

# Tomorrow's Engineers Code

Together we can make engineering careers accessible for this generation of young people

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By signing this Code, we declare our shared aim to increase the number and diversity of those entering engineering, and we commit to working collaboratively with the community of Signatories to achieve this.

## We will work alongside other signatories to:

- 1 Ensure programmes contribute to a sustained and rich STEM journey for all young people.
- 2 Ensure all young people have opportunities to engage in engineering-inspiration activities, so that no one is left behind.
- 3 Promote a positive, compelling and authentic view of engineering and showcase the breadth of opportunities.
- 4 Improve monitoring and evaluation of programmes and activities to develop a shared understanding of what works.

## As a Signatory we will:

- Be guided by The Code to drive continuous improvement
- Be an ambassador for The Code and actively contribute to the community of Signatories
- Reconfirm our commitment every two years

This Code is open to all organisations, big and small, and includes but is not limited to companies, engineering institutions, professional bodies, third sector and STEM enhancement and enrichment organisations as well as Government, universities and colleges.

# Guidance Notes: Pledge 1

## Inspiring connection

Ensure programmes contribute to a sustained and rich STEM journey for all young people.

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### Why this pledge matters:

It's well known that the more STEM-related influences and experiences a young person can gather, the more likely they are to feel comfortable with science and engineering and see them as useful and important, for themselves and society. There is a huge opportunity to maximise impact by working together to provide a sustained STEM journey for young people from early years upwards.

### The ambition of the pledge:

See all children and young people experience a rich variety of connected engineering experiences.

### To meet this pledge you need to be able to:

Articulate your activities' purpose and intended audience, understand how your activity relate to others to create a rich and varied STEM journey and signpost to other inspiration activities to extend the experience for young people.

### Ways you could meet the pledge:

- Make sure others know what you're doing by adding your activities to platforms such as Neon and Education Scotland's Marketplace
- Have a good understanding of what others are doing before launching new programmes or updating existing activities to add value and avoid duplication of effort
- Only fund an activity if, to the best of your understanding, it delivers an impact to your identified audience
- Consider funding an existing activity through a partnership with another Code Signatory
- Signpost young people and/or teachers to other complementary activities provided either by your organisation or others

# Guidance Notes: Pledge 2

## Driving inclusion

Ensure all young people have opportunities to engage in engineering-inspiration activities, so that no one is left behind.

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### Why this pledge matters:

The provision of activities is not consistent across the UK meaning many young people don't benefit from accessing impactful programmes. Widespread, diverse and inclusive activities across the UK will make sure no young person is denied the opportunity of high quality, curriculum relevant impactful activities. We need to prioritise the funding, creation and delivery of activities to where needs have been identified or gaps exist to enhance support for under-represented groups in engineering.

### The ambition of the pledge:

For all young people to participate in impactful engineering-inspiration activities regardless of characteristics, socio-economic background, prior attainment or location.

### To meet this pledge you need to be able to:

In the short term; show your activities are inclusive for groups currently under-served or under-represented in engineering and in the longer term; understand the scale of activities in the regions you're working in and consider targeting schools and/or students who are under-represented in engineering.

### Ways you could meet the pledge:

- Make it clear which underrepresented groups your activities are designed for and how the activity address a particular need for this group
- Share with the Code Community what evidence was used to adapt your activities and how you decided which schools/areas your activity was delivered in to make sure no young person was left behind
- Seek expert advice and guidance when designing or refreshing your activity so it can be designed to help target and understand potential participants from underrepresented groups
- Clearly link to the relevant curriculum and careers provision for your region such as the Gatsby benchmarks in England and Wales
- Depending on the scale of your activity provision, better target your activities to schools and prioritise outreach to those that do not currently interact with engineering-inspiration activities
- Talk with others to find out more by discussing trends in activity delivery across the UK with EngineeringUK, STEM Learning and Education Scotland, for example

# Guidance Notes: Pledge 3

## Showcasing engineering

Promote a positive, compelling, and authentic view of engineering and showcasing the breadth of opportunities.

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### Why this pledge matters:

We need to tell rich, multi-faceted stories to capture the true essence of the opportunities engineering presents and how engineers use these skills to build a better world. Only by showcasing a broad range of pathways and job opportunities using our shared voice will young people encounter consistent messaging about what engineering offers and make it a career young people can identify with.

### The ambition of the pledge:

To showcase to young people the variety of pathways into engineering, the breadth of opportunities and the real-world impact a career in engineering can have.

### To meet this pledge you need to be able to:

Use imagery throughout your activities that promotes engineering as inclusive to all and avoids stereotypes and narrow perceptions of engineering. Make sure the careers messaging in your activities is informed by audience insight and includes information that shows engineering's diversity in terms of roles, opportunities and pathways.

### Ways you could meet the pledge:

- Provide consistent messaging about the world of engineering relevant to your area of expertise and show the breadth of opportunities using messaging informed by audience insight
- When developing and designing your activities consider using engaging formats for communicating these messages
- Use imagery which is authentic and promotes engineering as inclusive to all by accessing the royalty-free images and guidelines developed by the This is Engineering campaign [www.flicker.com/ThisisEngineering](http://www.flicker.com/ThisisEngineering)
- If using your own images sense-check them against the This is Engineering's guidelines
- Prepare and train your volunteers so they are confident and able to engage young people with modern engineering
- Consider the role unconscious bias training can play in volunteer inductions

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- Showcase relatable role models from all backgrounds in your activity, either in person or through other formats such as video
- Make sure the role models who deliver activities or feature in case studies are relevant to young people, in terms of diversity and the messaging use about engineering

# Guidance Notes: Pledge 4

## Improving impact

Improve monitoring and evaluation of programmes and activities to develop a shared understanding of what works.

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### Why this pledge matters:

Only by building a better evidence base can we accurately identify the activities that deliver the greatest impact. An open and transparent data set will enable us to identify the activities that work, which activities best complement each other and measure impact.

### The ambition of the pledge:

Develop and share an understanding of what works to drive continuous improvement and increase investment in activities with proven, evidence-based impact.

### To meet this pledge you need to be able to:

In the short term, undertake basic monitoring of activities (as a minimum) and contribute to the collective knowledge base and evidence of impact.

In the long term, collaborate with The Code to develop common monitoring and evaluation tools that are flexible enough to apply to all types of activities. Through using these tools, you should consider submitting relevant activity data to The Code and help develop a comprehensive understanding of activities and impact which will be shared across the community.

### Ways you could meet the pledge:

- Develop and deliver your activities with measurement of impact and KPIs in mind
- Routinely measure and review the impact of activities and use this to drive continuous improvement
- Engage with the Code Community to help develop a monitoring and evaluation toolkit which you can use to assess the impact of your activities, to share with the community