



Empowering parents

Enhancing career education through
effective engagement

Why is parental engagement important?

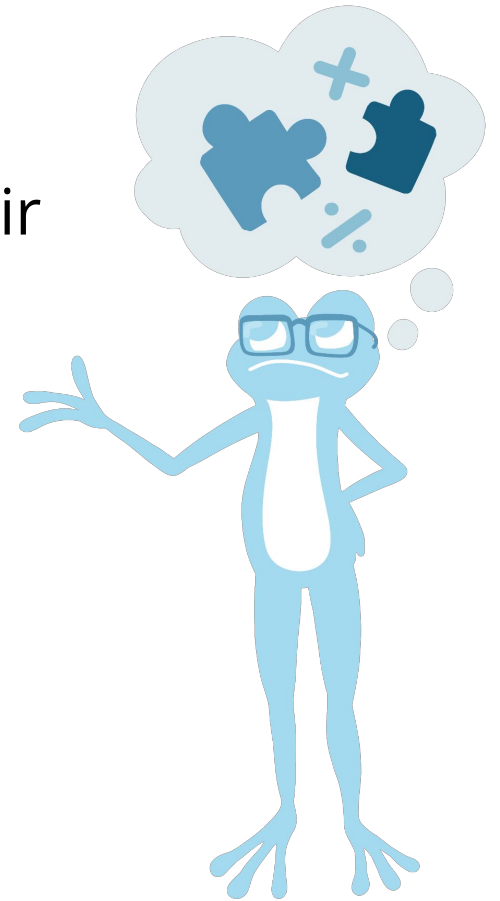
- **Parental attitudes and behaviours** account for up to 20% of the variance in educational outcomes at the age of 11 between students from advantaged and disadvantaged backgrounds
(Source: Education and Employers)
- 32% of parents believe the school curriculum focuses too little on **preparing their child for the future job market**
(Source: Parentkind)
- Fewer than 10% of teachers have undertaken **CPD on parental engagement** (Source: Education Endowment Foundation)



Gatsby benchmarks

The Gatsby benchmarks have been updated to place greater emphasis on parental engagement:

- More emphasis on **supporting students with SEND** and their parents and carers
- Support parents and carers to access and **use up-to-date careers, pathways, and LMI** for students in all Key Stages



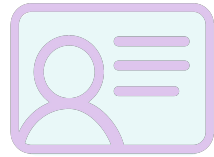
***How engaged* are parents
on Unifrog?**

Parents actively participate on Unifrog



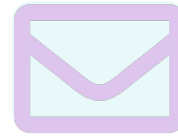
3,000

UK school
partners on
Unifrog



100,000+

parent accounts
have now
been created



28,000

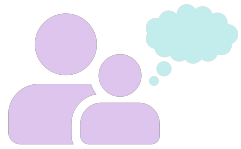
parents subscribed
to Unifrog's parent
newsletter



68%

attendance
conversion at our
parent webinars

Our parent and student surveys say...



