

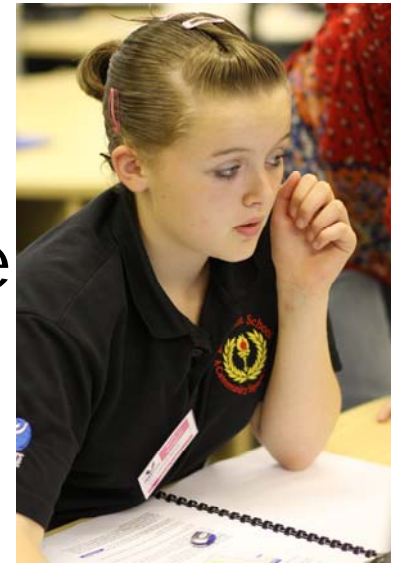


Girls & Gadgets

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Introduction

- A lack of girls and women in computing
- The situation worsening
- The need to engage girls in computing to create a 'pipeline' into careers.



Background to Girls & Gadgets

- As an educator in computing we experience a gender imbalance
- Numbers of applicants reducing in general
- Girls and women potentially represent 50% of our market, but percentage applying is reducing

Background to Girls & Gadgets

- Aim to influence girls perceptions
- Events aimed at engaging girls in computing subjects
- Events that complement existing initiatives



Girls & Gadgets Subject Events

- Aims
 - Engage girls in computing in a meaningful and exciting way
 - Encourage girls to see computing as an option for them





Girls & Gadgets Subject Events

- Day long events
- Hands-on experience
 - Meaningful context for the girls
- Role Models throughout the day

Girls & Gadgets Conference

- Scheduled for December 2008
- Aimed at 200 delegates
- Presentations and Workshops
- Motivational speakers from industry to provide role models



Girls & Gadgets Conference

- A more flexible event
 - Demonstrating the diversity of opportunities
- Reach a greater number of girls
- Provide a professional conference experience



Research

- A missed opportunity with the first event
- Will be carried out at the conference.
- Both girls and teachers



Partnerships

- Computer Club for Girls
- Animex International Festival of Animation and Games



Planning, Scheduling & Resourcing

- Scheduling
 - To meet schools needs
 - For access to resources
- Limitations on numbers
 - What can reasonably be achieved in a single year
 - Geographical area
 - Funding

Conclusions

- Continue to run events and build on experience
- Aim for a network of events and people that can reach a wider audience
- Aim to get girls into the 'pipeline' and provide the resources and activities to help them progress through to a career



