

# Parent and carer engagement in careers

Promotional toolkit for CPD modules

*Autumn term*

# What's in this toolkit?

**In this toolkit you will find a range of sample copy and assets that you can use to help promote our free CPD supporting the engagement of parents and carers in careers education. We have provided examples of how to embed messaging about the CPD in key priority areas you might already be talking about, including ATE pathways and work experience.**

- Sample social copy/asset(s)
  - Facebook/LinkedIn
- Sample newsletter copy
- Ready-to-use presentation slide

If you have any questions about the promotional material or need anything additional to help promote our CPD offer in your networks, please contact [marcomms@careersandenterprise.co.uk](mailto:marcomms@careersandenterprise.co.uk).

# Overview of the modules

Parents and carers are the biggest influencers on a child's career decision making.

We have created two short CPD sessions on our Digital Hub, designed to assist the development of a progressive, targeted and integrated approach to parent and carer engagement in careers.

## **CPD session 1: Planning for Parent/Carer Engagement**

Session 1 is aimed at Careers Leaders who are new to the role or looking to understand more about how to engage parents and carers in careers.

## **CPD session 2: Developing and Embedding a Whole-Institution Strategic Approach**

For more experienced Careers Leaders, session 2 explores how creating an institution-wide approach to careers through strategic planning can have a deeper impact on learners and their parents.

[Explore the modules](#)

**Below is a sample of wider corporate messages that we will be linking parent and carer engagement to this term, to highlight the value of the CPD to Careers Leaders. In the next section you'll find some sample messaging and assets to help you align parent and carer engagement to different priority themes.**

September	October	November	December
Work experience	No specific theme – see additional posts on pages 9-11	Employer Standards	Look ahead to National Apprenticeships Week
Apprenticeships and technical education (ATE)		Gatsby Benchmark Review	
		Discover Creative Careers Week	

# Social media

[Download social media assets](#)

## Work experience

*Parents and carers are key to helping young people plan and prepare for workplace experiences. Below is some messaging to support engaging parents and carers with work experience.*

High quality work experience helps young people get ready for the world of work; it increases their awareness of jobs and pathways and builds confidence in key skills.

Employers are a big influence here, but parents play a vital role too.

It's important they understand the value of work experience and the opportunities it can lead to, so they can have impactful conversations to prepare and support their child through work experience.

The Careers & Enterprise Company has developed free online CPD, backed by Gatsby, to help Careers Leaders equip parents with the knowledge and confidence they need to support their child's career decisions.

Explore the CPD today: <https://bit.ly/4cxdtYr>

**Tag: The Careers & Enterprise Company (LinkedIn)**



**Free online learning to help engage parents and carers in careers education**

Help give parents and carers the confidence they need to have impactful careers conversations with their child.

## Parent/carer engagement and the Gatsby Benchmark Review

*Parents and carers are key influencers when it comes to young people's career decisions. Below is some messaging to help you amplify parent and carer engagement in the context of the Gatsby Benchmark Review.*

Equip parents and carers with the knowledge and confidence they need to start impactful careers conversations with their child, so they can support them whatever route they choose and keep their minds open to the possibilities available.

Free Gatsby-backed CPD from The Careers & Enterprise Company will support and equip Careers Leaders to develop practice in parental engagement in careers, in the context of the Gatsby Benchmark 10 Year Review.

Explore the online learning today:

<https://bit.ly/4cxdtYr>

**Tag: The Careers & Enterprise Company (LinkedIn)**



**Help equip parents and carers to have impactful careers conversations with their children.**

Explore online learning

**Please use only this copy when referring to parental engagement and the Gatsby Benchmark Review. If you are unsure, please email Rachel Green: [rgreen@careersandenterprise.co.uk](mailto:rgreen@careersandenterprise.co.uk)**

## Apprenticeship and technical education (ATE) pathways

*National Apprenticeship Week takes place in February 2025. Below is some messaging to help your promotion of the CPD with any comms around apprenticeships and technical pathways:*

Parents and carers are key influencers in their children's career decisions.