93%

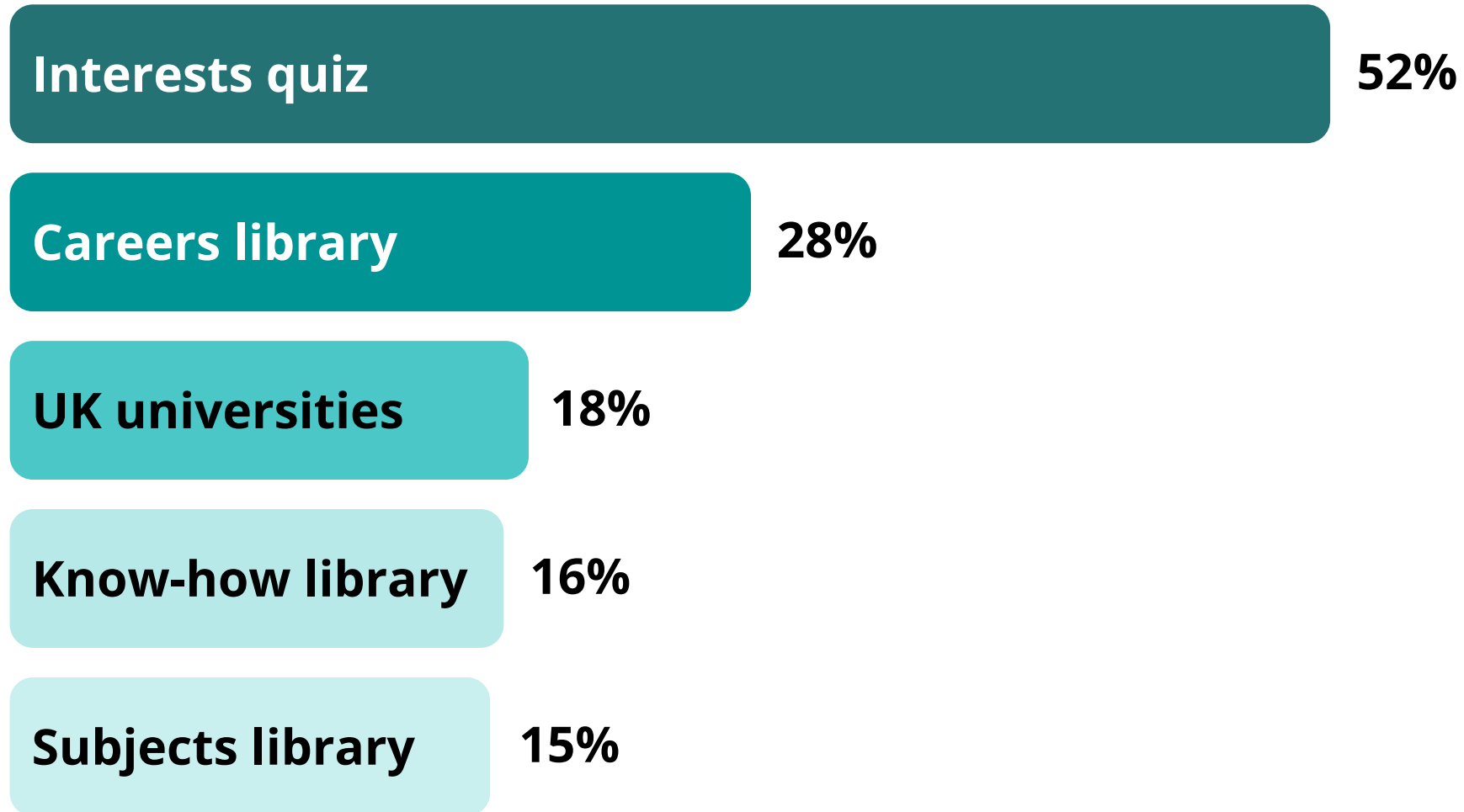
**of parents are 'involved' or
'very involved' in planning
their child's future**



76%

**of students ask their parents
for advice about their future -
more than any other source of
influence**

Parents use our tools to research their child's future



What parents say about their involvement

“Looking at uni websites, researching courses, entry requirements, rankings and open days. I check them out before **passing distilled info on.**”

‘Researching options for them and with them. Attending open days. **Talking about the future and helping them formulate their ideas.** Finding ways to help them obtain work experience and other experiences to build their CV.’

‘**Carrying out research on universities and individual courses** because my son is overwhelmed with school work. Accompanied on 11 separate university visits from Lancaster to Exeter. Sat through numerous seminars on engineering and mathematics. Helped with UCAS form.’”

