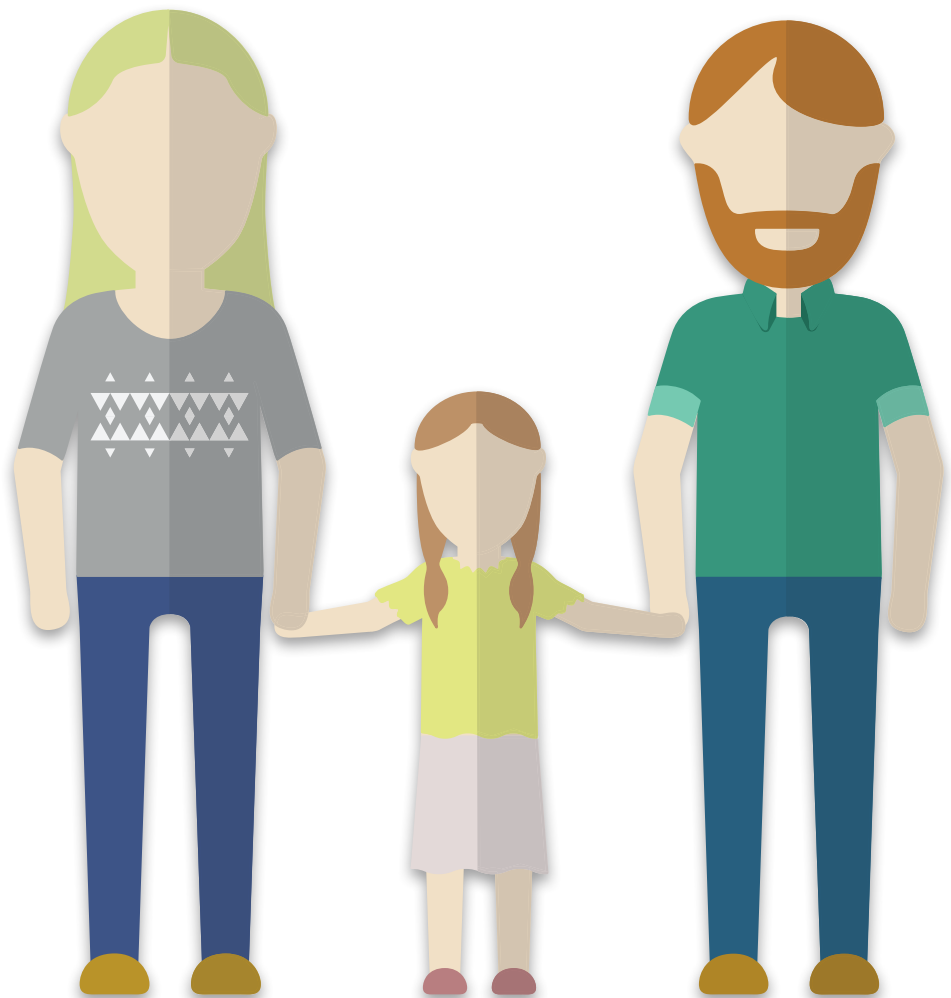




Parents' Guide to Careers Guidance



Who are CASCAID?

Founded in 1969, CASCAID has history. But the future is where we're at, starting now with groundbreaking resources for careers guidance. Our constantly evolving technologies inform and inspire young people and adults all over the world. Our purpose? Your purpose.

Our story

CASCAID is the leading producer of careers information and guidance solutions with over 40 years' experience of inspiring young people with their career options. Our products are used extensively in guidance and educational organisations throughout the UK and internationally. We have supported millions of people worldwide with their career decisions.

Owned by Loughborough University, we are committed to providing innovative tools which raise aspirations and inspire choices.

We provide impartial and independent high quality careers guidance tools which offer accurate and up-to-date information plus an open and transparent matching system which creates personalised results.

Our mission at CASCAID is to provide the best possible careers planning and guidance services. Our products are used in the majority of schools and colleges and by careers professionals throughout the UK. Our products provide interactive online support to 7-19 year olds to help them make decisions about their future.

“*I hope the example of the team at CASCAID will inspire many others across the country to think seriously about how we can improve the quality of careers advice and guidance offered to young people.*”

Nicky Morgan MP,
Former Secretary of State
for Education

Our purpose? Your purpose!

