Engaging Parents & Families in Career Planning

Mary Giunta, Affton School District
Michelle Luraschi, Pattonville School District
“Parents, guardians and caregivers still remain the number one influencer of a young person's career decision making.”

“Knowing when to engage with parents in relation to their child’s career development journey and the style and type of engagement that is provided by schools is key its success.”

“Traditionally, parents tend to be most engaged during the primary years of their child’s schooling. This should be the time when schools start to build positive engagement strategies with parents, involving them in their child’s career development journey.”
Influences of career pathway decisions

- **71%** My Interests
- **36%** Mother
- **27%** Father
- **26%** Other life experiences
- **17%** High school experiences
- **17%** Teacher

High school seniors are highly motivated by their own interests & experience, as well as by caring adults when determining a career path.

2016-17 school yr data; reported by 2017 Student Research Foundation
Parent Communication is essential!

- Provide up-to-date College and Career website
- Offer resources for ALL post-secondary options
- Talk about all options as pathways to success
- Provide Parent Resources per grade level
- Share information via email and social media
- Survey Families yearly
Social Media is a powerful tool for parent involvement!

https://www.youtube.com/watch?v=YKbtetVRBKG

Affton Student Highlight Video
Offer opportunities for parents to be involved at school!

- Guest Speakers for Career Day events
- Hero Days
- Provide Vehicles at Vehicle Fair
- Board of Education Recognition
- Lunch and Learn Career Presentations
- Provide industry tours
- Job Shadows
- Extended Learning Opportunities
- Scholarships
- Summer Programs
Organize Valuable Parent Informational Events

- Future Strong Nights
- Curriculum Nights
- College and Career Nights
- Trades Showcase
- FAFSA Frenzy
- Others?

*Partner with your informational nights when parents are already in the building, i.e. parent-teacher conferences*
Incorporate your community into your events!

Many of your parents ARE the community members.

Offer opportunities to introduce parents to resources in the community, i.e. Starkloff Disability Institute
Make Family Engagement Easier!

- Provide refreshments
- Offer childcare for evening programs provided by student clubs
- Provide resources and publications in multiple languages
- Post presentation slides after event on website
- Record/stream the evening programs for parents who cannot attend
Other Best Practices?

Thoughts?

Questions?