THINK AGAIN

# The Code check-in report

## 2023-24

TOMORROW'S ENGINEERS CODE

# Summary

When asked how likely it is that they would **recommend joining The Code to a friend or colleague**, Signatories on average gave a **score of 8** (on a scale of 0-10).

Across 10 areas that the Code aims to support with, on average, **Signatories reported improvements on 6 of the different aspects including:**

- **76%** agree or strongly agree that being a member of the Code improved the way their organisation **understands how its activities relate to other STEM outreach activities,** up from 70% last year.

- And **61%** agree or strongly agree that The Code has improved how they **collaborate with other organisations involved in STEM outreach,** in line with last year.

For the four pledges, where comparison is possible, there was a reported increase in activities Signatories have done to meet the pledges since last year. This includes areas which have been historically lower such as **collecting feedback, evaluating impact** of STEM outreach and **sharing learnings from evaluation findings**.

# Summary

Looking forward, Signatories have told us that they would like support with engaging underrepresented groups and evaluation, greater collaboration and evidence sharing and accessing funding and resources to support engagement.

The Code team will therefore use these findings to…

- Continue to support Signatories with resources, webinars and Tomorrow's Engineers Live content, with particular focus on engaging underrepresented groups and evaluation
- Make Signatories aware of funding opportunities and resources which could support their outreach work
- Provide more opportunities for Signatories to collaborate and share about their work

We are currently exploring how we might build and expand our offer so the community can collaborate more, better improve their practice and have more opportunities to share their work. We will be launching these plans later in 2024/25 and will be speaking with members of the Code community in the development process.

**Please encourage others to join our thriving Code community. Together we can increase the number and diversity of young people entering engineering and technology careers.**

# What is the Code check-in?

**The Code check-in is an annual tool capturing insights into how successfully we, as a Code community of Signatories (launched in October 2020), are working towards meeting the 4 Pledges and what support is needed to improve our collective efforts to inspire a diverse engineering workforce.**

The aim of the check-in is to understand:

- What are Signatories' views of the Code? What do they perceive as the impact of being a member?
- What have Signatories done to embed the four Code pledges in the last year?
- What are Signatories' plans for the coming 12 months?
- What additional support do Signatories feel they need in meeting the pledges?

This is the third year of the Code check-in. This year's Code Check-in took place between March and April 2024, the same time as 2023.

# Who participated in the 2024 Check-in?

| Respondent profile | | Number of respondents | % of Total responses |
|---|---|---|---|
| Organisation Type | Company | 47 | 46% |
| | STEM outreach | 25 | 24% |
| | Professional Engineering Institution | 10 | 10% |
| | Higher Education Institution | 8 | 8% |
| | Charity | 7 | 7% |
| | Statutory[2] | 4 | 4% |
| | Further Education Institution | 1 | 1% |
| | Other | 1 | 1% |
| Company Size | SME | 15 | 32% |
| | Large | 32 | 68% |
| Length of time as signatory | Up to 6 months | 7 | 7% |
| | 6 to 12 months | 11 | 11% |
| | 1 to 2 years | 34 | 33% |
| | 2 to 3 years | 23 | 22% |
| | Over 3 years | 28 | 27% |
| Total Responses | | 103 | |

**The Check-in findings here are based on:**

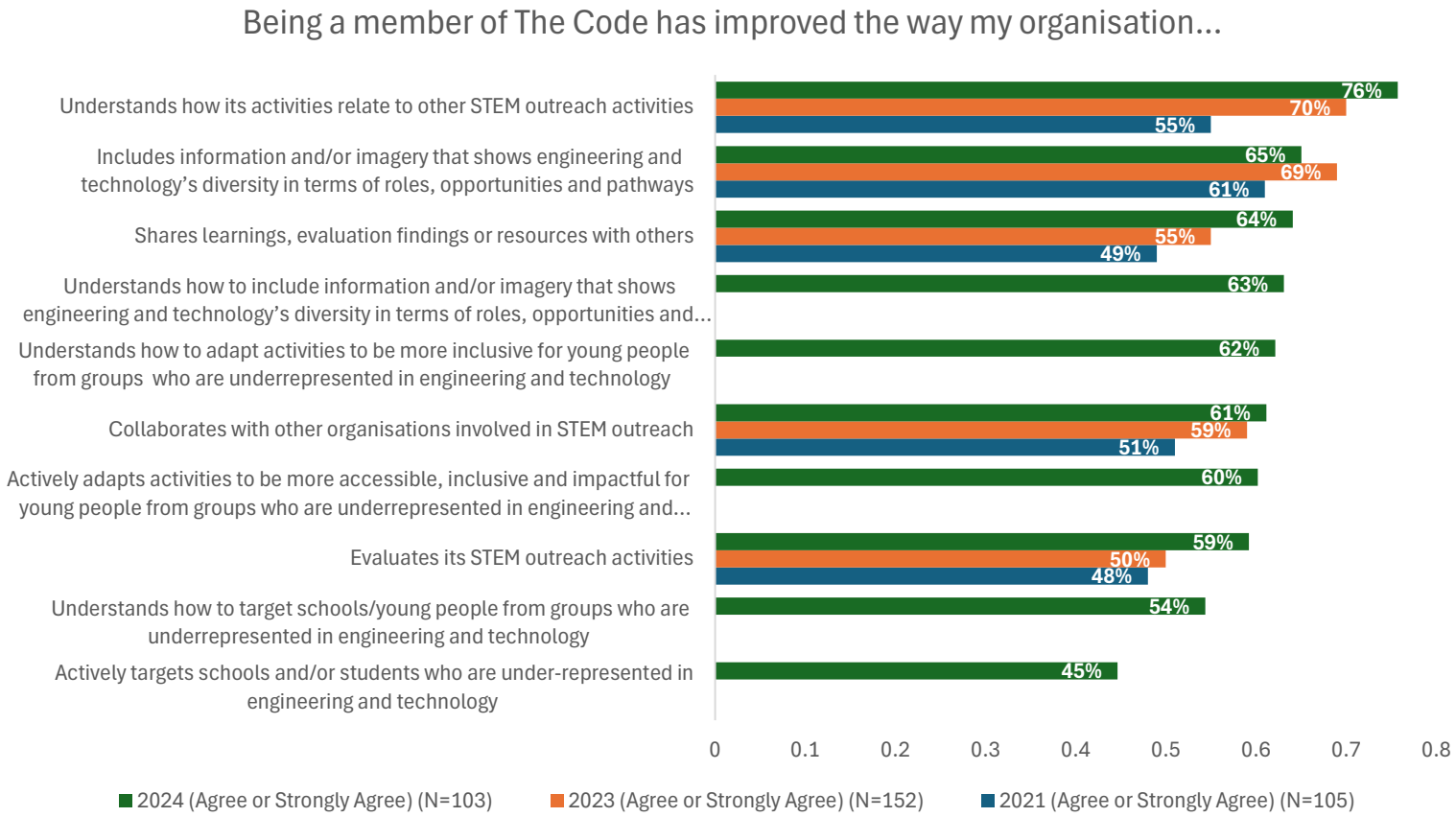
- 103 responses out of 238 Signatories [1] (43% response rate)
- Data collected between March and April 2024.
- Signatories were invited to take part by The Code team, with reminders sent during the fieldwork.

