

## WTS London Schools and Colleges Engagement Strategy

At the Schools Roundtable in March 2008, representatives from the transport industry, schools, universities, and sector skills councils met to discuss how to make transport a 'job for the girls'.

The discussion highlighted key themes, on which the basis for action should be centred. These themes were primarily focussed on the need to challenge the misconceptions of the industry, coordinating the available information and existing initiatives and marketing the industry in an exciting and positive light. The core themes are outlined in the category section of the action plan below.

### Action Plan

Category	Activity	Priority	Lead	Timescales
<b>Understanding perceptions</b>	Conduct a survey of Year 11 girls from both girls and co-educational schools on their understanding of the transport industry (using the prototype undertaken at Mulberry Girls' High School's).	High	WTS London Project Team, in partnership with Mulberry Girls High School	May – September 2008
	Interview WTS London members on how they entered the transport industry.	Medium	WTS London Project Team	October 2008
<b>Changing perceptions</b>	Conduct roadshows in schools to showcase female role models and industry opportunities and case studies to students.	Medium	WTS London Project Team, with Sponsors, Collaborators and other partners	End 2008 and ongoing

	Develop an exhibition for careers fairs (for example the London Graduate Recruitment Fair in June 2008) & develop learning for future activities.	High	WTS London Project Team and Sponsors	October 2008
	Produce a DVD illustrating female role models and case studies within the industry.	Medium	WTS London Project Team and Equality Works	October 2008
	Create an additional webpage or micro-site on the WTS London website to hold schools initiatives, careers and skills information.	Medium	WTS London Project Team and external supplier	August 2008
<b>Understanding the market</b>	Identify information that is currently available regarding transport career options and identify the gaps.	High	WTS London Project Team and Sector Skills Council representatives	August 2008
	Contact Sponsors, Collaborators and others (for example STEMNET and the Royal Academy of Engineering) and identify current initiatives within schools and universities.	High	WTS London Project Team	August 2008
<b>Informing the market</b>	Update information on transport career options – building on the	Medium	WTS London Project Team, Sponsors and	October 2008

	existing resources, and make a central repository for this information (for example the WTS London schools micro-site).		Sector Skills Councils	
	Co-ordinate the information on existing and ongoing schools initiatives, and make a central repository for this information (for example the WTS London schools micro-site).	Medium	WTS London Project Team, Sponsors and Sector Skills Councils	October 2008
<b>Marketing and engaging on the schools and colleges work</b>	Place articles in publications such as Transport Times to raise awareness of the work of WTS London and its partners.	Medium	WTS London Project Team	July 2008
	Engage with sponsors, partners and collaborators at the next Sponsors' Evening – discuss progress, case studies and input.	High	WTS London Project Team and Sponsors	Ongoing
	Develop an industry 'think tank' to meet quarterly and discuss the progress of the Schools and Colleges Engagement work.	Medium	WTS London Project Team, Sponsors, Collaborators and interested parties Invitation only	Launch October 2008