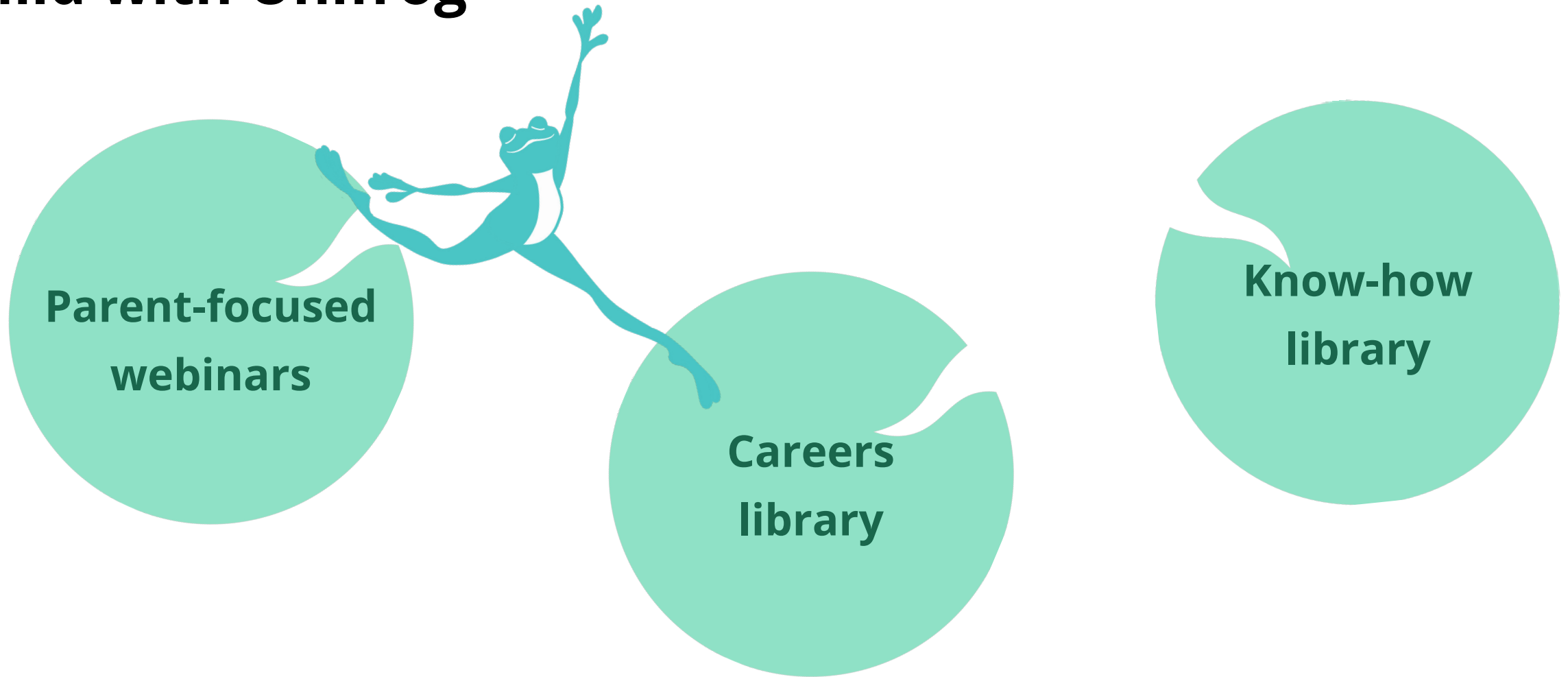
How to use Unifrog to ***engage parents***

Getting set up

- Set up **parent logins** so parents can access Unifrog tools and resources themselves
- Direct parents to the new **Unifrog parent guide** to introduce them to the platform
- Tell parents how you **plan to use Unifrog** with their child
- Use the **SEND support pack** to adapt your plans for children with SEND and communicate with their parents

