

April 2026

Dear Parents and Carers

We would like to encourage you to engage with Unifrog, an online careers and progression platform that your child uses in school. At Key Stage 3, Unifrog is used to help pupils explore their interests, strengths, and early aspirations, and to begin thinking about the wide range of opportunities available to them in the future.

Although important decisions such as GCSE options and post-16 choices may still feel some way off, research shows that early exposure to careers and pathways helps pupils make more confident and informed choices later on.

### **How Unifrog supports KS3 pupils**

At Key Stage 3, Unifrog helps pupils to:

- Explore different careers and subjects in an age-appropriate way
- Reflect on their skills, likes, and interests
- Understand that there are many different routes to success, including GCSEs, apprenticeships, college courses and university
- Build curiosity and motivation by linking learning in school to the wider world

These early conversations are about discovery rather than decisions, helping pupils keep their options open.

### **How Unifrog supports parents and carers**

Parents and carers play a vital role in shaping children's confidence and aspirations. Through your Unifrog parent account, you can:

- See what your child is exploring on the platform
- Access clear, jargon-free guidance written specifically for parents and carers
- Support positive conversations at home about interests, strengths, and future ideas
- Feel more informed about the different pathways available as your child progresses through school

You do not need prior knowledge of careers or qualifications — Unifrog is designed to support families every step of the way.

### **Recommended blogs for KS3 parents and carers**

We would like to draw your attention to the following Unifrog parent guides, which are particularly useful at Key Stage 3:



**Principal:** Mrs H Zakary

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- What is Unifrog? – A guide for parents and caregivers  
An overview of how Unifrog works and how parents and carers can use it to support exploration and conversations at home.
- What are apprenticeships?  
A clear explanation of what apprenticeships are, helping parents understand this pathway early and challenge common misconceptions.
- Helping your child make their Level 2 qualification choices  
Although this is more relevant later, this guide helps parents understand how interests, skills, and enjoyment should guide future option choices — ideas that are useful to discuss even at KS3.

### **Looking ahead**

At KS3, the focus is not on deciding a career, but on developing awareness, confidence, and aspiration. By engaging with Unifrog now, you can help your child build a strong foundation for future choices and feel supported as their interests develop and change.

We strongly encourage you to explore Unifrog alongside your child and use it as a starting point for regular, low-pressure conversations at home.

If you have any questions about accessing your parent account or using Unifrog, please do not hesitate to contact Miss Smith: [Sophie.Smith@georgeeliotacademy.org.uk](mailto:Sophie.Smith@georgeeliotacademy.org.uk)

Thank you for your continued support.

Yours sincerely

Miss S Smith

Head of PSHE



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