

# Parent and carer comms toolkit for schools

## January to Easter term 2026

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

We're keen to help parents and carers understand our services and kindly ask for your support in helping us share our service messages relevant to this term in school.

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

You'll find information on the following:

- **Option choices** - detail on SDS's support for pupils and their parents and carers
- **Scottish Apprenticeships** – information around choosing a Foundation Apprenticeship as part of option choices and details on Modern and Graduate Apprenticeships
- **Parent and carer webinar** – details of upcoming webinar hosted by SDS for parents and carers
- **Parents' Voice Survey 2024/25** – for feedback on our career services.

**Many thanks for your support**

## Option choices

### School website news article/newsletter update/email update

#### Suggested timing: duration of option choice period in your school

### It's option choice time. Find out about the help and support available from Skills Development Scotland

Whether your young person knows what subjects they want to choose, or they haven't really given it much thought, it's important that they keep their options open.

You'll find lots of useful tools and information on your career website, [My World of Work](#), that you can use together to help with these important decisions.

There's a dedicated [section on option choices](#) with top tips on things to think about and videos to help inspire and learn about different careers. The [Option Choices tool](#) can also help them explore the jobs their choices could lead to. And you can find more support in our [parents and carers' guide to option choices](#).

Your Skills Development Scotland careers adviser in school can also provide support to help them think about their option choices. There's also the opportunity for you – as a parent or carer – to speak to their careers adviser too. Get in touch with the school to find out more.

Foundation Apprenticeships could also be an option for young people to take as one of their choices for S5 and S6. They will gain industry knowledge and experience whilst developing skills like creativity, problem solving, and communication. Find out more at [apprenticeships.scot/foundation](#)

There is also a [recorded webinar on YouTube](#) for parents and carers of S1 to S3 pupils giving some advice about option choices and highlighting the support available from Skills Development Scotland careers advisers at option choice time.

### Suggested school text alert, school app alert and social media post copy

It's option choice time. SDS school careers advisers can help young people and their parents and carers understand these choices. Get in touch with the school or visit [myworldofwork.co.uk](#) for online support.

### Suggested social media assets (right click to download)



# Scottish Apprenticeships: Foundation Apprenticeships

**School website news article/newsletter update/email update**

**Suggested timing: duration of option choice period in your school**

## Foundation Apprenticeships: Learn about the world of work and gain industry knowledge and experience while still at school

Foundation Apprenticeships (SCQF Level 6) provide pupils with industry experience whilst gaining a work-based learning qualification at the same level as a Scottish Higher (SCQF Level 6).

Your young person can choose a Foundation Apprenticeship as one of their options for S5 or S6, with no final exam. There are 12 types of Foundation Apprenticeship. They typically take two years to complete, however some can be completed in one year.

The main benefits of doing a Foundation Apprenticeship are:

- gaining a qualification that supports applications for university, college, Modern and Graduate Apprenticeships or other jobs
- getting hands-on experience and finding out what an industry or sector is all about
- developing skills employers look for like problem solving, communication, and creativity
- building confidence by gaining new skills and an industry-recognised qualification.

The range of Foundation Apprenticeship options include Accountancy, Creative and Digital Media, Engineering, Software Development, Scientific Technologies, and Social Services Children and Young People.

Delivered by learning providers in partnership with employers, knowledge gained is supported through a series of practical activities including industry projects or placements undertaken virtually and/or in person.

Visit [apprenticeships.scot/foundation](https://apprenticeships.scot/foundation) to find out more and apply online.

## Suggested school text alert and school app alert

A Foundation Apprenticeship allows young people to gain industry skills and experience for a qualification at the same level as a Scottish Higher and can be selected as one of their option choices in senior phase. Visit [apprenticeships.scot/foundation](https://apprenticeships.scot/foundation) to find out more.

## Suggested social media posts

(Please follow and tag @apprentice\_scot on X and ScottishApprenticeships on Facebook)

X and Facebook:

- A #FoundationApprenticeship can be taken as a senior phase option to gain industry experience plus a qualification the same level as a Higher. Find out more at [apprenticeships.scot/foundation](https://apprenticeships.scot/foundation)

- A #FoundationApprenticeship can be taken as a senior phase option to get the skills employers need. Find out more at [apprenticeships.scot/foundation](http://apprenticeships.scot/foundation)

**Suggested social media asset (right click to download)**



Additional graphics and animations to help promote Foundation Apprenticeships can be found at [apprenticeships.scot/resources](http://apprenticeships.scot/resources)

# Scottish Apprenticeships

**School website news article/newsletter update/email update**

**Suggested timing: to support Scottish Apprenticeship Week (2-6 March 2026) and conversations around post-school decision making**

## **Foundation, Modern and Graduate Apprenticeships offer great career prospects in a range of industries**

### **Apprenticeships at school**

Pupils going into S5 or S6 can choose a Foundation Apprenticeship to get work experience with top employers.

