



Girls get EX.I.T.Ed by IT

Helena Pugsley

IT Service Manager, IBM Software Group

Encouraging girls into technology...

- A worldwide challenge!
- Why?

Researchers analysed data from more than 276,000 children in 40 countries who took the 2003 Organisation for Economic Cooperation and Development Programme for International Student Assessment (Pisa) - the internationally standardised test of maths, reading, science and problem-solving ability.

Globally, boys tend to outperform girls in maths (on average girls score 10.5 points lower than boys) but in more "gender equal societies" such as Iceland, Sweden and Norway, girls scored as well as boys or better.

(Research led by Prof Paola Sapienza of Northwestern University in the US and published in the journal Science)



So why are girls turned off?

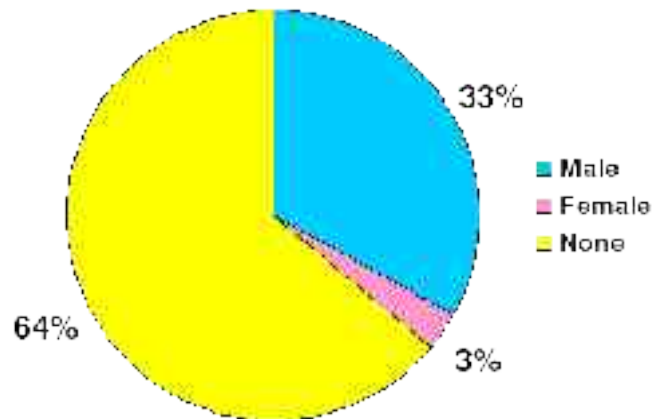
"ICT class is really boring."

"I don't want to be stuck in front of a computer all day."



"It's all geeky boys!"

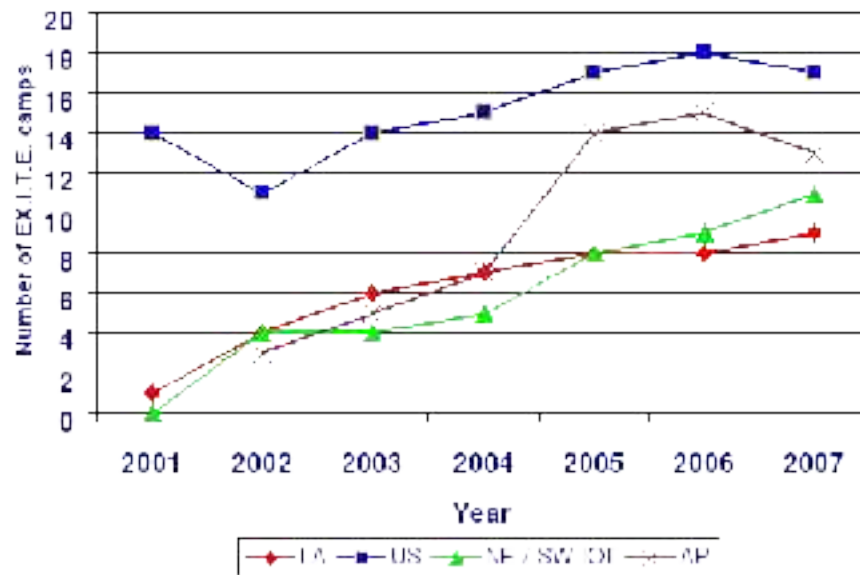
Percentage of family members in science, technology or engineering professions



IBM's Women in Technology (WIT) Programme

- IBM established Women in Technology in 1997 with objectives to:
 - Support and encourage girls to pursue college and careers in science, technology, engineering, and maths
- 118 Chapters Globally
- Programmes reaching girls through school and university ages.
 - Key focus on age 12-14

EX.I.T.E. Camp Growth by Geography



Within the UK...

- Specifically for girls...



- + other one off events
- Plus lots many other programmes for schools, teachers, community partners etc.

How do we reach the girls?

- Learn the fun way
- Mentor them through key periods



Design Frenzy



"I couldn't believe how the girls had developed in the short time I knew them. I am sure that they could have sold ice to Eskimos !!"

