QUICK WINS FOR PARENTAL ENGAGEMENT
PUBLISHED OCTOBER 2017

careersandenterprise.co.uk
QUICK WINS FOR PARENTAL ENGAGEMENT

Engaging parents and guardians in their child’s decisions about careers choices is fundamental in delivering effective careers education.

For any young person, planning their future is a daunting task, but engaging parents in exploring opportunities and making decisions can make the process far less intimidating.

The Moments of Choice research published by The Careers & Enterprise Company in collaboration with the Behavioural Insights Team found that parents play a significant role in influencing young people about their career decisions.

The ideas below give examples of how parents and guardians can be involved at this crucial time in their children’s lives.
## QUICK WINS

## WITH PARENTS AND GUARDIANS

### Involve parents and guardians in careers activities

This can ensure that parents are connected with the decisions that their children are making and aware of current pathways and opportunities available.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>At parents’ evenings or careers events, demonstrate employer engagement by having pupils showcase what they have worked on with employers. This could include a presentation, film or written accounts about their experiences.</td>
<td>Invite experts and employers from local growth sectors to sit on a panel session at a parents’ information, advice and guidance event.</td>
</tr>
<tr>
<td>Invite parents to awards and recognition events which include awards relating to careers activities.</td>
<td>In hard to reach communities, consider holding parents’ evening in a community space, rather than in school.</td>
</tr>
<tr>
<td>Include labour market information sessions for parents as part of work experience programmes and have local employers talk about the opportunities in their organisation.</td>
<td>Encourage the careers teacher or guidance counsellor to conduct career-related interviews involving both parents and students.</td>
</tr>
<tr>
<td>Involve parents in organising work experience opportunities.</td>
<td>Work with your school or college to produce a simple graphic that sets out Year 9 options in relation to local career opportunities - relating subject choices to possible career and academic routes.</td>
</tr>
</tbody>
</table>

### Share careers information with parents and guardians

This can help to challenge parents’ perceptions of the current careers landscape and provide them with an up-to-date view of the world of work.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with your school or college to develop a map of activity from Year 7 onwards to provide a simplified overview of what careers-led activity and learnings pupils will be doing and why – include details and key dates.</td>
<td>Share information regularly with parents, detailing what career-related activities their child is taking part in, and learning from. This could be communicated by letter, social media or a careers update in the school or college’s newsletter.</td>
</tr>
<tr>
<td>Produce literature for parents detailing local labour market information.</td>
<td>—</td>
</tr>
</tbody>
</table>

### Encourage parents and guardians to share their experiences

Remember that parents can also be employers – engaging them can dramatically increase a school or college’s employer network.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invite parents to the school or college as guest speakers at events like a ‘careers breakfast’ to share their own career or occupation stories.</td>
<td>Encourage parents who are ex-pupils to be part of an alumni network, which will allow students to see the connections between their school or college and the world of work.</td>
</tr>
</tbody>
</table>

Involve parents and guardians in careers activities

- At parents’ evenings or careers events, demonstrate employer engagement by having pupils showcase what they have worked on with employers. This could include a presentation, film or written accounts about their experiences.
- Invite parents to awards and recognition events which include awards relating to careers activities.
- Include labour market information sessions for parents as part of work experience programmes and have local employers talk about the opportunities in their organisation.
- Involve parents in organising work experience opportunities.

Share careers information with parents and guardians

- Work with your school or college to develop a map of activity from Year 7 onwards to provide a simplified overview of what careers-led activity and learnings pupils will be doing and why – include details and key dates.
- Produce literature for parents detailing local labour market information.
- Share information regularly with parents, detailing what career-related activities their child is taking part in, and learning from. This could be communicated by letter, social media or a careers update in the school or college’s newsletter.

Encourage parents and guardians to share their experiences

- Invite parents to the school or college as guest speakers at events like a ‘careers breakfast’ to share their own career or occupation stories.
- Encourage parents who are ex-pupils to be part of an alumni network, which will allow students to see the connections between their school or college and the world of work.
QUICK WINS

WITH PARENTS AND GUARDIANS

Introduce parents and guardians to the Enterprise Adviser Network

Make the Enterprise Adviser Network visible to parents so that they are aware of the need for young people to engage with employers and the benefits it will bring.

- Encourage your school or college to use The Careers & Enterprise Company branding across their website, newsletters and on career-related materials.
- Encourage the school or college to include a news piece on its website or in its newsletter about the Enterprise Adviser Network, and your role as an Enterprise Adviser.
- Write a blog post or column in your school or college’s newsletter informing parents about the Enterprise Adviser Network with updates and details of activities that have taken place.

WITH STUDENTS

Encourage students to discuss their career goals

This can increase the support and encouragement students need to reach their goals.

- Encourage students to put career goals on the front of their folders and books to spark conversation with form tutors, class teachers and parents.
- Encourage pupils and parents to talk about careers together, work with the school or college to set a task for pupils to draw or write about their parents/family member’s career journey.

WITH YOUR NETWORK

Spread the word to employers in your network

Suggest that the employers in your network encourage their employees with children to get involved in careers related activities.

- Ask employers to encourage parents to go into their children’s school to take part in careers activities. Work with HR or training departments to ensure that parents are supported to deliver meaningful encounters.
- Employers can hold careers related open days and invite their employees to bring their children to give them an experience of a workplace.
- Encourage employers to set up ‘take your child to work’ days, enabling parents to bring their children to work and giving them a meaningful employer encounter.

USEFUL RESOURCES

- Advice for parents of girls
- CIPD careers guide for parents
- Support for parents in understanding the different routes into a successful career
- Top tips and guides from recruiters