



Suffolk  
New  
College

# Suffolk New College

## PARENT AND CARER ENGAGEMENT STRATEGY

### VISION

To foster an inclusive and proactive partnership with parents and Carer that enhances learner success, engagement, and progression through effective communication, targeted events, and structured support.

Suffolk New College is an accredited Resilience Support Organisation and promotes a sense of belonging for learners throughout their experience. Based on the premise “It takes a village to raise a child”, the introduction of the Parent and Carer Engagement Strategy provides a framework within which the partnership and collaboration can be formally and effectively adopted.

### STRATEGIC OBJECTIVES

To maximise the learner experience, this strategy provides a framework for activity that engages with parents /carers in a way that can ensure support for learners, and their success in a partnership between college and the learners’ home, wherever possible. The following steps will be implemented to achieve this aim. Some of the activities and actions will overlap, but to ensure transparency with the strategy each step will be detailed.

1. Enhance Engagement and Communication
2. Support and Intervention for Learners at Risk
3. Facilitate Progression and Transitions
4. Empower and Upskill Parents
5. Gather and Act on Feedback
6. Partnership expectations

# 1.

## ENGAGEMENT AND COMMUNICATION - FORMAL EVENTS

### Steps to Success Parent/Carer Engagement Events (Autumn Term)

- Evening event – 17th September 2025 at each campus
- Executive briefing, course info, English & maths, safeguarding, tutor 1:1s
- Video welcome message from Principal
- Key roles and expectations of parents shared
- Afternoon options for shift workers/social workers
- Booking details will be shared post enrolment
- Follow-up video/resources for absentees

### Parents'/Carer Evenings – November & March

- Online preferred; optional face-to-face at Rural campus
- Key roles and expectations of parents reinforced
- 2025 dates: Ipswich - 12 Nov; Rural / OTC - 19 Nov

### UCAS Support Event (Level 3 Learners)

- In-person, last week of September
- Includes workshops with universities
- Staff CPD provided on UCAS support

### Learners at Risk / Switch Event

- Date: Monday, 29th September
- Evening event for learners wanting to switch courses
- Referrals from Link Tutors ahead of 42-day census point
- Daytime events for learners to be held during Weeks 4 - 7

# 2.

## SUPPORT AND INTERVENTION FOR AT-RISK LEARNERS

- At-risk learners identified in first 6 weeks through weekly team meetings during CPD hour
- Heads and Link Tutors coordinate actions that teams will implement
- Parental/ Carer contact made to agree on support plans
- Calls home to clarify issues or confirm withdrawals

# 3.

## TRANSITIONS & PROGRESSION

### March Parent/ Carer Event

- Transition plans discussed with parents
- Information shared to include videos of and by learners on experiences and future steps
- Postcard timelines with key dates shared
- App and text updates to notify of milestones

# 4.

## PARENT EMPOWERMENT AND UPSKILLING

### Resources and Support

- Parent/ Carer expectations of collaborative relationship
- Video guides for bursary and financial processes
- ESOL and tailored English language support
- Induction helpdesks during key events
- Use of translation tools and visuals (e.g., Eventbrite)

### Training and Workshops

- English & maths resources for parents
- Safeguarding awareness sessions
- Mental Health First Aid training for parents
- Parent sessions on post-16 options and pathways



# 5.

## FEEDBACK AND EVALUATION

### Feedback Mechanisms

- Staff log recurring themes from parent queries
- Heat maps and surveys at all events
- Compliments and complaints policy
- Pilot real-time heat map feedback system in 2025-26

### Monitoring and Review

- Annual Planner includes all event dates and responsibilities
- Review app/communication tool effectiveness regularly through feedback analysis
- Analysis and reporting will take place through the Senior Management Team Meetings and the Academic Standards & Quality Committee of Corporation, on a termly basis.
- The strategy will be reviewed annually and updated based on feedback and outcomes

### Expectations of the collaboration & partnership

To ensure the engagement with parents and carers is effective, the college promises to:

- Keep parents/carers informed of their young person's attendance. Link tutors will make contact by end of September to introduce themselves as the key contact
- Communicate when there are any concerns with regards to the young person's progress, engagement or behaviour
- Share information and successes where there have been achievements or good progress

To promote the effective partnership, the college requests that parents/carers:

- Communicate with the college where they have any concerns with regards to their young person's progress at college
- Communicate with the college if there are issues externally that may well affect the young person's time at college in any way, so that the college can provide suitable support and/or interventions
- Are respectful towards staff at the college, using formal channels to raise any issues rather than being confrontational towards an individual