



FOR IMMEDIATE RELEASE**3rd March 2008****NEW SYSTEM FOR TRACKING THE *EFFECTIVENESS OF INFORMATION, ADVICE AND GUIDANCE INTERVENTIONS RECEIVES A POSITIVE RESPONSE***

The West Yorkshire Lifelong Learning Network (WYLLN) selected AXIA Interactive Media to design a system that enables Information, Advice and Guidance workers to record their work in institutions across the region. The journey of each learner is tracked, enabling the worker and his or her institution to monitor the success of IAG interventions.

This project uses the company's NOW.net platform to enable advisors to capture the details of their IAG interventions with individuals. The sophisticated reporting functionality within the platform is used to extract data from other learner record systems and to demonstrate how individuals are supported when making the transition into Higher Education.

Director of Technology for AXIA Interactive Media, Richard Etheridge comments, *"This is a new area of work for us; a project about which we are very excited. All of our applications offer a range of reports, however with WYLLN, we have expanded this functionality still further so we can create, in one report, all the information required to assess the impact of IAG interventions."*

WYLLN is a HEFCE-funded partnership of all Further Education and Higher Education institutions in their sub region. The project is linked specifically to examining how Information, Advice and Guidance can help individuals achieve the qualifications available in Higher Education. The project also assists individuals make progress at work and in the longer-term, helps to provide the UK with workers that are more skilled.

Steve Challenger, Executive Director of WYLLN, envisages a large scope for the project: *"Our ambition for the project is to not simply deliver our targets, but to design a system that can be used by similar bodies operating elsewhere in the UK. Opening up Higher Education to all sections of the population is a key government target and it is critical that we ensure that the best IAG practice is in place to help individuals move into Higher Education."*



AXIA Interactive Media has a strong commitment to the delivery of Information, Advice and Guidance. The company is responsible for the development of many of the online tools used by Ufi/learndirect, which assist people making decisions about their careers. These tools are based on the work of the company Chairman, Dr. Barrie Hopson and are used by thousands of individuals nationwide.

About AXIA Interactive Media

AXIA Interactive Media specialises in providing e-learning and online CPD assessment systems to enable both public and private sector organisations to achieve best practice. The company has developed a single technology platform, NOW.net, which can be used for the following applications: provision of e-learning (information and guidance services), online CPD administration with e-portfolio facilities and online assessment. NOW.net is the online assessment system supporting the administration and assessment of Care NVQs in the UK.

AXIA was formed in 1997 and has customers around the world including Italy, Canada and South Africa. The company is committed to enabling both developed and developing countries to improve the standards of professionals working across all sectors of industry through the provision of cost effective yet highly rigorous skills and capability assessments.

For more information on AXIA please visit www.axiainteractive.net