



The Quality in Careers Standard >>>>

GUIDANCE NOTE for Quality in Careers Assessors, Schools & Colleges

in respect of **PARENTAL ENGAGEMENT IN CAREERS EDUCATION & GUIDANCE**,

and guidance concerning Quality in Careers Standard assessments:

Approved by the Consortium Board in November 2023

Parental Engagement in Careers Education & Guidance

1. Although parental engagement is not yet explicitly included in the Standard's national assessment criteria, **Awarding Bodies are encouraged to highlight in their Accreditation Reports 'examples of good practice' in the approach of schools and colleges to parental engagement.**
2. Key stakeholders - including the DfE, Gatsby Education and the Careers & Enterprise Company – share our growing interest in how to support parents (and carers) to have better conversations with students about their career aspirations and the support they receive from schools and colleges. The Gatsby Benchmarks, for example, already make direct reference to parental engagement in relation to information provision (such as Labour Market Information) and informing evaluation of careers programmes.
3. There is much interest in how schools and colleges can increase parental involvement in their careers programmes. Hence we wish to encourage our Awarding Bodies to be alert to potential examples of good practice in respect of parental engagement, so that these might be garnered and shared more widely within the school and college sector (*for example within "case studies" published on our website¹*).
4. As a guide for Awarding Bodies in respect of what might be highlighted in their assessment reports, we are interested in examples of where parents/carers are encouraged and supported, in a strategic, progressive and appropriately targeted way, to actively help their children manage their personal career development and to support their participation in education and training and broader career aspirations.

¹ Case Studies of Best Practice Around The Country - Quality in Careers

5. We would welcome examples of where the school/college’s parental “careers offer”:
- enables parents to understand their child’s options, meets their needs, builds parental trust and allows them to become actively engaged in their children’s careers education and decision-making;
 - engages with parents and carers regularly about how to access, understand and make effective use of information about labour markets and future study options to benefit their child’s career development – especially where this support is differentiated according to parent/carer and child need;
 - involves personal careers guidance interviews with students should be timed strategically and provide parents with the opportunity to support student preparation and reflection; and
 - includes regularly monitoring, review and evaluation of the careers programme, focusing on its impact on learners’ career-related outcomes, and seeks feedback from parents as part of a wider range of stakeholders and partners.
6. Although such examples of good practice might not yet contribute directly to the assessor’s judgement that a school or college is meeting the Quality in Careers Standard national criteria, they would provide us with a bank of evidence which could be more widely disseminated to encourage others seeking to improve parental engagement in their careers programmes.

For additional information and support on engaging parents and carers, schools/colleges should be encouraged by Awarding Bodies to signpost parents and carers to:

- *the National Careers Service website,*
- *Gatsby’s Talking Futures Programme and to*
- *resources available from the Careers and Enterprise Company https://www.careersandenterprise.co.uk/new_ds/excellence-in-parental-engagement-with-careers-how-can-we-positively-engage-all-families/*

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