

Parental engagement research

Participants



10 parents and carers took part in an online survey and/or interview



They all had no experience of studying in higher education



They all live in areas with identified low rates of progression to higher education

Key findings...

- Lack confidence in finding and reviewing information, and using technology.
- Most likely to go to school for information - but often hesitant to approach teachers
- Not so confident talking to their young person about the future
- Worried about putting extra pressure on their young person

Wants and needs...

- To know what to do/say that is encouraging, not adding pressure to their young person
- Receive communications that feel relevant to them
- Opportunity to engage with other parents/carers and teachers
- Information that's honest, impartial, easy to access, and comes from the school and through social media
- Digital events that offer the same level of support as in-person

How we'd like to work with schools and colleges to better engage parents and carers...



- Help show parents and carers the importance of their role in their young person's learning and education.
- Develop interactive resources and activities to help parents and carers support their young people to make informed decisions about their future.



- Create regular and targeted content for school communications aimed at parents and carers, including social media and newsletters.
- Help ensure parents and carers receive accurate, relevant, and accessible information about further and higher education.



- Organise regular parent and carer-focused forums and events both online and in-person.
- Be sensitive to the needs and wants of parents and carers, and create a safe space for them to ask questions and build their knowledge.