The UK’s leading suite of ICT-based *Skills for Life* materials, developed to support a blended learning approach

TRIBAL

www.targetskills.net

CTAD
Target Skills

Target Skills is the UK’s best-selling suite of ICT-based Skills for Life materials, with around 75% of FE colleges using it in full or in part. It includes sophisticated initial assessment tools, a web-based management system, and numerous modules that are rich in content. It’s also extremely versatile, available in many different formats (networked CD-ROM, VLE, paper and so on) and appropriate for use with whiteboards, in taught sessions or for independent use. Target Skills was developed to support a blended learning approach, and this remains true of recent online versions as well.

If you’re looking to teach Skills for Life at any level, in any environment, Target Skills provides you with highly effective adult learning, mapped precisely to the core curricula.

“This is an excellent package of learning resources to use with adult learners in a wide range of contexts. It is closely referenced to the National Adult Numeracy Core Curriculum. It contains a good variety of materials catering for different learning styles, with audio support for those learners with low level literacy skills. Very flexible as the learner can choose when and where to use it, working at his own pace and the tutor can monitor it.”

OCR QA Editor

“Being able to pass detailed information on a student’s learning needs and styles through to the different college faculties during the first weeks on course has ensured that they get the level of support they need from day one. Our college staff has already reported significant increases in student motivation and attention whilst our learners feel that the college is looking after their individual needs. We hope that long term retention and achievement gains will also be recorded.”

Janis Carson, Dean of Faculty, Glasgow College of Building and Printing
Who should use Target Skills?

Target Skills has been designed specifically to appeal to adults who have basic skills needs. All the materials are carefully designed to be appropriate for adult learners, which means that no-one feels patronised or uncomfortable when using them.

The suite is demonstrably effective in motivating those who have previously failed or are in danger of failing in more formal educational settings, but its appeal is even wider. Since the suite is ICT-based, it gives immense scope for self-study, repeat and practice.

Because of its exceptional versatility, Target Skills is currently used to support learners and tutors in FE colleges, community and family programmes, training organisations, the workplace, language learning centres, prisons, young offender institutes, probation centres, PRUs and schools.

How does Target Skills work?

Each package follows a simple and effective pattern. First, the new skill is explained; then the learner tries out what they’ve learnt; finally, a short test confirms that the skill has been acquired.

Each Target Skills title addresses skills at the relevant level and sub-level (e.g. verbs at Entry 3, percentages at Level 1). Content is rich, varied and engaging, and includes animations, interactive slideshows, spreadsheet tables and charts, writing frames, number tools, word and sentence builders, games and self-tests. Integrated tasks enable learners to practise a combination of skills.

All Target Skills modules are available on CD-ROM. Hosted VLE options – in which the materials reside on CTAD servers and are accessed through a virtual learning environment – are also available. Or you can choose to host the content within your own VLE.

Networked CD-ROM Target Skills materials can be used in one of two ways: standalone, or with the web-based management system. Standalone gives access to all the resources and generates an end-of-session learning record; the web-based management system allows resources to be tailored to individuals, tracking their profiles, test results and work done.
Target Skills Gold

Your personalised online learning system

The next generation of Skills for Life materials, Target Skills Gold, places the entire suite on line – including screening and assessments, management tools and all necessary learning activities.

Online tutor support means that the suite may be used any time, anywhere, and activities for personalised learning plans are generated automatically. Web-based practice tests feed their results into a complete ‘back office system’, which tracks progress and exports data to be imported into your MIS systems.

There is even more content than in the classic Target Skills suite, with an extensive bank of learning materials, including links to DfES and other free resources.

Target Skills Gold can bring immense benefits to colleges, companies and other organisations, allowing better use of existing staffing resources, maximising return on investment, and providing the evidence to support the draw down of funding for skills improvement.

The system can even be completely customised to meet the needs of commercial organisations, from simple branding to the inclusion of sophisticated information-capture systems.

First UK Bus is pioneering the implementation of Skills for Life learning for employees. Working with managers and union learning representatives in two of our operating companies, we have piloted Target Skills: Initial Assessment over a four-month research period.

