

PARENTS' CAREERS PRESENTATION

A flexible PowerPoint presentation to introduce careers and education options to parents.

Activity objectives

- To introduce parents to the variety of education and careers options available to their child.
- To help parents see the importance of their role in their child's careers decision-making.
- To showcase your institution's careers programme and demonstrate to parents where they can get support and further information on education and career options.
- To prompt conversations to take place at home.

How to use it

- In a parents' evening, college enrolment initiative or small careers event – virtually or in person.
- The slides can be edited to suit the audience and to complement your existing careers materials.
- Can be tailored for use with parents of SEND or EAL students.
- This activity is targeted at parents but students can attend too.

Delivery time

- 🕒 20 mins (or longer with guest speakers).

Need to know

- This presentation is a template and should be edited to suit your event and audience.
- It includes an **introduction** to options, a **film** demonstrating the importance of involving parents, **tips** for explaining your careers provision and **key resources** to signpost parents to for further independent research.
- Can be delivered face to face or remotely.

Links to parental engagement recommendations

- Create a parent-friendly environment.
- Build trust with socially-disadvantaged families.
- Refocus careers activities to involve parents.
- Stimulate family conversations.
- Offer a blended delivery.

For more information on recommended principles for parental engagement go to [Good Parental Engagement](#).

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Preparing the session with parents in mind

Content & format

- Adapt the template to suit the audience. Focus on the most relevant decision point but don't forget to make reference to future decisions, particularly as research shows parents are keen to have information about options at least 18 months-2 years before choices need to be made.
- Consider inviting external speakers to bring the session to life. These could be employers, other parents or alumni. Ask them to talk about options in general, as well as about the value of discussing options at home.
- Complete the slides at the end of the session with information relevant to your school/college careers offer and details of where parents can get further support. There is further information on the options available on the [Talking Futures](#) pages of The CEC Resource Directory if required.
- There is an equivalent [students' presentation](#) that can be used in assemblies or form time and could encourage conversations about options at home.
- If you're using both presentations, consider setting key questions for parents and students to prompt discussion. For inspiration, look at the conversation starter questions [here](#) or use the homework activity included in part 3 of the students' presentation.
- If you are delivering this event remotely, invite parents to attend the event virtually and use online chat functions to manage questions from parents, saving them until the end. Consider appointing someone other than the presenter to manage the chat and automatically mute attendees on joining to allow the presentation to flow.
- Alternatively, the presentation could be pre-recorded with the facilitator recording a voiceover to the slides. You could then circulate it to parents, share it on social media or put it on your institution's website/ careers page.

Communication

- Large events targeting whole year groups may have lower attendance from the most disengaged families, who can feel overwhelmed and unsure of the event's relevance to them. Dedicated invitations explaining how the session can help them may boost attendance. The core messages from this presentation should be reiterated in other school/college communications to ensure there are multiple opportunities to hear the information.
- The resources used in the presentation are all available on the [Talking Futures](#) parent hub. Signpost these resources to parents to prompt them to discuss careers options with their child, and resources can also be highlighted to parents who missed the event.

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Delivery steps

Step	Activity
1.	The slides in the template have delivery notes.
2.	As you present, encourage parents to reflect on their experience of holding careers conversations with their children. If it is a large group or you're delivering the presentation remotely, parents could consider this individually. If you're delivering this face to face with smaller groups, you could ask them to discuss amongst themselves how often they have talked to their children about career choices, what careers they have in mind for them and how important their influence is on their child.
3.	Remind parents throughout that they are known to be the most important influencers on careers decision-making. They may want to think about finding out more about careers. It's also a good idea to role-model enthusiasm for exploring the options and for them to show their children that they are not afraid to ask questions about careers and education options.

Learning from the event

- If you're running this virtually, before you close the session, ask parents to comment in the chat function on whether they now feel they know more about the three areas covered: careers options, their role in the decision-making and the support on offer from your institution. If face-to-face, you could do an exit poll.
- Signpost parents to the [Family action plan](#) (for post-16 decisions) and [Pathway Planner](#) (for post-18 decisions). These are key tools to support parents in having conversations with their child about the future. Encourage them to use the tools to record what they are going to do next to support their child's decision-making and to list areas where they need to do more research.
- To gain a deeper understanding of the impact of the event, consider phoning a small number of parents with follow-up questions or invite them in for a focus group. This would enable them to feed back on the careers programme as a whole, not just the event. You could also offer them the opportunity to ask for further resources in specific areas. Example questions and a survey template are available [here](#).
- You could also survey the children of parents who attended to see if they have had more careers discussions at home since the event.