IBM Host



"The way they were talking to other IBMers about their products was truly amazing! They had total belief and conviction and would have convinced even the DTi that their products were worth investing in!"

IBM Host



"Some of the girls were grilling a few IBMers about their jobs and if they could develop their prototype products for them at a fraction of the cost. It was truly great to see such enthusiasm."

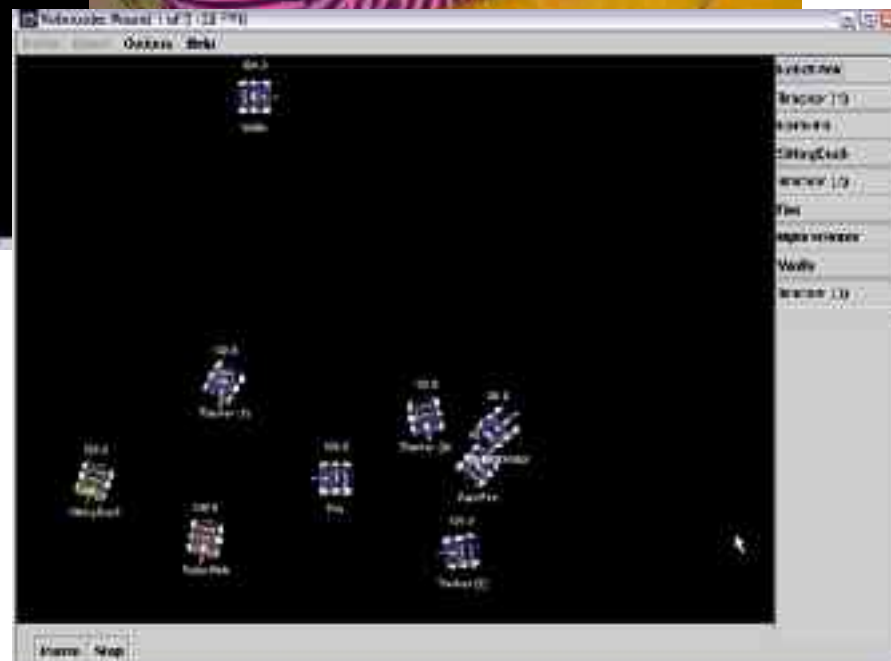
IBM Host

Robocode



"I really enjoyed today, and I hope to do something similar soon. I now know a lot more about IBM, and everything that goes on there. I also know that there is more to playing video games than just playing them... they involve lots of different electronics, and a lot of work has been put into making them."

Student



Game Tomorrow



"It helped me realise how many jobs there are in the IT industry, not just using computers, but designing and thinking of new ideas."

Student

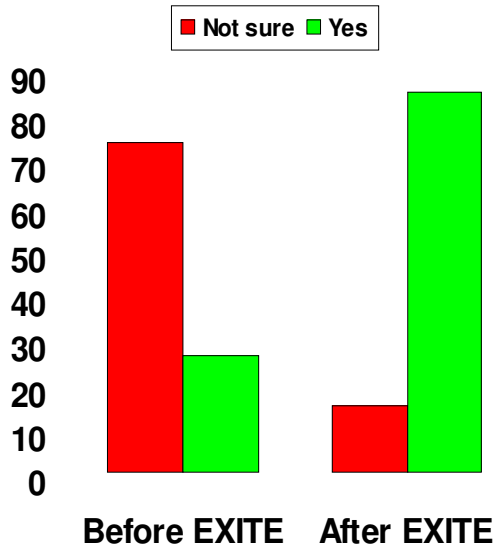
In summary...

- Help them to learn the fun way
- Be a role model and mentor them through key periods

"Thank you. I wouldn't have thought about doing anything good with computers before."
Student

"I really enjoyed today! It was a million times better than an ordinary science lesson."
Student

Percentage of girls who are interested in careers in technology and engineering



"The event seemed extremely well organised and managed to fit useful learning round a fun topic."
Teacher

"I liked meeting people and hearing about what they did. It gave me lots of new ideas."
Student

YOU can make a difference!

