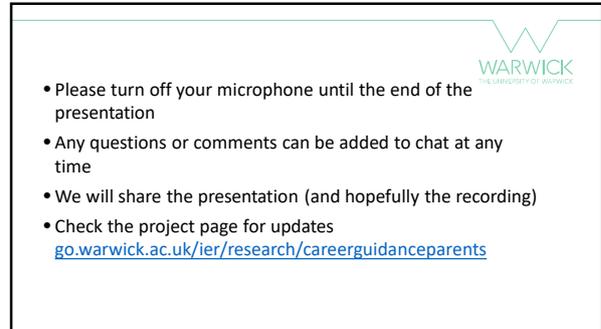


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THE ROLE OF PARENTS AND CARERS IN PROVIDING CAREERS GUIDANCE AND HOW THEY CAN BE BETTER SUPPORTED

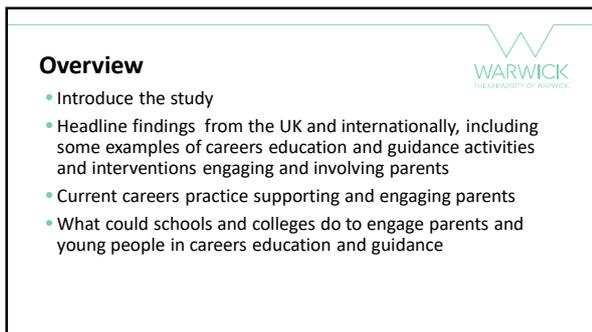
Webinar, March 2020

WARWICK INSTITUTE for EMPLOYMENT RESEARCH IER



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- Please turn off your microphone until the end of the presentation
- Any questions or comments can be added to chat at any time
- We will share the presentation (and hopefully the recording)
- Check the project page for updates
go.warwick.ac.uk/ier/research/careerguidanceparents



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Overview

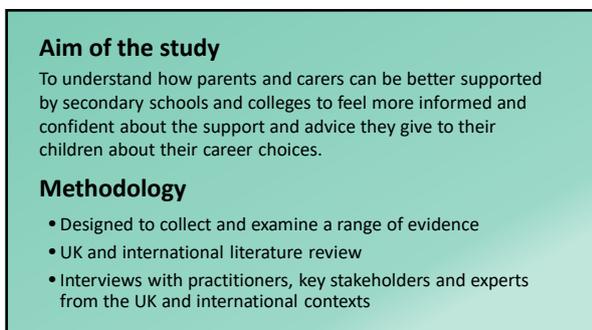
- Introduce the study
- Headline findings from the UK and internationally, including some examples of careers education and guidance activities and interventions engaging and involving parents
- Current careers practice supporting and engaging parents
- What could schools and colleges do to engage parents and young people in careers education and guidance



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Research findings

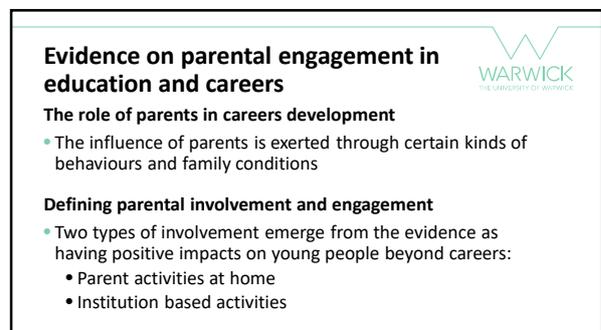
Sally-Anne Barnes, John Gough
Jenny Bimrose, Alan Brown,
and Sally Wright



Aim of the study
To understand how parents and carers can be better supported by secondary schools and colleges to feel more informed and confident about the support and advice they give to their children about their career choices.

Methodology

- Designed to collect and examine a range of evidence
- UK and international literature review
- Interviews with practitioners, key stakeholders and experts from the UK and international contexts



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Evidence on parental engagement in education and careers

The role of parents in careers development

- The influence of parents is exerted through certain kinds of behaviours and family conditions

Defining parental involvement and engagement

- Two types of involvement emerge from the evidence as having positive impacts on young people beyond careers:
 - Parent activities at home
 - Institution based activities

Parental careers support defined as: 

- **Instrumental assistance** – parents’ support with their children’s career-related skill development
- **Career-related modelling** – parents’ own examples of relevant career-related behaviours and experiences
- **Verbal encouragement** – parents’ praise and encouragement associated with their children’s educational and career development
- **Emotional support** – parents’ support with their children’s experiences of educational and career development

Parental engagement is important for supporting the development of... 

- Information seeking and research behaviours
- Self-efficacy, career decision-making and confidence
- Planning, goal setting and creating a sense of direction
- (Career) adaptability, flexibility and employability skills (such as entrepreneurship and team working skills)

• **Importance of parental support for particular groups is well evidenced**

Policies and strategies to engage parents from UK and other countries 

- There was no robust evidence of national or international evaluation evidence on parental engagement policies
- The need to support parents is shaping practice and guidance both in the UK and internationally
- Move away from passive forms of involvement and information giving to trying to create space for active engagement
- National policies and strategies (where in place) often facilitate CEG rather than making it mandatory

Impact of parent careers support and advice 

- Home environment is emerging as a significant factor in a young person’s career learning and development
- Parents own experiences of education influence their advice and expectations
- Young people value parental support asking for a ‘rational’ input into their career decision-making processes
- Shared career conversations can create shared career aspirations, improved educational attainment and increased motivation for parents

Current CEG practice supporting and engaging parents

Current CEG practice supporting parents

- Parents’ evenings
- Careers fairs
- Breakfast and coffee clubs
- Curriculum activities
- Personal guidance sessions
- Careers open days
- Employer/sectoral events
- Collaborative careers events with other schools and colleges
- Expert presentations on topics such as the future labour market, employability skills, apprenticeships, etc.
- Career guidance sessions for parents



**Parental involvement in CEG interventions:
Examples of practice**

- ‘Help your child achieve their goals’, Adviza workshops
- The Brilliant Club – The Scholars Programme
- Online interventions, apps and websites offer ways in which to communicate, disseminate and enable access to information (i.e. Learning with Parents)
- INSPIRED Teenager online programme





International examples

- Parents as Career Transitions Support program (PACTS), Australia
- Future to Discover project, Canada
- Family Group Conferences, Czechia
- Supporting educational journeys, France
- Career competency model, Germany
- Learning from others, The CLAP for Youth project, Hong Kong
- Parents Turn, Netherlands
- Individual Learning Plans, USA






What could schools and colleges do to engage parents and young people in CEG





Create parent-friendly environments with activities to draw parents into the school or college



Promote and communicate CEG activities across the curriculum



Build on current parental engagement in the school or college



Involve parents in the development of your CEG provision and careers strategy



Use technology to engage parents



Create targeted activities and communications



Redesign existing activities to involve parents



Design new activities that engage parents, employers and the local community



Organise specific aspiration raising activities that cover educational and personal development



Draw on parent's expertise to build your careers programme



Involve students and encourage them to prompt their parents to get involved



Develop 'peer communities' within and across schools and colleges



Further information



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