



**KING EDWARD VI
SHELDON HEATH
ACADEMY**

Educational excellence for our City

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**KING EDWARD VI
FOUNDATION
BIRMINGHAM**

Educational excellence for our City

21st November 2025

Ref: MJ

Dear Parent/Guardian,

To continue to provide students with **careers guidance** and tailored support when choosing their next step after school, we are using Unifrog: an award-winning, online destinations platform. All students in the academy now have access to this platform.

What is Unifrog?

Unifrog is designed to support learners in **making informed decisions about their futures**, with a range of tools that are suitable for all year groups. Each student has their own account that provides a range of information related to their interests and aspirations.

Key features of the platform for students include:

- Psychometric testing quizzes
- Career and subject exploration
- Webinars and interactive short courses
- Self-reflection and portfolio building tools
- Search tools for live apprenticeship and employer opportunities, and university courses
- Application and essay-building tools

Students at Unifrog schools can log in from any computer, tablet, or smartphone. We encourage you to use the platform with your child so you can support them through the process of deciding on their next steps.

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Creating a parent account

You can create your own parent account where you'll be able to see what your child is doing on Unifrog, including any interactions tagged against their name and any upcoming events we've logged for them. You'll also be able to use all the same tools your child can to support them on their Unifrog journey.

Principal: Ms R. Elcocks

For a parent/caregiver account to be created on Unifrog:

- First your email has to be one we have on our system for your child.
- Then the you can open your parent account here: www.unifrog.org/parent

You can open your account using your email address, or using Single Sign-On with a Microsoft or Google email account. If you have any issues signing in, please contact Mr M Jensen.

You'll also have the option to sign up to Unifrog's parent newsletter to get expert advice and guidance on supporting your child with their next steps.

For more information, go to www.unifrog.org or contact Mr Jensen.

Yours sincerely

Mr Jensen
Careers and Destinations Lead