The assessment was well received by participants: they found it non-threatening and interesting, and a new buzz has been noticed in the participating companies’ learning centres, reflecting the new Skills for Life activity.

We plan to roll out a Skills for Life Strategy that includes a learning programme incorporating a customised version of the fully online Target Skills Gold system throughout the country.

Clare Hannah, learning and development director, First UK Bus
McDonald’s: Training the modern way

The development of Target Skills Gold was inspired by our work with McDonald’s national HR team and the Learning and Skills Council’s National employer service to create an innovative and engaging e-learning system. McDonald’s is one of the most forward-thinking employers in the country, and understands the importance of helping staff to achieve their full potential by polishing their English or maths skills.

When you consider that most people who are in need of help with literacy and numeracy are already in the workforce, basic skills training is a matter of concern for everyone.

David Fairhurst, McDonald’s vice president

Making learning easy and accessible is crucial to increasing the number of people with essential qualifications – our people will benefit enormously and so will McDonald’s as a business.

Chris Banks, LSC chairman

McDonald’s ‘Our Lounge’ web site was launched in September 2006 and provides GCSE-level courses in English and maths for its employees. By integrating the learning engine into ‘Our Lounge’, McDonald’s is able to present Skills for Life learning as a core part of their Employee Value Proposition.
Screening, assessment

Target Skills: Initial Assessment

The latest version of this easy-to-use and well-respected initial assessment tool contains an improved literacy assessment and separate practice tests for literacy and numeracy. The software assesses learners in a non-threatening and age-appropriate way against the relevant core curricula to discover the level they are working at: Entry 1, 2, 3, Level 1 or Level 2. It then automatically generates reports to form the basis of a personalised learning programme.

- New assessment items for literacy have been developed in consultation with a leading literacy expert.
- Literacy content is now more closely aligned with the skills described in the curriculum at all levels, making the assessment far more transparent for tutors.
- Two new practice tests, one for literacy and one for numeracy, help users understand how to answer questions.
- Additional guidance for tutors helps them prepare for administering the assessment.

Web-based management system

The forerunner of Target Skills Gold, this online management system suits those organisations who prefer to store learning materials on their own systems as opposed to online. You can update profiles of individual learners as necessary, build individual learning packs, track learners’ work, and measure individual progress. Tutors can also review group progress and set up workshop activities. Learners can download personalised action packs, and communicate electronically with their tutors.

To coincide with the launch of Target Skills Gold, Target Skills: Initial Assessment is now available in a fully online version that can be deployed in your VLE or as part of your Target Skills Gold package.

This new version allows learners to take both literacy and numeracy assessments over a number of sittings, allowing them to stop at any time and continue where they left off.
Basic Skills Screener Upgrades

This quick test shows whether a learner or potential employee is competent at Level 2 of the relevant National Standards. It is an ideal first placement tool for those dealing with groups of individuals, and the screener’s customisable management tool collates results and produces instant reports that help assess learners’ skills needs. It is available online, on CD-ROM and now also as part of Target Skills Gold.

Who is it for?

It is ideal for colleges, employers and other establishments or organisations who need to identify quickly and efficiently basic skills needs across large groups of people. The Basic Skills Screener meets LSC requirements for the initial identification of basic skills needs, and can also be used at company interviews along with other relevant skills tests for the job.

Content:

- ten different literacy assessments (from a bank of 96 questions, to avoid repetition)
- ten different numeracy assessments (from a bank of 120 questions, to avoid repetition)
- a management tool that allows you to store the scores, search on simple criteria and export to other systems.

I believe that there is a clear business case for companies to employ staff with adequate literacy and numeracy skills. DHL Aviation UK Ltd has been using Target Skills: Initial Assessment since September 2006.

To ensure that all existing members of staff have attained the relevant levels of literacy and numeracy for the jobs they hold, we have completed profiles of the Skills for Life requirements for all the job roles in the business. We are now systematically assessing all employees and where necessary helping them with their development in clearly identified areas of need.

We also use Target Skills: Initial Assessment at interview to help with our staff selection process.

Colin Butler, human resources manager, DHL Aviation UK Ltd
Entry Level 1 Literacy Resource Bank
A powerful suite of multimedia materials for reading, writing, speaking and listening, mapped to the Entry 1 standards and Milestone 8 of the Adult Pre-entry Curriculum Framework.

