INSPIRING WORCESTERSHIRE

PARENTAL CAREERS ACTIVITY SUPPORT PLEDGE

OVERVIEW

This activity will enable hub member schools the opportunity to engage with and obtain parent support in order to increase and help facilitate Careers related activities within school

Led by and supported through the in-house careers team within school parents will be encouraged to "Pledge" their support to help participate in specific activities or help the team increase careers related activities being facilitated within school.

Parents are the single largest cohort of people associated to schools which have direct links to local employers. Strengthening parental participation within schools will significantly increase employer participation and could see an increase in activity supporting Benchmarks 4,5 and 6.

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HELP US PREPARE YOUR CHILD FOR THE WORLD OF WORK

RESEARCH HAS HIGHLIGHTED A NUMBER OF WAYS IN WHICH EDUCATION ESTABLISHMENTS CAN DRIVE FORWARD RECRUITMENT.

These could include the following:

- Create and set up a stand at any individual year group / whole school parents evenings. The stand could be manned by both the schools Careers Team and the Careers Champions. Parents would be encouraged to pledge their support to help participate in and/or help facilitate careers activities within school.
- Use the Careers Champions to develop a social media campaign which can be used across all of the schools social media platforms. This campaign could again formally ask parents to support Careers activity within school.
- Place a request for support on the school website asking for parents to support this campaign. They could fill out a simple contact details form and the Careers Champions could follow this up to secure details of the activities / supoort that parents are willing to provide the school throughout the academic year.
- Use existing systems such as "ParentMail" to mailshot ALL parents asking for their support
- Place a request for support within existing publications such as newsletters.

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PARENTS SIGNING UP TO THE INSPIRING WORCESTERSHIRE "PARENT PLEDGE" COULD BE ASKED TO SUPPORT THE FOLLOWING:

1) Mock Interview Days
2) Careers Fairs
3) Workplace Visits
4) Work Experience
5) Assembly Talks
6) Classroom Led Activities
7) Employers Supporting Curriculum

WIDER COMMUNITY SUPPORT

It has been suggested that schools using stands at Parent Open evenings could also invite organisations such as DWP to attend. Unemployed parents within the wider school family attending this event could receive support from the DWP team. This could potentially have a positive impact on the wider community and ensure the school is being seen to look out for their school family.

WIDER BENEFITS TO PARTICIPATING STUDENTS

Participation within this initiative will provide students who are "Careers Champions" with the opportunity to act as ambassadors for the school at parents' evenings. They will also improve skills in other areas such as communication and presentation skills while speaking to parents and encouraging them to support the wider careers activities taking place within school.

WIDER BENEFITS TO SCHOOL CAREERS TEAM

The initiative will provide some additional support to the Careers team when organising and facilitating careers related activity within school. Using parental links with employers could increase the level of support on offer and could in turn increase whole school buy in from other members of the schools teaching staff. Increasing parent participation in school activities strengthens the "Whole School Family" feel and creates a stronger community surrounding the school.

SUPPORT ON OFFER FROM HUB DELIVERY TEAM

The Worcestershire Careers Hub Delivery Team will produce a pledge card which can be used at parents' evenings to secure parental support.

The Hub delivery Team would be willing to support the School Careers Team to develop articles for the school website and for use on the parent mail platform.

The Hub Delivery Teams will also work with both the LEP and WCC Comms teams to develop a series of infographics which could form part of the social media campaign which schools can use to encourage parental support.

PLEASE CONTACT YOUR ASSIGNED ENTERPRISE CO-ORDINATOR FOR MORE INFORMATION

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