



WOMEN IN TECHNOLOGY



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PROGRAMME

Welcome & Background
Keynote – Voices
Research Findings
Engaging Participants
Generating Partnerships
Two-way Street Model

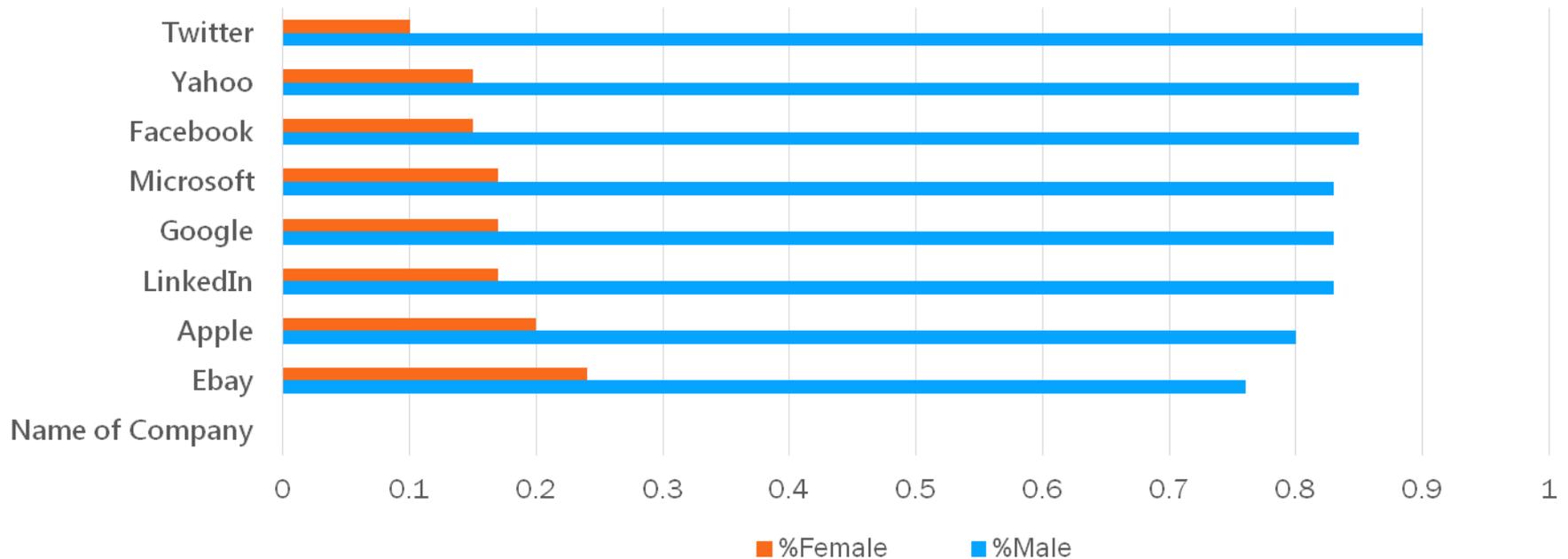


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AN AGENDA FOR ACTION FOR INDUSTRY

% of Women and men in technology jobs worldwide by Company
Lightner & Molla(2014) n = 334,554