This apprenticeship gives senior phase pupils an inside view of thriving sectors, such as science, engineering and technology, by mixing a recognised qualification with valuable experience in industries where there is a rising demand for a skilled workforce.

Completion earns a qualification at the same level as a Higher, without taking a final exam.

### **Get a job and get qualified**

After school, an apprenticeship can offer the chance to work, learn and earn.

Modern Apprenticeships are jobs for anyone over 16 who has left school, and offers paid work alongside learning with a college or training provider.

With over 80 different types available, a Modern Apprenticeship enables you to learn on the job to put skills taught to the test right away.

With a Graduate Apprenticeship, people over 16 can work, get paid and get qualified up to Master's degree level at the same time. This kind of apprenticeship combines a qualification and valuable workplace experience as an employee in some of Scotland's most exciting industries. They are designed by employers and available in a wide range of growth sectors – all with great career prospects.

There are 13 different types of Graduate Apprenticeship available across Scotland in subject areas including ICT/digital, cyber security, data, civil engineering and business management.

### **Find the right one for you**

Information about Foundation, Modern and Graduate apprenticeships, as well as a live vacancy search, is available online at [apprenticeships.scot](https://apprenticeships.scot).

You can find out about real people's stories on [apprenticeships.scot/apprentice-stories/](https://apprenticeships.scot/apprentice-stories/)

Pupils can also speak to their school careers adviser about the range of Foundation Apprenticeships available to choose from and advise about Scottish Apprenticeships.

## **Suggested school text alert and school app alert**

There are over 100 different types of Scottish Apprenticeships, including Foundation Apprenticeships at school and Modern and Graduate Apprenticeships to work, learn and earn. Find out more and search current vacancies on [apprenticeships.scot](http://apprenticeships.scot)

## **Suggested social media posts**

(Please follow and tag @apprentice\_scot on X and ScottishApprenticeships on Facebook)

X and Facebook:

- Foundation, Modern and Graduate #Apprenticeships offer great career prospects in a range of industries. Find out more at [apprenticeships.scot](http://apprenticeships.scot)
- There are over 100 different types of Scottish #Apprenticeship. Choose one at school or work, learn and earn. Find out more at [apprenticeships.scot](http://apprenticeships.scot)

Graphics and animations to help promote Scottish Apprenticeships can be found at [apprenticeships.scot/resources](http://apprenticeships.scot/resources)

# Parent and carer webinars – upcoming webinar on Scottish Apprenticeships

## School website news article/newsletter update/email update

**Suggested timings: Until the 3 March**

## Upcoming webinar from Skills Development Scotland

Skills Development Scotland is hosting a free webinar for parents and carers on Scottish Apprenticeships on Tuesday, 3 March from 6.30pm to 7.30pm.

We will discuss how apprenticeships can work for young people to develop their career and where there are opportunities . We will explain the types of apprenticeships available, where to get more information and how to find the latest vacancies. Hear from our panel of employers and apprentices about the apprenticeship experience.

Register to attend on MS Teams: <https://events.teams.microsoft.com/event/5da83098-8181-4237-9071-e5cc8bfc0b0f@33ca6d47-5e4f-4774-84f1-696cbb508cbe>

## Suggested school text alert, school app alert, and social media post copy

Skills Development Scotland is hosting a free webinar on Scottish Apprenticeships for parents and carers on Tuesday, 3 March, 6.30pm. Sign up on MS Teams:

<https://events.teams.microsoft.com/event/5da83098-8181-4237-9071-e5cc8bfc0b0f@33ca6d47-5e4f-4774-84f1-696cbb508cbe>

## Suggested social media asset (right click to download)



# Parent and carer research – Parents' Voice Survey 2025/26

## School website news article/newsletter update/email update

**Timings:** now until 31 May 2026

### **Feedback on Skills Development Scotland's (SDS) career service:**

Parents and carers are key influencers over young people's career ambitions and choices.

SDS work in close partnership with this school to support our young people to make informed career choices and they would value feedback from parents and carers on their services. You can do this by taking part [in a short survey](#).

All responses are confidential and anonymous, and the results will be used to inform SDS services.

The survey should take about 10 to 15 minutes to complete.

### **School text alert and school app alert**

Skills Development Scotland (SDS) would like to find out how you talk to your child about careers and your awareness and use of our services. [Please take part in this short survey](#).

### **Suggested social media post**

Skills Development Scotland (SDS) would like to find out how you talk to your child about careers and your awareness and use of our services. [Please take part in this short survey](#).

### **Suggested social media graphic (right click to download)**