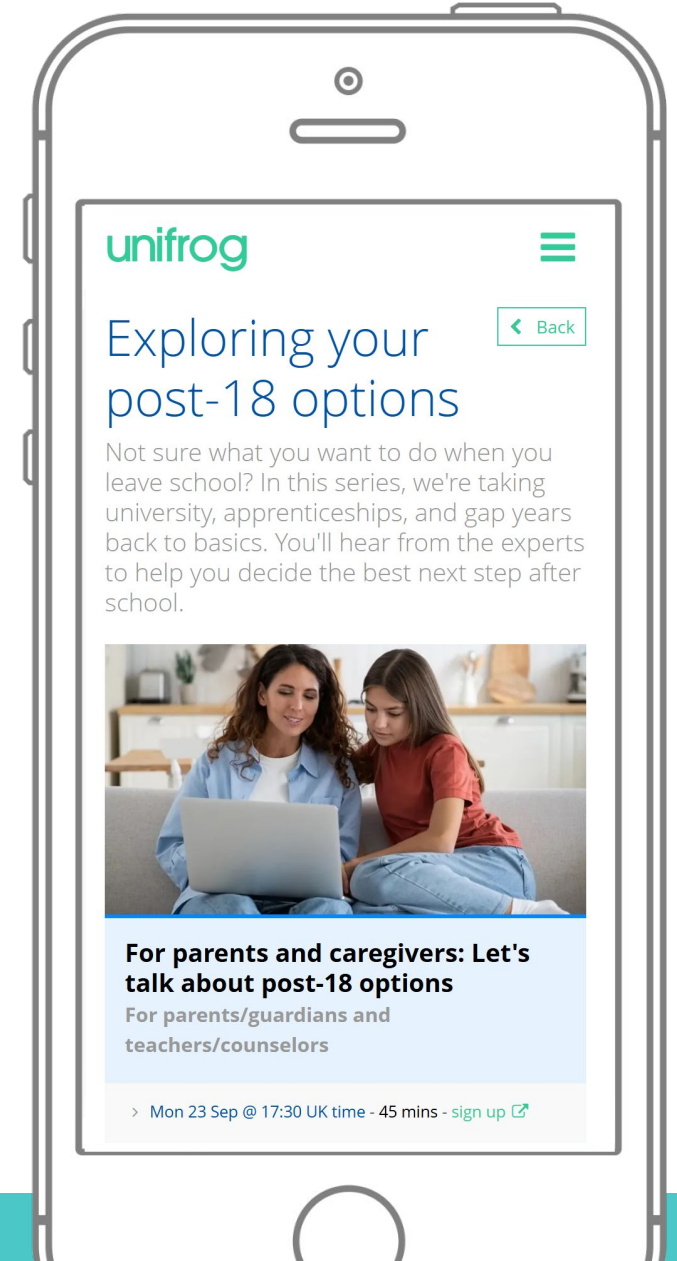


Empower parents with the knowledge to support their child with Unifrog



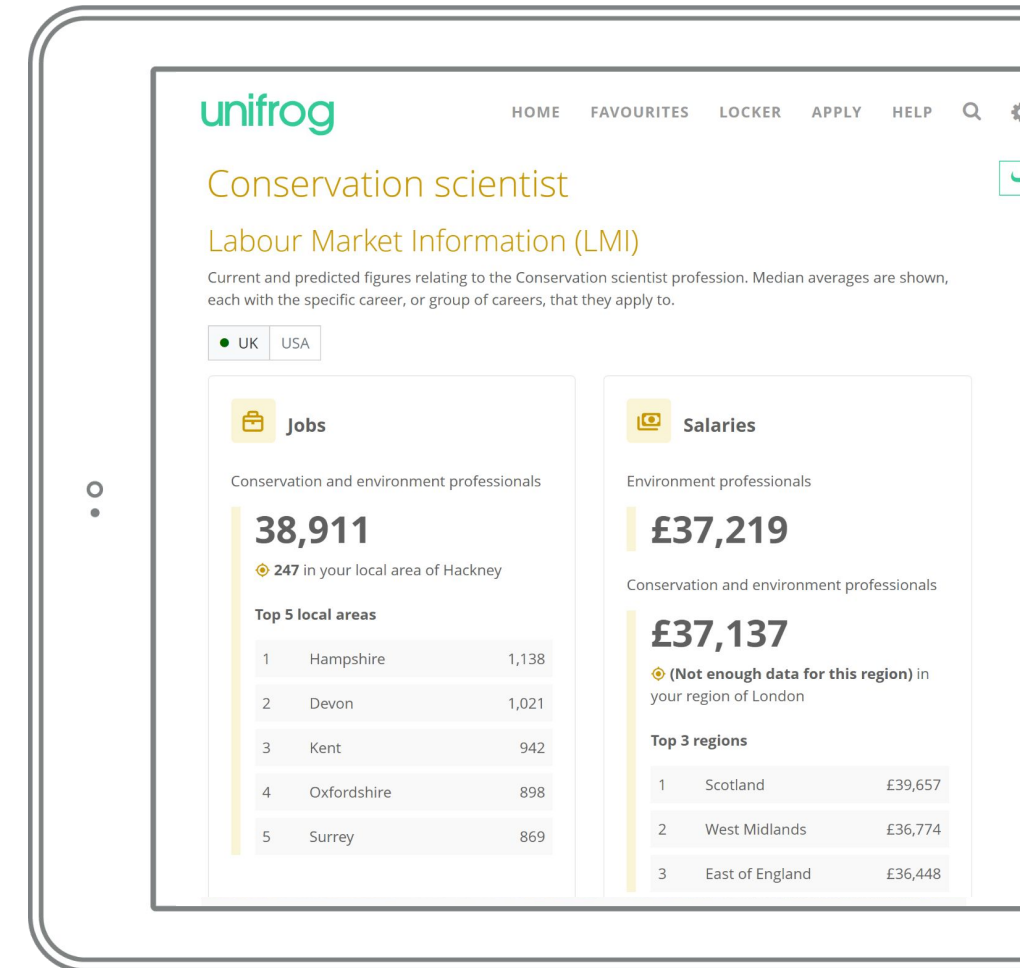
Attend parent-focused webinars

- Help them **better understand** different pathways and dispel preconceptions, such as apprenticeships
- Learn **practical advice**, like how to support their child with university or apprenticeship research and applications
- Support with learning **how to use Unifrog**, with sessions on the basics and to introduce new features