[1] Number of Signatories as of January 2024
[2] Refers to government departments

# Impact of being a Code member

## Respondents are broadly positive about the impact of being a Code member

- **76%** of respondents agree or strongly agree that being a member of The Code improved the way they understand how **their activities relate to other STEM outreach activities;** this is an increase from 55% in 2021 and 70% in 2023.
- Encouragingly, the positive responses relating to evaluation have increased. The proportion of respondents indicating that being a member of The Code has improved the way their organisation **evaluates its STEM outreach activities** has increased to 59%, from 50% in 2023 and 48% in 2021. And improves how their organisation **Shares learnings, evaluation findings or resources with others** is now **64%**, this has increased from 49% in the first check-in.
- Many of the measures have changed to reflect The Code's new KPIs, making comparison to previous years difficult, however it will allow for more robust comparisons going forward.



# Net Promoter Score

- The Net Promoter Score (NPS) is a method widely used to evaluate whether users would recommend a product or service.  It is calculated based on responses, in this case, to the question:

    - ‘How likely is it that you would recommend joining The Code to a friend or colleague?’ (0 = extremely unlikely; 10 = extremely likely)

- The total NPS score is calculated by subtracting the percentage of detractors from the percentage of promoters (**% Promoters** - **% Detractors** = **Net Promoter Score (+-100)**)

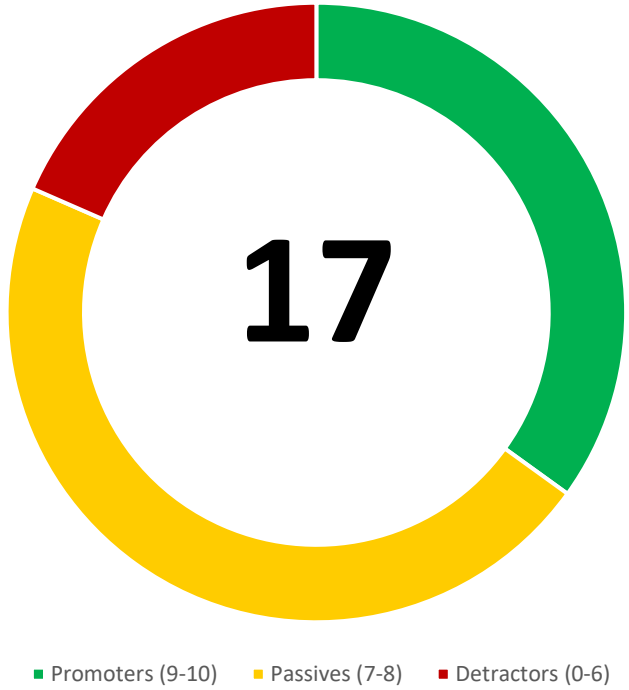
    - **Detractors** are those who gave a response **between 0 and 6**
    - **Promoters** are those who gave a response of **9-10**
    - **Passives** are those who gave a response of **7-8**

- An NPS score can range from -100 to 100. A score above 0 is considered 'good'.

# Net Promoter Score

**The Net Promoter Score for The Code is 17**

- Promoters (response 9 to 10) = 35%
- Passives (response 7 to 8) = 47%
- Detractors (response 0 to 6) = 18%




