

Parent and carer comms toolkit for schools

– term one 2024/25

Skills Development Scotland (SDS) is the national career service and has careers advisers in every state secondary school in Scotland.

Your school's SDS careers adviser will work with pupils throughout their time at school through group learning sessions, drop-ins, and one-to-one career guidance appointments, starting from P7/S1 transitions and continuing at key times such as preparation for option choices.

Our support is designed to help pupils understand and explore all their options and build their career management skills. These are the key skills to help people make and take ongoing career decisions as the world of work and learning change.

We're keen to help parents and carers understand our services and kindly ask for your support in helping us spread the message.

This toolkit has suggested ready-to-use content that can be used across your school communication channels during this academic term.

You'll find information on the following:

- **SDS school career service** - our services in school and how to access them
- **Scottish Careers Week 2024** – what is it and how to get involved
- **Parent and carer webinar programme 2024/25** – details and dates of upcoming SDS webinars for parents and carers

Many thanks for your support!

School career service

Suggested timing: year-round

School website news article/newsletter/email update

How to access career services in school

Skills Development Scotland (SDS) is the national career service, and they have careers advisers in every state secondary school in Scotland.

The SDS career service helps people develop their career management skills, and make confident decisions for their future.

Pupils can speak to their SDS careers adviser throughout the school year and will also be supported by them at key times such as starting S1, making option choices, and preparing for moving on from school. This service will be delivered through drop-ins, one-to-one appointments, and group learning sessions.

There is lots of useful career information and advice available at any time through Scotland's career website [My World of Work](#). There is also a [dedicated area for parents and carers](#) with information to help you have career conversations at home.

If you or your young person would like to make an appointment with your school careers adviser, please contact the school office for details.

Beyond school, SDS advisers are also available at one of SDS's network of centres or community venues across the country or via our helpline. To get support or arrange an appointment call the SDS freephone helpline on 0800 917 8000 (Monday to Friday, 9am to 5pm).

More information about SDS and their career service in schools is available at [sds.co.uk](#)

Suggested text/school app message copy:

For details of all the career service support available for you and your young person from Skills Development Scotland in school, please visit [sds.co.uk](#)

Suggested social media post:

Your careers adviser is there to help in school and beyond. For details of all the support available from Skills Development Scotland career service, please visit [sds.co.uk](#)

Supporting social graphic – click to download:



Scottish Careers Week 2024

Suggested timing: end September/early October

School website news article/newsletter/email update

Scottish Careers Week is returning from 11 to 15 November 2024

Coordinated by Skills Development Scotland, Scottish Careers Week showcases the wide range of career support and opportunities available to everyone in Scotland.

The week will shine a light on the support that's available across Scotland from SDS, and offer an insight into a range of industries, the types of exciting careers on offer, and how to get in. It will be delivered by Skills Development Scotland (SDS), and a wide range of national and local partners.

There will be lots of activities and events on offer for young people, adults, parents and carers so save the date and get involved in the week.

If you'd like to find out more, please visit myworldofwork.co.uk/scottish-careers-week

Suggested text and school app message copy:

Scottish Careers Week is returning in 2024 from 11 to 15 November. To find out more including what's on and how to get involved, visit myworldofwork.co.uk/scottish-careers-week

Suggested social media post:

From 11-15 Nov, #ScotCareersWeek24 returns with events and activities to highlight the career support available to everyone across Scotland and industries with exciting opportunities. Get involved and #ShapeTheFuture at myworldofwork.co.uk/scottish-careers-week

Supporting social graphic (click to download):



Parent and carer webinar programme 2024/25

Suggested timings: as noted below

School website news/newsletter/email update

Skills Development Scotland, Scotland's national career service, is pleased to offer parents and carers a series of webinars throughout the 2024/25 academic year.

The webinars will cover a range of topics and will explain the career support services on offer and provide information to help you have career conversations with your young person.

To view SDS's previous webinars for parents and carers, visit myworldofwork.co.uk/parents-and-carers

Upcoming term one webinar:

Option choices webinar for parents and carers of S1 to S3 pupils, Thursday 5 December, 6.30pm

About this webinar:

Join Skills Development Scotland on Thursday 5 December, 6:30 to 7:30pm for a free webinar for parents and carers of S1 to S3 pupils on option choices.

This session will give information about the support SDS offer at option choice time, as well as highlighting questions and information young people should consider when making these important decisions. We will also introduce you to additional SDS resources available to support you and your young person at this time.

This webinar will be hosted live on Microsoft Teams.

Suggested social media post:

@skillsdevscot careers advisers are hosting a free webinar for parents and carers on 5 Dec, 6:30 to 7:30pm to discuss option choices, and the support available from Skills Development Scotland.

Register here: <https://ow.ly/b3vO50T4RVV>

School website news/newsletter/email update

Option choices – free webinar for parents and carers of S1 to S3 pupils, Thursday 5 December, 6.30 to 7:30pm

Skills Development Scotland careers advisers are hosting a free webinar for parents and carers of S1 to S3 pupils on Thurs 5 Dec, 6:30 to 7:30pm to discuss option choices and the support

and resources available from Skills Development Scotland to support young people and their parents and carers at this time.

Register for the session here: <https://ow.ly/b3vO50T4RVV>

Associated social graphic (click to download):