Parents' Guide to Careers Guidance

All schools in England have a statutory duty to provide access to careers guidance for pupils from year 8 up until the age of 18.

The support that they provide should be independent, impartial and in the best interest of their students.

Access to careers guidance for Year 8 students was made compulsory in 2013/2014 to ensure that younger students had appropriate guidance for the important decisions they were making ahead of Year 10. It also aims to improve engagement in education, increase motivation and help them make a better transition into Key Stage 4.

Support at each stage

Although not compulsory, it is recommended that primary school pupils start to develop an awareness of careers and what people in their community do. This is usually developed through lessons in PSHE, citizenship and ICT. This prepares pupils and supports their transition for further careers investigation in Key Stage 3.

In Years 7 and 8 pupils will start to look at the world of work, moving on to look at how GCSE subject choices in Year 8/9 affect career options. By Year 10 students should explore their ideas further in readiness for Year 11 when they will choose what they want to do post-16.

Their post-16 options are even more important with 'Raising the Participation Age' which came into effect in 2013. Students are now required to remain in compulsory education or training until they are 18 years old.

It is vital to develop an understanding of post-18 options whilst in Year 12, in readiness for higher education/university applications, which are completed early in Year 13.

There are alternatives to 'traditional' higher education options that young people should investigate and consider. This includes higher level apprenticeships and school leaver schemes which enable young people to gain a qualification, often a degree, while working. The fees for the degree are usually paid for by the employer.

Students from Year 10 onwards may also be given the opportunity to take part in work experience however this is no longer a compulsory requirement for pre-16s.

Schools are expected to provide impartial and independent careers guidance which includes a range of careers-related activities which encourage engagement with local employers/work-based education and apprenticeship providers, to help students gain valuable work experience and insight to the world of work.

Your son/daughter's school may provide careers guidance through an appointed careers co-ordinator/teacher/adviser.

Pupils should also have access to an independent and external source of guidance to help them with their options. The careers guidance provided should be the most suitable support for the pupil and their circumstances.

For more information on careers guidance outside of England, please visit the following websites:

Scotland
www.skillsdevelopmentscotland.co.uk

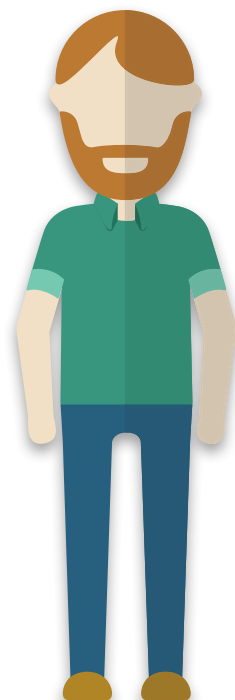
Wales
www.careerswales.com

Northern Ireland
www.nidirect.gov.uk/careers

Isle of Man
www.gov.im/categories/education-training-and-careers/careers-guidance

Jersey
www.gov.je/Working/Careers

Guernsey
www.careers.gg



Helping your son/ daughter with their future options

Young people today have more choices about what to do in the future than ever before but there are a number of factors that affect them. Youth unemployment, an increasingly competitive job market and fees for higher education all impact on a young person's future, making it even more important for them to make the right choices for their education, training and employment.

To help them make the right decisions, every young person should receive information, advice and guidance about their future. While for many young people a career may seem a long way off, decisions they make about education and training now, may affect their options later on.

