

The Impact



Inspiring

Automotive Women

Day 2019

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Reach Out

Welcome In

Pull
Through

Hold On

Introduction

The first Inspiring Automotive Women Day in 2016, held at Silverstone CDX16, initially brought together one hundred pupils to hear from twenty female business executives from across the industry to hear about their education and career pathways.

Whilst the initial principle has not changed year on year, the event has grown in terms of support from the UK Automotive 30% Club member companies, the activities and also the number of pupils participating in the day.

The event this year, sponsored by VW Group UK, saw an inspirational day event held at VW Group National Learning Centre and for the first time a further out-reach element, whereby female volunteers went to schools to speak to female pupils.

The inspirational day event was designed to allow female pupils to gain a greater understanding of the variety of jobs within the industry, how people skills

are important for any job role, to understand the different pathways to access a job and to meet relatable female professionals who would share stories about their careers in the automotive industry.

The school visits included a short video; where seven Inspiring Automotive Women, from within our member companies, spoke to camera about their life in the automotive industry and offered their advice to pupils interested in finding out more or considering a career in the industry. In addition, the volunteers spoke directly to the female pupils about their career pathway and the businesses they worked for.

For both elements of the programme, the pupils were asked to state the impact it had on them in terms of having a greater understanding of the variety of job roles within the industry and if they were now interested in a career in the automotive industry. Schools and volunteers were also asked for their feedback on the activities.



The Impact of the Programme



Meaningful Encounters

- IAW Day Event: **1274** encounters
- IAW School Visits: **1700** encounters
- **96.5%** of measured encounters were meaningful

Volunteers

- IAW Day Event: **26** volunteers
- IAW School Visits: **28** volunteers
- **15** member companies were involved in total

Schools

- IAW Day Event: **8** schools attended the event
- IAW Day Event: **98** pupils attended
- IAW School Visits: **23** schools were visited during May - July

IAW Day Event – Overview

The day event was designed to inform female secondary school pupils about the wide variety of jobs and the number of opportunities available in the automotive industry. It was also designed to inspire them to consider careers across the sector with a focus on informing the pupils about technical skills, technology advancements and marketing,

This was achieved through fun interactive activities, VIP automotive speakers, panel sessions and female volunteers engaging with the pupils.

Volunteers who supported the event were from within the UK Automotive 30% Club member companies, and in addition to VW Group, included Auto Trader UK, Jardine Motors Group, Vantage Motor Group, JCT600, Lookers Group Plc and Inchcape UK.

To fully explore these areas, the day was split into four activities, a panel session and a career speed networking session.

After each activity, the pupils were asked to state how strongly they agreed with individual ‘statements’ detailed in their work booklet. Each activity offered a different statement listed on pages six –eight.

The statements were designed to measure the impact the session had on the pupils. They were asked to rate the statement using the following IMechE method:

“I agree with the statement...

1 = Not at all

2 = Not much

3 = A bit

4 = A lot”



IAW Day Event – Overview

Activity 1: The Importance of Technical Skills

Objective: To provide the pupils with a better understanding of what the vehicle technician role entails and how to become one.

The format of this session was an interactive/informal chat where pupils were split into two groups and participated in a diagnostic activity and spoke to a current apprentice vehicle technician.

The key message was to demonstrate the technologies being used within a workshop environment to diagnose vehicle/engine faults and for the pupils to understand how advanced the technology is.



Activity 2: The Advanced Technology World of Automotive

Objective: To provide the pupils with a better understanding of how technology is changing the sector and the jobs within it.

This session involved an interactive and engaging presentation from Volkswagen Group UK and our member company volunteers, who looked at the technological advances in the automotive industry and how brands communicate this news through marketing and the media.

Pupils engaged in a fun activity whereby they had the chance to design their very own social media advert with the help and support from some of the industries leading experts.

The key messages were to emphasise the number of jobs connected to marketing and comms and to understand the importance of the job functions in a retailer marketing department.