Misconceptions and a lack of support of ATE pathways from parents can be a hurdle young people face when it comes to choosing a technical or vocational route, so it's important they have up to date and accurate knowledge about the full range of pathways open to their children.

Free Gatsby-backed CPD from The Careers & Enterprise Company is designed to help Careers Leaders effectively embed parent and carer engagement in careers, giving them the confidence they need to have impactful careers conversations with their children, whichever pathway they choose.

Explore the CPD and start supporting parents and carers today:

<https://bit.ly/4cxdtYr>

**Tag: The Careers & Enterprise Company (LinkedIn)**





# Additional post ideas

Employers, teachers and Careers Leaders all play a key role in supporting young people's career decisions. But what about when the school or college day ends?

Parents play a crucial role in their child's careers education, so it's important they are given the support they need.

Free CPD from The Careers & Enterprise Company, and backed by Gatsby, is here to help Careers Leaders to:

- Express the value and benefits of engaging parents and carers to colleagues and senior leaders
- Evaluate current provision and identify barriers
- Plan a targeted piece of family-friendly careers education that addresses a need in your setting.

Ready to start? Explore the CPD today:

<https://bit.ly/4cxdtYr>

**Tag: The Careers & Enterprise Company (LinkedIn)**



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## Free online learning to help engage parents and carers in careers education

Help give parents and carers the confidence they need to have impactful careers conversations with their child.

# Additional post ideas

Careers Leaders!

★ What do you need in your institution to drive better engagement from parents and carers in careers education?

★ Do you want to help shape the future of parent/carer engagement in careers?

By taking part in free CPD from The Careers & Enterprise Company, you can explore the latest learnings in engaging parents and carers in careers and feedback on any gaps or pain points in your institution to help shape future thinking and approaches.

Join over 450 Careers Leaders already benefiting from the free CPD; helping them support parents and carers to have confident and impactful careers conversations with their children.

Explore the CPD today: <https://bit.ly/4cxdtYr>

**Tag: The Careers & Enterprise Company (LinkedIn)**



# Additional post ideas

Build careers into your existing activities engaging parents and carers.

Explore free resources to support you with tweaking existing engagement opportunities to support quality parent and carer engagement in careers education.

Discover the range of resources and share with your colleagues: <https://bit.ly/3vfnoSO>

Looking for more? Free Gatsby-backed CPD from The Careers & Enterprise Company supports you to strategically integrate parent and carer engagement in your institution.

Start learning today: <https://bit.ly/4cxdtYr>

**Tag: [The Careers & Enterprise Company \(LinkedIn\)](#)**



Help equip parents and carers to have impactful careers conversations with their children.

Explore online learning

# Newsletter

# Newsletter – sample copy

Careers Leaders can inspire young people to take their best next step, but parents and carers are also important influencers in their child's life when it comes to career decisions.

We know engaging parents in careers education can be hard, but the value of getting them involved has untold benefits. Free online learning from **The Careers & Enterprise Company** and **Causeway Education** is a great starting point to help understand how to strategically approach engaging parents and carers in alignment with institution priorities.

The two short CPD sessions, backed by Gatsby, take just one hour each and are designed to support Careers Leaders whether they are already engaging parents and carers and looking to improve, or are not sure where to start. The training will help Careers Leaders to:

- express the value and benefits of family engagement in careers education to colleagues and senior leaders.
- discover any barriers to parental engagement in your institution.
- develop or build on your own careers education activities to be more inclusive of parents and carers.

**Help give parents and carers the knowledge and confidence they need to support their child's future career decisions. Explore the online learning today: <https://bit.ly/3XaP867>**

# Presentation slide

# Engaging parents and carers in careers education

Free CPD from The Careers & Enterprise Company and backed by Gatsby, is helping Careers Leaders to:

- ★ Express the value and benefits of engaging parents and carers to colleagues and senior leaders.
- ★ Evaluate current provision and identify barriers.
- ★ Plan a targeted piece of family-friendly careers education that addresses a need in your setting.

