

# One Step Up Information Referral Service



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# Overview of Presentation

## 1. The One Step Up Information Referral Service

- What is One Step Up and why did AONTAS develop the service?

## 2. The Learning AONTAS can Share:

- Promoting One Step Up
- Impact
- Future development



# The One Step Up Information Referral Service

## Why is an information service dedicated to adult learners so important?

61 million European adults experience educational disadvantage, including low qualifications; 1 in 5 struggle with basic skills such as reading, writing, and using digital tools in everyday life. Without these skills and access to education they are at higher risk of unemployment, poverty and social exclusion.

### Adult Participation in Learning:

Ireland: 8.9% < EU average: 10.9%

**In Ireland** there are significant inequalities and obstacles preventing adults from accessing education; including the affordability of courses, the cost of travel, age and health, and family responsibilities like childcare. Basic human needs have become some of the most significant barriers stopping people from engaging with and benefiting from education.

**One Step Up** supports equal access to education and the implementation of Irish and EU policies such as The Recommendation on 'Upskilling Pathways: New Opportunities for Adults' by providing a 'one stop shop' resource for adults to find out about their education and training options.

# One Step Up Information Referral Service

One Step Up is a project promoting the EU agenda for adult learning; the free service raises awareness about education and training options available via:

- a website and search engine
- an online calendar of events
- a Freephone Helpline
- An information booklet (hard copy and online PDF)

The screenshot shows the One Step Up website homepage. At the top, there is a navigation bar with the logo, the phone number 1 800 303 669, and social media icons. Below the navigation bar, the main heading reads "Find your education & training options in sixty seconds". There is a search bar with the placeholder text "My age is" and a "60 SECONDS" badge. The page is divided into several sections: "Learner Stories" with a video player, "Calendar" showing a calendar for April 2019, and "About Us" with a video player. The "About Us" section mentions that the service is funded by the Erasmus+ programme of the European Union and co-financed by the Department of Education and Skills through SOLAS, the Further Education and Training Authority. It also mentions that the project is managed by AONTAS, who have been assigned the role of National Co-ordinator for the Implementation of the European Agenda for Adult Learning (EAAL).



The service signposts people towards their best route for returning to education.

# One Step Up Information Booklet



Available via hard copy and online PDF

15,000+ hard copies of the One Step Up  
Information Booklet distributed  
Since 2017





# One Step Up Information Booklet



**The booklet provides ways for adult learners to:**

- Find their education and training options quickly with a visual overview
- Understand acronyms and terms used in the adult education sector
- Explain qualifications
- Find courses at various levels (National Framework of Qualifications NFQ)
- Take steps to apply to third level institutions
- Access financial supports
- Contact their local Adult Education Guidance Service
- Contact local community education providers

# www.OneStepUp.ie search engine



Users can answer four basic questions about themselves:

1. Age
2. Where they live
3. Type of information they are looking for
4. Are they retired, employed or unemployed

Find your education & training options in sixty seconds

1 2 3 4  
My age is



Learner Stories: How we helped others



Dace's story

more videos »

Calendar: Open Days & Upcoming events

April 2019						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Find your education & training options in sixty seconds

