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# 2 Enterprise/Action Plan

The Enterprise/Action Plan is a core item worth 35 marks. It must be a written plan for an activity in the future and the activity must be related to LCVP. The Enterprise/Action Plan should be 300–600 words in length.

Choose your Enterprise/Action Plan carefully: it must be an LCVP-based activity. Do not choose topics such as learning a musical instrument or getting a driver's licence, since only the first three sections of plans such as these will be allowed: the rest will be disqualified on the grounds that these are not LCVP-related activities.

Think about your Enterprise/Action Plan in terms of *time*. Research Methods (Section 4) and Analysis of Research (Section 5) can be in the past tense. The rest *must* be in the future. If the entire plan is set in the past, then only some sections of the plan would be examinable.

In order to achieve high marks, you must consider all of the following categories.

## 1 Presentation and Layout (0–3 marks)

- Aim to make your Enterprise/Action Plan 2–3 pages in length.
- Pay attention to spelling, grammar and punctuation, especially in the obvious places such as the cover sheet or headings.
- Create an attractive layout, with correct use of font sizes and space throughout the document.
- Try to make the different sections of the document roughly equal in length.

## 2 Title/Purpose (0–2 marks)

- State clearly the title of the Enterprise/Action Plan.
- Do not be vague in describing the purpose of the plan: provide a specific outline.
- The title and purpose can be awarded 1 mark each.

## 3 Objectives (0–4 marks)

- Objectives can be described as aims.
- Objectives can be awarded 2 marks each, up to a total of 4 marks.
- For group activities, you must state your own personal aim as well as the aim of the group.
- It is best to write *three* objectives in case one is weak or vague. However, write no more than three. (If you add too much information, you might lose marks for presentation and layout.)
- It is important to link your objectives to your evaluation at the end of the plan.
- The objectives must be written for the future.

## 4 Research Methods (0–2 marks)

- Research methods can be awarded 1 mark each, up to a total of 2 marks.
- They can appear in the past tense or the future tense.
- Provide different methods of research: do not repeat the same method. For example, 'I spoke to' and 'I rang' are too similar: they will count as one type of research.
- Provide a detailed description of each method. For example, 'A survey on a group of students' is too vague. It would be better to provide the following: 'Our team will construct a questionnaire to survey the 3rd Year classes to see if they would take part in a fundraising No Uniform Day for the Laura Lynn Foundation. The cost will be €1 per student taking part. There are 120 students in 3rd Year.'
- The internet can be an effective method of research, e.g. researching a specific charity through its own website.

## 5 Analysis of Research (0–6 marks)

- Each piece of analysis must be directly linked to a research method.

- It is recommended that you use corresponding numbers to link each research method with its analysis. This makes the link very clear to the examiner.
- Each piece of analysis can be awarded 2 marks, up to a total of 6 marks.
- Provide a minimum of three pieces of analysis and a maximum of four.
- It is common for students to lose marks in this section because they have not been clear and concise.
- An example of a good analysis of research methods would be: 'From the questionnaire, our survey of the 3rd Year classes showed us that 95 of the 120 said they would take part in a No Uniform Day for the Laura Lynn Foundation. We will proceed with the plan based on these figures.'

## **6 Action Steps (0–6 marks, 2+2+2)**

- Each action step can be awarded 2 marks, up to a total of 6 marks.
- It is best to write *six* to *eight* action steps in case some are considered weak or vague. However, do not write too many: if you add too much information, you might lose marks for presentation and layout.
- The action steps must be written in the future tense.
- For full marks, the activity itself must be included.
- You can incorporate the action steps into the schedule of time.
- Use bullet points to structure the actions clearly.
- State the run-up to the activity, the activity itself and post-activity events.

## **7 Schedule of Time/Costs (0–6 marks, 3+3)**

- The schedule of time and the schedule of costs can be awarded 3 marks each, up to a total of 6 marks.
- Structure your schedule of time so that it shows the run-up to the activity, the activity itself and post-activity events.
- You do not need to list 'resources' in your schedule of costs.
- Use the costs section to set out your expected income and expenditure. Provide an expected profit/loss (1+1+1).
- Provide detail on expected income and expenditures. Show this detail in a chart or a table, e.g. a table with six rows and a final balance.
- Ensure that the information is presented in a clear and neat way.

## **8 Evaluation Methods (0–6 marks)**

- Each evaluation method must be directly linked to an objective.
- It is recommended that you use corresponding numbers to link each evaluation method with its objective. This makes the link very clear to the examiner.
- Each evaluation method can be awarded 3 marks, up to a total of 6 marks.
- Provide two evaluation methods. For group activities, provide one personal evaluation and one group evaluation.
- The evaluation methods must be written in the future tense.

## Enterprise/Action Plan: Sample

Examine the sample Enterprise/Action Plan below. It is based on NCCA guidelines and the SEC marking scheme for LCVP.

### Enterprise Plan

#### Author

Trish Deane

#### Title

A plan to raise €390 for the Laura Lynn Foundation through a No Uniform Day.

