An institutional approach to Taking gender out of the equation

Jackie Galbraith, Vice Principal, Ayrshire College
What I aim to cover

- A glance at the challenges we face
- How Ayrshire College is tackling gender imbalance
- Examples of what we’ve included in our Gender Action Plan
- A short history lesson
- What we’ve learned
Bad numbers

- Only 9% of UK’s engineering workforce is female
- Lowest percentage of engineering professionals in Europe
- Proportion of young women studying STEM subjects at school, college and university remains stubbornly low
- Women make up fewer than 4% of engineering apprentices
- I started my computing career in 1986 and have seen the proportion of women in the sector decline since then - there are fewer women in computing now than in the 1970s!
Ayrshire College approach is built on the 5 themes of the Gender Action Plan:

- Infrastructure
- Raising Awareness
- Influencing the Influencers
- Encouraging Applications
- Supporting Success

Taking gender out of the equation
Infrastructure – Strategic integration

- Equality, inclusion and diversity underpins our strategic documents, plans and drivers
  - Outcome Agreement, Strategic Plan, DYW, Learning & Teaching Strategy, Employer Engagement Strategy, Gender Action Plan
  - Community Planning Partnership goal of tackling inequality
  - Developing the Young Workforce regional group
- Foundations for success –
  - Commitment, passion, belief
  - Partnership and collaboration
  - Marathon, not a sprint
- Leading from the top with gender balance at every level

Taking gender out of the equation
<table>
<thead>
<tr>
<th>Role</th>
<th>Male:Female</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Board of Management</td>
<td>9:7</td>
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<td>Executive Management Team</td>
<td>5:1</td>
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<td>Senior Management Team</td>
<td>6:6</td>
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<td>Heads of Service/Curriculum</td>
<td>6:7</td>
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<td>Service/Curriculum Managers</td>
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Taking gender out of the equation
Taking gender out of the equation

Infrastructure – Staff development

- Mandatory Equality and Diversity training for all staff
- Partnership with Equate Scotland to deliver Unconscious Bias training to staff and Student Association
- Leading from the top with gender balance at every level
- Integrated into curriculum and service teams’ self evaluation process
- Recruitment and selection processes
Infrastructure – Resources

» Gender Steering Group led by vice principal
» Equality, diversity and inclusion embedded in core functions, teams and roles, eg
  o Developing the Young Workforce, Marketing and curriculum teams
» Financial and resources support for the Student Association to promote equality and diversity
» Strategic partnerships with employers, industry bodies like SCDI and national agencies, eg
  o Skills Development Scotland equalities pipeline project to map out activity across the region
  o Skills Development Scotland’s Equality Challenge funding to promote female engineering apprentices

Taking gender out of the equation
Raising Awareness

- Women into STEM
  - #ThisAyrshireGirlCan
  - #WhatIActuallyDo
  - Girls into STEM workshops for schools
  - Girls-only CoderDojo clubs

- Men into health, social care and childcare
  - #ThisManCares

- Men into hair, beauty and complementary therapies
  - Man in the Mirror

- Annual calendar of awareness raising social media campaigns -
  - March – Scottish Apprenticeship Week
  - April - Girls in ICT Day
  - June - National Women in Engineering Day
  - October - Ada Lovelace Day

Taking gender out of the equation

[Image of a group of girls and a man smiling]
Initiated by Ayrshire College Student Association
College-wide campaign to promote STEM subjects to females
Fully supported strategically at all campuses and at all levels of the organisation
Integrated into broader college equalities strategy
Raising Awareness – This Man Cares

- Taster events to attract men into care, health and early education professions
- Social media and blog campaign featuring male students

Find out more about men making a career in health, social care and early years. Find out more about courses, join in practical taster sessions, and hear talks from former students.

Calum McFadzean, Social Care
Paul McGuffie, Early Education

Taking gender out of the equation
Raising Awareness – Girls into STEM events

- Workshops throughout the year with primary and secondary pupils
- Girls-only computer coding clubs for 7 to 17 year olds
- STEM Ambassadors working with teachers

Encouraging more women into STEM

Our Campaigns and Events which encourage more females into STEM subjects

Watch our #WhatIActuallyDo videos on youtube or read about our #ThisAyrshireGirlCan event with First Minister, Nicola Sturgeon.

Ayrshire College has put a lot of time, effort and resources into promoting STEM subjects to females. We're beginning to see an increased awareness from school leavers about college and career opportunities.

Taking gender out of the equation
We have a problem with history ...

- The history of STEM has pretty much been just as it says on the tin – his\text{istory}!
- Until recently, it has been difficult to see the contributions and place of women in STEM
- Staking women’s claim in STEM by telling and celebrating her\text{istory}
Knowing about herstory in the past

Taking gender out of the equation
Knowing about herstory in the past

Taking gender out of the equation
Knowing about herstory in the past

Taking gender out of the equation
Celebrating herstory in the present
Celebrating herstory in the present

Raising the profile of our female engineering apprentices

JUNE 22, 2016 / AYRSHIRE COLLEGE / EDIT

Ayrshire College supports over 800 apprentices each year, mainly in the STEM sectors of engineering, automotive and construction. **National Women in Engineering Day** is on Thursday 23 June with a theme of raising profiles. In this blog post we highlight some of our female engineering apprentices.

Raising the profiles of women in traditionally male-dominated occupations is very important in helping young girls imagine themselves in those roles. The following film captures how, early on in their education, children already define career opportunities as male and female.

Probably the best way for young women to decide if a career in engineering is the right one for them is to hear from other young women who have made that choice and are building careers in the sector. Click on the photos below to meet some of our science, technology, engineering and construction students.