**Just over one third of Signatories are Code promoters and would recommend joining to their friends or colleagues.**

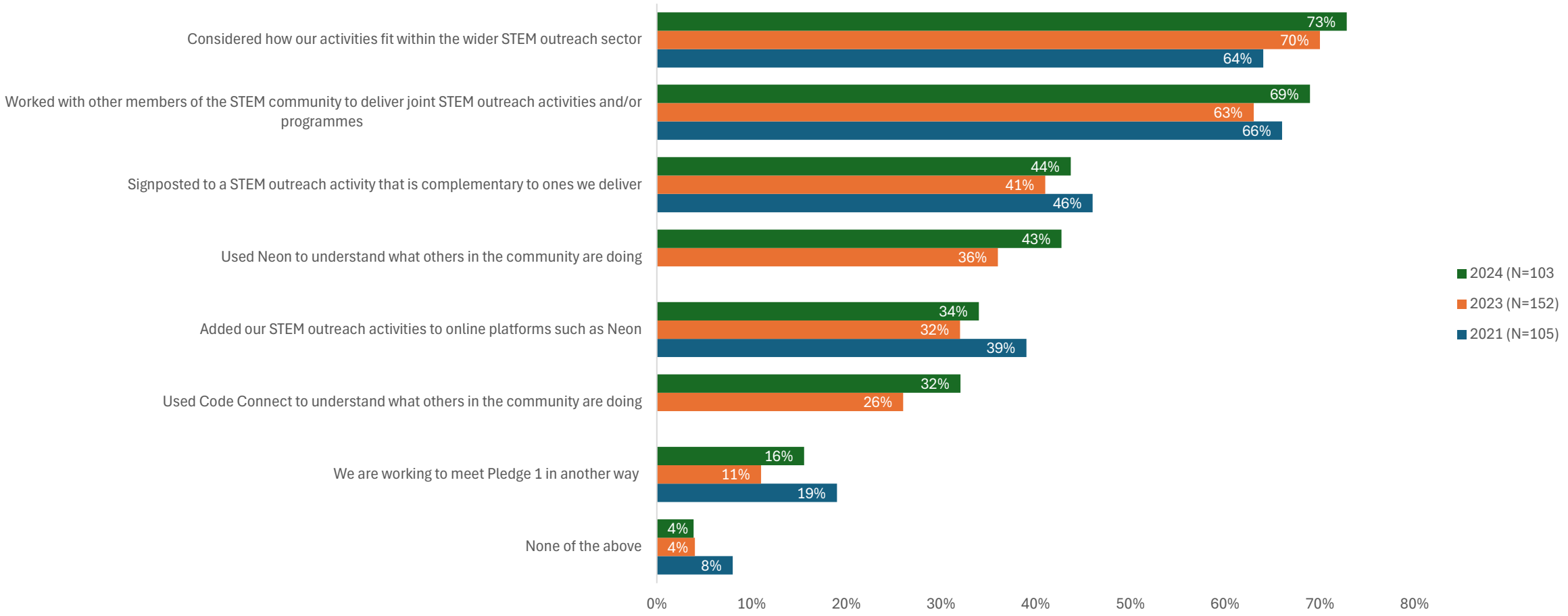
**17 is considered a 'Good' NPS Score as it is above 0**

The **mean response** out of 10 was **8**.

There were no significant differences in responses by length of time as Signatories, organisation size, or whether respondents were from companies or STEM outreach organisations.

# Pledge 1: Inspiring connection

**In the last 12 months, has your organisation done any of the following towards meeting Pledge 1?**




Note: 'Added our STEM outreach activities to online platforms such as Neon' was previously worded differently and in 2023 and 2021 included reference to Skill Development Scotland's Marketplace

# Pledge 1: The next 12 months

**What would Signatories like to achieve over the coming year toward ensuring their 'programmes contribute to a sustained and rich STEM journey for all young people' (Pledge 1)?**

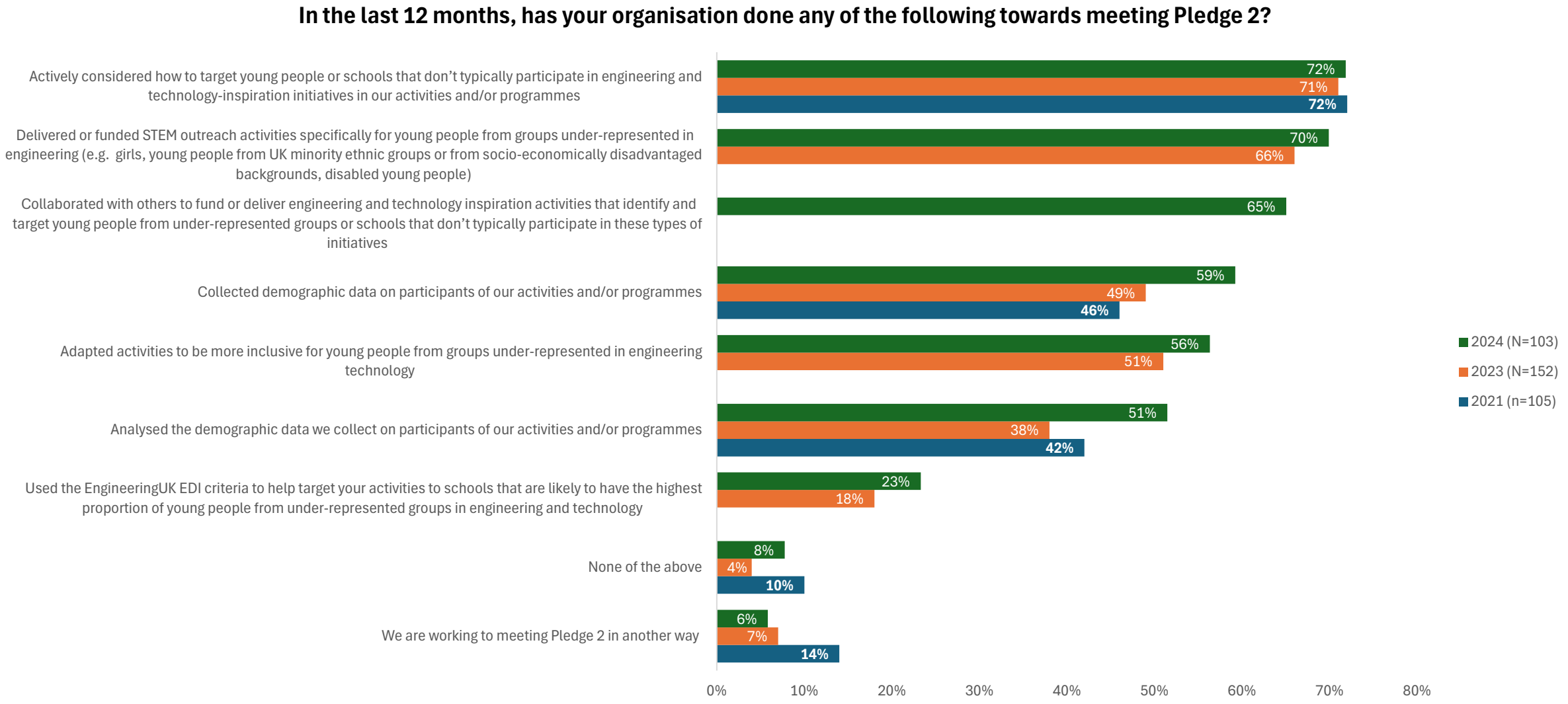
Common themes include:

- To embed learning from being a member of The Code into their practice
- Signposting other outreach activities that are complementary
- Increase the quantity of programmes offered
- Strengthen and increase school partnerships
- Increase their reach
- Collaborate more with other organisations providing engineering outreach
- Use Code Connect more to establish connections with other organisations

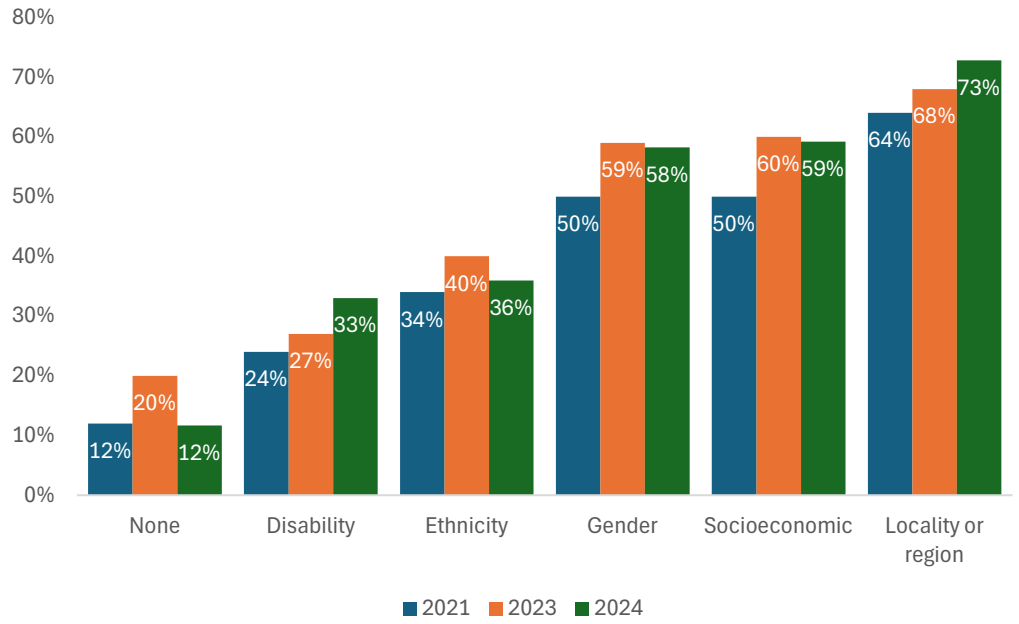
*"Our organisation aims to make significant progress in ensuring that our programmes contribute to a lasting and fulfilling STEM journey for all young individuals. To achieve this, we will prioritise the promotion and facilitation of various activities offered by different providers to schools, parents, and young people."*

*"Use Code Connect to understand what others in the community are doing and connect on more joint STEM activities."*

# Pledge 2: Driving inclusion



# Pledge 2: Driving inclusion




Q. In the last 12 months, has your organisation actively targeted young people or schools based on any of the following characteristics? (n=103)

**97% of Signatories reported targeting young people or schools based on various characteristics.**

- 73% of Signatories target their STEM outreach based on locality or region.
- High proportions of Respondents also reported targeting schools or young people by gender (58%) and by socioeconomic background, such as by looking at free school meal eligibility and/or low areas of household income or parental education (59%)
- Fewer reported targeting young people or schools by ethnicity (36%), and this has slightly dropped since the last check.
- The proportion of respondents who indicated they targeted young people or schools by disability is 33%, this has increased since the last checks at 27% and 24%.

# Pledge 2: The next 12 months

**What would Signatories like to achieve over the coming year toward 'ensuring all young people have opportunities to engage in engineering-inspiration activities so that nobody is left behind' (Pledge 2)?**