Topics include:
- understanding signs
- writing about yourself
- writing messages that use sentences
- CVC spelling patterns
- handwriting
- giving personal information
- listening for detail.

Entry Level Literacy
A wide range of ICT-based learning materials for reading and writing, including text, sentence and word focus, at all three Entry levels.

Topics include:
- the alphabet, letters and sounds, full stops, capital letters, simple texts
- common words, adjectives, punctuation
- silent letters, verbs, skimming, scanning.

Additional Materials for Literacy, Entry 3 to Level 1
A substantial body of additional paper-based activities, which can be installed to your Target Skills Main Menu, to cover the remaining gaps in the curriculum at these levels. Materials can be printed using the master copies on the CD-ROM.

Level 1 Literacy
Assessment and learning mapped to the curriculum, in a powerful combination of teaching, practice exercises and tests. Integrated tasks provide portfolio evidence for Level 1 Key Skills in Communication.

It covers reading and writing at text, sentence and word level, as well as speaking and listening.

Topics include:
- persuasive descriptions
- longer sentences
- apostrophes
- word-building.

Level 2 Literacy
ICT resources to develop literacy skills, mapped to the curriculum, with elements of reading, writing, speaking and listening techniques and knowledge in Key Skills Communication.

Topics include:
- written arguments
- summarising information
- possessive apostrophes
- making a presentation
- vocabulary and spelling
- pronouns
- formal letters
- listening and taking notes
- practice for the National Tests.

The Spelling Disc
For learners seeking to improve their spelling skills. It contains a learning styles quiz, videos, animations, games, spelling tests, worksheets and answers.

Topics include:
- plurals
- silent letters
- compound words
- prefixes
- homophones
- suffixes.

Also includes:
- authoring tool for tutors who wish to write their own lists.
**Entry Level 1 Numeracy Resource Bank**

Materials mapped to both the core curriculum at Entry 1 and to Milestone 8 of the Adult Pre-entry Curriculum Framework. Topics include:
- counting and reading and writing numbers
- ordinals
- using a calculator
- height and capacity
- time of day and days of the week
- sorting.

**Entry Level Numeracy**

Resources mapped to the Adult Numeracy Core Curriculum at all Entry levels. Suitable for a variety of adult education contexts. Topics include:
- numbers to 10
- addition and subtraction
- money
- size and shape
- mental arithmetic
- halves and quarters
- dates
- metric measures
- tables and charts
- calculation
- money and decimals
- dates and times
- collecting data.

**Additional Materials for Numeracy, Entry 3 to Level 1**

A substantial body of additional paper-based activities, which can be installed to your Target Skills Main Menu, to cover the remaining gaps in the curriculum at these levels. Materials can be printed using the master copies on the CD-ROM.

**Level 1 Numeracy**

Resources mapped to the core curriculum at Level 1. Integrated tasks can provide portfolio evidence for Level 1 Key Skills in Application of number. Topics include:
- number
- measures
- shape and space
- handling data
- tessellation
- symmetry
- probability
- negative numbers
- percentages
- ratio and proportion
- using timetables
- average and range.

**Level 2 Numeracy**

Resources mapped to the core curriculum at Level 2. The tutor’s guide maps the modules to techniques and knowledge in Key Skills Application of number Part A. Topics include:
- using formulae
- fractions and percentages
- converting measures
- circular measure
- solving 2D problems
- probability
- practice for the National Test.

**Numbers Up!**

A collection of five games for practising number skills from Entry to Level 2 in a fun way. Users can vary the speed and level (difficulty) of each game. A question sheet generator also produces printable worksheets. Games:
- Invader Defender
- Bear Factory
- Mars Mission
- Grid Signs
- Grid Words.

Levels covered:
- Entry 1: NC level 1
- Entry 2: NC level 2
- Entry 3: NC level 3
- Level 1: NC level 4/5 – KS level 1
- Level 2: KS level 2.

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Target Skills for Work

*Target Skills for Work* concentrates on the literacy and numeracy skills needed for work – including basic number skills, reading, writing, speaking and listening – and sets the learning in the appropriate vocational context.