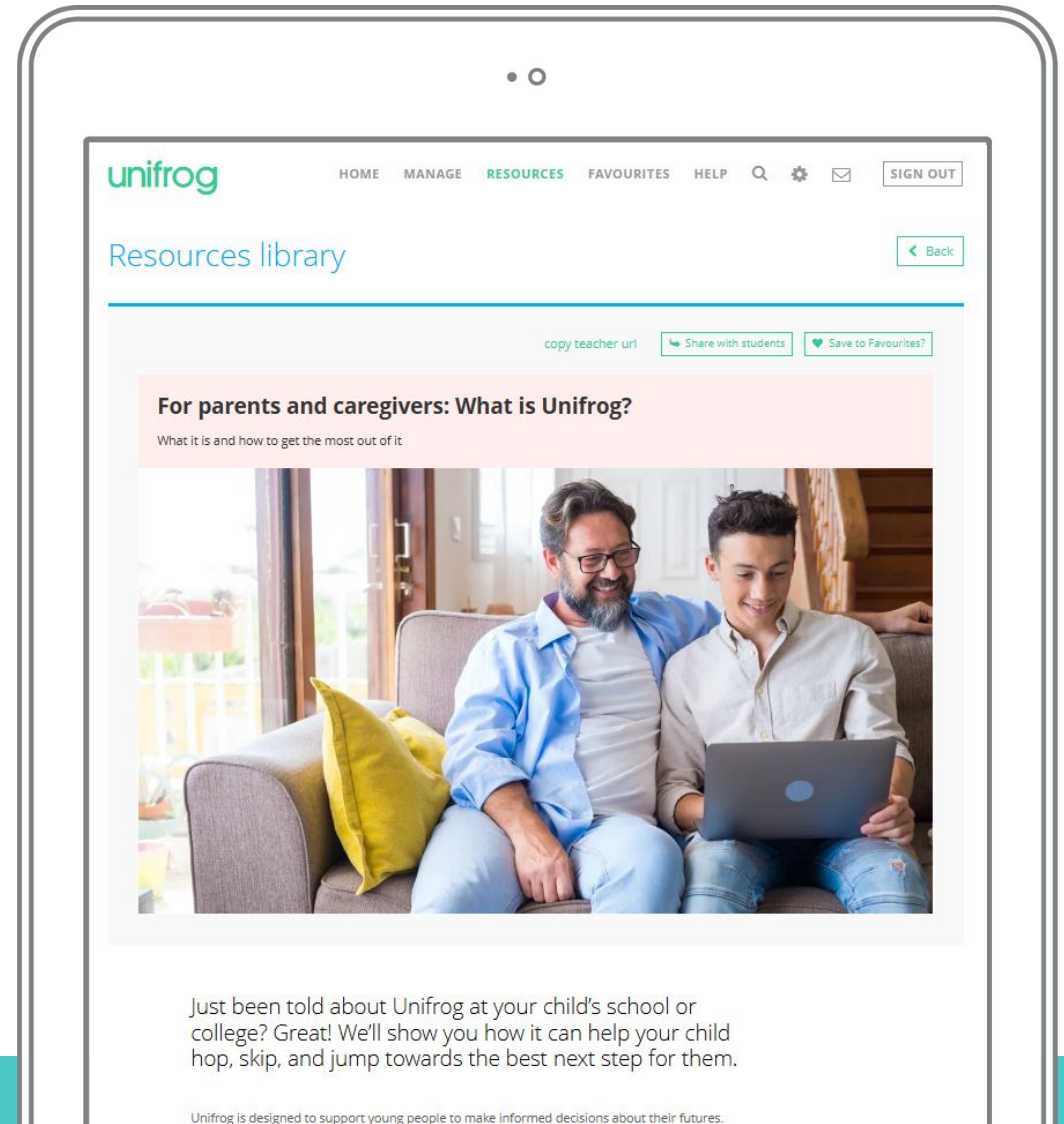
Explore the careers library

- Use **updated LMI data** to help their child make informed decisions about their futures
- Signpost their child to **additional Courses** they can access through Unifrog to see if the career is right for them
- Learn which pathway their child needs to take to reach their **dream career**, and support them with next steps



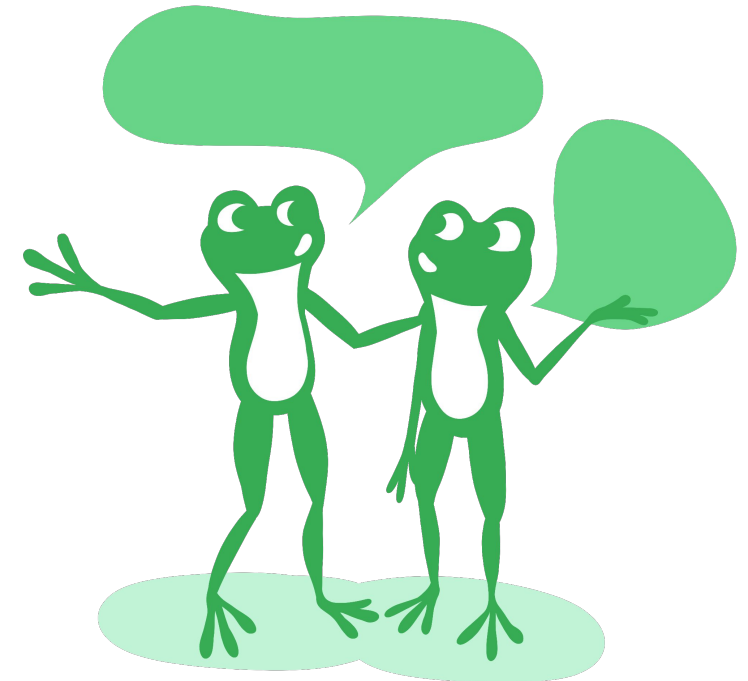
Access resources through the Know-how library

- **Information** on apprenticeships, universities, and careers
- Advice on supporting their child in **preparing for the future**
- Guide for **supporting children with SEND** in school



Bringing it all together

- Use student data logged through Unifrog to **facilitate conversations** with parents
- Encourage parents to **contribute their own insights** from conversations with their child at home
- **Share Unifrog tools and guides** with parents throughout the year around key touchpoints



What Unifrog means to parents...

