New audiences...

WISE’s activities have connected us with new audiences this year, further increasing our impact and influence.

“Surely we can do better.”

John Hayes MP  Minister of State for Transport

New analysis published for the WISE Conference focused attention on the STEM education pipeline.

Only 7% of the girls who take STEM GCSEs will go on to qualify at Level 4 in a Core STEM area. This is drastically lower than the 24% of boys who will leave education with these qualifications.
Above: WISE Ten Steps signatory, Robert Arpe, signing on behalf of Ramboll UK Ltd.

Mar 2016 Ramboll UK Ltd became the latest signatory of the WISE Ten Steps. Directors, CEOs and Leaders from 60 companies have signed, committing to implementing this framework to retain, recruit and develop women in their industry.

“WISE delivered a thought-provoking session with our team to explore ways to remove bias from the resourcing process in order to appeal to a broader candidate pool. The advice given was practical and relevant and will help us shape a more inclusive approach from candidate attraction through to appointment.”

Maxine Wheldon  
HR Director, Balfour Beatty Major Projects

“Our business is responding positively following the implementation of the WISE Ten Steps model and I continue to influence and challenge perception of gender diversity in a male dominated industry through my work with our leadership group, women@BAM.”

Helen James  
Beyond Zero Advisor, BAM Nuttall

Individual Membership

2016  2017

3,235 new Individual Members – more than doubling the previous year’s total.

Growing our Membership

Individual membership of WISE is free for life for men and women at any stage of their STEM career. We provide free resources, events and networking to over 6,000 individual members and reach 16,000 with our monthly newsletter. WISE ended the year with 166 corporate members, a 38% increase on the year 2015-16.

WISE – where you are

WISE Hubs in Aberdeen, the West Midlands and the North East were launched this year. Led by volunteer WISE members they create even more opportunities to engage with WISE online and at in-person networks and events. Get involved!
WISE supported a network of women in energy groups to develop a joint response to the Government’s Industrial Strategy.

Women as a percentage of the following occupations:

<table>
<thead>
<tr>
<th>Year</th>
<th>Core STEM</th>
<th>Engineering Professional</th>
<th>Science Professional</th>
<th>SET Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>21%</td>
<td>12%</td>
<td>41%</td>
<td>8%</td>
</tr>
<tr>
<td>2016</td>
<td>27%</td>
<td>14%</td>
<td>41%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Working with the biggest single employer of scientists and engineers in the country offers WISE a new audience of healthcare scientists. In September 2016, four healthcare scientists started their Fellowships – giving them access to career development and mentoring, and offering opportunities for increased profile and development. The participants have found the Fellowship to be a rewarding and valuable experience, and one participant, Michelle Martin (left), has already been promoted. The second round of the Fellowship launched in March 2017.

“Almost halfway through the Fellowship I can certainly say it has been stimulating and I look forward to what further opportunities there are going forward!”

Sandra Chinyere
Clinical Service Manager, Neurophysiology, Ashford & St. Peter’s Hospitals NHS Foundation Trust

“This WISE course stood out for me as something really special, and has started me on a journey to develop my own leadership skills.”

Dr Kathryn Harris
Clinical Scientist, Microbiology, Great Ormond Street Hospital for Children, NHS Foundation Trust
Finding new audiences for People Like Me...

WISE People Like Me sessions have reached over 5,000 girls, with 700 individuals and over 1,200 STEM ambassadors trained to deliver the resource. Three new bespoke People Like Me packs were also launched for Onshore Oil and Gas, Network Rail and BAE Systems, with a further bespoke sector pack being commissioned for Construction.

“I’ve learned that it’s very important to keep my options open... and that I can combine many other subjects with science to find something I am passionate about doing in the future.”

Student attending a People Like Me workshop

Sharing knowledge and providing insight across the UK

WISE continues to share insights and best practice at free in-person Knowledge Sharing Events (KSEs), regional hub meetings, sector hub online networking sessions and the member’s area online. WISE had another first in January 2017 when we ran the first of our Webinars, allowing members from across the country to join a live KSE without having to travel. Over 100 members have now benefitted from this, including WISE University members who attended a specific group webinar focussed on supporting Athena Swan accreditation.

