brief product demonstration



## Step 5: Implementation

Through our experience of working with 65+ colleges and training providers, we have developed a partnership implementation process which ensures that all college stakeholders are engaged and that the partnership gets off to the best possible start.

- Structured implementation process, managed by a Mindful Education Account Manager and overseen by a steering group composed of senior staff from both partners
- Remote 'kick-off' meeting to begin the process
- Our operations, marketing and business development teams will work with their counterparts at the college, supporting the initial work to set up the partnership

## Step 2: Follow-up meeting



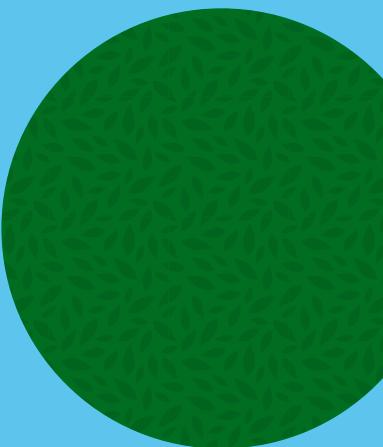
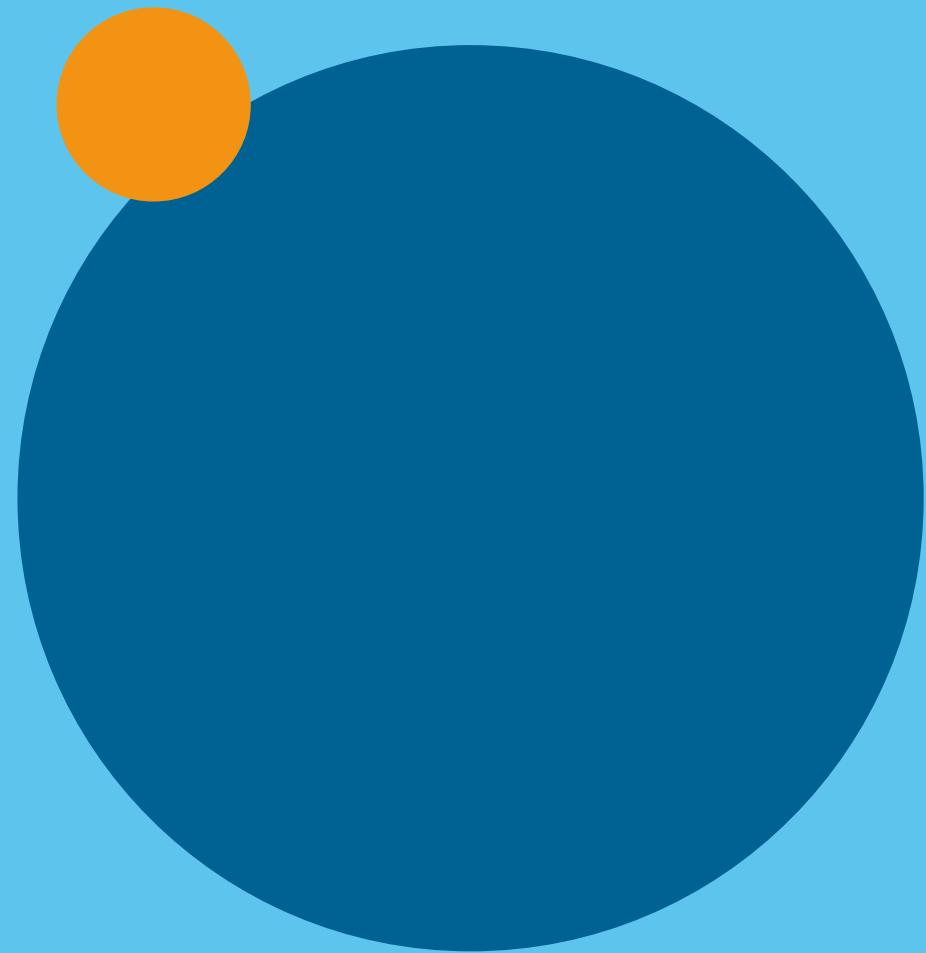
Our second meeting can involve additional college stakeholders and offers an opportunity for more detailed discussions on specific areas of interest.

- Detailed product demonstration
- Discuss and agree specific areas of interest and potential start date for the partnership

## Next Steps

To begin your journey with Mindful Education, please contact our partnerships team to arrange an initial discussion.

[partnerships@mindful-education.co.uk](mailto:partnerships@mindful-education.co.uk)



# **mindful** education

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