“

‘I think **Unifrog is fantastic** and I wish more parents would use it alongside their child.’

‘Thank you. Access to Unifrog has allowed **structure** to some processes for my daughter without me having to generate that. Also **good for her to hear from others** other than me.’

”



...and teachers



★★★★★ *Significantly improves parent engagement*

‘Parents have their own sign-up code on Unifrog which enables them to use the platform, remind their children about upcoming Unifrog events, support children using the Placement tool. We have found that parents use Unifrog to help with **careers conversations at home** too.’

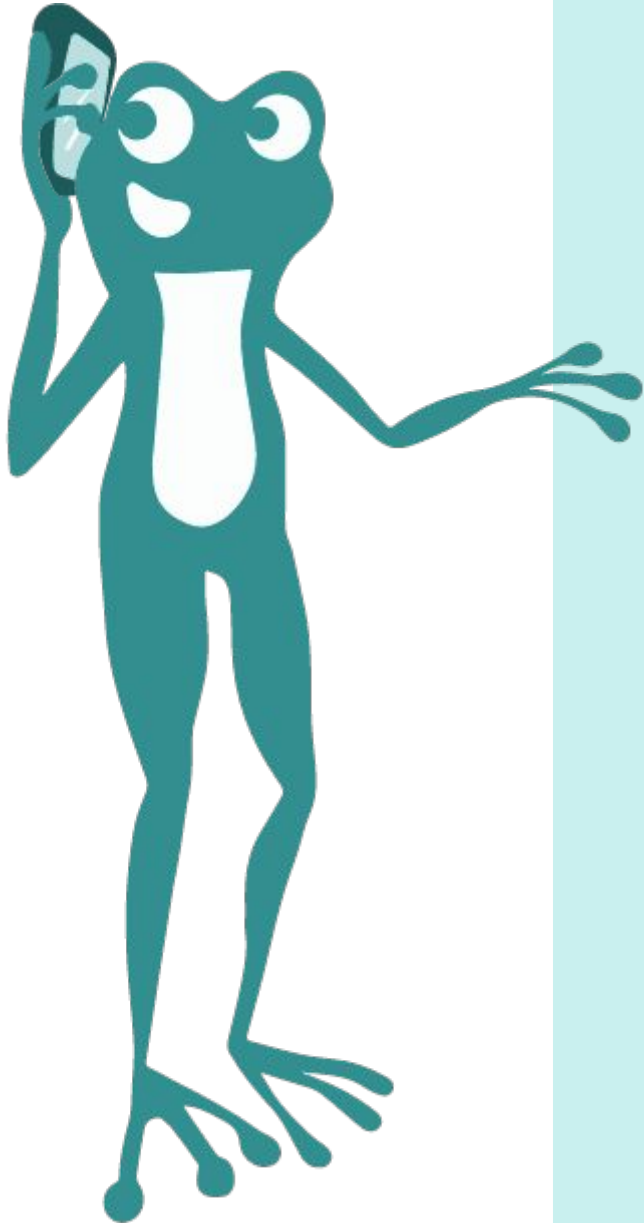
★★★★★ *Significantly improves parent engagement*

‘Parents have {their} own accounts and they are able to see what their child is interested in. Helps to **bridge the gap** between expectations and aspirations. Helps at parents evenings with facilitating conversations around next steps and reduces stigma around certain pathways.’

Key takeaways

- Parents are already **very involved** in researching their child's future
- Access to **clear, up-to-date information** puts parents in the best possible position to support their child
- **Empower parents** to share helpful advice with their child by providing access to Unifrog's resources and data





Would you like to find out more?

Get in touch today to learn about how Unifrog can help you enhance career education through effective parental engagement.



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