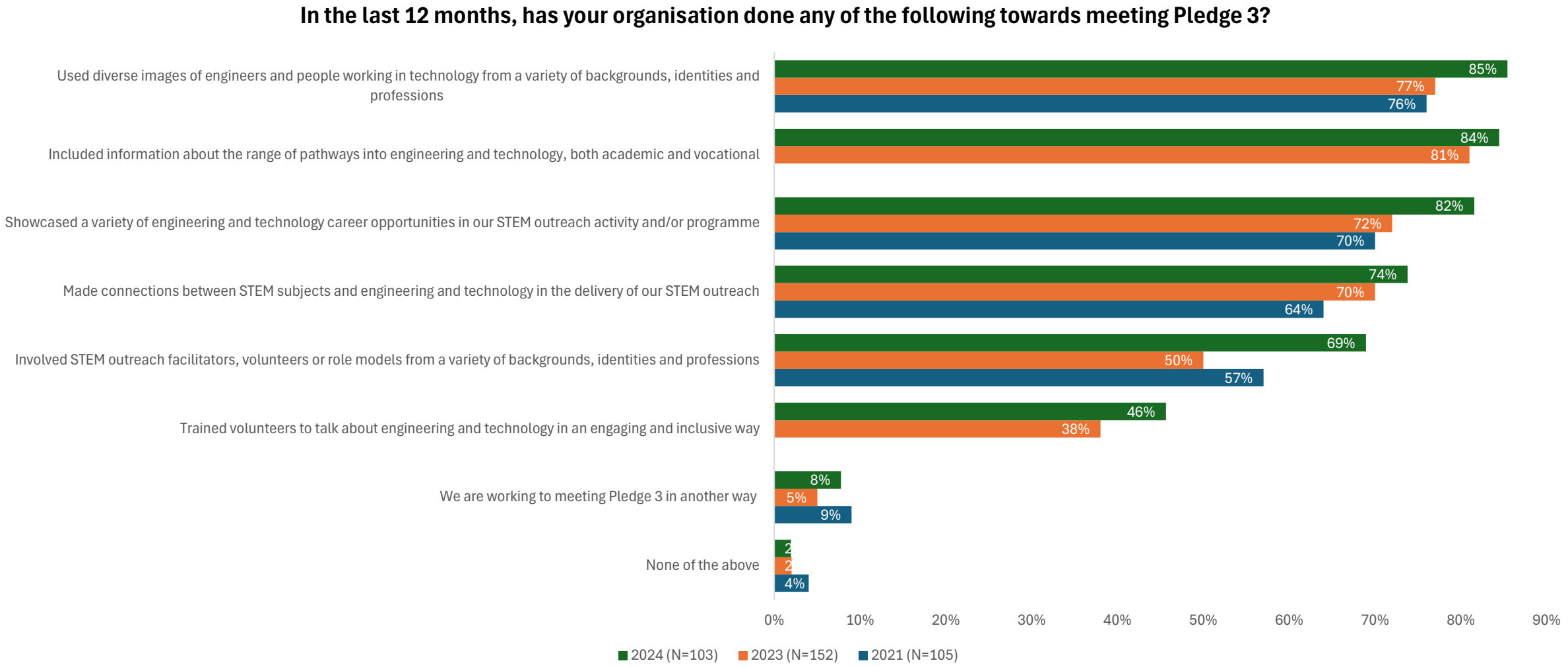
*"We were not previously aware of the EngineeringUK EDI criteria. Having looked at this, we feel that this will be really valuable in both identifying target schools, but also in simply classifying the schools we already work with. We will work to implement tracking against this criteria for all of our school engagements. "*

*"Ensuring that we are enabling social mobility through the delivery of all of our national schools programmes by capturing data so we can see the reach and impact of STEM engagement. Being more inclusive so we are actively working with SEN schools, ensuring our activities are inclusive to all."*

Common themes include:

- Increase activities to widen reach to underrepresented groups
- Ensure that targeting of young people from diverse backgrounds is embedded
- Work with other organisations to improve outreach to underrepresented groups e.g. by locality
- Use evaluation and learnings from programmes to widen impact for underrepresented groups
- Make better use of The Code and EngineeringUK resources, including EDI criteria to improve targeting
- Focus more on improving the opportunities for young people with SEND

# Pledge 3: Showcasing engineering



# Pledge 3: The next 12 months

**What would Signatories like to achieve over the coming year toward 'promoting a positive, compelling, and authentic view of engineering and showcasing the breadth of opportunities' (Pledge 3)?**

Common themes include:

- To encourage volunteering opportunities for new entrants to their organisations, to highlight Engineering and Technology career opportunities to young people.
- Participate in more outreach events, like careers fairs
- Create more resources which appeal to young people such as videos, social media and podcasts etc
- Continue to support employee volunteering opportunities
- Ensure they are using diverse range of engineers when talking to young people

*'Continue recruiting STEAM ambassadors from all backgrounds to show pupils that **they can achieve any career they put their minds to**."*

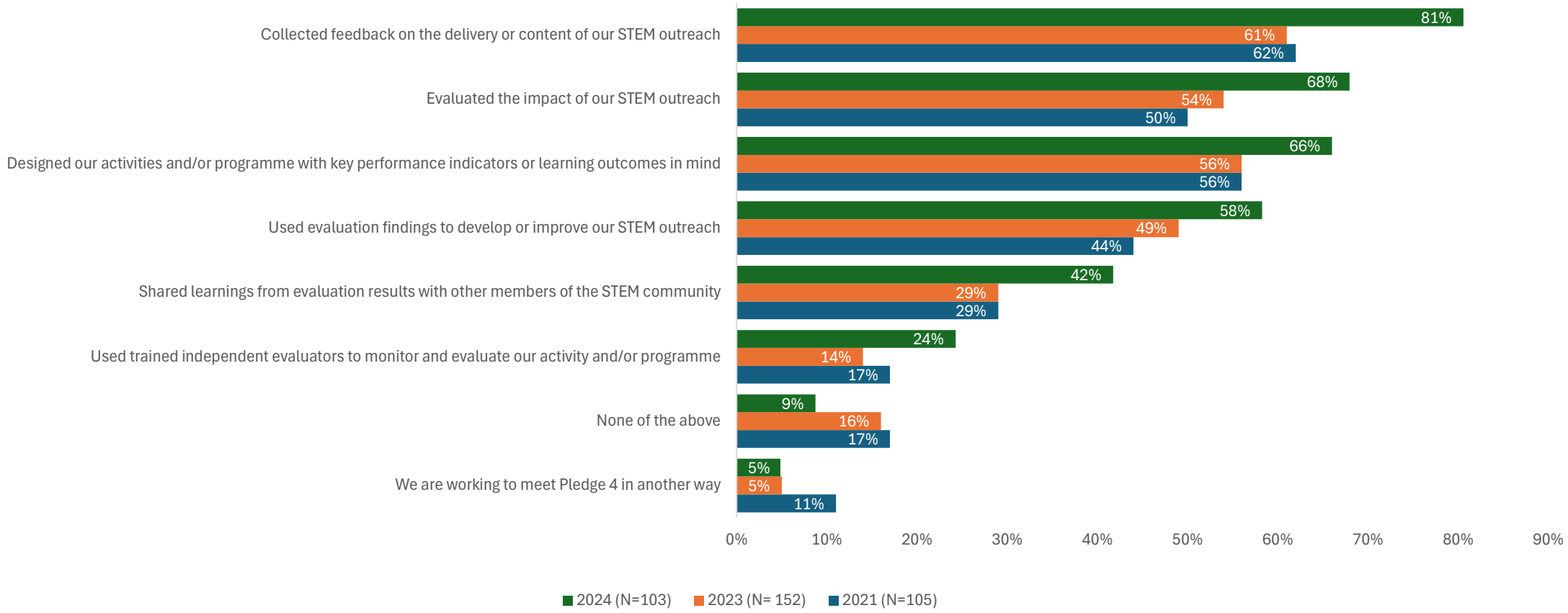
*'Creating more videos showcasing engineering and technology and using individuals from a wide range of backgrounds and role models.'*