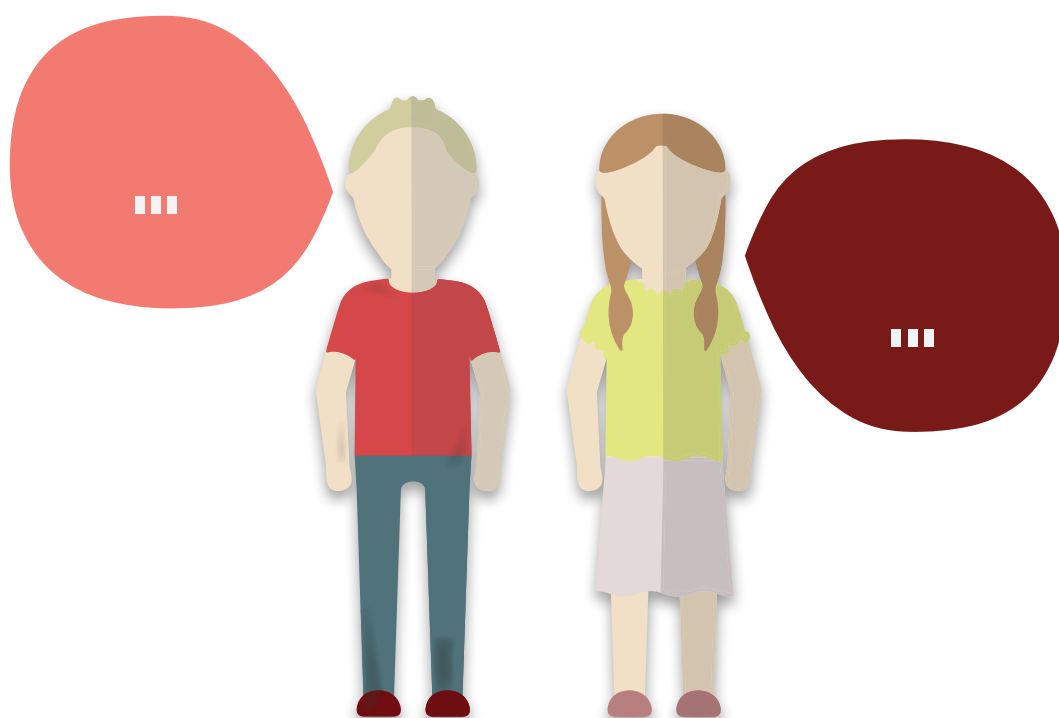
How you can help

As they make choices and plans for the future, young people need support from the people who know them best; their families. There are many ways that parents can offer support with choices. Here are a few ideas:

- Find out about what choices your son/daughter has to make in Year 8/9. They will usually be asked to choose from a selection of GCSE subjects which they want to study in year 10 and 11. Most students will have compulsory subjects which they have to study along with a selection of options.
- Talk to your son/daughter about careers they are interested in. Find out what they know already and encourage them to visit the careers library to find out more.



- Make an appointment to speak to a member of the careers department at the next parents' evening. They will be able to answer any questions you have about career plans.
- Outside of school hours, encourage your son/daughter to find out about what courses, jobs and training opportunities are available locally. Your local authority may provide information on local options on their website. Encourage your son/daughter to explore all of the learning options available to them at 14 and 16. Post-16 education or training is now compulsory.
- If your son/daughter has completed a program like Launchpad or Kudos ask them about their results. Even if the careers ideas that are suggested do not appeal, it is still useful to discuss why they have been suggested.
- Ask your school/college if they have access to any programs that you and your son/daughter can use at home over the internet. CASCAID programs offer access at home for pupils of a licensed school so you have the opportunity to get involved with careers planning.
- Make the most of open day opportunities. Your son/daughter may be considering post-16 study at a different institution to their current school/college and it is important to explore all of the options.
- Get involved with plans for post-18 study. If your son/daughter is planning to go to university or college they need to plan carefully. They should think about; what subject/s they want to study, which institutions offer relevant courses, whether the program of study suits them, if there is a work placement as part of the course, if their expected results from A-levels or equivalent meet the entry requirements for the course, whether they want to study close to home or move further afield and whether the campus offers other facilities which are important to them e.g. sports facilities.
- There are alternatives to **'traditional'** higher education options which your son/daughter may wish to investigate. School Leaver Schemes are offered by a growing number of large employers who employ young people at the age of 18/19 and also fund them to study for a recognised qualification, often a degree.
- If your school/college does not subscribe to a CASCAID program that you would like to use with your daughter/son, we can offer a single user access which can be purchased for 28 days usage. Call **01509 226868** for more info.



FAQs for parents

Q *My son/daughter is thinking about an apprenticeship. Aren't they just for mechanics, builders and hairdressers?*

There are apprenticeships available on a huge range of careers, including those which might be considered as traditionally academic. Apprenticeships are available in accountancy, law, business as well as care, engineering, hospitality, IT, retail and many more. An apprenticeship will offer your son/daughter the opportunity to get a nationally recognised qualification whilst getting practical experience. They will also be earning whilst they learn. Apprenticeships are available at a number of levels and can be equivalent to A-levels or a degree.

