



**KING EDWARD VI  
SHELDON HEATH  
ACADEMY**

*Educational excellence for our City*

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**KING EDWARD VI  
FOUNDATION  
BIRMINGHAM**

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6<sup>th</sup> May 2026

Ref: MJ

Dear Parent/Guardian,

We are writing to inform you that your child will soon be taking part in an important **Individual Careers Advice Appointment** with one of our qualified Careers Advisors throughout years 10, 11 and sixth form.

### Appointment Essentials

- **What:** A confidential, impartial 1-to-1 careers guidance session.
- **Duration: 30 minutes.**
- **Time Notification:** The exact date and time will be added directly to your child's **Outlook Calendar**. Please ask them to check their schedule regularly.
- **Goal:** To help your child clarify career ideas, explore all post-16/post-18 pathways (university, apprenticeships, employment), and create a personalized action plan.

### Supporting Your Child

To help your child get the most from this session, we encourage you to:

- **Before:** Talk to them about their subject interests and strengths, and encourage them to prepare 2-3 questions for the Advisor.
- **After:** Follow up on the advice they received and help them research the recommended next steps.

### Stay Informed with Unifrog

We strongly encourage you to sign up for a **Parent Account** on our careers platform, **Unifrog**. This is your essential tool for supporting their journey.

With a Unifrog Parent Account, you can:

- **See the Advice:** View the notes and action points recorded by the Careers Advisor *after* the appointment.
- **Access Guidance:** Utilize Unifrog's specific parent resources, which include guides on how to support your child through **key decision points** (e.g., A-Level choices, apprenticeships vs. university).

Principal: Ms R. Elcocks

- **Track Progress:** See a log of all previous careers interactions.

Instructions on how to sign up for your free Unifrog Parent Account will be available at:

<https://www.unifrog.org/parent>

We believe this appointment will be extremely beneficial for your child's future planning. If you have any questions, please do not hesitate to contact **Mr. Jensen**.

Thank you for your continued support.

Yours sincerely

Mr Jensen

Careers and Destinations Lead