1 2 3 4

Making a decision about what course is right for me

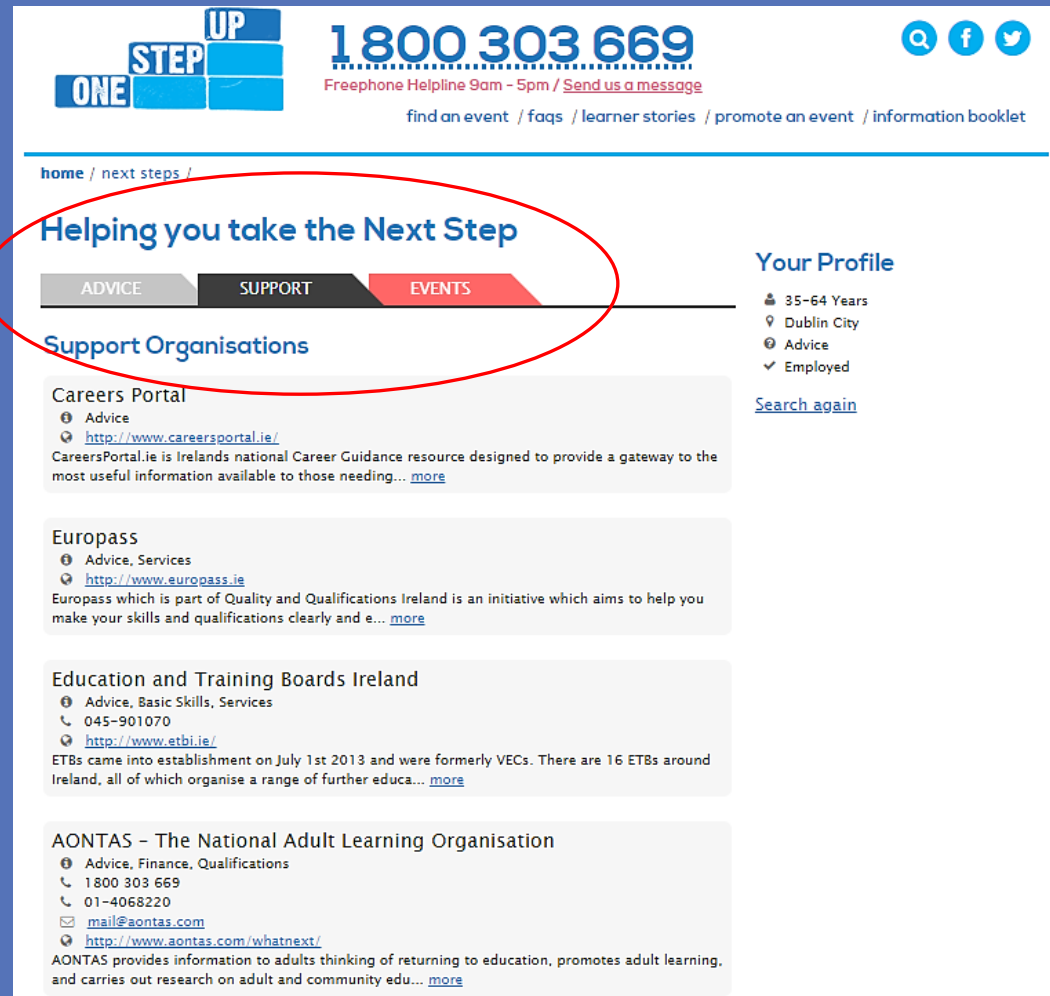
- I need help with
- Improving my basic skills - writing, spelling and maths
- Finding a particular course
- Making a decision about what course is right for me
- Contacting services in my area
- Understanding qualifications
- Finding information about funding and finance for adult learning

# One Step Up Information Referral Service



Search results based on users' answers then signposts users to:

- Advice
- Support
- Local Information Events



The screenshot shows the One Step Up website interface. At the top, there is a logo with the text 'ONE STEP UP' and a phone number '1 800 303 669'. Below the phone number, it says 'Freephone Helpline 9am - 5pm / [Send us a message](#)'. There are also social media icons for search, Facebook, and Twitter. A navigation bar contains links: 'find an event / faqs / learner stories / promote an event / information booklet'. The main content area has a breadcrumb 'home / next steps /' and a heading 'Helping you take the Next Step' which is circled in red. Below this heading are three tabs: 'ADVICE', 'SUPPORT', and 'EVENTS'. The 'SUPPORT' tab is selected. Underneath, there is a section titled 'Support Organisations' with a list of organizations: 'Careers Portal', 'Europass', 'Education and Training Boards Ireland', and 'AONTAS - The National Adult Learning Organisation'. Each organization entry includes an icon, a brief description, and a 'more' link. On the right side, there is a 'Your Profile' section with details like '35-64 Years', 'Dublin City', 'Advice', and 'Employed', along with a 'Search again' link.