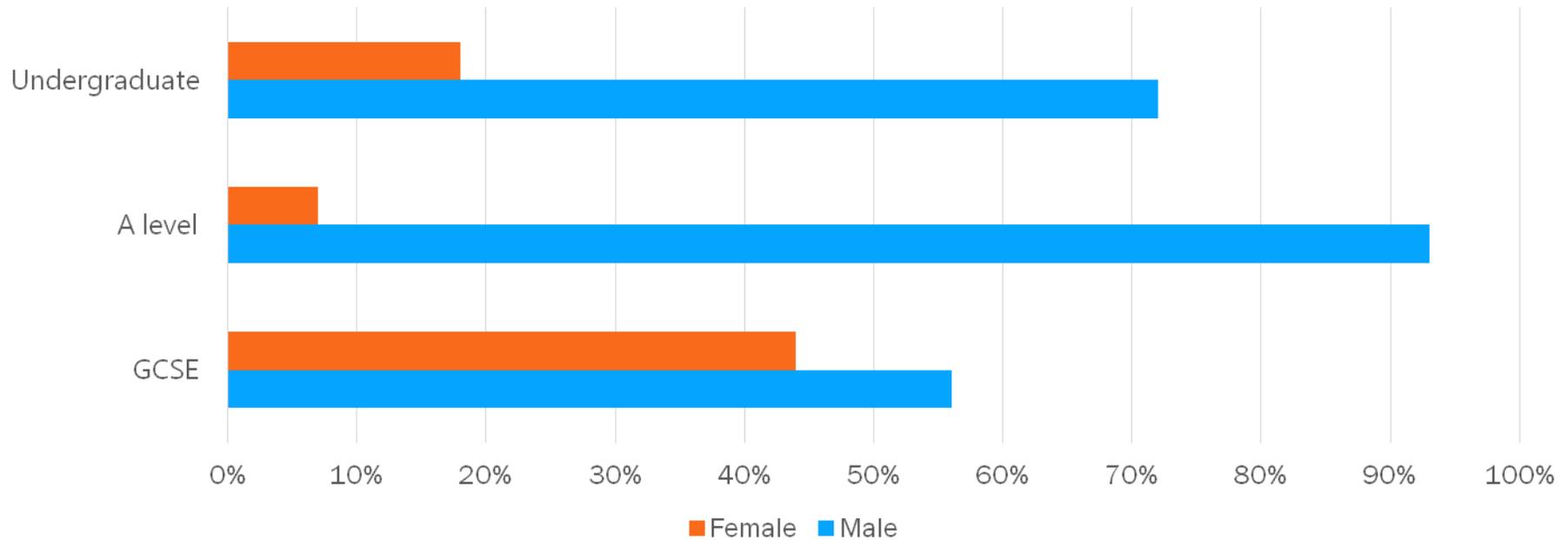


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AN AGENDA FOR ACTION FOR EDUCATION

% of women in computing (Source :Women in IT Scorecard E-Skills/BCS 2014)

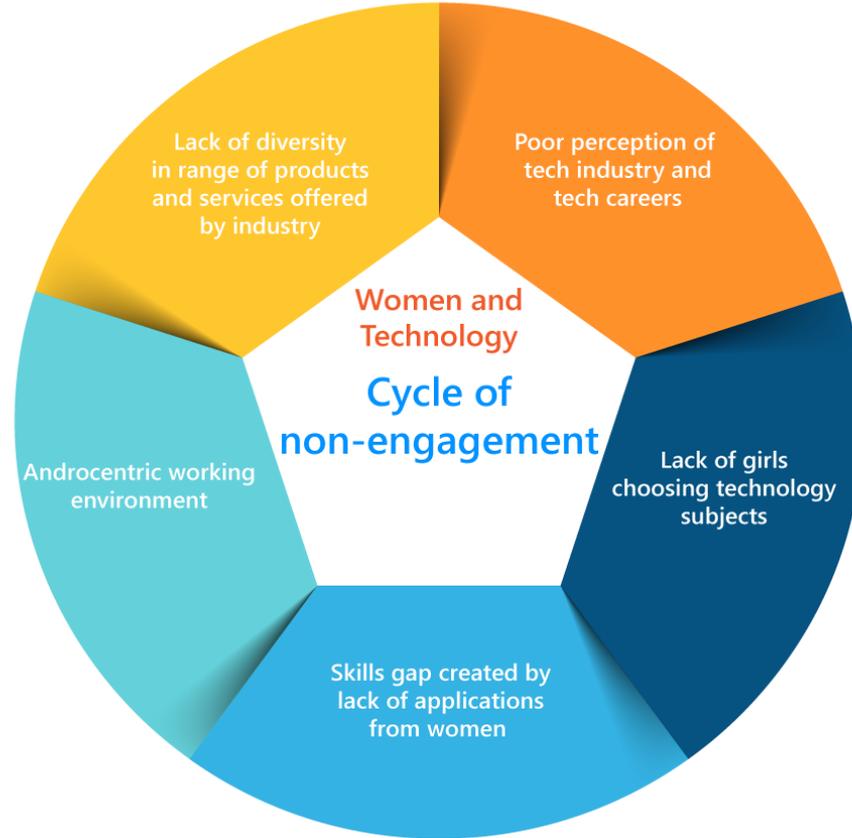


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CYCLE OF NON-ENGAGEMENT

A complex cycle that reinforces the low numbers of girls and women in technology both in education and industry



