Leading The Way

Benchmark 1 – How you evaluate your Careers Programme with parents/carers

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| **Careers Leader name** | Mel Avery |  |
| **School/College name** | Keswick School |  |
| **Sub Benchmark** | BM1 – How you evaluate your Careers Programme with parents/carers |  |

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| **How have you achieved this sub-benchmark?** |
| * We carried out an audit in 2020 of our Parents via Google Forms which asked for their opinions.
* We have a section on the website specifically for Parents, with the careers programme on there.
* I send out a weekly Careers Bulletin to all parents via Parentmail with careers news, information, opportunities etc.
* For all of the above my telephone number and email address is clear, so they can (and do) contact me at any time for help and guidance. This includes feedback about what we do.
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| **What advice would you give to others looking to implement this?** |
| You need to do this explicitly, rather than hoping that the students will actually feed everything back to their parents. |

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| **What difference has this made to your students?** |
| * Having the backing of our parents is a huge help.
* They are the other half of the pincer movement, the two pronged attack.
* Often students don’t understand the importance of or don’t get around to looking into or booking things. Having the parents supporting from the other side is hugely important and we get more students taking part in what is on offer, with their backing.
* In addition, parents can tell us what they need and want. Careers education was so different when they were at school, and there is so much choice out there now. Students need us and their parents to help them make the right decision for them.
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| **Links/supporting material** |
| <https://docs.google.com/document/d/1Vk10aag-_DN6VgmJxqEESDGU9ZgQ59Dozg-yuQ3a63w/edit?usp=sharing> (The Google Forms Parent Audit pdf)<https://docs.google.com/document/d/142ywoBzgnZ4pOZ6_Pkojvy-qqmGfrYbc/edit?usp=sharing&ouid=103412932558762877703&rtpof=true&sd=true> (Copy of the last Careers Bulletin that went out to our parents pdf)<https://www.keswick.cumbria.sch.uk/careers-education> (Link to the Careers Section of the Website) |