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**Parent and carer comms toolkit for schools January to Easter term 2024**

**Skills Development Scotland (SDS) is the national career service and has careers advisers in every state secondary school in Scotland.**

We’re keen to help parents and carers understand our services and kindly ask for your support in helping us share our service messages relevant to this term in school.

This toolkit has suggested ready-to-use content that can be used across your school communication channels.

You’ll find information on the following:

* **Option Choices** -detail on SDS’s support for pupils and their parents and carers
* **Foundation Apprenticeships** – information around choosing a Foundation Apprenticeship as part of option choices
* **Parent and Carer Webinars** – details of recorded webinars hosted by SDS for parents and carers and how to access them on demand
* **Parents’ Voice Survey 2023/24** – for feedback on our career services

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**Many thanks for your support**



**Option choices**

**School website news article/newsletter update/email update**

**Suggested timing:** **duration of option choice period in your school**

**It’s option choice time. Find out about the help and support available from Skills Development Scotland**.

Whether your young person knows what subjects they want to choose, or they haven’t really given it much thought, it’s important that they keep their options open.

Your Skills Development Scotland school careers adviser will be providing support to help them think about their option choices, including one-to-one career guidance. There’s also the opportunity for you – as a parent or carer – to speak to their careers adviser to discuss. Get in touch with the school to find out more. 

You’ll also find lots of helpful tools and information to help with option choices, on your career website, [**My World of Work**](http://www.myworldofwork.co.uk/). Registering for an account means your young person will be guided to the right personalised content whatever stage they’re at.

Take some time to explore the website and tools with them. They can find out about different jobs, and the routes and the qualifications they may need to get in.

The option choice tool on My World of Work can also help them explore the jobs their choices could lead to. Visit [**myworldofwork.co.uk/tools/option-choices**](https://www.myworldofwork.co.uk/tools/option-choices).  

Foundation Apprenticeships could also be an option for young people to take as one of their choices for S5 and S6. They would gain industry knowledge and experience, whilst developing skills like creativity, problem solving, and communication. Find out more at **[apprenticeships.scot/foundation](https://www.apprenticeships.scot/become-an-apprentice/foundation-apprenticeships/" \t "_blank)**

There is also a [**recorded webinar on YouTube**](https://www.youtube.com/playlist?list=PL4YvCbmqHvLHHETgavKzSJFJckqS9uT_8) for parents and carers all about the help and support available from Skills Development Scotland careers advisers at option choice time.

**Suggested text alert, school app alert and social media post copy**

It’s option choice time. SDS school careers advisers can help young people and their parents and carers understand these choices. Get in touch with the school or visit [**myworldofwork.co.uk**](https://www.myworldofwork.co.uk/)for online support.

**Social media asset (right click to download)**

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**Foundation Apprenticeships**

**School website news article/newsletter update/email update**

**Suggested timing: duration of option choice period in your school**

**Foundation Apprenticeships: Learn about the world of work and gain industry knowledge and experience while still at school**

Foundation Apprenticeships (SCQF Level 6) provide pupils with industry experience whilst gaining a work-based learning qualification at the same level as a Scottish Higher (SCQF Level 6).

Your young person can choose a Foundation Apprenticeship as one of their options for S5 or S6. There are 12 types of Foundation Apprenticeship. They typically take two years to complete, however some can be completed in one year.

The main benefits of doing a Foundation Apprenticeship are:

* Gain a qualification that supports applications for university, college, Modern and Graduate Apprenticeships or other jobs
* Get hands-on experience and find out what an industry or sector is all about
* Develop skills employers look for like problem solving, communication, and creativity
* Build confidence by gaining new skills and an industry-recognised qualification

The range of Foundation Apprenticeship options include Accountancy, Creative and Digital Media, Engineering, Software Development, Scientific Technologies, and Social Services Children and Young People.

Delivered by learning providers in partnership with employers, knowledge gained is supported through a series of practical activities including industry projects or placements undertaken virtually and/or in person.

Visit **[apprenticeships.scot/foundation](https://www.apprenticeships.scot/become-an-apprentice/foundation-apprenticeships/" \t "_blank)** to find out more and apply online.