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“If we can crack the issue of getting more girls into those types of careers, there could be huge business benefits... increasing the number of women working in IT could generate an extra £2.6 billion each year for the UK economy. Significant efforts need to be made to increase the pool of talent”

- to engage women leaders and practitioners in developing positive strategies within their institution to encourage female staff and students into programming and the technology industry
- develop a clear line of sight to work in the technology industry for the whole institution
- to drive up the effective use of technologies in teaching and learning by emulating best practice in the technology industry

- to develop an ongoing dialogue between the sector and the technology industry to provide internships and mentorship for women staff to improve understanding and engagement
- encourage women to participate in the leadership register and create a strong community of practice for #techwomenuk

STORY SO FAR

Steering Group

Research

Tech Parties – Stakeholder Focus Groups

Workshops



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RESEARCH

- Participation and interest
- Aspiration and STEM identity
- Technology is for boys – the impact of stereotypes
- Early engagement and building STEM capital
- Careers education and lack of female role models
- Role of parents
- Androcentric working environment



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WHAT CAN BE DONE?

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50 Ways to get Women into Tech

Part 1 : Inspiring Girls

- 1 Demonstrate awareness of young women in management or driving parties
- 2 Develop Free courses via eLearning (Blackboard)
- 3 Run challenges for Business mentoring, Computer Challenge & Enterprise leaders
- 4 Create Coding for Girls income funds for schools and colleges
- 5 Run initiatives Make Maths challenges and competitions
- 6 Address role culture for young women in use of digital media
- 7 Run robot building activities and competitions
- 8 Run family events with child activities / workshops
- 9 Find a new name for a women's network of girls
- 10 Create a register of young women in management or driving parties

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50 Ways to get Women into Tech

Part 2 : Promoting Tech Careers

- 1 Promote skills in IT for the technology industry, business, science, analysis
- 2 Stress the opportunities, sector growth, exciting work environment
- 3 Feature technology opportunities and awards in industry
- 4 Promote IT tech courses at ECEET - based on event for women
- 5 Promote benefits of working in Tech with women's career interest
- 6 Establish partnerships, industry/education links to support job search and mentoring
- 7 Communicating careers in the sector to avoid sexual stereotypes
- 8 Identify historical and contemporary role models working in sectors who social media
- 9 Support Network for Women with networking spread along areas and inside
- 10 Joint development with a sector such as Health or Design or using technology

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50 Ways to get Women into Tech

Part 3 : Engaging Industry

- 1 Evaluate and promote tech careers and tech award college advisory boards
- 2 Identify the right person in a tech company to start the conversation
- 3 Engage with industry through professional networks
- 4 Dame Sally Morgan review - look out which companies gave evidence
- 5 Be aware that Tech companies don't give funding but will give people and time
- 6 Invite industry professionals to become an external trustee of industry
- 7 Award in Education and Training - run for Business in Business
- 8 Encourage industry to address equality measures as part of their community outreach
- 9 Award Badges for industry and marketing to ask in company and recruitment marketing
- 10 Define what an ECEET campaign is and what it fits in the education cycle and industry

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50 Ways to get Women into Tech

Part 5 : Help and resources

- 1 techwomenuk.com
- 2 tchuk.org
- 3 girlsintechuk.com
- 4 wocampaign.org.uk
- 5 itwomangeek.org/
- 6 spesforgood.org/
- 7 girlshoccode.com
- 8 bbc.co.uk/news/tech
- 9 nscobnrg.org
- 10 makeyminny.com

www.techwomenuk.com

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50 Ways to get Women into Tech

Part 4 : Marketing Technology

- 1 Market the Hidden benefits of being a woman in Tech!
- 2 Highlight financial rewards and career opportunities
- 3 Do a marketing job on computing to address negative connotations
- 4 Pick jobs in a broad range of businesses e.g. fashion, environment, social entrepreneurship
- 5 Market the diversity from small start-ups to large corporations
- 6 Need to sell B2B and B2C to women's girls
- 7 Share with technology companies are not just tech that also customer experience and sales
- 8 Address the unfair and lack on how to set that
- 9 Emphasise the importance of empathy in designing products
- 10 Market benefits of entering tech into young women in technology companies

