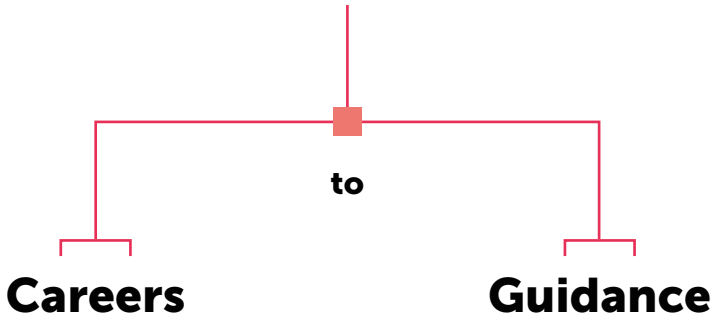




A Parents' Guide



The decisions young people make from an early stage at school can have a big impact on their future career choices and happiness. As parents you have a vital role to play in this career journey.

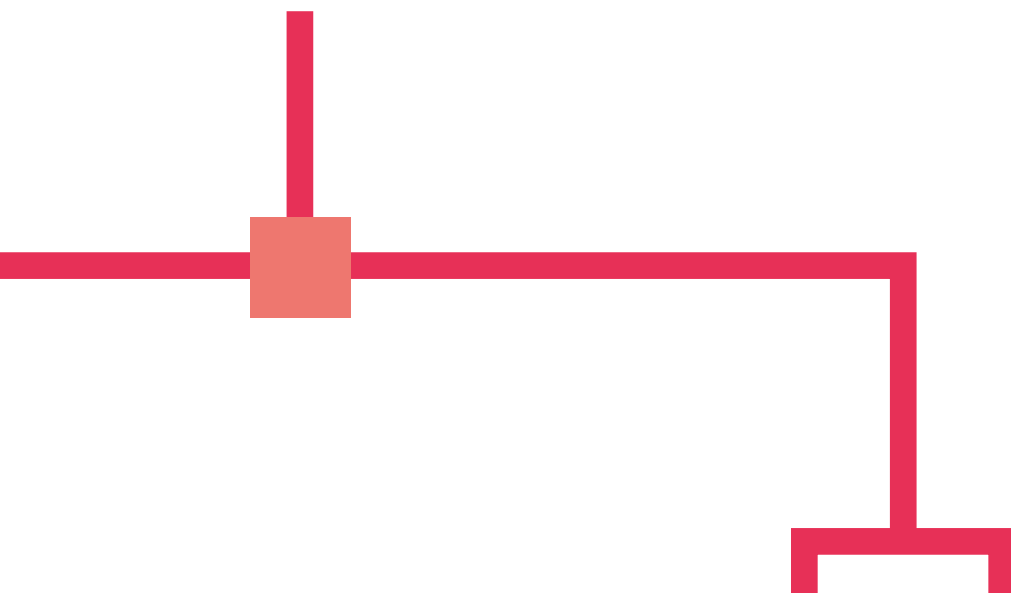
This guide is designed to provide an overview of how you, as parents, can help support your son or daughter with these important choices.

All schools in England have a statutory duty to provide access to careers guidance for pupils from year 8 up until the age of 18.

Schools are expected to provide impartial and independent careers guidance which includes a range of careers-related activities which encourage engagement with local employers/work-based education and apprenticeship providers, to help students gain valuable work experience and insight to the world of work.

Your child's school may provide careers guidance through an appointed careers co-ordinator, teacher or adviser.

Pupils should also have access to an independent and external source of guidance to help them with their options. The careers guidance provided should be the most suitable support for the pupil and their circumstances.



How you can help

As they make choices and plans for the future, young people need support from the people who know them best; their families.