You can find out more apprenticeships at www.gov.uk/government/publications/a-parents-guide-to-apprenticeships

Q *What A-level subjects should I encourage my son/daughter to do? He/she hasn't got a clue what to pick.*

If your son/daughter has some career ideas they should explore what subjects are essential and desirable for those careers. If he/she is thinking about going to university, some courses have specific A-level entry requirements so investigate those.

If he/she is thinking about applying for a School Leaver Scheme, the employer may request specific subjects and predicted grades from applicants.

If your son/daughter is unsure about their longer term plans, the best advice is to encourage them to keep their options open by choosing subjects that will offer the maximum

number of career options. Subjects like English, maths and sciences are required for a number of careers and HE courses. Employers also often ask for these subjects as an indicator of a good general education.

Remember that A-levels aren't the only option for post-16 learning and training. Vocational qualifications and work-based learning such as apprenticeships should also be considered as they provide excellent pathways to many careers.

Q *My son/daughter's school is an academy. What should I expect from them in terms of careers support?*

The government has made it clear that although academies are funded differently to local authority run schools, it expects them to provide students with the same access to independent and impartial careers guidance.

Every school and academy should have a member of the senior leadership team (deputy head, assistant principal, year group leader or head of department) appointed as lead for careers and transition support.

If you have questions about the support that your son/daughter is going to receive you should contact them.

Q *What are UTCs (University Technical Colleges) and will it help my son/daughter's career to attend one?*

UTCs are government funded schools for 14-19 year olds which have been developed in partnership with universities and employers. They specialise in delivering learning and

skills development in technical and scientific subjects.

If your son/daughter is keen to pursue a career in a sector such as engineering, manufacturing, health sciences, product design, digital technologies or the built environment, it is worth exploring what a UTC could offer them. Their links with employers and universities provide strong progression opportunities in those sectors. UTCs do not charge fees and tend to take students from multiple local authority areas. Students can attend a UTC from age 14 or from age 16 and the number of UTCs is growing. You can find out more at www.utcolleges.org

Q *There's a studio school in my area. How will attending help my son/daughter with their future career?*

Studio schools are designed to mirror the workplace so students will typically attend all year round and work/learn on a 9am – 5pm basis. They offer a range of both academic and vocational qualifications and usually students will be required to complete placements in different workplaces. Studio schools work closely with employers to build opportunities for future employment. Studio schools also focus on developing employability and life skills. The number of studio schools is growing with many having links to local further education colleges. You can find out more at www.studioschoolstrust.org

Q *My son/daughter has no ideas about what career he/she wants to do. Where do we start with finding options?*

The first step is helping them to understand that there is no pressure to choose a career now. After all they may find themselves doing a career in the future which doesn't even exist yet! The important thing is that they understand how what they are doing now at school will benefit them in the future. If they want to start exploring options you should encourage them to understand themselves first. What do they like doing both inside and outside school? How does what they do in those activities relate to careers? To help get ideas they could try a resource like Kudos. This will give ideas based on their preferences.

Even if they don't like the careers suggested at least they will be able to narrow down their options a little.

Q *I want to make sure that my son/daughter chooses a course which has good career prospects. What should I do?*

It's always good to look at industries that are growing and employing more people, but remember that there are new careers emerging all the time so your son/daughter might find themselves doing a career which doesn't yet exist.

Part of your son/daughter's decision making, when choosing a career, should be an evaluation of how many opportunities there are in the sector.

Some careers are highly competitive. If your son/daughter is interested in a career that is competitive don't rule it out but encourage them to develop a backup plan. If they are choosing a course they should look into what previous students have gone on to do.

Q *My son/daughter knows what career he/she wants to do. How do I find out what the best route in is?*

For most careers there are a number of entry routes. Some routes are based on achieving qualifications. Others are based on experience.