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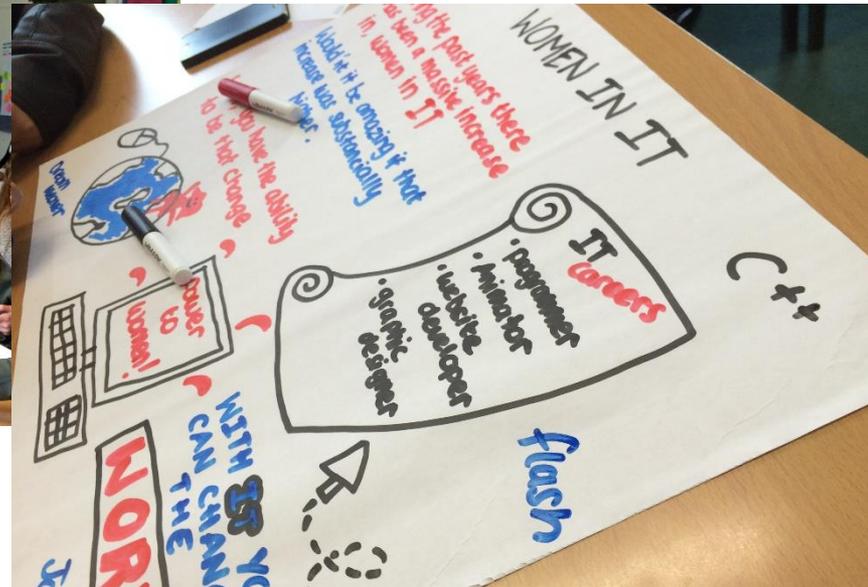
TECH PARTIES



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TECH PARTIES



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Compassionate Technology



Help improve quality of life by
improving technology



fff

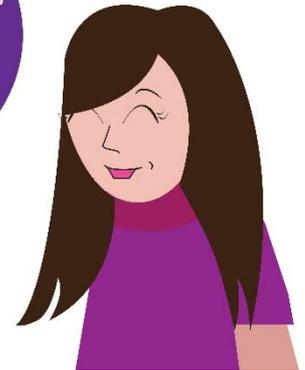
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My new job
is **AMAZING!**
Including my
new salary...

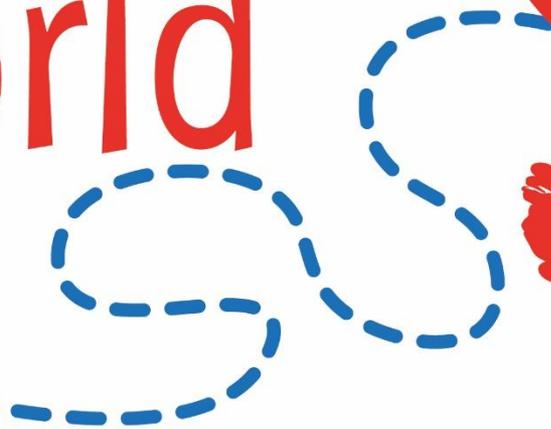


I stand out
in an industry of men
Join me and work
in technology
today!



With technology

YOU have the
power
to change
world



IT Careers -

- Graphic designer
- Web developer
- Programmer
- Animator

Wouldn't
it be
amazing
if there were more
women in IT?

You can be
that change!

CLICK

The TECHNOLOGY
in your life

to be more *creative*
and *successful*



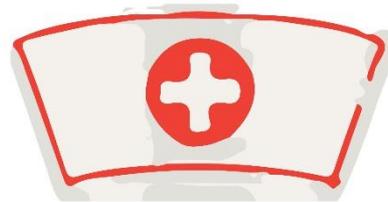
Women in Technology

Be A Tech Woman Today!

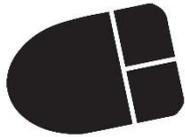
Can you see a woman
in a man's world?



WOMEN



IN TECH



Saving Lives

Why do women feel discouraged to pursue a career in technology?

Male dominated working environment

Gender discrimination

Family discouragement

Religious obligations

Low self esteem

Low ambition

Stigma



PROJECT OUTPUTS



The Women in Technology Project Research Report April 2015

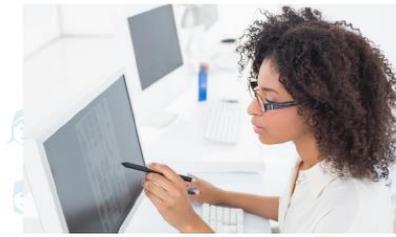
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WOMEN IN TECHNOLOGY RESOURCEPACK2: BARRIERSTOTECHNOLOGY



Teacher's Notes

The agenda for action has been highly chaired by Baroness Sally Morgan, "Ma" which urges the incoming government digital leader. They state that increasing extra £2.6 billion each year for the UK comprising around 20% of computer g the issue of getting more girls into this Significant efforts need to be made to Diversity Data published on major plot 4 technology and leadership roles are i Journal 30 December 2014.

