



Dear parents/carers,

In keeping with our commitment to provide students with outstanding careers guidance and tailored support when choosing their next step after school, we use Unifrog; an award-winning, online careers platform. All students in Years 7, 8, 9, 10, 11, 12 and 13 have access to this excellent website.

The Unifrog platform is designed to support learners in making the most informed decisions about their futures and has a range of tools that are suitable for all year groups. Each student has their own personal account that provides a wide range of information related to their interests and aspirations. Key features of the platform include:

- Exploring Pathways – personality quizzes, career and subject profiles, MOOCs and webinars
- Recording – self-reflection about extracurricular activities and key employability skills
- Opportunities – search tools showing live vacancies/courses/placements for apprenticeships, universities (in the UK and abroad), Further Education, virtual work experience and much more
- Applications – tools to help students build applications for a range of pathways (e.g., CVs, Personal Statements, Common App Essays)

Students access the platform by clicking a link in their welcome email, where they create a password and can begin using the platform. They login to Unifrog using their school email address and password and they can do so from any computer, tablet or smartphone. We would encourage you to use the platform with your child so you can support them through the process of deciding their next steps.

We have also set up a parent login so that you can use Unifrog as if you were a student yourself, allowing you to support your child throughout the process. The sign up code you need is: MADUparents and you can sign up here: [www.unifrog.org/code](http://www.unifrog.org/code).

For more information, go to [www.unifrog.org](http://www.unifrog.org) or contact [careers@denemagna.org.uk](mailto:careers@denemagna.org.uk).

Yours faithfully,

Jo Rich  
Careers Lead