

Tackling the female pipeline for STEM industries

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INSPIRED WORK

Whilst the focus is on driving gender diversity at senior levels, the challenge for some is also at the entry level. There is a perception challenge, particularly in attracting women and girls to careers in STEM industries; the priority now for many organisations is to build the pipeline of talent from the ground up.

At BAE Systems, we have made great progress against our gender targets (30% women graduates and 20% women apprentices by 2020) by implementing a broad range of gender diversity initiatives to get more women and girls interested in careers in engineering, for example, offering engineering taster days and "Girls in Engineering" events.

Working with the Royal Air Force and the Royal Navy, we are delivering a programme of 'theatre in education' roadshows to inspire young people aged 9-13 about the exciting world of STEM. The interactive sessions use physics and maths in a fun and memorable way using real life examples to bring the curriculum to life. Visiting at least 420 schools and covering over 100,000 students the roadshow's mainly female presenters effectively reach out to girls in the audience challenging their perceptions of STEM subjects and careers in engineering.

"Thoroughly enjoyable for all students. Particularly thought it was important that the team mentioned girls can and do have STEM careers. It will have certainly raised aspirations in STEM".

Our Lady's Catholic Primary School, Birmingham

"Promotes girls in engineering/technology which is a huge issue nationwide and within the local area. The pupils loved the technology and were really entertained by a well presented fast moving show which we will recommend and want to see again!"

Winterton Community Academy, Lincolnshire

Hampton-Alexander Review

FTSE Women Leaders

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