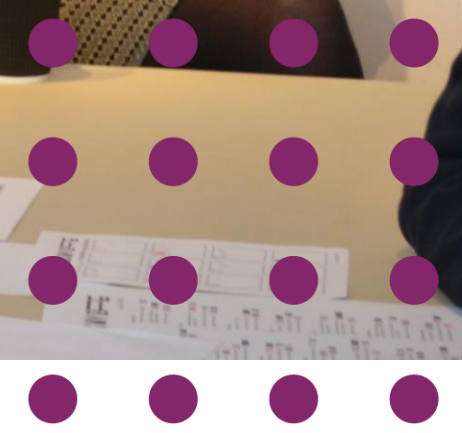




Engaging Girls in Pursuing STEM Careers: The Importance of Role Models



WISE and the Young Professionals' Board

WISE enables and energises people in business, industry and education to increase the participation, contribution and success of women in science, technology, engineering and mathematics (STEM). For more details on what WISE does go to: <https://www.wisecampaign.org.uk/about-us>

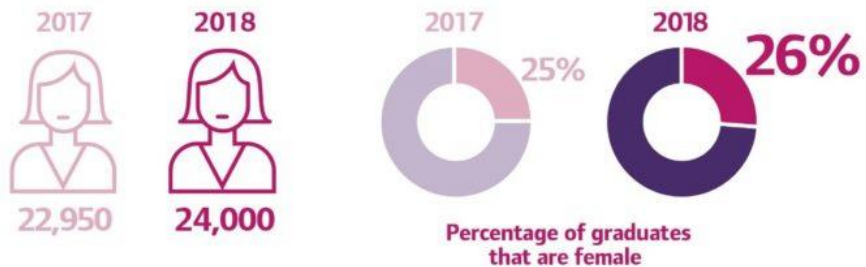
WISE is a not for profit community interest company (CIC) led by a Board of non-Executive Directors. Details of the WISE Board can be found at: <https://www.wisecampaign.org.uk/wise-board/>

WISE has a Young Professionals' Board of women and men working in STEM aged under 30. They are successful role models in their industries and a great asset to informing WISE strategy and providing insight. Details can be found at: <https://www.wisecampaign.org.uk/young-professionals-board/>

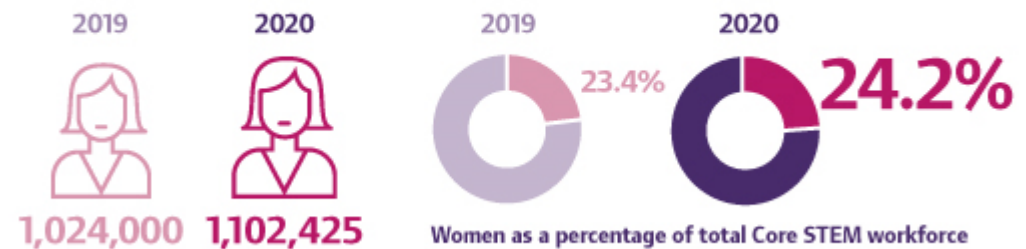
The Importance of Role Models

- 16% of STEM companies listed on the FTSE 100 have $\geq 33\%$ of the boards as women (*WISE Research, 2019*)
- Social science tells us that girls are more likely to create and articulate their self-identity using adjectives.
- 41% of girls with role models report an interest in STEM subjects, compared to 26% of girls without a role model.

Core STEM subjects



Women in Core STEM Occupations 2019 - 2020



My Skills My Life

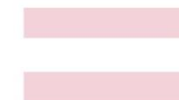
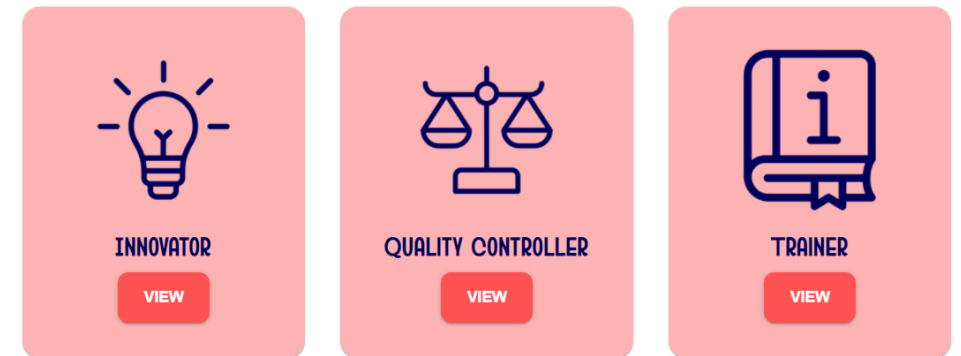
- My Skills My Life is unique as a careers tool in that it doesn't just showcase STEM careers but focuses on fantastic people who are working in STEM.
- Research-based, My Skills My Life uses role models and personality traits to help girls identify with their STEM-identity.
- The resource can be used flexibly and tailored to your needs by using the paper resource, online tool, inviting role models or using our role model profiles.
- Currently over 1000 registered role models on the site.
- Training for role models is free, and available [online](#).

