

## Promotion

They key to hosting a successful PACC session is directly connected to promotion of the program. **A survey of parents, who attended PACC sessions, indicated that they strongly felt a combination of promotional approaches (e.g. social media, hard copies and personal contact) is the most effective way to ensure parents are aware of the program.**

**Parents also stressed that communication with respect to the benefits for both their child and themselves is essential. Simply announcing there would be a PACC session was not enough. They wanted more detail. The web/newsletter article provided you, will provide the type of information parents requested.**

Here are a number of suggestions parents made and proven techniques that have resulted in successful recruitment of parents:

- Utilize social media such as the school website, facebook and twitter to create awareness of the program and benefits.
  - Below please find some customized notices to ensure that parents are not only aware that there will be a PACC session; but, also to ensure they understand the benefits for both them and their child.
- Ensure teaching staff are aware of the program and request their assistance in recruiting parents, through phone calls, notices or at parent/teacher meetings.
  - **This one on one approach has been one of the most successful, in terms of recruiting parents.**
- Phone and e-mail message systems are also a good way to get the word out.
- Guidance staff can play a key role in promoting the program through both individual contact with parents and through various guidance events, held at the school.
- Ensure that parents of O2 students or students applying for this program receive an individual invitation from the O2 teacher.
- Talk to and request assistance from your Student Advisory Councils about the *Parents as Career Coaches* program and ask them to help spread the word.
- Utilize exterior signage to promote the program.
  - Link to <https://www.ednet.ns.ca/cbl/parents-career-coaches> from your school's website.

BRIEF NOTES, TWEETS, FACEBOOK OR PHONE MESSAGES FOR PROMOTION OF PACC

**Please Note: The following are some short messages, which you can edit (to put in date(s)/time and registration info), to promote PACC, at your school using a variety of social media approaches.**

### Tweets

*Here is what parents are saying about Parents as Career Coaches. "I was very impressed....it gave me much more than I expected, along with great resources". We hope you will attend.*

*98% of parents, who have attend a Parents as Career Coaches session, have rated it as either “excellent” or “good”. We hope you will join us for the session at our school.*

*Choosing a career is not easy. Parents as Career Coaches will provide you with the tools and strategies to help your child make decisions, as they move from school to work.*

*Would you like to help your child make informed career decisions? Parents as Career Coaches can provide you with the tools, information and strategies.*

*We are pleased to offer a Parents as Career Coaches session. This fast paced and informative program will provide you with the information and tools to help your child make informed career decisions.*

### **FACEBOOK and/or Phone Messages**

*Studies have shown that parents play a very important role, in decisions our children make in terms of career choices. Parents as Career Coaches will provide you with the information, strategies and practical tools to help your child make informed academic, training and career choices. 98% of parents, who have attended Parents as Career Coaches, rated the program as both “excellent/good”. We hope you will attend the upcoming session, so you can assist your child, throughout their career journey.*

*98% of parents, who have attended Parents as Career Coaches, rated the program as both “excellent” & “good”. They have consistently commented on how the program has helped them to work with their child. Here is one written comment that captures how valuable this program is: “I am now more aware of different careers so I can help my children find the right one for them”. We hope you will attend this session and receive the information and practical tools, you will need to assist your child.*

*Studies have shown that parents play a very important role, in decisions our children make in terms of career choices. However, the road to a career is constantly changing. Parents as Career Coaches will provide you with the information, strategies and practical tools to help your child make informed academic, training and career choices.*

*Parents as Career Coaches will provide you with the information, strategies and practical tools to help your child make informed academic, training and career choices. While schools provide assistance to students in this area, studies show that parents have the greatest influence on their child’s career journey. This program will ensure you are prepared to assist your child.*

*As parents, we all want our child to be happy and successful in life. One major factor, which will impact this, is their decision around careers. Studies have shown that, the earlier children start to explore themselves and careers, the more prepared they will be. These studies also emphasize the important role parents play, in their child’s career journey. Parents as Career Coaches will provide you with the information, strategies and practical tools to help your child throughout their academic/career journey.*