*'We are developing the capacity of our newest entrants into the business to look at how they can inspire others younger than themselves, with high quality resources and training'*

*'We will continue to promote a range of volunteering opportunities to our employees which focus on STEM for all including mentoring, stem activity facilitation, careers and employability support. Our Early Careers community will continue to get extra volunteering hours to allow them to reach more young people."*

# Pledge 4: Improving impact

**In the last 12 months, has your organisation done any of the following towards meeting Pledge 4?**



# Pledge 4: The next 12 months

**What would Signatories like to achieve over the coming year toward 'improving monitoring and evaluation of programmes and activities to develop a shared understanding of what works' (Pledge 4)?**

*"Collecting feedback from volunteers and engaging them more to help us **improve the way we deliver outreach, improve content**."*

*"We are working to improve the impact evaluation of our activities so that we can show impact rather than usage statistics for our outreach programmes. We are investigating joint partners with other organisations to maximise the impact of their programmes and ours."*

*"We have embedded an evaluation framework using EngineeringUK as best practice. We're continuously monitoring these evaluations and taking feedback onboard to further develop our existing programmes and offerings ."*

*"Where possible, we would be looking to better develop our existing activities with the measurement of impact built into them, to enable us to develop a better understanding of **what works**, so we can **drive continuous improvement in our activities**."*

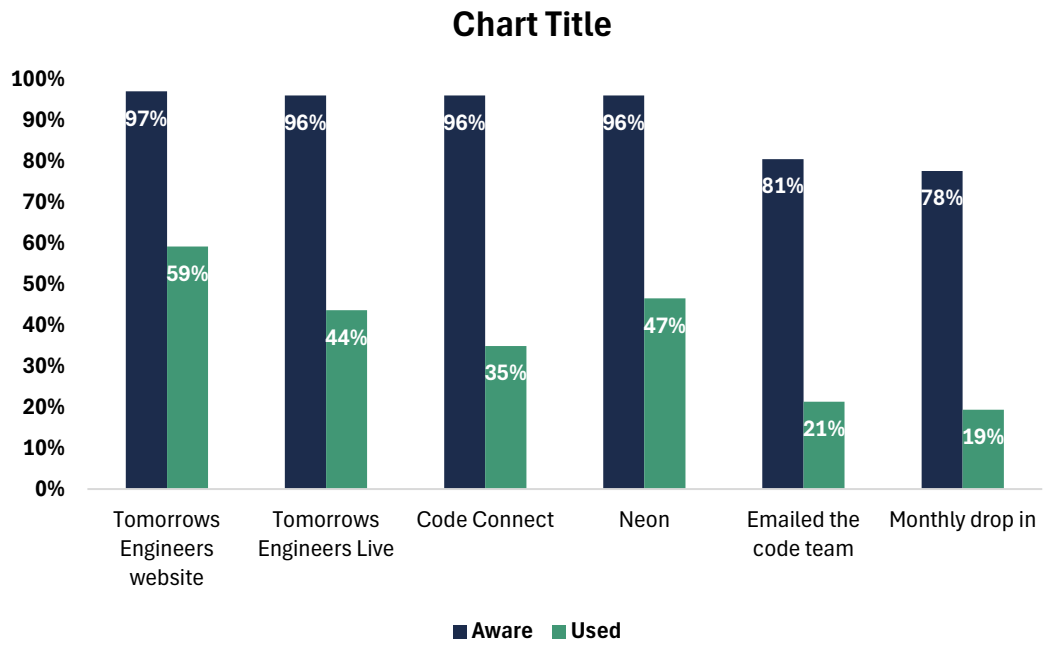
Common themes include:

- Improve and innovate evaluation
- Introduce pre and post evaluation
- Use evidence of impact to influence future developments
- Share learnings with the community
- Work with The Code community and EngineeringUK to support the development of evaluation

# Awareness and use of Code elements

**Respondents were asked about which elements of The Code respondents were aware of had used in the past 12 months.**

- Encouragingly, awareness was high of the different elements of The Code. Nearly all respondents were aware of the TE website, TE Live, Code Connect and Neon.
- Awareness of the monthly drop ins was high, as was the ability to email The Code team, but not as high as other elements.
- Although usage is low for monthly drop ins, awareness is relatively high.
- Over half of respondents (59%) had used the Tomorrow's Engineers website.
- Over a third (35%) of respondents had used Code Connect in the past 12 months.



