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Just IT chooses DataCamp to Accelerate its Blended Learning Program

Just IT, a UK-based technology training, recruiting, and apprenticeship company, saw DataCamp for Business as the clear leader for scaling its data-focused apprenticeship program — and ultimately focus their efforts on learner outcomes.

Just IT

INDUSTRY

Education

FEATURES USED

Interactive Learning, Custom Tracks, Learning Reporting & Analytics

Summary

Just IT helps UK-based organizations develop their tech workforce with apprenticeships. Just IT's "data expert" apprenticeship is a blended learning programs, relying on a combination of video-based Pluralsight courses and instructor-led sessions. Throughout the program, it became clear that video-based courses were not providing Just IT learners the necessary prerequisite skills to complete the apprenticeships successfully, leaving instructors splitting half their time between getting beginners up to speed, and delivering on the learning objectives they promised.

By using DataCamp for Business's Custom tracks and reporting and analytics features, Just IT has been able to level the playing field for its learners, and help instructors deliver advanced learning paths that goes beyond the scope of their apprenticeship.

Challenge

Just IT's "data expert" apprenticeship program, is a blended learning program, combining Pluralsight courses and instructor-led courses, designed to help organizations upskill their teams on key tools such as Python, R, SQL, Power BI, and Tableau. Despite the availability of online learning, instructors still found themselves spending most of their time focused on helping beginners catch up to speed.

Solution

Just IT leveraged DataCamp for Business' custom tacks to level the playing field for learners, providing them an engaging, modern learning experience to learn the prerequisite skills needed to succeed in the program. By also using DataCamp for Business' advanced reporting features, they were able to help learners lagging behind with targeted support.

Results

Just IT's instructors spent less time focusing on getting beginners started, and instead focused on the learning objectives of their program—leading to 100% of their learners passing the certification program.

Want more information on how you can get these results?

Speak to Sales

How Just IT prepares the United Kingdom's workforce for the future of work

Since 2001, Just IT has helped numerous organizations such as Google, Sainsbury's, the NHS, and more upskill 10,000+ of their workforce in technology-related fields. Their data apprenticeship programs are no different.

Just IT provides a variety of data apprenticeships, chief amongst them is their "Data Expert" apprenticeship. The program upskills participants on key data topics such as exploratory data analysis, data visualization, predictive analytics and more, using tools, such as Python, R, SQL, Power BI, and Tableau. By the end of the program, learners are expected to be able to solve a series of tasks regardless of the tools they choose.

"While learners don't need to prove their ability to master specific tools, we've designed our apprenticeship so that they need to show evidence of them going back into their workplace and using these tools to solve key data tasks." said Scott Worland, Senior Service Delivery Manager, Just IT.

The DataCamp edge: a better way to learn data skills

Throughout the "data expert" apprenticeship, learners are asked to complete prerequisite Pluralsight courses, and are then tasked to complete a series of Workshops covering the tools and topics outlined in the apprenticeship.

However, given the wide array of backgrounds learners can have, video-based only learning left beginners struggling to keep up with the content, leading instructors to split their time between getting beginners up to speed, and actually delivering on their learning objectives. "With so many learners having varying levels of prerequisite knowledge, it was impossible for our trainers to be able to facilitate their sessions as they were helping beginners in one corner, and challenging advanced learners in another corner." Worland continued."

At that point, Just IT opted to use DataCamp for Business to power its "Data Expert" apprenticeship. By providing an engaging, interactive experience, that helps learners apply what they learned in real-time, Just IT instructors can deliver on their learning objectives, and Just IT learners can have the necessary confidence to complete their apprenticeship.

> **If we compare other providers to DataCamp, they are polar opposites. Most learning providers are video-based,**

> **and lack that crucial interactivity needed to learn data skills. So for us, choosing DataCamp was a no brainer.**
>
> SCOTT WORLAND, SERVICE DELIVERY MANAGER AT JUST IT

Scaling Just IT's blended learning program

While the interactive learning experience was enough to win over Just IT learners, DataCamp for Business's administrative functionalities helped Just IT instructors target their efforts.

By using DataCamp for Business' Custom Tracks feature, Just IT's Instructors built personalised learning pathways that are aligned with the topics covered in the workshops, enabling learners to come prepared for the workshop sessions.

"With the use of custom tracks, we were able to really level the playing field. Learners come to the workshop with the necessary understanding of Tableau, Power BI, or whatever the workshop's topic is." Worland said.

Beyond delivering prerequisite knowledge, Just IT also made use of DataCamp for Business' robust learning analytics. By accessing real time learner reports, and working with DataCamp's Customer Success team, Just IT was able to understand exactly which learners are trailing behind the average, and created bespoke interventions to get them back on track.

> **It has enabled me to get a basic knowledge/understanding of the tools we will use in the workshop. I am then able to build and practice my knowledge afterwards to make sure I understand the different tools.**
>
> JUST IT PROGRAM PARTICIPANT

> ## The exercises in particular are very helpful and hands on, and give a very solid idea of what to expect in the workshops.

JUST IT PROGRAM PARTICIPANT

Delivering an effective apprenticeship program

With DataCamp for Business, Just IT's instructors have been able to scale the effectiveness of their apprenticeship program, enabling instructors to focus on delivering their learning objectives.

Going beyond preparing learners for the program, they've also been able to design a follow-up custom track, with advanced learning objectives that go beyond the skills taught in the apprenticeship program.

"What's really exciting, is that we've been able to take our program one step further, and provide learners with advanced materials to stretch and challenge their skillsets, and reinforcing what they've learned in our workshops." Worland closed.

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