**Suggested text alert and school app alert**

A Foundation Apprenticeship allows young people to gain industry skills and experience for a qualification at the same level as a Scottish Higher and can be selected as one of their option choices in senior phase. Visit [**apprenticeships.scot/foundation**](https://www.apprenticeships.scot/become-an-apprentice/foundation-apprenticeships/) to find out more.

**Suggested social media posts**

(Please follow and tag @apprentice\_scot on Twitter and ScottishApprenticeships on Facebook)

**Twitter and Facebook:**

* A #FoundationApprenticeship can be taken as a senior phase option to gain industry experience plus aqualification the same level as a Higher. Find out more at [**apprenticeships.scot/foundation**](https://www.apprenticeships.scot/foundation)
* A #FoundationApprenticeship can be taken as a senior phase option to get the skills employers need. Find out more at **[apprenticeships.scot/foundation](https://www.apprenticeships.scot/foundation)**

**Social media assets (right click to download)**

Graphics and animations to help promote Foundation Apprenticeships can be found at [**apprenticeships.scot/resources**](https://www.apprenticeships.scot/resources?Keywords=&apprenticeshipType=Foundation%20Apprenticeship&audience=&resourceType=&format=&campaign=)

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**Parent and carer webinars**

**School website news article/newsletter update/email update**

**Suggested timings: year-round**

Skills Development Scotland (SDS), who deliver the national career service, has a series of webinars [available on YouTube](https://www.youtube.com/playlist?list=PL4YvCbmqHvLHHETgavKzSJFJckqS9uT_8) for parents and carers that explain SDS’s services. They also provide information to help you have career conversations and make decisions with your young person.

Current webinar topics include:

* Introduction to the Career Service for Parents and Carers of S1 Pupils
* Introduction to the Career Service and Gaelic Career Opportunities (recordings available in English and in Gaelic)
* Understanding Options Available After School
* Option Choices
* How to Have Meaningful Career Conversations
* Scottish Apprenticeships
* Applying for Scottish Apprenticeships

**Suggested text alert, school app alert and social media post copy**

Skills Development Scotland webinars for parents and carers are now available to view on demand on YouTube. Topics include option choices, apprenticeships, and options available after school. View them here: <https://ow.ly/UgmB50QcwHY>

**Parent and carer research – Parents’ Voice Survey 2023/24**

**School website news article/newsletter update/email update**

**Timings: now until 31 May 2024**

**Feedback on Skills Development Scotland’s (SDS) career service:**  

Parents and carers are key influencers over young people’s career ambitions and choices.

SDS work in close partnership with this school to support our young people to make informed career choices and they would value feedback from parents and carers on their services. You can do this by taking part [in a short survey](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Feu.surveymonkey.com%2Fr%2FParentsandCarersVoiceCIAGlink&data=05%7C01%7CLaura.Burnett%40sds.co.uk%7C8b82f32bd49b4f0501a408dbe5fe11e2%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C0%7C638356651609281057%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=4cnan2OW4PcB1iCnULq3%2Bq53pCI%2Bkd4sAOcSwNQ5Mjs%3D&reserved=0).

All responses are confidential and anonymous, and the results will be used to inform SDS services.

The survey should only take about 10 minutes to complete.

**Text Alert and School App Alert**

Skills Development Scotland would like feedback from parents and carers on their career service. Please take part in [this short survey](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Feu.surveymonkey.com%2Fr%2FParentsandCarersVoiceCIAGlink&data=05%7C01%7CLaura.Burnett%40sds.co.uk%7C8b82f32bd49b4f0501a408dbe5fe11e2%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C0%7C638356651609281057%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=4cnan2OW4PcB1iCnULq3%2Bq53pCI%2Bkd4sAOcSwNQ5Mjs%3D&reserved=0).

**Social media posts**

**Twitter and Facebook**

Skills Development Scotland would like feedback from parents and carers on their career service. Please take part in [this short survey](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Feu.surveymonkey.com%2Fr%2FParentsandcarersvoiceSDSsocialmedia&data=05%7C01%7CLaura.Burnett%40sds.co.uk%7C8b82f32bd49b4f0501a408dbe5fe11e2%7C33ca6d475e4f477484f1696cbb508cbe%7C0%7C0%7C638356651609281057%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hKVZGtfjSy3DFj9no2fgmNYWiINjAnEjeO8sYPOE3%2F4%3D&reserved=0).

**Social media graphics (right click to download)**

**Twitter Facebook**

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