

# Engaging Parents & Families in Career Planning

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# Career Education: Why is successful engagement with parents important?



<http://www.pssfw.myskills.gov.au/media/1756/career-education-why-is-successful-engagement-with-parents-important.pdf>

**“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



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

# Parent Communication is essential!

**Junior Year College and Career Guide**

Approximately 70% of jobs now require some type of education or training beyond high school. What is your plan?

- 4 year university
- 2 year community college for transfer to university (use A+ grant in MO)
- career specific certificate or degree at community college (use A+ in MO)
- technical college (use A+ in MO)
- fire/police/EMT academy
- military service and training
- skilled apprenticeship training (often paid on-the-job training with a union)

Complete the following steps for your plan after graduation.

**FALL ACTIVITIES for All Students:**

- Sign-up for Remind texts for college & career news & events (see sidebar).
- Use the Naviance Student website.
- Attend all college & career programs offered for students & families. View Calendar at <https://sites.google.com/site/patcollegeandcareer/calendar>.
- Research careers using Naviance Student.
- Ask family & counselors for job shadow contacts to try-out careers.
- Work hard in ALL classes. Junior year is the most recent on your transcript.

**University/Community College/Technical School students**

- Think about what type of school and experience you want.
- Academic Fit (can I get in, majors, class size, research & internship options)
- Social Fit (campus "vibe", athletics, Greek life, clubs, diversity, size, location)
- Financial Fit (Use Net Price Calculator on college website for cost estimates; can I get scholarship?)
- Meet with college representatives when they visit PHS. See Event Calendar.
- Attend PHS College Fair and St. Louis area fairs to explore schools. See Event Calendar.
- Explore 5-10 colleges using Naviance Student. Do not focus just on price or name brand.
- Visit colleges on your own or on PHS field trips. 2 excused absences are allowed for college visits.
- Register in Counseling to take the PSAT in October. Very high scores may qualify for a National Merit Scholarship. It's also good practice for college entrance exams.
- If you wish to play college athletics, register with the NCAA Eligibility Center and track your core GPA. Talk to your coach about contacting with college recruiters. Create an athletic resume.
- Register for A+ program. A+ = Free tuition for MO comm. college or small scholarships at some 4 yr.
- Take the ACT and/or SAT 2-3 times before senior year. If you plan to apply to 4-year colleges & 1-2 times for community college. Attend ACT review sessions. See Mrs. Luraschi for fee waivers if you receive free/reduced lunch. Take 2 SAT Subject tests for highly selective colleges.

**Skilled Apprenticeship students (high paying jobs as electrician, carpenter, HVAC, etc)**

- Talk with & tour apprenticeship programs. Ask if you can job shadow a tech. Find out how to apply.
- See Mrs. Luraschi or Naviance Student for resources.

**Military students**

- Meet with military recruiters when they visit PHS. Learn the differences between each branch. Ask about differences between military academies, college ROTC & direct enlistment.

**PATTONVILLE SCHOOL DISTRICT**

Contact:  
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College & Career  
Preparation  
Coordinator/Counselor  
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Schedule an appt.  
<https://calendly.com/mluraschi>

Remind Updates:  
Last Name A-L: Text  
@pha20xxr1 to 81010  
(xx\*grad yr)

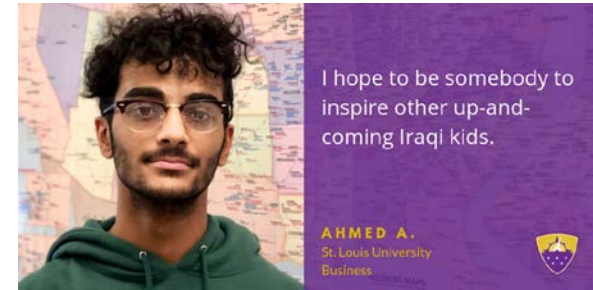
Last Name M-Z: Text  
@pha20xxr2 to 81010  
(xx\*grad yr)

Naviance Student  
website  
<https://student.naviance.com/pattonville>

- 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?