Activity 1:

“I now have a greater understanding of what the vehicle technician role entails and how to become one.”

Score = 3.2

Activity 2:

“I now have a better understanding of how technology is changing the sector and the jobs within it.”

Score = 3.4

IAW Day Event – Overview

Activity 3: The Value Of People Skills

Objective: To provide the pupils with a better understanding of the importance of people skills and customer service orientation in the automotive industry.

This session included a facilitated discussion with volunteers from VW Group, a supplier and a retailer, explaining the skills the people and customer service skills used in their roles. Julia Muir explained the importance of making a positive first impression in the world of work, and demonstrated how we use body language to display confidence and positivity. Pupils then broke off into pairs to practise firm handshakes and effective meeting and greeting, with the assistance of volunteers.



Activity 4: There Is A Job For Everyone

Objective: To provide the pupils with a better understanding of the wide variety of job opportunities available within the automotive industry.

The format of this session included a brief presentation by Volkswagen Group UK and retailer volunteers, showcasing slides which detailed the variety of jobs that exist within their organisation. Pupils watched the Inspiring Automotive Women Day film and participated in a True/False quiz, where pupils were asked questions surrounding the film and the presentations.

The key message was to gain a greater understanding of the wide variety of job opportunities within the automotive industry.



Activity 3:
“I now have a better understanding of the importance of people skills in the automotive industry.”

Score = 3.5

Activity 4:
“I now have a better understanding of the wide variety of job opportunities available within the automotive industry.”

Score = 3.3

IAW Day Event – Overview

Question Time

Objective: For the pupils to hear relatable stories from four entry level employees and have a better understanding of how to reach their best employment destinations.

This session included a volunteer presentation of ‘Who I Am’, before each volunteer spoke about their education pathway and why they chose to apply for a position in the automotive industry. This was followed by a Q&A session, hosted by Julia Muir, where pupils asked questions to the panel.

The key message was for pupils to have a greater understanding of the different educational pathways to access a career in the automotive industry.



Career Speed Networking Event

Objective: To expose the pupils to a range of female business professionals working in automotive industry.

This session involved an informal chat with volunteers, so that pupils could ask questions regarding their job role, how they got into the automotive industry, and the career pathways each volunteer took.

The key message was for pupils to have exposure to a wide range of female business professionals who work in the automotive industry, in order to gain a greater understanding of their jobs, career paths and the businesses they work in.



Question Time:

“I now have a better understanding of the different pathways to access a career in the automotive industry.”

Score = 3.4

Career Speed Networking Event:

“I feel I have been exposed to a wide range of female business professionals working in the automotive industry and have a greater understanding of their jobs, their career paths and the businesses they work in.”

Score = 3.6

IAW Day Event: Volunteer Guidance & Support

Volunteers are a crucial element to the success of the IAW Day Event. It was therefore essential that all of our volunteers were briefed comprehensively and were comfortable with their role on the day.

Before the event all volunteers were spoken to individually to discuss and advise them of their participation in the day. A conference call was also arranged so that for each activity all the volunteers had a chance to introduce themselves to each other and raise any concerns or ask any questions.

The volunteers were also sent comprehensive communications via email containing a detailed timing plan of the day and the activity they were participating in.

Volunteers were advised that we were available to answer any questions they had during the lead up to the day.



“As a volunteer I was really supported by the Team. I was briefed well in advance and thanked many times on the day. I really felt valued by all.”

IAW Day Event: Volunteer Feedback

After the day event, a survey was sent out to all of the volunteers to gain feedback regarding their thoughts and opinions on the day. Fifteen volunteers responded.

The results:

Q: Did you feel sufficiently briefed with regards to the purpose of the event? **100% Yes**

Q: Do you think the day ran smoothly? **100% Yes**

Q: Were you thanked on the day by a member of the UK Automotive 30% Club team for volunteering? **100% Yes**



Volunteers' Comments

"It was really inspiring to be included in such a great event – I wish I had had something similar when I was that age. Seeing how some of the girls interacted was a great response to the day. I look forward to being included in events in the future."