...and taking it online

WISE has also launched an initiative to take People Like Me online. With this, in collaboration with techUK, the trade body for tech employers in the UK, we’re aiming to reach 200,000 girls and train 7,000 ambassadors by 2020, and take the resource to a mainstream audience.

“Today, every organisation relies on technology to power their business and the war for STEM talent is real... we believe that the People Like Me Goes Digital programme will make a significant impact in increasing the number of girls in our sector.”

Sarah Atkinson
techUK board member and Vice President, CA Technologies

Above: WISE Knowledge Sharing Event at Mott MacDonald

Feb 2017 “The WISE KSE on Flexible Working was one of the best briefings I’ve attended on the subject. WISE brought together some very well-informed and enthused presenters with inspirational case studies. The networking that followed was also valuable and I will be following up with some of those present.”

Briony Wickenden
Head of Training & Development, Civil Engineering Contractors Association

Above: Students attending a People Like Me workshop

Above: WISE Knowledge Sharing Event at Mott MacDonald... and taking it online

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Training women UK-wide...

In collaboration with our partners, WISE has delivered numerous training courses across the UK to support our members to really make a difference. Individuals across the UK have had access to four **Returns’ Programmes**, two **Career Development Programmes** and a **Media Training Course**. We have also delivered **Unconscious Bias Training** and our new **Recruitment Workshops** to over 10 corporate members.

"The sessions... instilled confidence, self-belief and established a network of new working parents in the business."

**Attendee – Returns’ Programme**

"This is the first training course I have done in the University that really impacted on my behaviour."

**Attendee – Career Development Programme**

"Excellent – so useful, and the only course ever where I haven’t been bored once during the day."

**Attendee – Media Training Course**

.. & reaching out to men

Men are a new critical audience for WISE as it is vital to engage them to embed gender balance within their businesses and their teams.

**May 2016** First ‘Men of Action’ members Knowledge Sharing Event webinar held.

**Nov 2016** The **WISE Man Award** was introduced to highlight the importance of men championing women in the STEM sector. This new category attracted the third highest number of nominations at the 2016 WISE Awards.

.. celebrating a new audience for WISE in Wales...

**Mar 2017**

The first WISE event to be hosted by a national parliament – The Senedd, National Assembly for Wales, in Cardiff – tackled head-on the lack of women in STEM in the presence of HRH The Princess Royal and Julie James, Minister for Skills and Science.

The **WISE Celebration of Talented Women in Wales** brought together ministers, academics, business leaders and schools who are backing the Welsh Government commissioned report to address STEM skills shortages by getting more women and girls into science, technology and engineering. A Q&A session was chaired by Professor Julie Williams, Chief Scientific Adviser for Wales.

Anticipated plans include gender balanced policies from classroom to boardroom, encouraging a flexible working policy and training in gender inclusive teaching methods across Wales. The event was attended by 250+ delegates and directly resulted in two new educational and one new corporate member of WISE.

"I am so proud to be involved with an organisation that holds its own beliefs and which are very similar to my own."

**Tom Jones**

Formerly Vice President of Amec Foster Wheeler and winner of the WISE Man Award 2016
Engaging with new audiences online

### Website visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>140,000</td>
</tr>
<tr>
<td>2017</td>
<td>158,332</td>
</tr>
</tbody>
</table>

Over 158,000 unique visitors over the year, a 13% increase on the 2016 figure of 140,000.

### Job adverts

<table>
<thead>
<tr>
<th>Year</th>
<th>Job Ads</th>
<th>Income from Jobs Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>434</td>
<td>50% increase</td>
</tr>
</tbody>
</table>

434 job ads posted to the WISE site in the year, more than doubling the previous year’s total and representing a 50% increase in income generated from jobs ads for the campaign.

### WISE News

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>16,400</td>
</tr>
</tbody>
</table>

Subscribers to our online newsletter up by 17%.

### Twitter followers (@thewisecampaign)

<table>
<thead>
<tr>
<th>Year</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>16k</td>
</tr>
<tr>
<td>2017</td>
<td>21.7k</td>
</tr>
</tbody>
</table>

Follower numbers on Twitter up almost 36% on the previous year.

