

## Parent and Carers Careers Education

### Engagement Strategy

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| <b>Vision and Intent</b>   | <b>Why Engage Parents and Carers?</b> <p>Engaging parents and carers in careers education is essential to empowering them with the knowledge and resources needed to guide their children effectively. By understanding career pathways, essential skills, and labour market trends, parents can provide meaningful support in shaping their children's aspirations. Additionally, leveraging parents' and carers' professional experiences and networks enhances the school's careers education programme, offering students and teachers valuable insight into the world of work. Furthermore, strengthening the partnership between school and home through careers education fosters a collaborative community where parents are upskilled, engaged, and actively involved in evaluating career-focused initiatives.</p> <ul style="list-style-type: none"> <li>• Bridge the gap</li> <li>• Empower</li> <li>• Foster a collaborative community</li> </ul>                      |
| <b>Aims</b>                | <ul style="list-style-type: none"> <li>• To upskill parents and carers against the knowledge insight grid e.g. skills, pathways, labour market, how the curriculum links to careers.</li> <li>• To engage parents and carers as active members of the career's education provision from year 7 onwards.</li> <li>• To foster relationships between school and home using careers education as a tool linked to wider school improvement priorities.</li> </ul> <p>The primary objectives of this strategy include upskilling parents and carers by providing them with insights into career pathways, skills, and the labour market. By fostering active engagement, parents and carers become key contributors to the careers education provision from Year 7 onwards. Additionally, this approach aims to reinforce school-home relationships by positioning careers education as a tool for supporting broader school improvement priorities and enhancing student outcomes.</p> |
| <b>Implementation Plan</b> | <p>Outline engagement activities and initiatives such as workshops, talks etc where parents can contribute.</p> <ul style="list-style-type: none"> <li>• Employer encounters, parents as speakers</li> </ul>  |

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|                    | <ul style="list-style-type: none"> <li>• Volunteer programme – Mock interviews etc</li> <li>• LMI and career insights- communicating resources through various channels</li> <li>• Teacher CPD – Parent sharing insights into industry skills</li> <li>• Parent workshops – parents evening insights and workshops</li> <li>• Also include opportunities for parents to upskill against the knowledge insight grid.</li> <li>• Establish parents and students careers advisory group</li> </ul> <p>Clarify roles of school staff and parent representatives when delivering any programme in school e.g. aligned to ECF 4 skills.</p> <p><b>Engagement Activities and Initiatives</b></p> <p>To foster parental involvement, a range of initiatives will be implemented. Employer encounters will offer parents the opportunity to share their professional experiences with students, while volunteer programmes, including mock interviews and mentoring, will provide direct engagement opportunities. Furthermore, labour market information (LMI) and career insights will be disseminated through newsletters, social media, and school events to ensure that parents have access to relevant career-related resources. Teachers will also benefit from continuous professional development (CPD) sessions, where parents can share industry insights and skills to enrich the curriculum. Parent workshops will be integrated into existing parent evenings and standalone events to provide targeted career education. To ensure ongoing dialogue and collaboration, a parent-student careers advisory group will be established, facilitating the co-development of initiatives and the exchange of feedback.</p> <p><b>Roles and Responsibilities</b></p> <p>The implementation of this strategy requires the collective efforts of multiple stakeholders. The School Careers Lead will oversee the overall strategy, ensuring its effective execution. Careers Advisors will be responsible for delivering sessions and providing tailored guidance to parents and students. Parent Representatives will play a crucial role in supporting programme delivery and communication, while Teaching Staff will integrate career-related learning into the curriculum, reinforcing the value of career education throughout the students' academic journey.</p> |
| Communication Plan | <p>Channels of communication detailed e.g. newsletters, social media. Include roles and responsibilities of staff involved.</p> <ul style="list-style-type: none"> <li>• Multi channel approach – in person and online work hops</li> <li>• Resources, newsletters Arbor</li> </ul>   |

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|                                | <ul style="list-style-type: none"> <li>• School website, socials</li> <li>• Surveys</li> <li>• Opportunities to engage in advice and guidance</li> </ul> <p>A multi-channel communication approach will be adopted to maximise parental engagement. This will include a blend of in-person and online workshops, newsletters, and social media updates. Careers-related content will be shared regularly via Arbor, school websites, and social media platforms, ensuring that parents have ongoing access to up-to-date information. Surveys will be conducted periodically to capture parental insights and measure the impact of engagement initiatives. Additionally, a standardised branding approach will be used to reinforce the importance of careers education across all communication channels. Resources where parents and carers can access career-related materials and engagement opportunities will be communicated via the school website, Arbor and school's social media sites.</p>   |
| <b>Evaluation and Feedback</b> | <p><b>Metrics for Success</b></p> <p>Success will be measured through various metrics, including parent participation rates in events and programmes. Student outcomes will also be tracked to assess improvements in career readiness and knowledge enhancement. To evaluate the effectiveness of activities, feedback will be gathered from students and parents following career events, alongside case studies and insights from annual review meetings.</p> <ul style="list-style-type: none"> <li>• Engagement metrics - e.g. volunteer participation, surveys, event attendance</li> <li>• Student career readiness – increased knowledge and understanding of pathways and skills, LMI, collaboration with parents on Future Skills Questionnaire for Y9 students</li> <li>• Activity data collection – evaluation from students post events, annual review meetings, case studies</li> </ul> <p><b>Continuous Improvement</b></p> <p>Ongoing refinement of the strategy will be informed by regular surveys and focus groups involving parents, students, and staff. Insights gathered will guide adjustments and enhancements to ensure that engagement initiatives remain effective and impactful.</p> |
| <b>Inclusivity</b>             |   |

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|                     | <p>Ensure activities and communications are accessible to all parents and careers including diverse cultural and socio-economic backgrounds.</p> <ul style="list-style-type: none"> <li>• Inclusivity – enhanced support, bespoke resources, tailored opportunities</li> </ul> <p>Ensuring inclusivity is a key priority, with activities and communications designed to be accessible to parents and carers from diverse cultural and socio-economic backgrounds. Bespoke resources and tailored opportunities will be provided to address varying needs, ensuring that all parents can actively participate in careers education initiatives.</p> |
| <b>Ratification</b> | Signed and ratified by SLT and understood by all as part of distributed leadership.   |

Supporting Resource:



Parental  
Engagement.pdf