"Being a volunteer as part of this inspiring club was a fulfilling experience. I enjoyed meeting all of our future talent who I'm hoping will now strongly consider a career in automotive within their thoughts."

IAW Day Event: School & Pupil Feedback

School Feedback:

After the day event, a survey was sent out to each of the schools that attended the day. Six out of nine responses were received:

Q: Did you feel that we supplied sufficient information regarding the event, including travel information, risk assessment forms etc? **100% Yes**

Q: Do you think the day included a comprehensive range of activities/presentations, to help inspire young females to consider a career in the automotive industry? **100% Yes**

Q: Do you think the day ran smoothly? **100% Yes**

Q: Do you think we could have done anything better? **83.3% No***

* Volunteer suggestions included allowing time for pupils to ask more questions and to include less content in each activity. However we design these events using advice from schools that all activities must be content heavy and fast moving to keep pupils engaged.

Pupil Feedback:

Total number of encounters this event provided: **1274**

Percentage of encounters that were meaningful: **98%**

(Based on how many scores of 3 and 4 received for each activity.)

Overall Event:

“The event has provided me with a greater understanding of the wide variety of jobs and the number of opportunities available in the automotive industry.”

3.8 out of 4.0

School Staff Comments

“The event was impeccably planned and organised. The pupils participated enthusiastically with all the activities and were genuinely inspired by what they heard first hand from women in the industry. I would highly recommend this opportunity to all Careers Leads in Schools.”

Pupil Comments



IAW Day Event: Social Media Activity & Impact

The social media campaign began on the 6th of April announcing VW Group's sponsorship of the IAW Day event and school visits, and continued until the 5th of June. The campaign ran across Twitter, LinkedIn, Facebook and Instagram.

Member companies, along with the volunteers who attended, were all encouraged to engage with the campaign and to post on social media themselves.

The following data is a summary of the main results achieved by this comprehensive campaign:

LinkedIn

Views	Likes	Comments
31,704	540	15

Instagram

Likes	reach	Profile Visits
196	1138	56

Facebook

Post Total Reach (number of people who saw a post on their feed)	7,920
Post Total Impressions (number of times a post entered a person's page)	111,07
Engaged Users (number of unique people who engaged in a certain way with the posts)	250
Number of people who matches the audience targeted and clicked in a post on their personal feed	201

Twitter

Impressions (number of times the posts appeared on someone's Twitter feed)	29,363
Engagements (number of times someone stopped to read the post)	901
Replies / Comments	54
Likes	176
User Profile Clicks	55
URL Clicks	120



IAW Day School Visits: Overview

The purpose of the Inspiring Automotive Women Day school visits was to connect volunteers to schools to speak with their female pupils with the aim of them gaining a greater understanding of the wide variety of jobs available to both men and women across the automotive industry. It was also a fabulous opportunity for our member companies to build strong relationships with schools local to them.

The school visits took place over the course of three months from May - July. Our target was to achieve thirty school visits and for our volunteers to speak to a thousand pupils.

Most of the schools we connected with were part of the Gaia Innovation network of schools. Members were also encouraged to connect personally with schools local to them and as a direct result of this, nine schools were confirmed.

We are delighted that we surpassed our target. Our volunteers spoke to a total of one thousand seven hundred pupils, which included both male and females, and although we didn't achieve thirty school visits during our time frame, we should reach our goal of visiting thirty schools in total. Twenty three of the visits have already taken place with a further seven in the pipeline for the autumn term.

A total of twenty eight volunteers have visited schools during May through to July, with a further nine volunteers due to visit schools in the autumn term.

We were delighted that thirteen of our member companies took part in this part of the programme. In addition to VW Group, companies included; Auto Trader UK, Jardine Motors Group, Toyota GB Plc, Volvo Cars UK, Burrows Motor Company, Vantage Motor Group, TrustFord, Kia Motors UK, Carwow and CarGurus.

