




Talk about the Technicians campaign in school newsletters or blogs

How to engage parents in what students
are learning about technician roles

 30 minutes

Key objectives

- Inform and engage parents about the learning that students are taking part in
- Demonstrate that the school is offering a relevant, careers focused curriculum
- Get parents' buy in around importance of technician roles
- Encourage parents/carers to continue to the conversation at home

Gatsby Benchmarks

1. A stable careers programme ✓
2. Learning from career and labour market information ✓

You can adapt the following copy to
use in your school newsletter.

- Framing: school's commitment to quality careers provision and relevant curriculum that helps young people thrive in their futures
- Line on context (e.g. statutory duty around careers education)
- 2-3 lines framing on the Gatsby Technicians campaign (what technician roles are, why they matter, why there is a campaign around them now)
- Key points on school's own specific curriculum focus (what we're doing, what lessons it will be in, what content students will engage with, resources)
- Personal guidance provision with the school's qualified careers advisor to assist in clarifying next steps
- Call to action: if you want to support these conversations at home, or just find out more, visit the website – in particular these pages (role finder)
- Your children may use the role finder to investigate roles that fit their current interests. Support these conversations by asking these questions (include suggested discussion prompts)