Many people do not follow a 'typical' route into a career. Many employers have structured graduate, school leaver and apprenticeship programs in which they take young people on. Equally they will recruit people who have gained experience elsewhere. Careers resources such as those produced by CASCAID will show the typical entry routes. Your son/daughter could also research employers that recruit for the careers that they are interested in, to find out what schemes they offer for new entrants.

Q *Is work experience a good idea?*

Most young people will get enormous benefit out of some interaction within a work environment. Being in a working environment and interacting with people who they haven't encountered before helps them to develop skills and can help to confirm whether or not it's the type of environment that they want to work in.

Schools aren't required to provide work experience for pre-16 students but it is a good idea.

Some students organise placements themselves during school holidays. If your son/daughter is looking for an employer to provide a placement it's worth remembering that most employers operate a range of job roles. For example, if he/she is interested in computers, don't just look at IT companies. Organisations of all sizes and types use technology and will probably have an IT function.

Q *I'm concerned about the cost of university. Should I still encourage my son/daughter to go?*

The increase in university tuition fees and living costs has caused many people to question whether a degree is the right route. It is important to remember that your son/daughter won't be expected to pay back loans for fees and living expenses until they are earning at a specified level. Whilst university does not guarantee a job, there are occupations where a degree or similar is essential or expected.

Going to university will equip your son/daughter with a broad range of skills and experiences.

However, for a lot of careers university isn't the only option. Many employers now offer a work-based training route for both 16 and 18-year-olds.

Q *What can I do to help my son/daughter get the skills that employers want?*

Many employers state that they feel that young people are not ready for the workplace. Schools, colleges and universities provide knowledge and skills but there are many other ways that young people can develop and demonstrate their skills.

Encourage your son/daughter to engage in activities that will require them to learn and grow skills that will help their future career plans. If they are interested in a career which will require them to write, they could create their own blog on a topic that interests them. This will help them to get valuable experience of writing interesting content as well as giving them something to show potential employers.

If they are interested in working with children, they could volunteer with a group such as Brownies or Cubs.

If they are interested in website design they could create their own website.

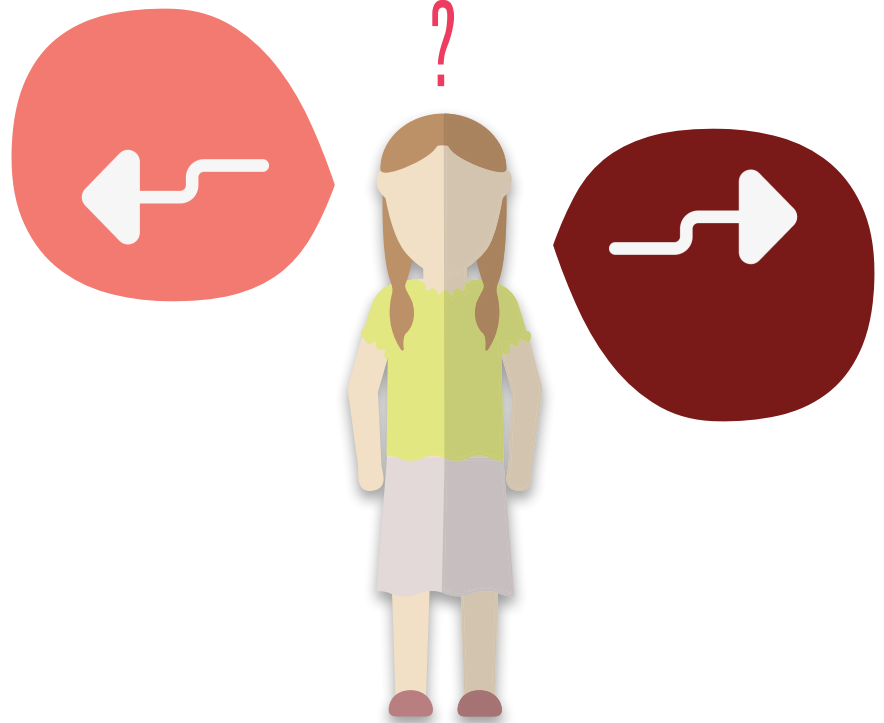
What next?

Whatever the situation it is important to allow your son/daughter to reach their own decisions about their future.

Providing support and encouragement is immensely important and the more you know about what information, advice and guidance is available and where it can be accessed the better.