"It was a really great morning at work! The school were supportive throughout the visit and so grateful of the time we could provide. The pupils were very engaged and asked great questions. If we can spark the imagination of just one pupil it would be worth it, and actually there seemed to be a few with genuine interest to find out more."

- Emma Johnson, Toyota GB Plc



IAW Day School Visits: Volunteer Guidance & Support

Volunteers were invited to present a thirty to forty minute informative, engaging and inspiring activity to pupils aged ten to fifteen, in primary and secondary schools across the country.

Each volunteer received a ‘Tool Kit’ to help guide them through their visit. The kit included; foundation slides to show the volunteers’ personal story, career path, information about the business they work for showcasing the wide variety of jobs available, a short film featuring seven ‘Real Model’ women from within our member companies and a quiz. We also included a guidance booklet and an evaluation exercise print out.

Our aim in delivering the ‘Tool Kit’ was to provide each volunteer with as much information as possible to run a successful presentation.

We found that volunteers who hadn’t presented in schools prior to their visit, and for those with incredibly busy schedules, highly appreciated this, as they had minimal preparation to do.

You can view the IAW Day film we created here:

<https://www.automotive30club.co.uk/inspiring-automotive-women/webinars-and-podcasts-iaw/inspiring-automotive-women-day-film>



“I think that the communication, information provided and presentation were all fit for purpose and everything ran smoothly on the day.”

– Janine Shepherd, Vantage Motor Group

100%

of our volunteers stated that they felt adequately briefed prior to their visit.

IAW Day School Visits: Volunteer Guidance & Support

After sending out the tool kit, each volunteer was personally briefed via a telephone call to ensure the aim and purpose of the visit was fully communicated. We then talked the volunteer through the presentation, guiding them through each of the slides and the evaluation process.

After briefing each volunteer, we then either connected them to their allocated school from within our network or offered our guidance for them to connect with their own school of choice, so that they could liaise directly to secure a date for their visit.

We continued to keep in touch with our volunteers in the period leading up to their visit with a further communication sent two days prior. This was to ensure they were fully prepared and happy with their presentation. This enabled us to build a strong

relationship with our volunteers and those who were presenting for the first time felt reassured.



IAW Day School Visits: Evaluation & Volunteer Feedback

Volunteer Feedback:

After the presentation had taken place, an email thanking our volunteers was sent along with a volunteer feedback form. Fourteen out of twenty eight volunteers responded. As the majority of visits were done in pairs, sixteen of the twenty three visits were captured.



Q: Did you feel adequately briefed with regards to the purpose of the school visit activity and its aims (via email and/or phone call) by the UK Automotive 30% Club team?

**100%
Yes**

Q: Did the ToolKit (guidance document, presentation slides and evaluation print out) fully equip you for your school presentation?

91% Yes

Q: Did linking you to your school run smoothly?

91% Yes

Q: Was your school proficient in connecting with you to introduce themselves and arrange a date for your visit?

82% Yes



“The school presentation was a great success – the pupils were fairly quiet and shy at the beginning, however the quiz got them really excited and engaged and led to them asking lots of great questions. We received positive feedback from many pupils via the evaluation activity which was encouraging to see!”

– Elli Grosvenor, VWG

IAW Day School Visits: School Guidance & Support

Each school received an invitation inviting them to take part in our IAW Day school visits, and it was explained that the visits would provide their pupils with encounters with people from the world of work.

Upon confirming they would like a visit, we explained we would match their school with a volunteer who was local to them. For those who were successfully matched to a volunteer, 94% of schools stated that linking them ran smoothly.

All schools were contacted two days prior to the visit to ensure that they were fully aware of the aim of the visit, and that they were fully prepared to host their volunteers.

Seven schools communicated the visit via their social media channels, all of which we further communicated through our own channels. One school even published the visit through their school newsletter.

After the visit had taken place, a final email was sent to the school thanking them for taking part, along with a feedback form for completion.