# Learner Stories and Events Calendar on [www.onestepup.ie](http://www.onestepup.ie)



## Learner Stories: How we helped others



Jake's story

more videos >



## Calendar: Open Days & Upcoming events

April 2019						
M	T	W	T	F	S	S
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## Limerick Lifelong Learning Festival

8 April 2019 - 14 April 2019, 9:00am - 5:00pm

### Who should attend:

Limerick Lifelong Learning Festival has something for everyone - wherever you live, whatever your age is and whatever your particular interests may be.

### Venue:

Events take place right across Limerick in a variety of venues, indoors and out, including on water and in libraries, museums, colleges, resource, family and community centres, parks, and on the streets. Limerick city and county

### Duration:

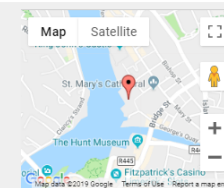
7 days

### Speakers:

Topics presented during festival events are very wide-ranging, anything from digital skills, parenting, children's activities and family events, business, science, art, history, health, sport and much more!

### Contact details:

Web: <https://www.limerick.ie/LoveLearning>



- [Calendar Listing](#)
- [View by Map](#)

### Calendar QuickView

< April 2019 >						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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### Jump to a Month

April  
2019

# One Step Up Service Users



A 60 year old man with a professional background in marketing said that he had been out of work for many years. He felt very frustrated about how difficult it was to find work in marketing without up to date digital skills. He decided to contact AONTAS via **One Step Up** to find out about courses that would help him to:

- update his skills
- gain new knowledge
- obtain qualifications that would help him to find employment



**AONTAS provided him with information about**

- financial supports
- local Adult Guidance Service
- a number of course providers and the Irish National Organisation for the Unemployed
- posted an information booklet

# One Step Up Service Users



A woman in her early 40s wanted to find out about how her daughter could study to become a nurse and if there was any financial supports available because cost was a major barrier. When asked if she had ever thought about returning to education she said that she had loved learning about history in school but never had the opportunity to study it further. She now had more time to focus on herself as her family and caring responsibilities are less now.

**AONTAS** gave her information about various nursing courses and also informed her about how to apply for financial supports for both her daughter and for her to study history in universities as a 'mature student' (adult aged 23<).



# Impact of One Step Up and Sharing the Learning

**“...There is a huge amount of information available which can be very confusing as an adult learner...as a result of this website the chances of making more suitable and realistic education choices will be higher...”**

**“...Plenty of people where you and me are don't have the information, they don't know where to go and look. I think the message of education is isn't reaching a lot of people...”**

- learner stories are powerful and inspirational; encouraging and supporting others to (re)enter learning
- Practical information such as contact details for local Education and Training providers, as well as financial supports, are vital to learners overcoming barriers to accessing education; and is a unique selling point for the organisation – it's a relevant, useful and highly credible resource
- Promotion of the service plays a pivotal role in its success
- Ongoing gathering of service users' experiences for self-evaluation and improving the service

# Promotion of the One Step Up Information Referral Service

## One Step Up in 2018:

- 130,000+ people reached via Twitter
- 22,000 visits/hits to website;
- 200+ callers to the Freephone Helpline
- 590 events promoted through the calendar
- 7,000+ people used website to find out about their education and training options, available supports and nearest services



“Many thanks for sending all this helpful advice, which is very much appreciated.

I will have a close look through the One Step Up document and the other suggestions you made. it's a great start for me to get a clear picture of things!”



# Promotion of the One Step Up Information Referral Service

In January 2018 AONTAS ran a campaign on social media promoting the calendar of the website. The campaign created great momentum for the Adult Learners' Festival which held 330 events nationwide.

**Paid media campaigns:** €5 per event on average which reached approx. 1,000 people and about 100 events were promoted across Ireland.