Percentage of Women and Men in Tech

Name of Company	No. of Emplo
Ebay	31,800
Apple	92,500
LinkedIn	6,942
Google	51,564
Microsoft	128,000
Facebook	8,348
Yahoo	112,200
Twitter	3,600



to get your learners thinking about their own attitudes to technology. Post It's or via an online resource like Padlet. Their answers will help it follows:

nd maths at school? If yes, why if no, why?

9 enjoy STEM subjects and do well in them. A high % of girls cite STEM are less likely to aspire to have a career in science or technology. Girls tend to be higher achievers especially in Maths.

urages girls from studying or pursuing a career in technology?

erment factors impact on girls' engagement in STEM, parental and its on girls engaging in technology. Girls interested in STEM are highly abilities rather than external factors. Parents are significant influencers. Mothers are cited as being the biggest influence, in UK mothers are cited daughters. Girls often feel uncomfortable about a career in technology, man's world.

ur subject?

ypical choices into roles where they are caring or tending to other. Hairdresser, Nurse or Teacher seem more accessible and more female

WOMEN IN TECHNOLOGY LESSON PLAN Duration 2 hours

Select the high tech or low tech option depending on available resources.

Timing	Objectives	Low Tech Option with Paper and Pens			High Tech Option with Internet Access and Mobile Devices				
		Teacher Activity	Learner Activity	Assessment	Resources	Teacher Activity	Learner Activity	Assessment	Resources
10 minutes	To raise awareness of the agenda for action	Teacher input on agenda for action	Group Top Trumps Quiz via Whiteboard	Quiz results	Resource Pack 1: Agenda for Action - Teacher's Notes and Game	Teacher input on agenda for action	Group Top Trumps Quiz via Tablet, voting or classroom voting systems or clickers	Quiz results	Resource Pack 1: Agenda for Action - Teacher's Notes and Game
30 minutes	To identify the barriers to getting more women in technology	Organise into small groups and put the questions on post-its on individual flipcharts which are then displayed round the room. Girls respond on post-its which are then attached to relevant flipchart.	Small Groups answer the questions on post-its on separate flipcharts which are then displayed round the room. Girls respond on post-its which are then attached to relevant flipchart.	Flipcharts Post-its	Resource Pack 2: Questions	Organise into small groups and put the questions on individual flipcharts which are made public then displayed via screen or interactive whiteboard	Girls discuss in small groups and post their responses to each padlet.	Shared Padlets	Resource Pack 2: Questions
10 minutes	To review Quiz of non-engagement	Lead discussion above. How to intervene to change behaviour	Whole Group Discussion	Whole Group Discussion	Resource Pack 3: Cycle of	Lead & record discussion on how to intervene to change behaviour	Whole Group Discussion	Video or audio recording of group discussion	Resource Pack 3: Cycle of Non-engagement



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PROJECT OUTPUTS



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CAVTL defines the two-way street as: *"The key enabling factor is the VET system working as a two-way street, not further education and skills operating as a separate 'sector'. The two-way street is about genuine collaboration between colleges and training providers, and employers. In the best examples the Commission has seen, employers are not just customers of vocational teaching and learning, but are engaged at every level in helping to create and deliver excellent vocational programmes. Collaboration is based on the recognition that there is added value in working together. Providers and employers make distinctive contributions for mutual benefit."* (Commission for Adult Vocational Teaching and Learning p.7)

“In the best provision we have seen, leaders and managers (in colleges, training providers and companies) develop strong collaborative arrangements as the basis for the two-way street. They demonstrate an ‘external disposition’ – facing outwards from their own organisations to develop productive strategic partnerships in order to ensure that vocational programmes meet employers’ skills needs, now and in the future.”

Be A Tech Woman Today!

Can you see a woman
in a man's world?



You could work in -
Programming
Web Development
Digital Forensics

Be different
Be real
**Be the girl that
stands out!**