#### Objectives

- 1 We want to raise €390 for the Laura Lynn Foundation.
- 2 I want to raise the level of awareness in the school towards the work of the foundation.
- 3 We want to work in a successful team and achieve our goal.

#### Research Methods

Our enterprise class will form a committee to organise the event and delegate positions to each member of the team.

- 1 The team leader will ask the school principal, Mr Jones, for permission to run such an event.
- 2 I will research the Laura Lynn Foundation at <http://www.sunshinehome.ie/auralynn-house.html>.
- 3 We will generate a questionnaire and survey the entire student population of the school.

#### Analysis of Research

- 1 The enterprise team leader, Kevin Williams, asked our principal, Mr Jones, for permission. Mr Jones gave us permission to run the No Uniform Day on Friday 20 March.
- 2 I made contact with Ms Rachel Murphy, PR Officer with the Laura Lynn Foundation, through the foundation's website: <http://www.sunshinehome.ie/auralynn-house.html>. Ms Murphy was very supportive and agreed to supply us with posters and flyers to promote our event.
- 3 The survey showed us that from the 450 students in the school, 390 said they would support the fundraising event and were willing to give €1 each on the day of the event.

#### Action Steps

- We will form a committee to organise the whole event.
- The team leader will ask the principal for permission and a date.
- I will put up the posters we get from the Laura Lynn Foundation and include the date of the event and an explanation of what will take place.
- We will ask teachers to collect the money at registration first thing on Friday 20 March. Every student that is out of uniform will provide money for the event.
- On Friday 20 March our enterprise team will go from class to class, collecting the funds raised and explaining how even small donations help the children in the hospice.
- We will give the money to the school secretary to lodge in the bank so that the principal can issue us a cheque.
- I will arrange a meeting with Ms Rachel Murphy from the Laura Lynn Foundation and I will have a presentation from the school with a cheque for €390.
- We will have a photograph taken for the school magazine.

### Schedule of Time

- 1 12 January 2014: The enterprise class will meet and form a committee.
- 2 13 January 2014: The team leader will speak to the principal.
- 3 15 January 2014: I will contact the Laura Lynn Foundation.
- 4 15–28 January 2014: We will conduct a survey and put up posters and flyers related to the No Uniform Day fundraising event.
- 5 20 February 2014:
  - The No Uniform Day begins in the school at 9.00am.
  - We will have all the money collected by 12 noon.
  - Our treasurer will deposit the funds and collect a cheque.
  - I will arrange a meeting with Ms Rachel Murphy.
  - The enterprise class will take down all the posters and flyers from the classes and corridors.
- 6 24 February 2014, 2.15 pm: The enterprise class will present €390 to Ms Rachel Murphy and pose for a photograph.

### Estimated Costs and Income

Income	€
395 students @ €1 each	€395
Expenditure	
30 x A3 colour photocopied posters	€5
Total profit	€390

### Evaluation Methods

- 1 If we complete this plan and raise the estimated €390, then it will have been a great success.
- 2 If I complete my objective by increasing the awareness of the Laura Lynn Foundation among the student population of the school, this will be a great personal achievement for me. This could be measured with a questionnaire after the fundraiser.
- 3 If we work together and there are no disputes, this will also show the success of our communication and teamwork skills.

## Enterprise/Action Plan: Template

Use the template below to gather all of the details you need to create your own Enterprise/Action Plan. When you have filled in the template, type it up to complete your Enterprise/Action Plan for LCVP.

# Enterprise/Action Plan

### Author

---

### Title

A plan to 

---

### Objectives

1 We 

---

2 I 

---

3 We 

---

### Research Methods

1 I will ask 

---

2 I will research 

---

3 We will survey 

---

4 I will 

---

### Analysis of Research

1 I asked 

---

2 The website 

---

3 The questionnaire/survey showed us that 

---

---

4 The phone call was a great success 

---

---

### Action Steps

1 I will ask 

---

---

2 I will 

---

---

3 We will 

---

---

4 We will organise \_\_\_\_\_  
\_\_\_\_\_

5 We will also \_\_\_\_\_  
\_\_\_\_\_

6 We will clean up the \_\_\_\_\_  
\_\_\_\_\_

### Schedule of Time

(Dates are suggestive and for presentation)

1 12 September 20XX: The enterprise class will form a committee to organise \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2 13 September 20XX: I will ask the principal \_\_\_\_\_  
\_\_\_\_\_

3 15 September 20XX: We will \_\_\_\_\_  
\_\_\_\_\_

4 15–28 September 20XX: We will organise \_\_\_\_\_  
\_\_\_\_\_

5 29 September 20XX: Day of event \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9.00am \_\_\_\_\_

1.30pm \_\_\_\_\_

4.00pm \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6 4 October 20XX: I will arrange a meeting with... \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Estimated Costs and Income

Income	€
Expenditure	€
Total profit	€

### Evaluation Methods

(Remember to refer back to your objectives!)

- 1 If we complete this \_\_\_\_\_  
\_\_\_\_\_
- 2 If I \_\_\_\_\_  
\_\_\_\_\_
- 3 If we \_\_\_\_\_  
\_\_\_\_\_