Don't be afraid to contact your school/college if you have any questions.

However, it is important to include your son/daughter as, ultimately, it is their future. With the right information, advice and guidance young people can make informed decisions about their future and be prepared to make the most of every opportunity.

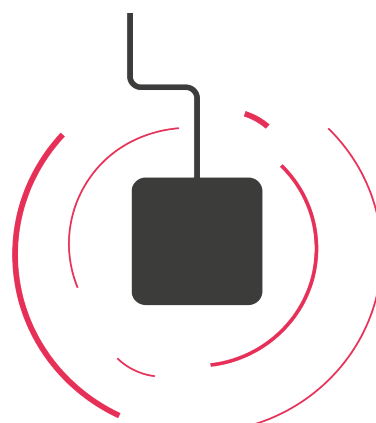
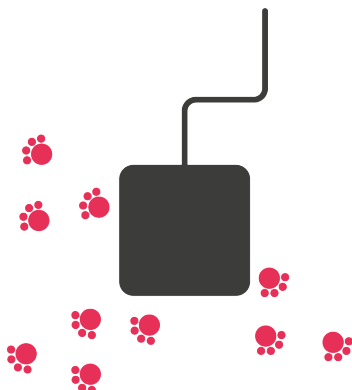
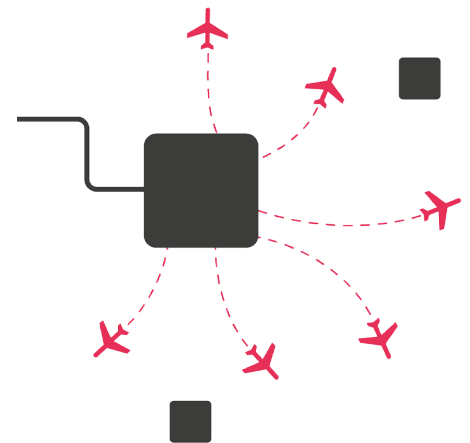
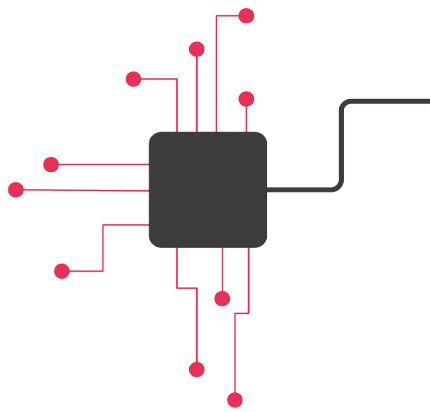


CASCAID Programs

CASCAID programs are not designed to tell a young person what to do, they are designed to be a starting point for career exploration. When coupled with support and advice from parents and teachers, they help young people to make choices and plan their future direction.

It is your school's duty to provide your son/daughter with access to independent careers guidance that is in their best interest.

At CASCAID, we aim to provide high quality products that meet the needs of young people.



Careers guidance solutions for young people

Paws in Jobland

Aimed at 7 to 11 year olds, Paws in Jobland provides an early introduction to different jobs. Pupils can explore Jobland as they are guided around, by a friendly dog called Paws. The program helps them to develop an awareness of careers and discover more about jobs.

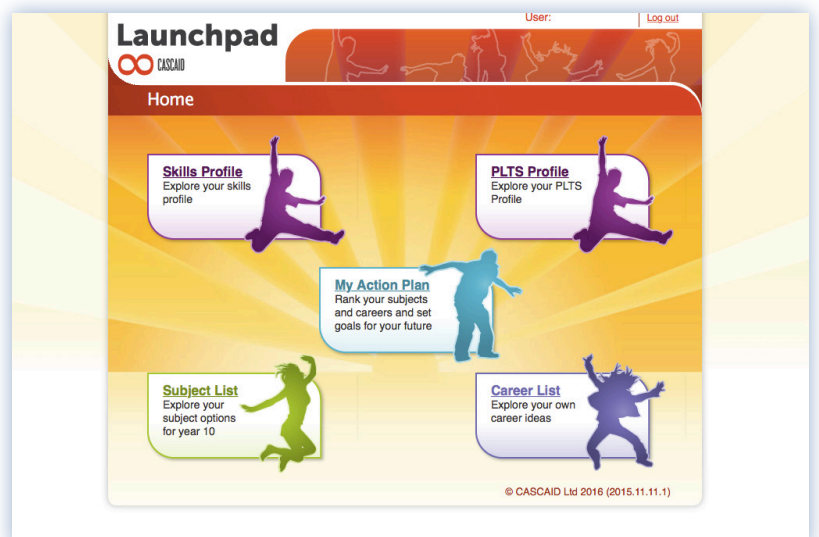
Presented in a lively and engaging format it engages with pupils and also supports their ICT and literacy skills and helps with the transition to secondary school.