Research undertaken by GTI Media in 2014 showed parents exerting increasing influence on a child's education and career decisions. Only 5% of the young people surveyed said they ignored their parents' wishes when choosing a career. The research also stated that parents exert most influence on their children's choice of university and degree, least influence on their choice of employer.*

* Parental influence on children's academic and employment choices, December 2014, GTI Media Research

There are many ways that you can offer support with choices. Here are a few ideas:

- Outside of school hours, encourage your son or daughter to find out about what courses, jobs and training opportunities are available locally. Your local authority may provide information on local options on their website. Encourage your son/daughter to explore all of the learning options available to them at 14 and 16. Post-16 education or training is now compulsory.
- Make an appointment to speak to a member of the careers department at the next parents' evening. They will be able to answer any questions you have about career plans.
- Find out about what choices your child has to make in Year 8/9. They will usually be asked to choose from a selection of GCSE subjects which they want to study in year 10 and 11. Most students will have compulsory subjects which they have to study along with a selection of options.
- Make the most of open day opportunities. Your son or daughter may be considering post-16 study at a different institution to their current school/college and it is important to explore all of the options.



- Ask the school or college if they have access to any programs that you and your child can use at home over the internet. CASCAID programs offer access at home for pupils of a licensed school so you have the opportunity to get involved with careers planning.

- There are alternatives to 'traditional' higher education options which your child may wish to investigate. School Leaver Schemes are offered by a growing number of large employers who employ young people at the age of 18/19 and also fund them to study for a recognised qualification, often a degree.

- Talk to your son or daughter about careers they are interested in. Find out what they know already and encourage them to visit the careers library to find out more.

- If your son or daughter has completed a program like Launchpad or Kudos ask them about their results. Even if the careers ideas that are suggested do not appeal, it is still useful to discuss why they have been suggested.

- Get involved with plans for post-18 study. If your son or daughter is planning to go to university or college they need to plan carefully. They should think about; what subject/s they want to study, which institutions offer relevant courses, whether the program of study suits them, if there is a work placement as part of the course, if their expected results from A-levels or equivalent meet the entry requirements for the course, whether they want to study close to home or move further afield and whether the campus offers other facilities which are important to them e.g. sports facilities.
- If your school/college does not subscribe to a CASCAID program that you would like to use with your daughter or son, we can offer a single user access which can be purchased for 28 days usage. Call **+44 (0) 1509 226868** for more information.

FAQs for parents

Q: *My child is thinking about an apprenticeship. Aren't they just for mechanics, builders and hairdressers?*

A: There are apprenticeships available on a huge range of careers, including those which might be considered as traditionally academic. Apprenticeships are available in accountancy, law, business as well as care, engineering, hospitality, IT, retail and many more. An apprenticeship will offer your son or daughter the opportunity to get a nationally recognised qualification whilst getting practical experience. They will also be earning whilst they learn. Apprenticeships are available at a number of levels and can be equivalent to A-levels or a degree.

You can find out more about apprenticeships at www.gov.uk/government/publications/a-parents-guide-to-apprenticeships

Q: *What are UTCs (University Technical Colleges) and will it help my son/daughter's career to attend one?*

A: UTCs are government funded schools for 14-19 year olds which have been developed in partnership with universities and employers. They specialise in delivering learning and skills development in technical and scientific subjects.

If your child is keen to pursue a career in a sector such as engineering, manufacturing, health sciences, product design, digital technologies or the built environment, it is worth exploring what a UTC could offer them. Their links with employers and universities provide strong progression opportunities in those sectors. UTCs do not charge fees and tend to take students from multiple local authority areas. Students can attend a UTC from age 14 or from age 16 and the number of UTCs is growing.

You can find out more at www.utcolleges.org

Q: *I'm concerned about the cost of university. Should I still encourage my child to go?*

A: The increase in university tuition fees and living costs has caused many people to question whether a degree is the right route. It is important to remember that your son or daughter won't be expected to pay back loans for fees and living expenses until they are earning at a specified level. Whilst university does not guarantee a job, there are occupations where a degree or similar is essential or expected.

Going to university will equip your son or daughter with a broad range of skills and experiences.

However, for a lot of careers university isn't the only option. Many employers now offer a work-based training route for both 16 and 18 year-olds.

Q: *My child knows what career they want to do.
How do I find out what the best route in is?*

A: For most careers there are a number of entry routes. Some routes are based on achieving qualifications. Others are based on experience.

Many people do not follow a 'typical' route into a career. Many employers have structured graduate, school leaver and apprenticeship programs in which they take young people on. Equally they will recruit people who have gained experience elsewhere. Careers resources such as those produced by CASCAID will show the typical entry routes. Your son or daughter could also research employers that recruit for the careers that they are interested in, to find out what schemes they offer for new entrants.

