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# Involving parents and carers in the HE decision making and application process

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**On your post-it note write down one challenge you have faced in engaging parents and carers**

# Why is it important to work with parents and carers?

- 93% of young people believe their parents influenced their key education and career choices (Philips and Newton, 2014)
- Parents feel that they are not provided with enough information directly from universities to feel confident in helping their child navigate these decisions effectively
- 80% of parents said university benefits outweigh the cost. Top benefits chosen by 76% include independence & helping their child get into their chosen career (YouGov, 2021)

**Are you surprised by these statements?**

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## How we support parents/carers

- *The Brilliant Club*
- *The Elephant Group*
- *Exeter Scholars*
  
- *Parent sessions in schools*

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## Discover University Parent and Supporter online sessions

- Covers a range of topics, including:
  - *Support services*
  - *Financing Higher Education*
  - *Accommodation at University*
  - *Supporting an Application to University*
  - *Support for Results' Day*
  - *Preparation for University*

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DISCOVER UNIVERSITY

SUPPORTING THE JOURNEY TO HIGHER EDUCATION >>

Our online Discover University platform provides information, advice and guidance for prospective students, parents/guardians, teachers and advisers about studying at university.

To find out more about this year's programme of **FREE** online webinars designed especially for parents and supporters, please see the programme below. To sign-up to any of these sessions, please visit the web address below, or access it via the QR code.

[www.exeter.ac.uk/undergraduate/applying/accessexeter/parents/](http://www.exeter.ac.uk/undergraduate/applying/accessexeter/parents/)

future students

Ask Me

@DiscoverUniExe /DiscoverUniversity

Visit our webpages for downloadable resources [exeter.ac.uk/teachers](http://exeter.ac.uk/teachers)

RUSSELL GROUP

# Discover University Impact



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- 499 registrations
- 154 different schools across the UK
- 79% had their young person attending a state school
- **87%** attendees reported improved understanding of the options available at university
- **93%** reported improved understanding of what their child needs to do to prepare for university



# UniTasterDays



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An illustration of a graduation ceremony. A large, rolled-up diploma is being held by a woman in a blue dress who is also holding a camera. In the background, a man and a woman are talking. In the foreground, three graduates in blue gowns are cheering with their arms raised. The scene is set on a red platform with balloons and a large graduation cap.

Featuring expert contributions from over  
40 higher education practitioners.

 UniTasterDays.com  
**Parents' Guide  
to University 2022**

Informing the influencer:  
The key higher education facts for parents and guardians.

Produced in collaboration with HELQA

<https://unitasterdays.com/parents/>





# KS Connect - text messages

Monthly service to King's Scholars parents  
(KS is our flagship Pre-16 programme for years 7, 8 & 9)

Consists of:

- event reminders
- wellbeing tips
- metacognition activities
- HE fun facts
- signposting resources
- information and guidance



Hi {{custom1}}. Don't forget to sign up for the King's Scholars Family Day. Sign up before 11th June to receive a special pre-event package. This video will show you how to sign up: ....See you there!

Project aims:

1. For King's Scholars and their parents to continue to feel part of the KS community
2. To sustain some engagement with all King's Scholars
3. To sign post parents to useful resources in a digestible and useful manner.
4. Use behavioural insights to inform messaging



# KS Connect - text messages

Initially started during the pandemic to stay in touch with parents. We pivoted younger year help for supporters (Teachers & Parents) when face to face events were not possible.

Organised via:

- KS Connect Calendar – to plan content & delegate across the KS team
- Scrum meetings every 4 weeks to discuss feedback, review text messages for the month and Q&A.
- Firetext system to host contacts, schedule texts & respond to queries

Impact

- Firetext has inbuilt features that enable us to see delivery percentages, responses and URL clicks:

**86%**

Delivery rate

**62%**

KS parent/carer  
contact details

**40.5%**

Engagement for  
SOCKS stop resources

**2.5%**

Engagement for Virginia  
Wolf fun fact!



# K+ parental engagement sessions

Developing work with parents across our WP programmes, such as K+ our flagship Y12-13 programme.

Bespoke sessions on topics such as student finance, supporting with transition

- Induction (Y12) & Relaunch (Y13) events
- Spotlight Summer School presentations
- Wellbeing & transition Days
- K+ Graduation

Future development:

- Evaluation on what parents need support with most.