Launchpad

Designed for 11 to 13 year olds, Launchpad introduces young people to subjects and careers and helps them to understand how their subject options support career choice.

A crucial tool to prepare young people and aid their transitions, Launchpad encourages young people to improve their skills, set goals for the future and understand how what they are learning links to their future career.



Kudos

Aimed at young people aged 13-19, Kudos can help to raise aspirations and encourage students to take control of planning for their future. Kudos makes clear the link between school subjects and careers, helping ensure they choose subjects at 14 and 16 which will give them the broadest range of opportunities to progress into careers that they are interested in.

With Kudos students can:

- Discover careers based on their personal preferences.
- Explore their own career ideas and find out more about learning and training options.
- Get personalised careers ideas.
- Utilise flexible starting points.
- Get recommended subjects for each career.
- Explore career families; opening up even more career avenues.
- Easily relate careers to salary and qualifications.

The complete package

There are two optional upgrades available within the Kudos family, each packed with the up-to-date information young people need to make an informed decision about their future steps.

Kudos 16+ is designed to support progression to post-16 learning and training. Ideal for young people keen to explore local apprenticeships, post-16 courses and live job vacancies.

Kudos HE is a great way to make sure students are prepared for choices about higher education.

With features such as cause information linked to careers and Future Booster to raise aspirations, upgrading to Kudos HE is the perfect way to support students get ahead with their UCAS applications.

For more information on any of our programs, visit www.cascaid.co.uk or call **01509 22 68 68** and speak with a member of the team.

The collage displays several key features of the Kudos platform:

- Starting Point Selection:** A screen titled "Choose your starting point" with three options: "I don't know what career I want to do" (highlighted with a "KUDOS RECOMMENDS THIS" badge), "I'd like to find careers from my subjects", and "I know what career I want to do".
- Careers you might like:** A list of careers such as "Communications Officer", "Adult Guidance Worker", "European Union Administrator", "Direct Marketing Manager", "Information Scientist", and "Recruitment Consultant". Each entry includes a star rating, a thumbs-up icon, and buttons for "Tell me more" and "Is this for me?".
- Discover careers from the subjects you like:** A grid showing subject categories like "Humanities (10 subjects)" with sub-categories like "Anthropology", "Archaeology", and "Classical Civilisation". Each category has an "Add" button.
- Explore work areas and discover the careers in them:** A section with a search bar and icons for work areas like "Accountancy", "Advanced Engineering", "Advanced Manufacturing", "Advertising", and "Armed Forces".
- Subject Recommendation:** A screen titled "What subjects should I study?" showing two donut charts: "Qualification Type" (GCSE (A-G), A Level) and "Relevance to Career" (Useful). Below are subject cards for "Design & Technology", "International Baccalaureate", "Engineering", "English", "Mathematics", and "Physics", each with "Add" and "info" buttons.
- Navigation Menu:** A sidebar menu with options like "What could I learn?", "What skills do I need?", "How do I become?", "What will I be doing?", "What subjects should I study?", "Find college courses", "Find apprenticeships", "Research job vacancies", and "Where can I find out more?".

Career Explorer

Designed to allow access to careers information while on the move, Career Explorer is available to download from the App store and Google Play. Find out more at,

www.cascaid.co.uk/careerexplorer



Licence options

With a licence to any of our programs, schools are able to provide students with access both at school and home, making it easier for parents to become involved in the careers guidance process. If your son/daughter's school does not subscribe to a CASCAID program we offer single user licences which can be used for 28 days, call **01509 22 68 68** for further information.



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