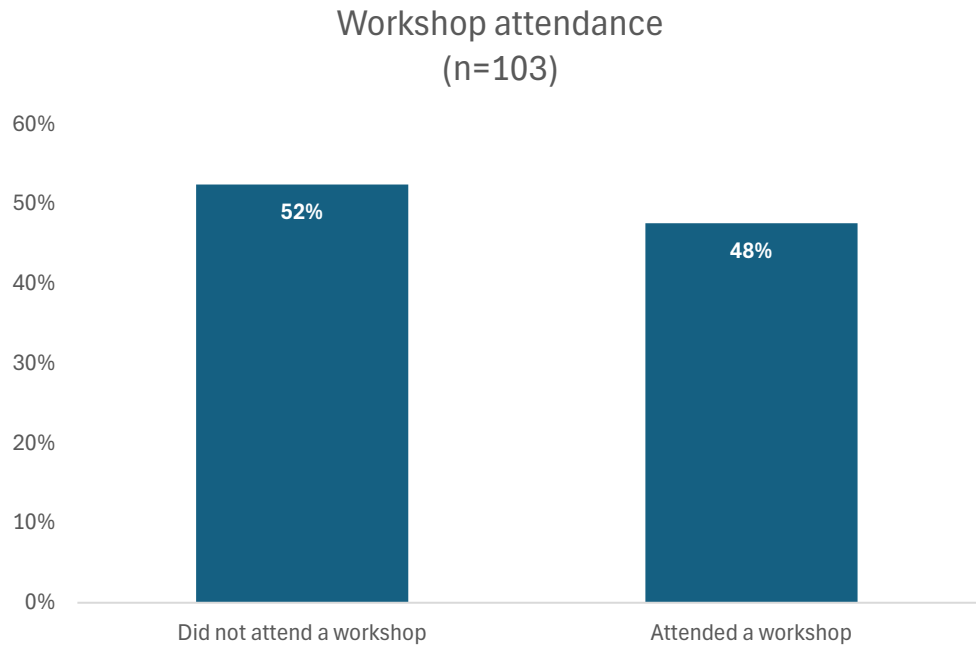
# Workshop attendance

Just under half (48%) of respondents attended a workshop that was hosted by The Code. Those that indicated they had attended were asked to give their insights on how to improve them, some insights offered include:

- Many of the respondents said they found the workshops they attended useful.
- Many of the respondents made reference to making the recordings available as being helpful.
- Some common points raised by respondents included making it more interactive. '***have the workshops as more engaging workshops rather than just webinars***'

From respondents who did not attend a workshop, some common points were raised:

- Availability to attend
- Awareness, many indicated they could not recall receiving the invitations.

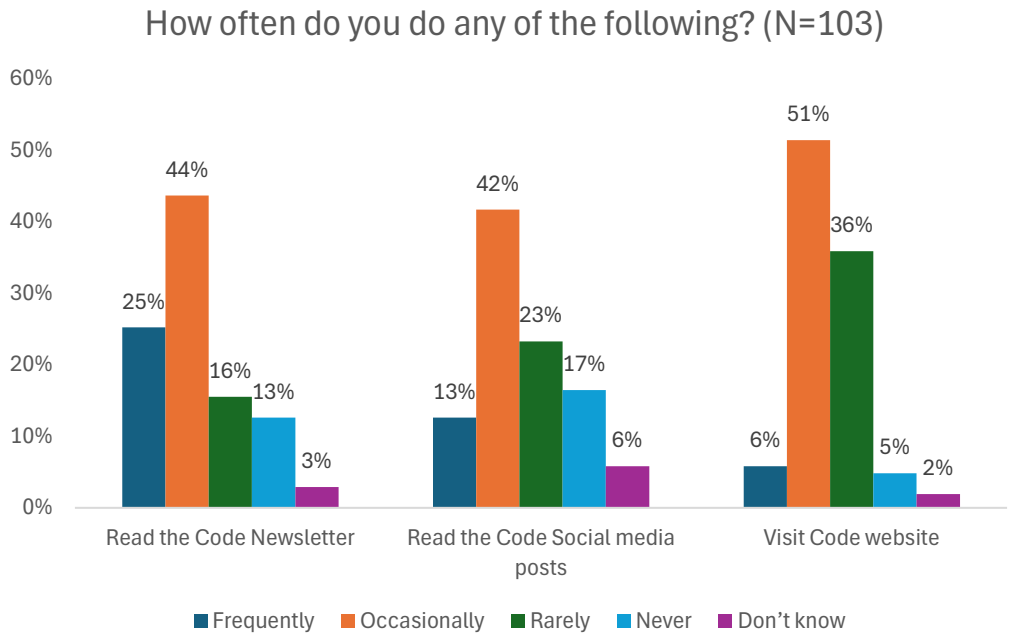



Q. 'Have you attended one of our online workshops??' (Use; n=103).

# Engagement with Code Communications

Respondents reported how frequently they engaged with different Code Communications including reading the regular monthly newsletter, reading social media (LinkedIn and X) and visiting The Code website.

- Encouragingly the majority of Code Signatories engage with Code communication in some capacity, with only 3% of respondents selecting “Never” for all three options.
- The Code newsletter is the most frequently engaged with, with a quarter of respondents (25%) stating they regularly read it. This is perhaps unsurprising as it is the most targeted method of communication.
- Most respondents indicated they occasionally engage with Code communications.
- More respondents indicated they rarely visit (36%) The Code website then regularly visit (6%).
- This is also the case with The Code social media where more respondents rarely (23%) read the posts than regularly (13%).
- Respondents indicated they felt the newsletter could be improved by showcasing more work by Signatories and using it to highlight the what’s happening in STEM outreach.