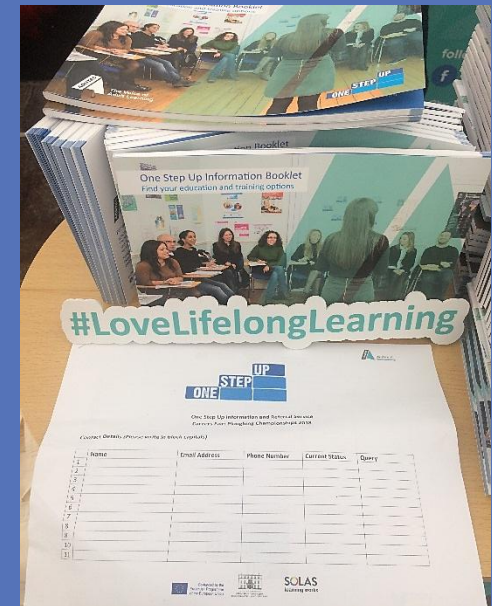
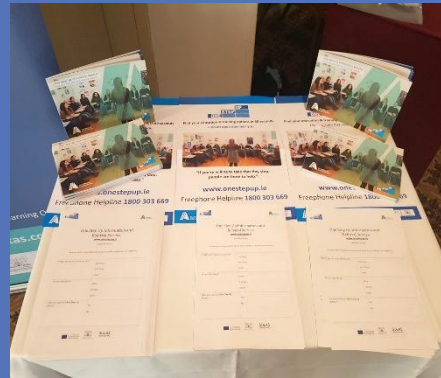
Over a third of events were organised by higher education providers (37%); Over a third were organised by Education and Training Boards (35%); Almost a quarter of events were organised by Community Education Providers (24%).



# Promotion of the One Step Up Information Referral Service

## Examples of Events:

- Open Days
- Promotional Activities
- Registration days
- Education and Training Fairs
- Information events



# Gathering and analysing data on service users' experiences



## Analysis of One Step Up users' experiences informs the advocacy work of AONTAS:

useful data is produced, such as case studies and statistics on the challenges adults face when returning to education and the kinds of information they need to make informed decisions about their options. This also helps AONTAS to track trends for reporting purposes and to improve the service.



### Methodology

- In 2018, 10% of the 445 users were asked about their experience of One Step Up and accessing education and training options
- Users were contacted via an online survey and by telephone



# Who did users contact for more information?



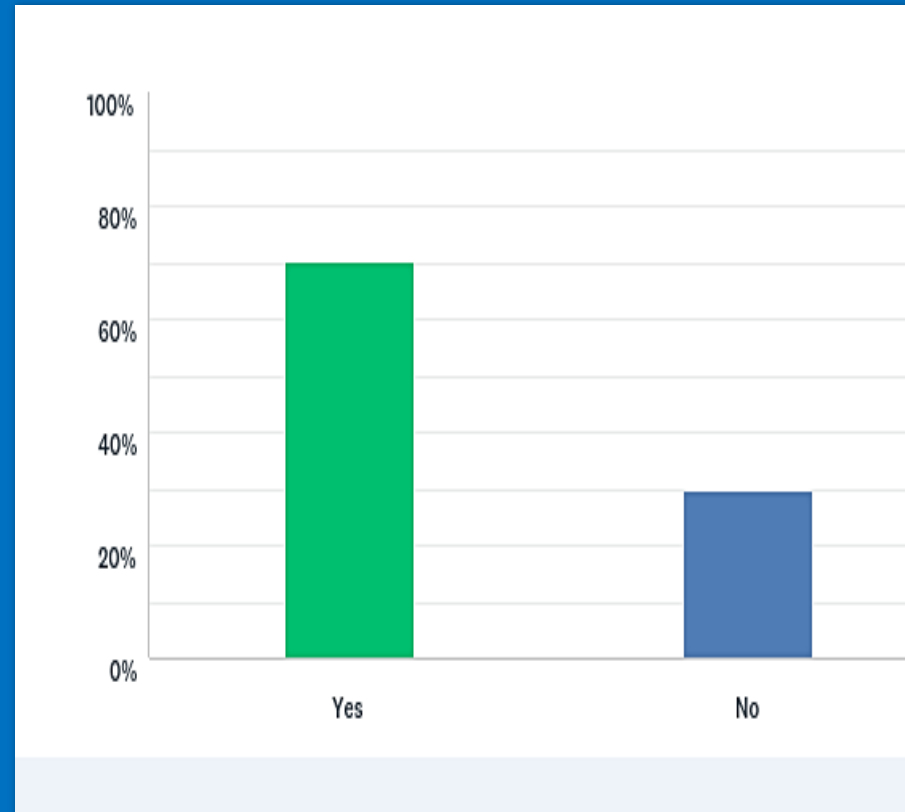
- Close to half of respondents (47%) contacted the Education and Training Board
- Almost a fifth did not contact another organisation (16%) or contacted an Other organisation (14%)
- Almost one in ten contacted SOLAS (9%)
- Smaller numbers contacted a Third Level Institution (7%) or Social Welfare Office (2%)

