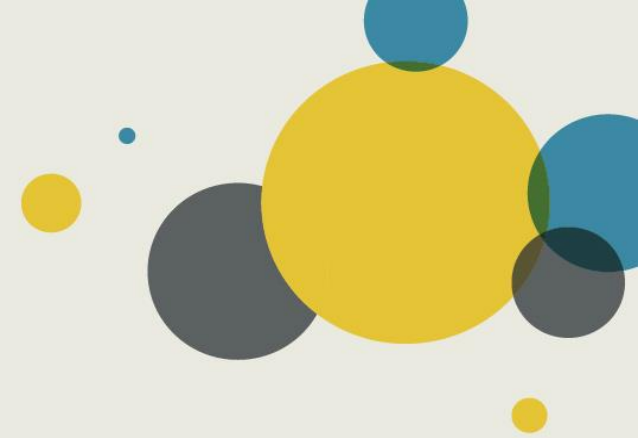


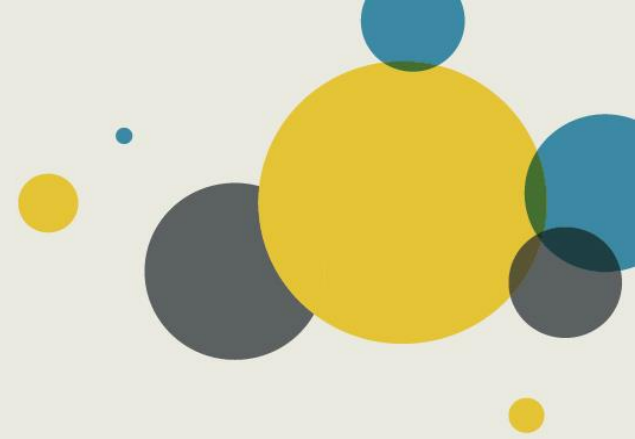
Involving parents in careers education

CEL research paper

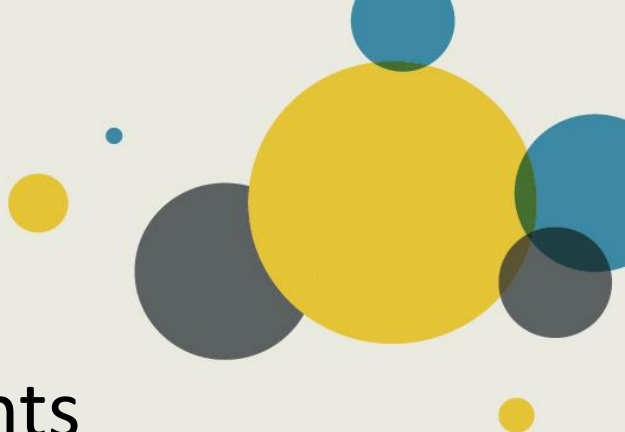
How influential are parents and carers?



Research consistently shows that parents, carers and families are the biggest influence on the path young people choose to follow in their education and career.




Young people overwhelmingly state that their family are more influential in this area than their friends, their teachers and careers staff in school.



72% of young people talk to their parents about what they want to do when they are older. Families were found to be a very important source of occupational ideas for young people, this includes extended families.

(Joseph Rowntree Research, 2011)

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- Family are nearly three times as influential as teachers in helping young people choose between work and university.
 - For those young people opting for work or apprenticeships at 18, advice from friends and family was key.
 - For those young people planning to go to university, parents were six times as influential as teachers in helping to choose the best universities.

What can schools do to help parents?

There is a clear need for schools to offer support to parents who wish to help their children make informed choices.



How do parents view the options open to their children?

- Parents still view the traditional academic route of A Levels and a University degree as the preferable option
- Parents offer advice about vocational routes less frequently and less effectively than for other options
- 37% of parents were confident giving advice about vocational qualifications
- 60% felt confident advising on education and employment in general

Vocational education



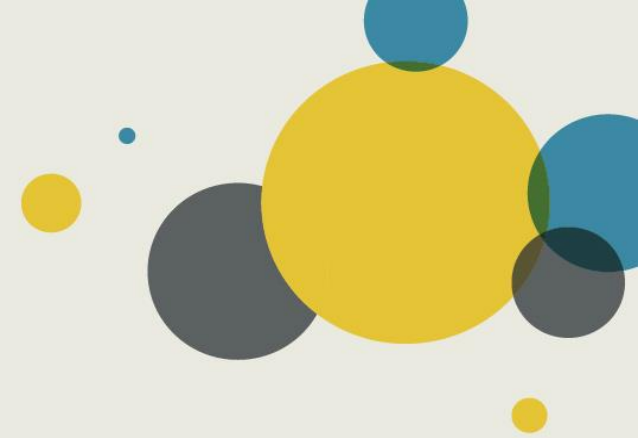
- Apprenticeships are still seen as a second rate option
- Parents and teachers are not challenging young people's perceptions of vocational qualifications
- Parents with higher level qualifications tend to be more negative about vocational qualifications

How well do you understand apprenticeships?



- Do you understand apprenticeships well enough to explain them to your child?
- Did you know that higher apprenticeships are on a par with foundation degrees?
- Many parents underestimated the financial benefits of an apprenticeship programme, which can boost lifetime earnings by £150,000.

How informed are parents?



The prevailing negative view of apprenticeships and vocational qualifications held by parents and the education system is damaging some young people's chances of success.

Apprenticeships can be a surer route to employment, this is not always the case with a degree. 40% of unemployed people in Greater Manchester have level 3 qualifications and above. 20% have degree level qualifications (level 4).

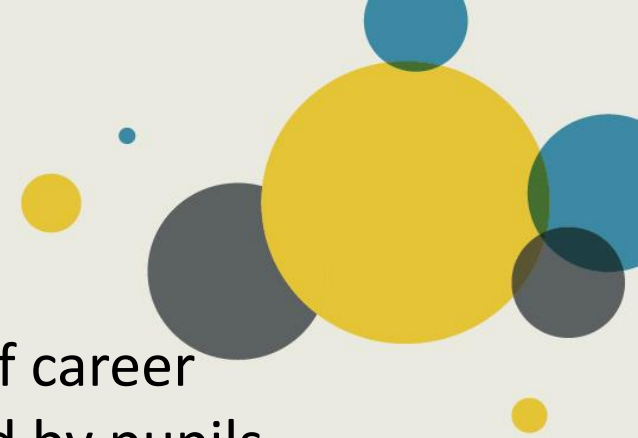
Are low aspirations really the problem?



Research shows that it is not low aspirations that prevents young people from finding a suitable career path, the problem is young people are giving up on their aims because they don't know how to fulfil them.

It is not enough for young people to aspire, they need to be able to see the practical steps to take that will lead them to their goals such as which qualifications are relevant.

Examples of good practice



Every school should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers, governors and employers.

Every pupil, and their parents, should have access to good quality information about future study options and labour market opportunities.

Parents should be encouraged to access and use information about labour market and future study options to inform their support to their children.

(Gatsby Foundation, Good Careers Guidance, 2013)

Resources for schools and parents

- List of useful websites
- Case studies of schools working with parents
- Case studies from employers
- The importance of English and Maths

