

# GET MORE WOMEN INTO YOUR INDUSTRY!

Using industrial visits to inspire young women to enter your industry

“ I learnt that there is more to construction than meets the eye. Women can also do these jobs. ”

Young woman on a site visit

## WHAT YOU CAN DO:

### Aim

Organise an industrial visit for young women to encourage them to think about careers in Science, Engineering, Technology and the Built Environment.

### Before the visit

- ▶ Encourage applications from young women.
- ▶ Include an activity that is interesting and fun (not just a tour).
- ▶ Specifically involve female students in activities. In mixed groups, male students are often naturally more willing to take the lead on technical and practical activities.
- ▶ Select positive and inspiring tour guides and role models.
- ▶ Remove any negative images of women, for example, screensavers, calendars.

### During the visit

- ▶ Use the opportunity to inform and impress potential employees.
- ▶ Use young role models as well as women and black & minority ethnic (BME) employees and showcase diversity in the people conducting the tour.
- ▶ Use the opportunity to communicate if you have women and BME individuals on the board or at senior management level.
- ▶ Adapt your language for the visit; try not to use acronyms and jargon.
- ▶ Deliver the information in digestible, bitesize chunks.
- ▶ Involve young women in an interactive way.

### After the visit

- ▶ Get feedback on the visit, be specific and check what the students liked and disliked most.
- ▶ Use the information from the school and students to plan your next activity.

### Sample Programme

- ▶ Briefing on Health & Safety.
- ▶ Company history and overview of the sector.
- ▶ Role model presentations.
- ▶ Site tour.
- ▶ Company structure.
- ▶ Hands on activity, e.g. CAD design.
- ▶ Career opportunities within the company and industry.
- ▶ Question and answer session.
- ▶ Evaluation and feedback.

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For more detailed advice about organising inspirational industrial visits, please contact:

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