The material is ideal for use by individuals working alone, as well as with groups. It is mapped to the adult literacy and numeracy core curricula primarily at Level 1.

**Care**
- Health and safety
- Weights and measures
- Time management
- Care planning
- Customer care

**Manufacturing**
- Health and safety
- Quality assurance
- Weights and measures
- Money and numbers
- Working with others.

**Retail**
- Customer care
- Health and safety
- Money and numbers.

**Cleaning**
- Health and safety
- Working with others
- Working with numbers.

**Construction**
- Health and safety
- Working with others
- Measures
- Drawings and specifications.

**Hospitality**
- Customer care
- Health and safety
- Money and numbers
- Food hygiene.

**Passenger Transport**
- Health and safety
- Customer advice
- Preparing for the journey
- Money and timetables.

**Logistics**
- Health and safety
- Communicating at work
- Numbers for work
- Paperwork

**Target Skills for Work Workbooks**

Additional photocopiable materials which support the first six *Target Skills for Work* modules are also available. They include information, worksheets, quizzes and practice tests, and are mapped to the core curriculum, NQF and NVQ, Entry 2 to Level 2.
Target Skills ESOL materials

**English Works**
(Entry 3 and Level 1)
Helps ESOL learners develop language skills in a workplace context – enhancing employability and career prospects.

Topics are:
- you at work
- your rights
- health and safety.

A phrase book of key words offers audio definitions in ten community languages. The talkback facility lets you compare pronunciation with that of native speakers.

**Target Skills: ESOL Collection**
Offers a rich and varied selection of interactive activities drawn from the Entry level Target Skills literacy and numeracy CDs. Ideal for integration into taught sessions, for use with whiteboards and for independent practice.

Topics include:
- letters of the alphabet
- days of the week, months of the year
- common signs and symbols
- money
- giving personal information
- listening for detail
- following instructions
- words on forms
- applying for a job.

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**Hardware and software requirements**
To run individual Target Skills CDs, you need a multimedia PC with the following minimum specifications:
- PC or laptop, Pentium® III or better (MMX recommended)
- 50 Mb of free hard disc space
- 64 Mb RAM
- Sound card
- CD-ROM drive (12x speed recommended)
- SVGA monitor (minimum resolution 800 × 600, 16-bit colour)
- Microphone
- Headphones or speakers
- Printer
- Keyboard and mouse
- Microsoft® Windows® 98, Windows NT® or above
- Internet Explorer® 5 or above, Netscape® 7 or above

Some modules require Internet access (either a modem or via college network, minimum 56 kbps).

**VLE system requirements**
Your organisation will need to be equipped with a SCORM-compliant VLE.
The materials require client machines (learner and tutor) capable of accessing your VLE and installed with Adobe Flash Player 8 (links to download and install the latest version of Adobe Flash Player are provided within the materials).
About us

Education has the power to change lives. All it needs is the opportunity. That’s why, for over 25 years, CTAD (now a member of Tribal Group) has been working to extend education’s reach. Most of what we do is designed to help those who have been excluded from the joys and rewards of learning, for whatever reason.

Today our Cambridge-based team has over 130 members including programmers, designers and multimedia developers as well as teachers, educational specialists and academic experts. The team produces exciting and engaging resources that motivate people and help to bring them into the mainstream of society.

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Target Skills GOLD
- Initial Assessment
- Basic Skills Screener Upgrades
- Entry 1 Literacy Resource Bank
- Entry 1 Numeracy Resource Bank
- Entry Level Literacy
- Entry Level Numeracy

NEW!
- Additional materials – Literacy
- Additional materials – Numeracy

NEW!
- Level 1 Literacy
- Level 1 Numeracy
- Level 2 Literacy
- Level 2 Numeracy
- English Works*
- ESOL Collection*
  for Work: Retail
  for Work: Hospitality
  for Work: Care
  for Work: Manufacturing
  for Work: Construction
  for Work: Cleaning
  for Work: Logistics
  for Work: Passenger Transport
  for Work: Workbooks

The Spelling Disc*

All available for VLE unless marked with an *