Campaign grows momentum

Highlights from 2014/15

Corporate membership grew from 44 to 80 during the year – an increase of 82%.

We removed the fee for individual members, making it easier to recruit at scale.

Twitter followers increased by nearly 50% to almost 11,000 in the year.

100 job adverts and employment opportunities featured on our new ‘Focus on Talent’ web page.

Subscribers to our newsletter increased to 12,000.

WISE statistics show that the number of women working as professional engineers in the UK doubled in the two years, between 2012 and 2014 – a step in the right direction. In percentage terms however, women are still less than 10% of the professional engineering workforce and only 13% of the whole STEM workforce, including health occupations. But, more and more are joining forces with WISE to move the dial.


Mission Statement

1 million more women in the UK STEM workforce
Inspiring at all ages and levels

WISE CONFERENCE

The first WISE conference, in November of 2014, generously supported by Bloomberg, was an ideal opportunity to share good practice. Our report, ‘Not for people like me?’ recommended a fresh approach to engage girls and other under-represented groups. Network Rail, who sponsored the research, saw a significant increase in the number, quality and diversity of applicants to their graduate programme, which they refreshed on the basis of the report’s recommendations.

WYWB FIRST MEETING

The WISE Young Women’s Board had its inaugural meeting at the conference - ten women under the age of 30 from our membership who advise on campaign strategy, represent WISE at public events and give insight to the experience of women at the early stages of their careers.

HRH VISIT TO HMS QUEEN ELIZABETH

In September 2014, WISE Royal Patron HRH The Princess Royal met women who worked on the aircraft carrier the HMS Queen Elizabeth, the largest aircraft carrier in the world, at an event organised by WISE corporate member Babcock at the Rosyth dockyard. Pictured above, Her Royal Highness stressed the importance of positive role models, saying: “The ripple effect of these events is hugely important in the long term.”

TV presenter Kaye Adams, who compered the event, tweeted a graphic from one of our publications with the comment: “If you have daughters: look at these stats. Read ‘em and weep.”

WISE AWARDS 2014

Professor Tara Moore stole the show at the WISE Awards ceremony, bringing two of her seven children on stage to accept the WISE Research Award from HRH The Princess Royal, for her work on treatment for eye disease.

WISE ROLE MODELS

Anna Shaw, winner of the WISE Apprentice Award, joined the growing ranks of inspirational WISE role models who represent the campaign at events, in schools, to policy makers and in the media.

KNOWLEDGE SHARING

WISE Knowledge Sharing Events in different parts of the UK inspired more people to get involved in the campaign. Rolls-Royce PLC hosted a meeting and visit to its apprentice training centre in Derby on the day of the Graduate Engineering Show. WISE supported the organisers to increase the number of female attendees from 19% the previous year to a record 26%, advised them on adding relevant content to the programme and supported member companies exhibiting on the day to communicate with the girls present.
Targeted recruitment

WISE STUDENT COLLOQUIUM

WISE held its inaugural Student Colloquium at the University of Huddersfield in April 2014, supported by ExxonMobil, to inspire young women studying physics and maths to choose engineering on graduation. One of eleven WISE Member companies exhibiting, British Sugar, followed up the student colloquium with a site visit (photo above).

Attendees surveyed before and after the day reported an overwhelmingly positive experience of the event. 79% stated afterwards that it was very likely they would work in engineering after graduation.

PROMOTING APPRENTICESHIPS

We ran expert workshops for University Technical Colleges, supported fifteen Further Education colleges to promote engineering apprenticeships for the Technician Apprenticeships Consortium and worked with Cogent Skills to promote science apprenticeships to girls.

Feedback comments from those involved included the following:

“People do not understand what apprenticeships really are and the routes that you can take within them.”

“Provided me with the vehicle to deliver my knowledge and experience.”

“Nice to see that people are interested in engaging students in STEM subjects.”

Action to improve retention and progression

TEN STEPS FRAMEWORK

To demonstrate industry leadership, we persuaded twenty CEOs and Chairs of leading companies to sign a Ten Steps framework to improve retention and progression of women working in a science, technology or engineering environment. Developed from the experience of WISE corporate members in partnership with the Royal Academy of Engineering’s Diversity Leadership Group, chaired by Atkins Chairman, Allan Cook CBE, the Ten Steps was launched in the Daily Telegraph. Backed by Prime Minister David Cameron and other Cabinet members, the campaign attracted interest from the Confederation of British Industry, Construction Industry Council, New Civil Engineer and Modern Gov magazine.

WISE RESEARCH STUDIES INTO DIVERSITY

The Chartered Institute of Highways and Transport commissioned WISE for a research study into diversity within the transport and highways sector, identifying and promoting good practice via a practical toolkit to share the learning more widely.

We then adapted the survey for the Royal Academy of Engineering, to develop a baseline for their Diversity Leadership Group.
Forming stronger partnerships

Collaboration is at the core of the WISE campaign strategy. Our mission to more than double the number of women working in science, technology and engineering in the UK can only be achieved by working in partnership with our members and partners to join up and scale up the impact of our activities. We actively supported the inaugural National Women’s Engineering Day and helped to establish the Stellar Network of women leading professional bodies in STEM. To increase inspiration and support for girls to pursue a career in science and technology, WISE has established a formal partnership with Stemettes.

Remembering our founder

WISE lost its founder and patron, Beryl Platt in February 2015. The passion and commitment that drove her to found WISE in 1984 live on in the campaign today. We thank all those who have generously donated in her memory towards a new resource for schools, based on the findings of the ‘Not for people like me’ report. We are proud and honoured to continue her work in order that our nation reaps the benefits of a truly diverse scientific talent pool.

“For WISE to achieve the success so vital to our nation, we need to continue with the same enthusiasm in the future.”

Baroness Platt of Writtle, 1923 - 2015

WISE Finances

For the past three years we have received no government funding but have increased turnover by 64% to £387,000 in this financial year. We have managed costs to reduce the deficit by half and have been able to invest in the team and infrastructure necessary to support future growth and put WISE on a sustainable footing.

Contact the WISE office on 01274 724009 for a full set of published accounts.

And finally...

Thank you to all our members, sponsors and supporters for their continued dedication to the campaign. Without your passion and energy we would not be able to influence change and make a real difference for future generations of girls and women in STEM.

The WISE Team
01274 724009
info@wisecampaign.org.uk
wisecampaign.org.uk