# Parent Power groups

King's runs parent power groups in partnership with Citizens UK to provide community organising training to parents to support their knowledge and experience to help their children make informed choices

- **South London Citizens** – parents of King's Scholars students from local King's boroughs, Lambeth and Southwark
- **Empoderando Familias** – support for the underrepresented LatinX community and Spanish speaking parents

Social Impact Aim: To increase parent's confidence advising their children and wider networks about HE. Features prominently in King's College London's strategy for London and our commitment to Service.

Parents have used these tools and techniques to campaign on issues of educational equality, for example:

- Funded open day visits to Oxford, Cambridge and the University of Leicester
- Subsidised places on private summer schools

**1-6**

Meetings held every  
4-6 weeks / weekly

**Hybrid**

Mix of Zoom and  
in-person sessions

**20**

Attendance ranges  
from 8-30 people / 100

**9**

Committee  
members

**121's**

Between parent/carers  
& King's or CUK staff

# Parent Power & The Brilliant Club

Parent Power creates parent communities across the UK, each one supported by an anchor university. Started by King's & CUK, PP moved to Oldham & now further areas with The BC

- South London & Empoderando Familias: King's
- Oldham: Greater Manchester Higher NCOP
- Knowsley: Edge Hill
- Cardiff: Cardiff University
- Fenland: University of East Anglia



*"I've really enjoyed meeting other parents as part of the Parent Power programme. It is great to meet parents who have the same concerns and care about the same issues. It's also really shown me that if you come together as a group, you can achieve things as parents that you would not have been able to achieve alone."*

April Higgins, Parent Power Leader

# Gameplan interactive website

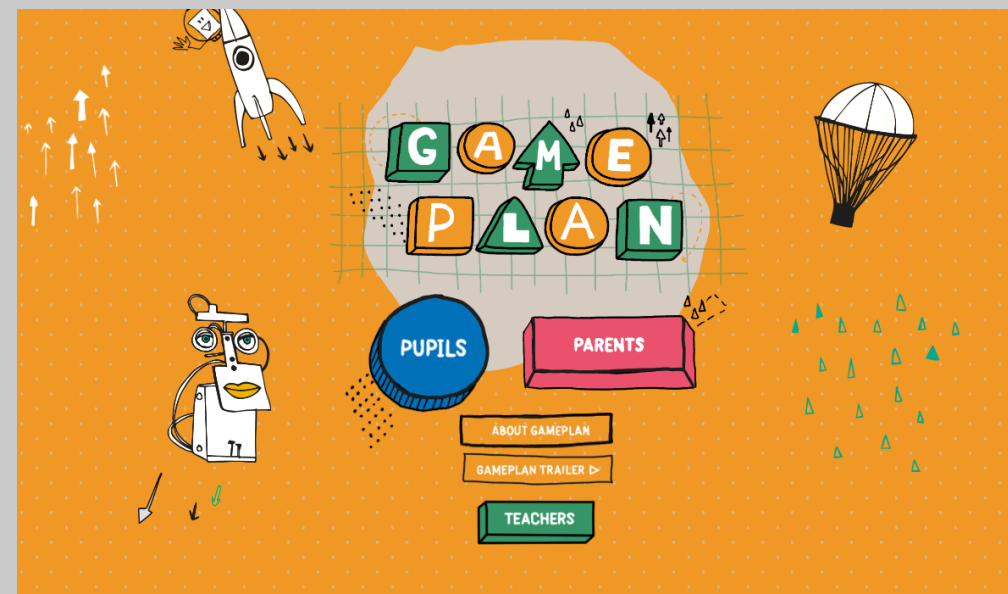
“Play your way to university!”

Create an avatar, play games, and earn points to get to the top of the leader board.

- University life
- Careers linked to subjects
- Informed choices

Aimed at three audiences:

- Young people aged 8-14 (particularly good for younger years)
- Parents can get advice, hints, and tips to support their children
- Teachers will find resources on the site to support their students/parents





# Useful Links



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University of Exeter Parents Session: <https://www.exeter.ac.uk/study/undergraduate/applying/accessexeter/parents/>

University of Exeter Teachers & Advisers website: <https://www.exeter.ac.uk/teachers/>

Discover University: <https://www.exeter.ac.uk/discoveruniversity/>

Uni Taster Days: <https://unitasterdays.com/parents/>

Parent Power: <https://thebrilliantclub.org/parents/parent-power/>

King's Schools Liaison Hub: <https://www.kcl.ac.uk/study/schools-and-colleges>

Firetext website (for managing SMS): <https://app.firetext.co.uk/>

Gameplan: <https://www.gameplan.ac.uk/>



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**What challenges have you faced in your attempts to engage parents and carers?**

**What has worked well for you?**





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**Please fill out this  
quick feedback  
form**

