



Parental and carer engagement in National Apprenticeship Week (NAW)

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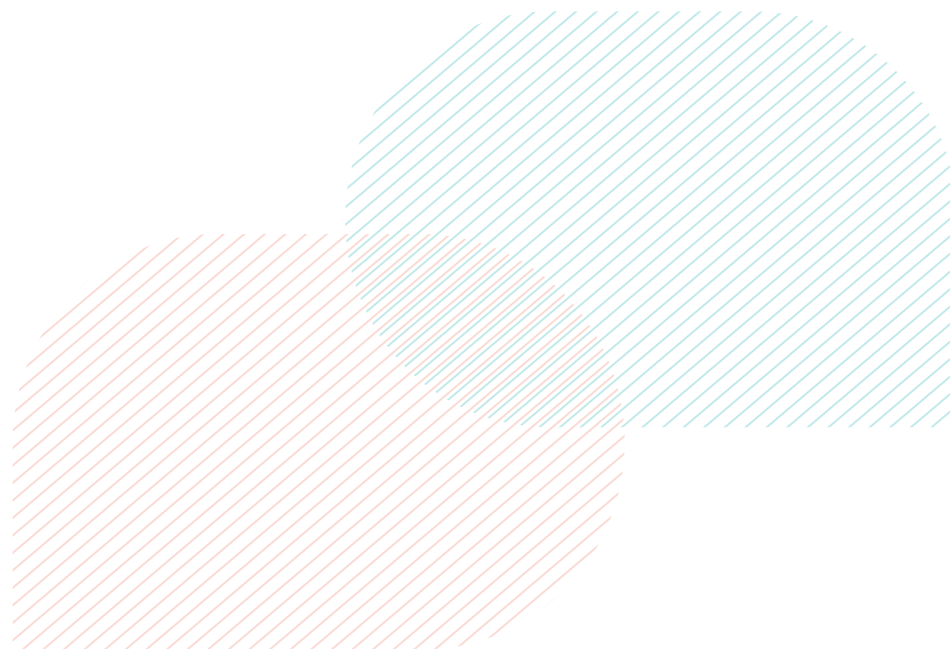
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Introduction

Parental and carer engagement in National Apprenticeship Week (NAW)

Over recent years, there has been a significant shift in young people's perceptions of apprenticeships. Research by the Department for Education showed that Year 9s and 10s had almost as strong awareness of apprenticeships as A Levels.¹ In addition, UCAS found that nearly a third (28%) of university applicants were seriously considering an apprenticeship² and the number of young people searching for apprenticeships on their platform was up by 37%.³

To build on this progress, we should also tackle any misconceptions about apprenticeships and technical education, held by young people's two biggest influencers:

1. Parents
2. Teaching staff

Our five principles to a strategic, whole institution, embedded approach to parental engagement in careers can support impact in this area.

Two of these particularly, support this need to increase awareness and understanding for staff and parents:

Principle 2.1 – Gain buy in from school/college staff by empowering Careers Leaders and Education Leaders

Principle 2.2 – Enable school/college staff to fulfil role by providing easy access up-to-date resources.

During National Apprenticeship Week this year, we will support you to work with teaching staff to include parents in the learning about apprenticeships and technical education routes to help tackle some of the misconceptions around these options.

Helping parents to understand all the pathways open to their children and the potential benefits of an apprenticeship or technical education route from an early stage in their child's education means they will be better equipped to support their child to approach decision making without bias.

A Mumsnet survey revealed that 60% of parents believe that if their child chooses an apprenticeship route, they will be stuck making the tea. 45% were unaware that apprenticeships go to degree level

1 FF Research (2021). Covid-19 Parent and Pupil Panel: July findings report. DFE-RR1157. Department for Education.

2 UCAS (2021). Where next? What influences the choices school leavers make?

3 <https://www.ucas.com/corporate/news-and-key-documents/news/new-ucas-research-shows-strong-demand-apprenticeships-students-keen-keep-learning-autumn>



1.1

Increasing awareness of the concept of a strategic and embedded approach to PE in CE



1.2

Increase confidence of the value of a strategic and embedded approach to PE in CE in order for it to take priority



2.1

Gain buy-in by empowering CLs and ELs to support



2.2

Enable school staff to fulfil their role by providing easy access to up to date resources



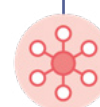
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Take a targeted approach using the whole institution to build relationships with parents



4

Take a progressive approach to building in PE in CE



5

Take integrated approach building on current PE strategies



1. When included, parents can help you to ensure that young people consider all pathway options available to them

Step 1: Review how your school/college currently engages parents in National Apprenticeship Week

2. Parental engagement is a vital part of the careers programme and is delivered effectively when planned for strategically, embedded across the institution and supported by other members of staff

Step 2: Plan for parental engagement in NAW, empowering staff to play a role.

3. You don't have to achieve this alone

Step 3: Access the supporting resources to do this.

