**“How to get a degree in parenting” – Session Notes**

**Presenters:**

Sarah Frend – Careers Advisor and Executive Director with 17 years in careers guidance

Brendan McGrath – Head of Education division, role involves supporting sixth form colleagues, recruitment and outreach.

**Group exercise:** Describe who you are, pick a phrase to describe you

Company is currently undertaking a survey with parents’ investigation their thoughts surrounding university.

Survey is still currently live, the session presented “snapshot” findings from December 2018-January 2019

* Online survey
* 100 parents
* Coverage across the UK and socio-economic backgrounds

***Would you encourage your children to attend university?***

74% absolutely encourage it

25% leave to their young person to make the decision

11% actively discourage

***Why do parents encourage their children to go to university?***

1. Long term career prospects
2. They think it’s the best option for them
3. Degree means having a more successful career
4. High status career
5. Job security
6. School suggests it’s the best thing to do
7. I went to university myself
8. I believe I know what’s best for them

***Why do parents encourage their children not to go to university?***

Two key reasons:

1. It’s better for their long term career to go straight into work, an apprenticeship or school leaver programme
2. University is too academic; practical skills and work experience will benefit them more

**Further key findings:**

96% of parents said that the career choices available to their child from their university degree was the biggest factor when discussing university options

97% said the single most important factor when giving advice about your children’s choice of profession is choosing a career they enjoy and are good at

77% of parents would offer some advice about potential employers but would mostly leave the decision to their children.

60% of parents say that the single most important factor when giving advice about your child’s choice of employer is job satisfaction.

**Group exercise:** ***What does your university do to demonstrate career outcomes, future prospects and likely employers?***

* Taster weeks for students – will invite parents’ to assemblies to ask questions about applying to University
* Outreach programmes – offer parent evenings to talk about degrees that don’t have specific career outcomes.
* Prospectus – graduate employment rate for each subject
* Food incentives at parent events

**Employability**

* Alumni
* Current students
* Websites
* Internal department info

**Group exercise: *How many clicks does it take to get to your course pages?***

Discussion – fewer clicks, less jargon is best for parents.

Further survey questions:

**Where do {parents} find information about university?**

1. Schools
2. Internet search engine
3. Careers events

**Key findings:**

* Students are making decisions early
* Students feel parents make a significant contribution to influence their choice of university
* Influencing factor is whether parents have a degree
* Parents do advise but will let students make their own decisions
* Want to make sure that their children choose the course that suits them
* Parents want impartial advice to guide their child