

#BigParentsEve

#ScotAppWeek



# SCOTLAND'S BIGGEST PARENTS' EVENING

Wednesday 6 March 2019

Apprenticeships and career pathways explained

[Campaign Overview](#)

**DYW**

Developing the  
Young Workforce

Skills  
Development  
Scotland



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**In 2017/18, 27,145  
individuals started  
an apprenticeship  
in Scotland.**



## About Scotland's Biggest Parents' Evening

**Developing the Young Workforce (DYW)** regional groups are working together to arrange a series of events aimed at parents and carers, as key influencers of young people, to show them the benefits of apprenticeships.

Developed with **Skills Development Scotland**, Scotland's Biggest Parents' Evening will see all 21 DYW regional groups partner with local employers to showcase apprenticeship and career opportunities through local events across the country.

Scotland's Biggest Parents' Evening is part of **Scottish Apprenticeship Week 2019** - the annual campaign highlighting the value apprenticeships and work-based learning brings to individuals, employers and the economy.

As a partner, we are asking you to get involved and help parents and carers discover and understand how an apprenticeship can equip a young person with the skills, experience and qualifications to set them up for a bright future.

This pack contains all the information and resources your organisation needs to get involved. There is also a separate pack to share with employers.

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Scotland's Biggest Parents' Evening - 6 March 2019

# Aims and objectives

## Aims

- Encourage more young people to choose an apprenticeship.
- Harness the power of the DYW network to raise awareness of apprenticeships through events during Scottish Apprenticeship Week 2019.
- Increase the understanding of new types of apprenticeships including the introduction of Graduate and Foundation Apprenticeships in addition to Modern Apprenticeships.
- Debunk myths and misconceptions about apprenticeships that are common to parents and carers.

## Objectives

- Develop a national campaign during Scottish Apprenticeship Week targeted at parents and carers.
- Engage our employer networks and invite them to share key messages with the parents and carers within their workforce.
- Provide key information and guides about apprenticeships, particularly Foundation and Graduate apprenticeships.

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**There are 12  
Foundation  
Apprenticeship  
subjects to choose  
from for senior  
phase pupils.**



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**There are over 80  
different Modern  
Apprenticeship  
frameworks.**



## Get involved

There are three big ways your organisation can support Scotland's Biggest Parents' Evening. Whichever you choose, this pack contains all the information and resources you need to get started.

### **Support your employer network to host an event for their staff**

Reach out to your network and encourage them to host their own event designed to help better understand the benefits and developments in apprenticeships. We have produced a helpful employer toolkit to assist.

### **Spread the word to parents and carers in your area**

Using the [resources](#) provided in this toolkit, use your communications channels to cascade the message to parents and carers. This could be by posting to social media, blogging etc. to create momentum behind what could be a fantastically powerful campaign.

### **Consider embedding in an existing event**

For example, one DYW group is using Strathearn Science Festival for local schools and parents as a vehicle to promote the range of Scottish Apprenticeships.

## Resources

A collection of resources to share on your website etc.

- **Scottish Apprenticeships - A Guide for Parents\***  
This guide gives parents, carers and teachers an overview of Scottish Apprenticeships.
- **Scottish Apprenticeships - A Guide for Employers**  
This guide gives employers an overview of Scottish Apprenticeships.
- **SCQF Guide for Parents and Carers**  
A guide to current Scottish qualifications.
- **Scottish National Qualifications - Old vs. New**  
Scottish qualifications have changed a lot since most parents were at school. This handy table shows how current and old qualifications relate to each other.
- **Scotland's Biggest Parents' Evening presentation slide**  
A slide for use in presentations at events
- **Parent feedback survey - [bit.ly/bigparentseve](https://bit.ly/bigparentseve)**  
A short, online survey to share with parents after your event to help evaluate the success of the campaign

Further resources will be available [here](#).

\* Printed copies of these documents can be requested by e-mailing [scotapprenticeshipweek@sds.co.uk](mailto:scotapprenticeshipweek@sds.co.uk)

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**The Scottish  
Government's  
ambition is to make  
5,000 Foundation  
Apprenticeship  
opportunities  
available in schools  
by the end of 2019.**



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75% of employers  
who recruit a  
Modern Apprentice  
said it improves  
productivity.



## Promotion

### Graphics and logos

SBPE logo - colour (PNG)

SBPE logo - colour (SVG)

SBPE logo - white (PNG)

SBPE logo - white (SVG)

SBPE social media graphic 1600px x 900px (PNG)

SBPE social media graphic 900px x 900px (PNG)

Need logos in an alternative format? Please contact  
[jennifer.hood@glasgowchamberofcommerce.com](mailto:jennifer.hood@glasgowchamberofcommerce.com).

### Printables

#### Event poster (PDF)

Includes space to input your event details

If you would like to request the artwork for this poster, please contact  
[jennifer.hood@glasgowchamberofcommerce.com](mailto:jennifer.hood@glasgowchamberofcommerce.com).

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## Promotion (cont.)

### Social media

Example tweets and posts

- We're supporting [#BigParentsEve](#) on 6 March - explaining apprenticeships and career paths. [#ScotAppWeek](#)
- Looking forward to our [#BigParentsEve](#) event on 6 March to promote the benefits of #apprenticeships to parents and carers. [#ScotAppWeek](#)
- Parents and carers are invited to join [#BigParentsEve](#) at [business name] on Wednesday 6 March 2019. Hear how an apprenticeship can be your child's next step in their journey. [#ScotAppWeek](#)

### Press release

Skills Development Scotland will provide a template press release for all groups to update with details of their local events activity. If you have any questions about the template, please contact [scotapprenticeweek@sds.co.uk](mailto:scotapprenticeweek@sds.co.uk).

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[#ScotAppWeek](#)

**There are already  
more than  
37,000 young  
people working,  
learning and  
earning as Modern  
Apprentices.**