**“...I feel there’s still a lack of information out there...I got on the course I’m on because I knew where to look for it but if I didn’t I would still be sitting at home. I was made redundant in November...”**

# Did you Find What you Were Looking for?

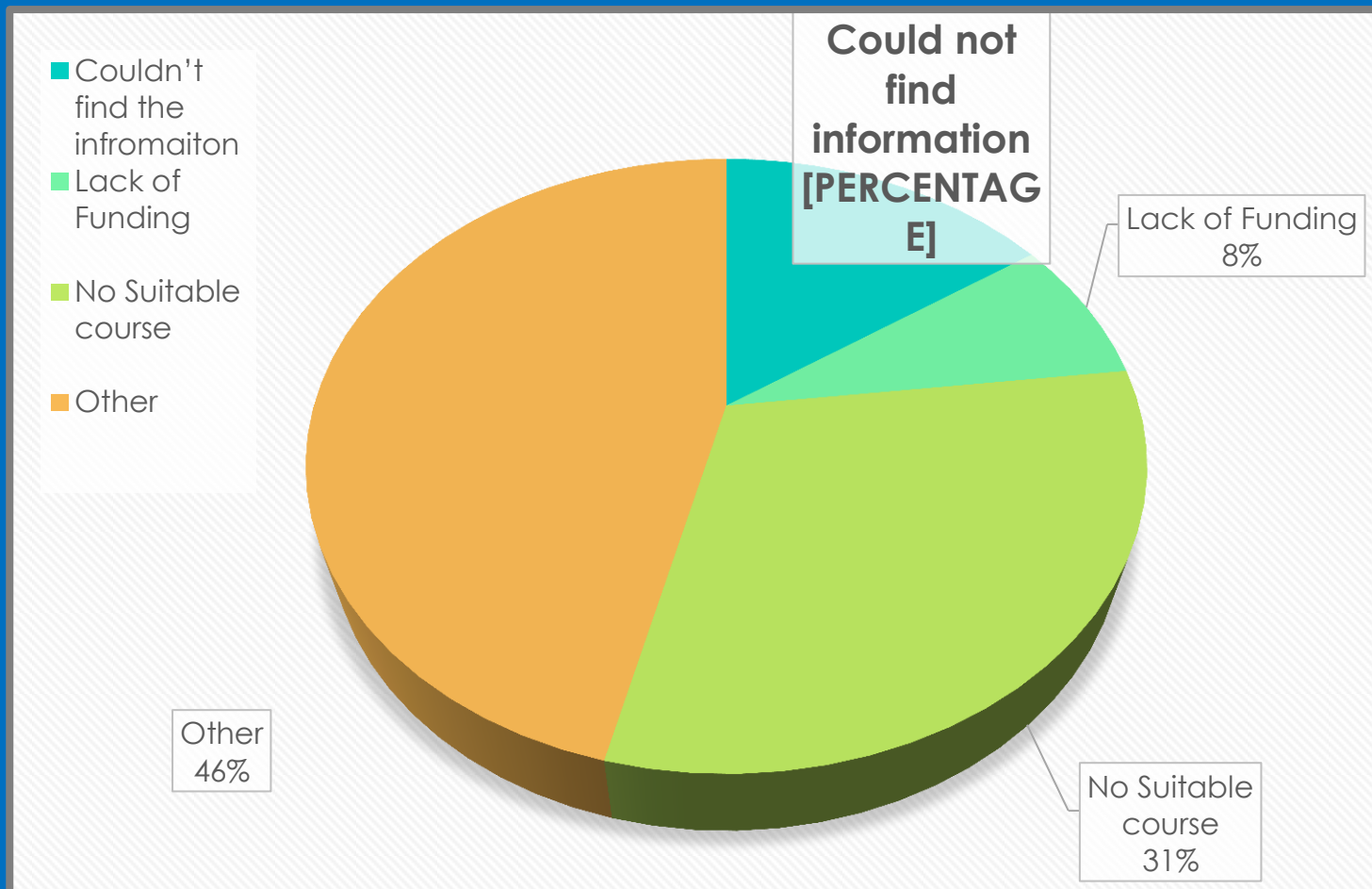


- Almost three quarters of users reported finding the information or the course they were looking for
- The remainder: almost a third, did not find the course of information they were looking for





# Barriers to Accessing a Course or Information



# Case Study 1: No Suitable Courses

## JOHN

**Qualification:** No formal qualification

**Employment Status :** 6 months unemployed

**Looking for:** short training course to help him upskill and find employment

**Outcome :** Suitable course was not until September, six months away

*“I want