### Best month for unique visitors

November 2016, with 19,200 users contributing to 65,000 page views as the 2016 WISE Conference and WISE Awards got underway.

### #WISEConference2016

<table>
<thead>
<tr>
<th>Accounts Reached</th>
<th>Impressions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>446,138</td>
<td>1,516,663</td>
</tr>
</tbody>
</table>

### #WISEAwards2016

<table>
<thead>
<tr>
<th>Accounts Reached</th>
<th>Impressions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>185,636</td>
<td>256,411</td>
</tr>
</tbody>
</table>

### #STEMWales

<table>
<thead>
<tr>
<th>Accounts Reached</th>
<th>Impressions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>703,266</td>
<td>2,462,679</td>
</tr>
</tbody>
</table>

*An impression is when a tweet features on a particular account’s stream but received no interaction.

Ranked 5th in the UK for trending topics on the day.
Nov 2016  The WISE Conference has gone from strength to strength, attracting a diverse audience of people wanting to move the dial on gender balance in STEM. Attendees included women at all stages of their careers in science, technology and engineering, men who want to play their part in building a more diverse workforce, education and training providers, managers, HR/diversity and inclusion professionals, professional bodies and policy makers. John Hayes MP, Minister of State for Transport spoke at the WISE Conference, demonstrating WISE’s connection with a policy-making audience.

Speaker Sharon James, Head of Global R&D at RB argued for engagement at a younger age and shared ‘four myths that need constant managing’.

Wiseguy SMART: Myth: Bias no longer exists
Wiseguy SMART: Myth: Stereotypes don’t have an impact
Wiseguy SMART: Myth: Girls have to sink or swim
Wiseguy SMART: Myth: What I say doesn’t matter

Nov 2016  The WISE Awards have continued to be a glittering success, with record numbers of nominations this year and over 450 people in attendance for the Awards dinner.

“I still have my head in the clouds over this award! The evening was absolutely amazing and I am so proud of the award.”

Professor Hilary Lappin-Scott
Senior Pro-Vice Chancellor, Swansea University - Winner of the 2016 WISE Hero Award

Above: WISE members from the RAF attending the WISE Awards.

“I felt lucky to be at such an inspiring occasion, recognising the fantastic contributions being made by so many brilliant women working in science, technology and education today.”

Alex Chisholm
Permanent Secretary for the Department for Business, Energy and Industrial Strategy (BEIS)
Rising stars on the WISE Young Women’s Board

Jan 2017  We welcomed seven new WISE Young Women’s Board (WYWB) Members and a new Chair this year, Sian Cleaver, Mission Systems Engineer at Airbus. So far the WYWB have attended events, spoken as role models, written blogs and started debates on social media from their unique perspective as young, ambitious women working in STEM. The board includes apprentices, engineers, physicists, IT analysts and content scientists.

“As a board member, I hope to inspire young people to be passionate about STEM and empower women with a career in the sector.”

Juliette Ryan
Content Scientist, Sparx

Above: New WISE Young Women’s Board Chair, Sian Cleaver (top left); and new faces (clockwise from top centre): Lauren Gracey; Susie Jutsum; Lilian Knight; Sarah Malkin; Frida Nzaba; Narmeen Rehman and Juliette Ryan.

New member joins WISE Board

Mar 2017  WISE ended the year with a staff team of 14 working from its office in Leeds and home-based around the UK. We also welcomed Jo Hannaford (pictured right) Partner at Goldman Sachs, to the WISE Board.

“The commitment WISE pledges to women in STEM is inspiring and through enabling more women with opportunities WISE is levelling the playing field more so than ever before.”

Jo Hannaford
Partner, Engineering Division, Goldman Sachs

Above: The Leeds College of Building is home to the WISE main office.

“This is a key appointment for WISE as technology becomes increasingly important across all sectors.”

Helen Wollaston
Chief Executive, WISE Campaign
Finances

We grew turnover by 35% whilst keeping costs under control, putting an additional £100k on the bottom line compared to just £8k the previous year. The major growth in revenue has come from Awards and events, membership and recruitment advertising.

A strong financial position opens up opportunities to make a bigger difference to our social purpose – gender balance in science, technology, engineering and mathematics (STEM).

For a full set of published accounts please contact the WISE office on 0113 222 6072.