

National Women in Engineering Day Overview

Background

National Women in Engineering Day has been set up by the Women's Engineering Society (WES) to celebrate its 95th anniversary. On 23 June 2014 WES wants to focus attention on the great opportunities for women in engineering, at a time when it has never been more important to address the engineering skills shortage. By encouraging girls into engineering careers we will not only be increasing diversity and inclusion – a business imperative – but enabling us to fill the substantial future job opportunities that have been predicted in this sector.

The idea behind National Women in Engineering Day is to encourage all groups (Governmental, educational, corporate, Professional Engineering Institutions, individuals and other organisations) to organise their own events in support of the day, and link them together for maximum impact through the use of the NWED logo, corresponding website, and supporting resources.

We suggest organisers get as much publicity for their events as possible, to get 'engineering' and 'girls' (or women!) into the same sentence as often as possible, and to start to raise the profile of an engineering career as a great choice, with an exciting future, and amazing opportunities.

Target Groups:

- Government
- Educational
- Corporate
- Professional Engineering Institutions
- Other organisations in the Sector
- Individuals
- Press



Mechanism of Engagement

WES and partner organisations will cascade NWED information as widely as possible to the target groups, and encourage groups to organise their own events, with the support of some resources and ideas from WES.

WES will list events, supporters, links, logos, feedback and evaluations, and compile press coverage as much as possible, in order to gain a measure of impact.

Resource Pack

- Overview of NWED with aims, mechanisms of engagement and content of resource pack
- NWED – How to Get Involved
- Draft press release
- Stickers – 'I took part in NWED', 'I met a woman engineer', #nwed2014, 'Girls Can't What?'
- Contacts to find a woman engineer: STEMNET, WES, WISE, Professional Engineering Institutions, Inspiring the Future, Hersay, local contacts
- Links to downloadable resources for activities and profiles
- Details of Magnificent Women (and Their Flying Machines) Outreach Activity
- Evaluation Form
- Event Write-up and Summary Templates to collate as case studies
- Details of Flagship Event at IMechE on 23 June 2014: Women in Engineering
- Background information on WES
- Downloadable logos

For further information contact Dawn Bonfield at WES on office@wes.org.uk or 01438 765506

www.wes.org.uk/nwed