to retrain not go back to education or college. I am completely disheartened. All the training is geared at re-educating people and younger people under 50, its ageism...”*

Another course John was interested in was a Computer Numerical Control (CNC) course. John has 20 years' experience in this area and was hoping to do a course so he could get certification. This is now only offered at third level so a leaving certificate is required. AONTAS contacted his local Institute of Technology regarding Recognition of Prior Learning (RPL) and put John in touch with an Engineering Programme Leader.

## Case Study 2: Couldn't find the information

### MARY

**Qualification:** Junior Certificate

**Status :** School 16 years/possible school leaver/ADHD

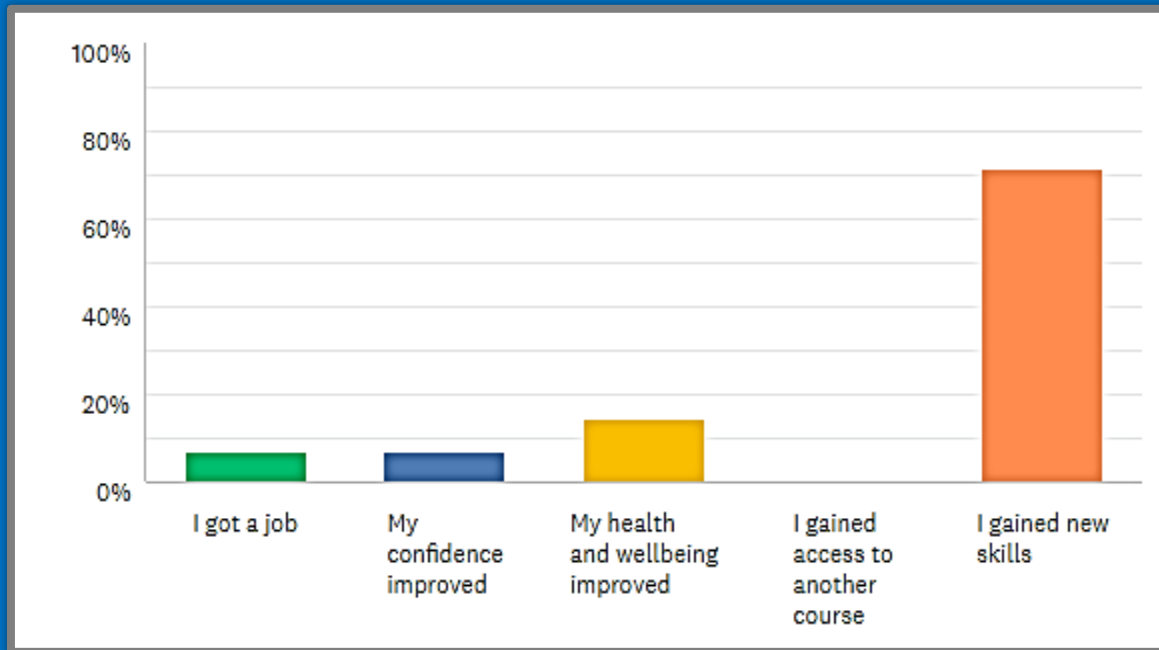
**Looking for:** Guidance around Apprenticeships

