



Outstanding Careers

CAREERS ED FOR ALL

Getting parents involved in CEIAG



www.outstandingcareers.co.uk

Objectives


By the end of this session, participants will:

- Understand the value of parental involvement in the development of their child's preparation for next steps.
- Consider practical strategies that can engage parents effectively.
- Consider tools and communication methods that support this engagement.



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In one word, what role do parents play in career decisions?



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Some surprising facts

- At what age do parents start talking about careers to their children?
 - Only 6% talk to children 5 years old or younger
 - 24% 6-9 year olds
 - 35% 10- 15 year olds
 - 35% left it till their child was 16 or over
- Amongst Gen X & Z approximately 65% work in the field their parents wanted them to.
- Done badly, parental involvement can heighten burnout and anxiety

Source Joblist <https://www.joblist.com/trends/the-impact-of-parental-influence-career-edition>



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So it's important that parents get it right.

1. Parents are a key influence on a child's career aspirations and choices.
2. Engaged parents can help students explore options more confidently.
3. Students with supportive parents tend to achieve higher outcomes in transitions.
4. Parents can provide real-world insight into careers through their own experiences and networks.
5. Active parental involvement fosters better communication between school and home.
6. Parents can reinforce career-related learning at home, making it more meaningful.
7. Informed parents are more likely to advocate for their child's interests and unique strengths.



Activity



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Build Trust Through Communication

- Regular newsletters or email updates on career events and opportunities, even text communication helps.
- Use accessible language; translate materials if needed.
- Send short videos or infographics that explain career options.



Invite Parents Into the Process

- Host career talks and panels that include parents from different professions.
- Encourage job shadowing through family networks.
- Include career conversations in parent-teacher evenings.
- Ensure open evening has a careers display
- Link the skills in subject choice booklets to employment



Empower Parents with Resources

- Make sure your school website has a careers section that's easy to find and include websites such as:
 - National Careers Service
 - UCAS
 - Local labour market information (LMI)
- Offer sessions to explain pathways either in person or virtually (apprenticeships, T-levels, university, etc.)
- Provide a parent guide to career conversations at home.



A quick way to save time and effort




My Substack will include monthly resources to share with parents.



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How do you get them involved?

Accept you will not get everyone involved. Be realistic, look for improvement not perfection

Tips for Effective Engagement

- Use multiple channels: email, phone, social media, in-person.
- Be inclusive: reach out to parents from all backgrounds.
- Frame career education as a shared journey.





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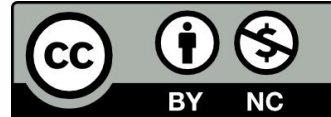
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