<https://www.wisecampaign.org.uk/how-to-get-involved/my-skills-my-life/>



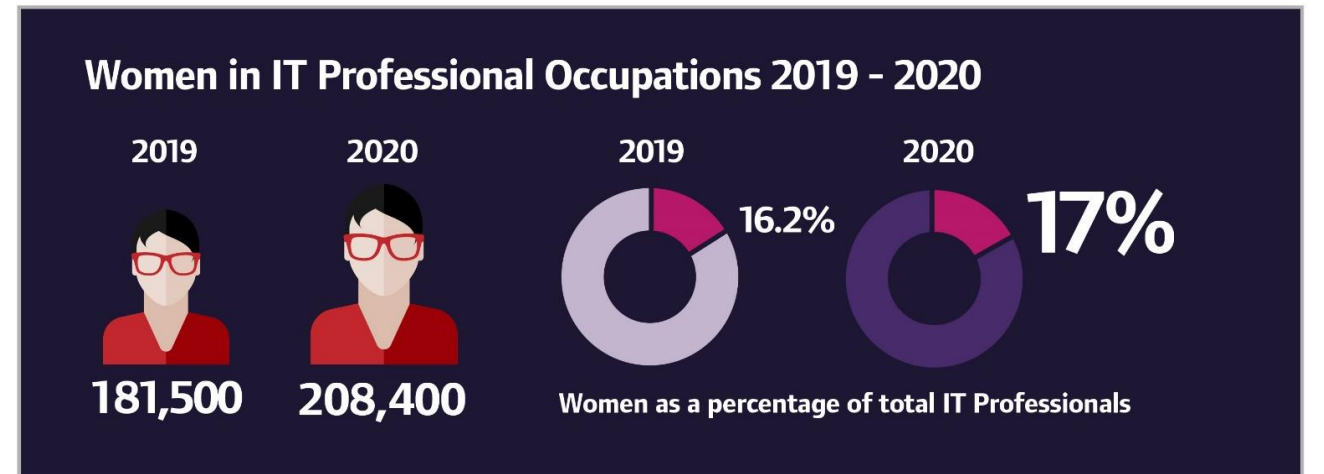
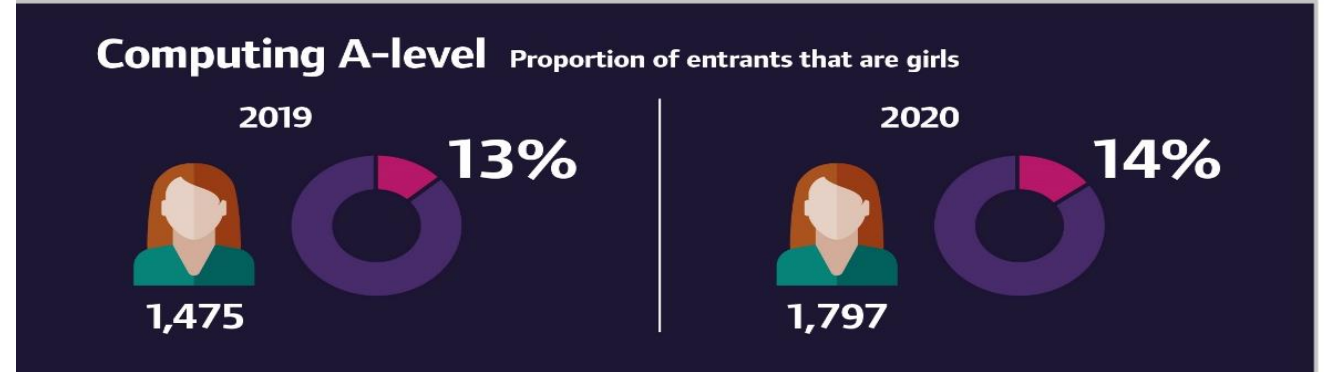
FANTASTIC! YOU HAVE MATCHED WITH PERSONALITY TYPES!

You are a mixture of all of these. Why not look through them all and find out what each of these means? You can then find out where people with the same personality types, people like you, are happy and successful working.



Gender Balance in Computing

- Research by the University of Roehampton and the Royal Society recently found that only 20% of computing candidates for GCSE and 10% for A level Computer Science students were girls.
- Women working within Technology/Computing to registered as role models and have run sessions in over 50 primary schools across England since September 2021.
- Research project in partnership with STEM Learning, Raspberry Pi Foundation, Behavioral Insights Team, BCS - The Chartered Institute for IT, Apps for Good



WISE Young Professionals' Board Projects

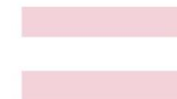
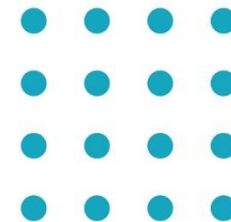
#WISEWomen

- Championing minority women in STEM via a 9 month social media campaign
- Created profiles around them and their careers
- Reached thousands of people across the UK and beyond



Tara Binns

- Worked in partnership with Harper Collins Big Cat publishing house
- Provide role model case studies for their children's book series, which go out into schools across the UK



Top Tips

1. Improve the visibility of role models, virtually and physically
2. Remember that role models positively impact people of all ages
3. Promote a diverse set of role models

LinkedIn: [WISE Young Professionals' Board](#), [WISE](#)

Twitter: [@wise_ypb](#), [@thewisecampaign](#)

Instagram: [@wise_campaign](#)

Website: www.wisecampaign.org.uk