# What further support do Signatories need?

| Collaboration | Information | Tools & resources | Examples | Internal challenges |
|---|---|---|---|---|
| *"Regular drop-in type sessions with break out rooms for Signatories to discuss their programmes and activities and best practice sharing ideas."*<br><br>*"Meeting more STEM orgs that want to collaborate."* | *"Signatories to share their career pathway information and content again to share best practice and generate ideas."*<br><br>*"Development of STEM activities and descriptions of STEM careers, communicated in a way that includes all. There's some good research on this - explaining why we do what we do (which can be inspiring) rather than what we do (which can be dull)"*<br><br>*"Continuing news and information on initiatives, events and opportunities"* | *"Webinar on the resources linked to the demographics information, where to find them, how to use them and some best practice examples of successes."*<br><br>*"We still work in too much isolation. We work on a certain part of the TE ToC supporting Science Capital. A map/some examples of what others in the sector are doing would be useful. Who is working in what areas?"*<br><br>*'More training at workshops, more usable template resources for activities, a better awareness of what is already available.'* | *"I attended as a panellist on an impact webinar which was a great experience, the content shared by the other presenters was practical and had an element of showing what organisations can do to start defining and shaping their impact reports. Not to forget that one interaction can change a young person's life, it is not always about the numbers... "* | *"As previously indicated we need to think about how we integrate resources available via The Code into our own business processes and web site."*<br><br>*"As a team, we don't have a dedicated monitoring and evaluation department. This makes measuring impact of our programmes difficult at times due to capacity within the team. With this in mind, a template or framework to monitor and evaluate"* |

# Support over the next 12 months

When asked for topics that Signatories would like to see covered in support, the following came up:

- Greater support on engaging with underrepresented groups (Gender, ethnicity, SEND and socioeconomic background)
- Support around evaluation and impact
- Greater collaboration and sharing of evidence between Code Signatories
- How to access more funding and resources to support engagement

When asked about the best method for providing support, **63%** indicated **Online Workshops or Webinars.**

**Over half (57%)** indicated **Tomorrow's Engineers resources**

**Just under a half (46%)** indicated in person events

**Over a third** of respondents would like to receive this support in the form **of Peer learning groups (39%),** and **41%** selected **emails.**

# What the Code community think it should collectively do

**Overall, Signatories want The Code community to work more collaboratively in the next 12 months so community members can learn about each other's work.**

Some areas that Code members felt they could do more collectively to drive greater impact include:

- To share best practice, some areas highlighted were around evaluation
- Greater collaboration on outreach, funding, evaluation and impact
- Meet and connect more regularly to share best practice through working groups
- To support each other regionally
- To get a better understanding of what is happening in the outreach sector, particularly around what works and what doesn't.

# Summary and next steps

| Pledge 1 Finding | Next steps for The Code |
| --- | --- |
| • Going forward Signatories would like to increase the reach and quantity of programmes they offer and build and strengthen partnerships with schools.<br>• Signatories want to connect and collaborate more with others in the community and signpost more to others' activities. | • The Code team will support Signatories to increase their reach to schools via Neon and explore ways to build in school/teacher insights into Tomorrow's Engineers Live content.<br>• The Code team will provide the community with more opportunities to connect and collaborate with each other, as well as opportunities to make others in the community more aware of the programmes they offer. |
| **Pledge 2 Finding** | **Next steps for The Code** |
| • Signatories want to use evaluation learnings and work with other organisations to make their programmes more impactful for young people from underrepresented groups.<br>• Many respondents indicated that in the next 12 months they would like to improve how they target underrepresented groups in engineering and technology and use EngineeringUK's resources to help them do this. | • The Code team will provide more opportunities for the community to share their learnings with each other, particularly around key themes, including engaging underrepresented groups.<br>• The Code team will work to ensure that Signatories are more aware of the EDI resources offered by EngineeringUK, and how to use them. |

# Summary and next steps

| Pledge 3 Finding | Next steps for The Code |
|---|---|
| • Signatories mentioned increasing the volunteers in their organisations and using them to showcase engineering and technology careers to young people.<br><br>• Signatories plan to use media consumed by young people, e.g., social media, podcasts to showcase engineering and technology careers. | • The Code team will work with Signatories to share succesful examples from those who have established STEM outreach volunteering programmes.<br><br>• The Code team will continue to make Signatories aware of any media opportunities to help them better engage with young people. |
| **Pledge 4 Finding** | **Next steps for The Code** |
| • Signatories are interested in sharing their evaluation learnings with the rest of the community.<br><br>• Signatories indicated they were developing new evaluation strategies and improving monitoring of activities to improve their outreach work. | • The Code team will provide more opportunities for the community to share their evaluation learnings with each other. |
| **Resources and Support** | **Next steps for The Code** |
| • Signatories indicated that they wished to create better connections with others in the community to share best practice and collaborate.<br><br>• They would like more support with accessing funding and resources to support their work, engaging with underrepresented groups and evaluation. | • The Code team are currently exploring how we might build and expand our offer so the community can collaborate more, better improve their practice and have more opportunities to share their work. We will be launching these plans later in 2024/25 and will be speaking with members of the Code community in the development process.<br><br>• The Code team will ensure to promote funding opportunities to Signatories via The Code newsletter and communications channels. We will also ensure that engaging underrepresented groups and evaluation remain key themes across Tomorrow's Engineers Live and the webinar programme. |

THINK AGAIN

TOMORROW'S ENGINEERS

CODE