



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 the conversation at home

Gatsby Benchmarks

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

You may want to include the information below in your newsletter. We have also written a short paragraph that you may want to include, or edit as appropriate.

- **Framing:** school's commitment to quality careers provision and relevant curriculum which 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)
- 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](#)
 - [Technician Stories](#)
 - [What is a technician](#)



- 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)

Text that you may wish to include or adapt as part of your newsletter entry;

As part of our careers advice and guidance, we are encouraging students to explore the world of technician careers and discover the exciting and interesting roles that could be open to them. Technicians work across society, using their skills to solve problems and create or make new things. We are proud to support a new campaign that is supporting both students and parents to understand more about these roles, and explore the different routes into these careers. More information about the campaign can be found on the [Technicians](#) website.