Taking gender out of the equation
Celebrating herstory in the present

Taking gender out of the equation
Celebrating her story in the present

"Taking gender out of the equation"
Creating herstory for the future

Jen is our champion!
AUGUST 10, 2016 / MARTIN CURRIE / LEAVE A COMMENT / EDIT

HNC Mechanical Engineering student Jennifer Wilson was recently appointed as the Interconnect Scotland Student Champion for Ayrshire College.

Interconnect Scotland is a network for women studying science, engineering, technology (STEM) and the built environment across Scotland. It encourages students to set up their own networks at their college or university.

Interconnect Student Champions are ambassadors for STEM within their college or university, and promote Interconnect activities locally.

Taking gender out of the equation
Influencing the Influencers

- Parents via our DYW and Marketing teams
- Teachers and Careers Advisers via our DYW and Marketing teams
- Lecturers
- Employers through our MYBOB strategy, DYWA regional group, partnerships with ACoC, LAs, our Employer Skills Forums and sector groups like the Ayrshire Engineering Alliance
- Current students
- STEM Ambassador programme
Partnership with STEMNET to train HNC level students as STEM Ambassadors who will receive training from STEMNET and the College to engage with all primary and secondary schools in Ayrshire to:

- Support projects like South Ayrshire Council’s primary engineering challenge
- Engage with pupils in broad general education to share their own progression journeys and potential careers in STEM subjects

Particular focus on providing female role models to:

- Address barriers that girls perceive in choosing STEM subjects in the senior phase of school and
- Demonstrate the exciting pathways that are open to women in areas such as computing and engineering

Taking gender out of the equation
Encouraging Applications

- **Recruitment**
  - Working with schools
  - Equality Challenge Unit *Encouraging Diversity* project

- **Marketing**
  - Regular, sustained social media campaigns
  - Blog case studies
  - Video case studies
  - Positive PR in regional press
  - Challenging stereotypes through images, website audit

- **Course packaging**
  - Reviewing course descriptors in 2016-17
  - Foundation Apprenticeships

- Considering positive action for 2017-18

*Taking gender out of the equation*
Gender Balance Pilot Project

- To address the gender imbalance in subject choices in the senior phase of secondary school
- Working with guidance staff in secondary schools to run Personal and Social Development lessons for S1 to S6 pupils with high quality open discussion on gender and progression pathways
- By taking action at an early stage we aim to have a positive impact on the gender imbalance evident in recruitment to college courses, for example in engineering, computing and care

Skills Maps

- Creating Skills Maps with local authorities and schools for use in the broad general education that will:
  - Tackle perceived barriers and stereotypes that influence subject and career choices
  - Visualise for pupils how their skills and interests are relevant to progression pathways in STEM

Taking gender out of the equation
Aimed at improving gender balance in STEM apprenticeships
- Day-in-the-life videos
- Apprentice interviews
- Employer interviews
- Blogs, toolkits and extensive social media campaign
- Promoted through a series of events

Positive, solution oriented
- Easily identifiable role models
- Realistic
- Support from major employers in Ayrshire
- Sustained strategy

Meet some of our STEM Ambassadors in our #WhatIActuallyDo films on YouTube [https://www.youtube.com/playlist?list=PLUVXqS_S-92li8isnJYNM8C7Z-IrwO9d6](https://www.youtube.com/playlist?list=PLUVXqS_S-92li8isnJYNM8C7Z-IrwO9d6)
Supporting Success

- Creating gender inclusive learning and teaching approaches and environments
- Enhancing the student experience by
  - Linking female STEM students across all college campuses with each other and with employers through Ayrshire Connects
  - Connecting Ayrshire female STEM students through Interconnect Scotland with students in other colleges and universities
- Showcasing examples, eg
  - Interconnect Student Champion – Jennifer Wilson, HNC Mechanical Engineering
  - Apprentice Abbie Robb - finalist in Interconnect Female STEM Student of the Year
Supporting Success – Ayrshire Connects

- Ayrshire-wide female STEM and construction student network
- Connecting female students across the College with each other, with students in other educational institutions and with female industry leaders
- 120 school and college students, educators and employers took part in the launch on 13 June 2016 by Sarah Murray, NASA Assistant Division Chief for Space Walks!

Find out more at [http://www1.ayrshire.ac.uk/students/ayrshire-connects/](http://www1.ayrshire.ac.uk/students/ayrshire-connects/)
It’s not rocket science but …

- It’s hard and there are no quick fixes
- It’s about engendering change in the established order of things
- Can’t be a passing fad – needs resources to sustain effort and affect change
- Shouldn’t be an add-on - needs to be built into values and culture
- Not ‘nice or good to do’ - but ‘must do’
- Will only work if we harness commitment from all those with a stake – parents, schools, local authorities, employers
- It’s about men and women
- Capitalise on the increased focus on gender, and make full use of available resources and innovative approaches
- Know and tackle our unconscious biases and assumptions about what does or doesn’t work
- Influence what we can’t control - and act on what we can
Rocket girls

- From the 1940s, despite gender and racial segregation, these rocket girls reached for the stars ... and made it!
- The obstacles we face today are different, but our aspirations for girls and young women should be as high, if not higher.
- Our mission needs to be that the Gender Action Plan is more than one small step for woman and man!

Taking gender out of the equation
Link and share

- Website - www.ayrshire.ac.uk
  - Girls into STEM  http://www1.ayrshire.ac.uk/event-folder/girls-into-stem/
  - This Man Cares   http://www1.ayrshire.ac.uk/event-folder/this-man-cares/
  - Ayrshire Connects http://www1.ayrshire.ac.uk/students/ayrshire-connects/
- Blog - https://ayrshirecollegeblog.wordpress.com/
- Twitter, LinkedIn, Facebook, Instagram and YouTube

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