Resources to support you to engage parents in NAW

Our resources will support you in four ways:

- **Part 1:** Some tips and an editable plan for engaging parents in NAW
- **Part 2:** A presentation to equip you to gain SLT buy in by showing SLT the value of parental engagement in careers.
- **Part 3:** A briefing session informing staff of the importance of parental engagement and the role they can play in parental engagement in NAW
- **Part 4:** A resource pack to equip staff to sign-post parents to up-to-date pathway information



Part 1:

Increasing parental engagement in National Apprenticeship Week

Just like your strategic careers programme, involving parents in careers education is the responsibility of all staff and you shouldn't feel alone in doing it.

Consider what the objective of the week is for you, regarding parental engagement, and shape your engagement accordingly. Here are a few examples:

- To increase parental understanding of the range of options at Post 16/18
- To challenge the misconceptions held by some parents about apprenticeships
- To engage and involve a particular cohort of parents

Use this resource to consider what you currently have planned or could deliver during NAW for your students:

- How could you involve parents to support what is already happening?
- What could you add or tweak to engage and support parents?
- What could staff members do during this week to engage and support parents?

In your setting, consider which will have most impact:

- Working with all departments/faculties
- Engaging all staff but focused work with a couple of key departments/faculties to lead the way

This editable planner has some ideas for activities and ways to adapt them to include or involve parents in your own programme of events.

There is a section with a few examples of how you can ask staff to add value to the work that you are doing in NAW.

To help teachers understand why they should be talking to parents about careers at every opportunity, please make use of the staff briefing information.

[The editable planner – you can access the live link for this planner here](#)

	Monday	Tuesday	Wednesday	Thursday	Friday
Year 7				E.g. What is an apprenticeship? Assembly (external provider) & follow up discussion in form time	
Year 8		E.g. Alumni presentations – looking at the benefits of a technical route			
Year 9					E.g. Visit to a local employer offering T Levels or Apprenticeship routes
Year 10			E.g. Presentation from an FE provider about technical and vocational routes offered exploring different learning styles		
Year 11	E.g. Apprenticeship of the day Sharing aspirational apprenticeship routes				
Parent offer	- Aspirational apprenticeship and Technical Education routes promoted daily with conversation starters ideas - Breakfast sessions open to students and parents exploring apprenticeship of the day	- Share a bio, key messaging or video recording of alumni/parent alumni via social media/newsletter - Information about Amazing Apprenticeships parents evening session 6-7pm – more info to come	- Offer virtual dial in/access to a pre-record of the presentation - Dates of FE open events - Post-event information with prompts to discuss with their child	- Invite to equivalent parent presentation - Pre-event info with prompts to discuss with their child to get the most from the session - Share Amazing Apprenticeships Parent Perspective Podcasts	- Share a video message from the employer with parents about the value of apprenticeships and technical routes - Invite parents to join a similar tour
Ideas for Staff	Staff briefing presentation for potential asks of staff during NAW to come. Ideas for NAW activities: - Explore in lessons, potential aspirational routes from their subject. Set homework task to ask each family member to choose and share back, the apprenticeship that appeals to them the most in each subject area – use this site - Set discussion/research-based homework into apprenticeships, including degree level, from their subjects (use My Learning My Future and Careers Starter Apprenticeship information and case studies on a range of apprenticeship roles that can act as a launchpad for inspiration) to work on/stimulate discussion with their parents - Encourage staff to explore which skills would make a good apprentice and how these are being developed through their subject area – look at Skills Builder				

Part 2:

Gaining support for parental engagement in National Apprenticeship Week

If you need support to engage senior leaders or wider staff, we have developed two Power Point presentations and notes you could adapt and use to:

1. Help [senior leaders recognise](#) the value of engaging parents
2. Help all [staff understand](#) why they should be talking to parents about aspirations, pathways and careers at every opportunity

To adapt these for the purpose of engaging them in NAW, why not include some of the statistics included in this document to show the level of misconception potentially held by your parental body?

You could also use your version of the National Apprenticeship Plan to demonstrate the level of parental involvement and asks of staff time.





Part 3:

Staff briefing ahead of National Apprenticeship Week

The staff presentation in the previous section is a great starting point to ensure staff understand why they should be talking to parents about aspirations, pathways and careers at every opportunity.

Each year, Amazing Apprenticeships produces a staff briefing to use in the lead up to National Apprenticeship Week itself. The briefing covers what NAW is, why it is so important and what the role of staff is during that week, including their role in parental engagement. Search <https://www.amazingapprenticeships.com> for staff briefing to find the latest version.

It could be used in a staff briefing to explain what is being delivered as part of National Apprenticeship Week and their role in engaging parents within that.



Purpose:

To create a culture of shared responsibility for informing parents about what their child is experiencing and connecting them into information.

Part 4:

Signposting resources for staff

To support all staff to feel confident signposting students and parents throughout National Apprenticeship Week and beyond, we have created a range of resources that you can develop and build on.

Included as part of a suite of resources called [Making ATE part of the Conversation](#), there are a series of resources to support staff understanding of apprenticeship and technical education pathways. These could be housed on your staff intranet for easy access. You may choose to include some of these resources on your website for parents to also access directly.