Q: *Is work experience a good idea?*

A: Most young people will get enormous benefit out of some interaction within a work environment. Being in a working environment and interacting with people who they haven't encountered before helps them to develop skills and can help to confirm whether or not it's the type of environment that they want to work in.

Schools aren't required to provide work experience for pre-16 students but it is a good idea.

Some students organise placements themselves during school holidays. If your child is looking for an employer to provide a placement it's worth remembering that most employers operate a range of job roles. For example, if they are interested in computers, don't just look at IT companies. Organisations of all sizes and types use technology and will probably have an IT function.

Q: *What can I do to help my child get the skills that employers want?*

A: Many employers state that they feel that young people are not ready for the workplace. Schools, colleges and universities provide knowledge and skills but there are many other ways that young people can develop and demonstrate their skills.

Encourage your son or daughter to engage in activities that will require them to learn and grow skills that will help their future career plans. If they are interested in a career which will require them to write, they could create their own blog on a topic that interests them. This will help them to get valuable experience of writing interesting content as well as giving them something to show potential employers.

If they are interested in working with children, they could volunteer with a group such as Brownies or Cubs.

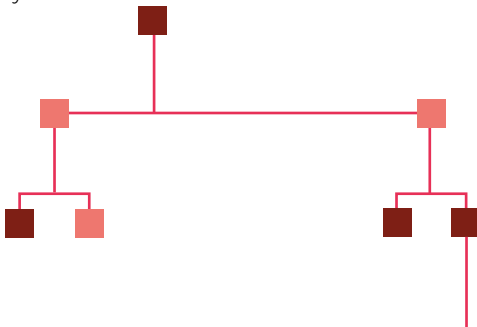
If they are interested in website design they could create their own website.

What next?

Providing support and encouragement is immensely important and the more you know about what information, advice and guidance is available and where it can be accessed the better.

Don't be afraid to contact your school/college if you have any questions.

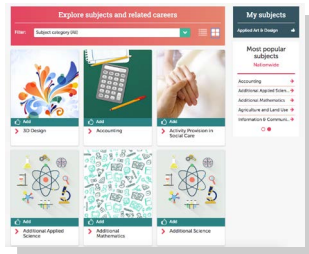
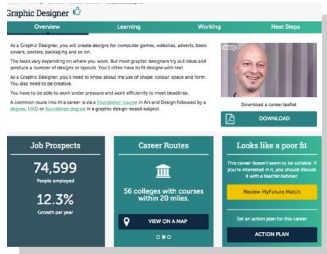
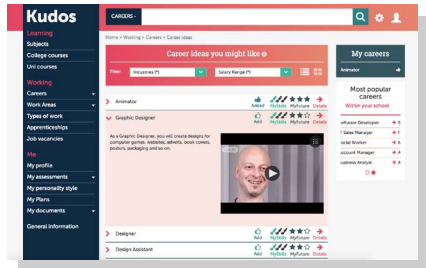
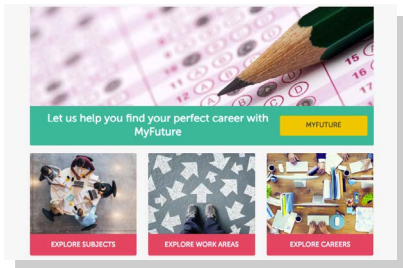
However, it is important to include your child as, ultimately, it is their future. With the right information, advice and guidance young people can make informed decisions about their future and be prepared to make the most of every opportunity.



CASCAID Programmes

CASCAID programmes are designed to be a starting point for career exploration, they are not designed to tell a young person what to do. When coupled with support and advice from parents and teachers, they help young people to make choices and plan their future direction.

Kudos, our most popular programme, helps young people plan and make better decisions about their future. It provides impartial careers guidance information and encourages a young person to explore their likes and dislikes, their personality type and helps them assess the skills they already have and relate them to future learning, training and career decisions.



Our products are used extensively in guidance and educational organisations throughout the UK and internationally.

We have supported millions of people worldwide with their career decisions.



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