**Outcome :** Contacted a range of services within the ETB Including Guidance and the Training Centre

*“There is a lack of information out there, no one had any idea about apprenticeships”.*

AONTAS contacted the ETB service for the name of a person that she could call in Apprenticeships. Later that day Mary rang back to say she found out that the ESB apprenticeship application had closed that day and she was upset that no one had given her the information she requested.

# How did this course help you?

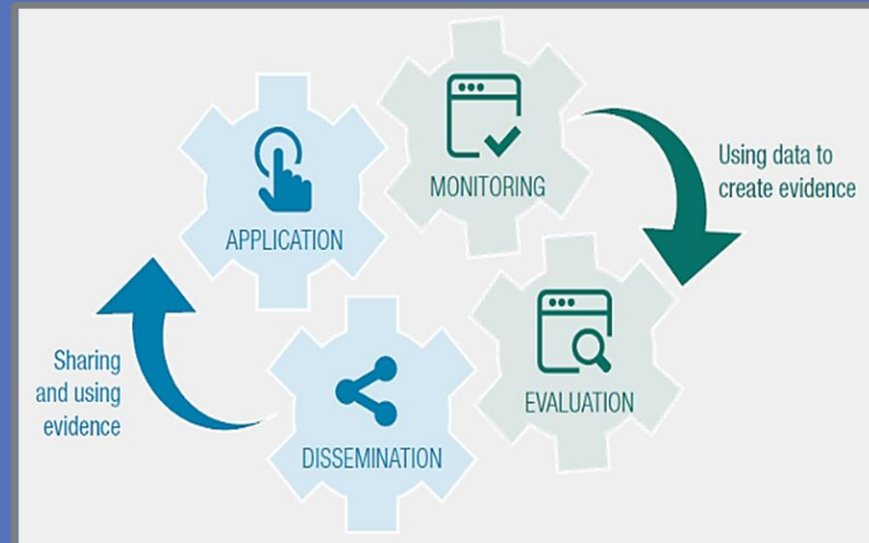


“...I have been on one parent family [social welfare payment] for the last 6 years and my son has just turned 7. But last year was the first time I ever received any information about [education options]. So I didn't even know any of these courses existed. Now I'm doing level 4. But I wasn't informed that there might have been a better option for me...”

# Growth and Future of One Step Up

## Developing an evidence-base to improve the service in order to:

- Respond to and reflect users preferences for engaging with education and training options online; staying in step with cultural shift of using mobile devices to access information; ensuring that the service is engaging and interactive in nature
- Expand the reach of the service to more of the most marginalised learners within Irish society –those facing the greatest systemic, social and economic barriers to re-entering education
- Tailor information for adults based on their personal circumstances and needs
- Evaluate and analyse data gathered to inform advocacy work and bring about positive policy change
- Increase international collaboration with similar relevant organisations to share learning and co-create new resources and replicate best practice

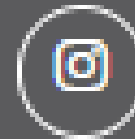




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