The feedback we received from each school was overwhelming. 100% stated that they would like to receive a visit again next year, and two schools also sent a personal message to thank us.



“Sarah was a fantastic speaker to have in and she pitched it so well for the age of the girls. I felt by the end of the session the impact was huge on the girls and there was a real ‘girl power’ feel around the room! It was great to see Sarah not be afraid to tackle the questions the girls had – lots of which were around – “why does inequality even exist?” – which of course is a huge life question!”

– Alderbrook Primary School

IAW Day School Visits: School & Pupil Feedback

School Feedback:

After the school visits had taken place, the schools were asked to complete a school feedback form.

Twenty one out of the twenty three schools completed the form.

Q: Did you feel adequately informed about this activity with regards to the purpose of the 'school visit' activity and its aims (via email and/or phone call) by the volunteer attending the visit?

94% Yes

Q: How successful do you think the volunteers' presentation was?

94% Yes

Q: Were the volunteers prepared and engaging during their presentation?

94% Yes

Q: Would you like to be included in future events run by the UK Automotive 30% Club?

100% Yes

Student Feedback:

All volunteers were asked to conduct an evaluation exercise at the end of their presentation to enable us to count the meaningful encounters for each visit.

This involved asking each pupil to write, on a post-it note provided, a short sentence, a word, or a couple of words to describe how the session had made them feel or what it had made them think about.

They then simply stuck their post-it note on the wall, on the 'Yes' or 'No' side of this statement “ *I now have a greater understanding of the wide variety of jobs available to both men and women in the automotive industry.*”

Not only did the image enable us to evaluate the meaningful encounters, it also provided both the volunteer and school a vibrant visual to share in their online communications.



95%

**Of all encounters recorded
were classed as meaningful.**

IAW Day School Visits: Social Media Activity & Impact

We encouraged all volunteers and schools to communicate the visit had taken place through their own social media channels. We then shared their activity throughout our own channels to further the communication.

The online communications ran from 10th May-18th July and a total of nineteen visits were featured across Twitter, LinkedIn and Instagram.

Due to the original posts being shared by our volunteers and schools, the exact reach is unknown. The following data is a summary of the results achieved through sharing our volunteer posts via our channels:

Twitter

Impressions (number of times the posts appeared on someone's Twitter feed)	6006
Engagements (number of times someone stopped to read the post)	152
Likes	52
Re Tweets	6

LinkedIn

Views	3050
Likes	65
Comments	8

Instagram

Likes	12
Reach	188
Profile Visits	2



Our Conclusions

The Inspiring Automotive Women Day 2019 was extremely successful in meeting the pre-defined success outcomes. 95% of all the pupils who attended the day event and the school visits stated that they had a greater understanding of the wide variety of jobs and the number of opportunities available in the automotive industry.

By the end of the autumn term 2019 the target number of schools and pupils involved in the programme will also be achieved. The goal for the number of pupils attending the day event was 100 and we achieved 98 attendees. For the school visits the target was set to 1000 pupils, and to date we have spoken to 1700 pupils.

The pupils were given the opportunity to meet inspirational 'real-model' women from a variety of roles from across the automotive sector, and heard how a career in the industry can be fulfilling and exciting and that progression is possible if they work hard.

The project was implemented as per schedules agreed with VW Group UK. However due to the complexity of

matching schools to volunteers and the time involved, not all could be matched by the end of the 2018/19 school year. This has resulted in seven school visits in the pipeline for the autumn term 2019.

Volunteers were well supported through the project. 100% stated after the day event and the school visits that they had been adequately briefed about the purpose, the aims and their involvement by the UK Automotive 30% Club team, and 100% stated they were very satisfied with the activity plans, format of the day, and information provided for the day event. However some volunteers requested greater flexibility to personalise the materials, and some stated that the IAW film was a little too long so in future we will ensure volunteers know they can use the materials in the best way to suit them and the context.

The impact on Social Media was highly effective across the campaign, with an increase in traffic on all platforms and an increase in member employees linking to our channels. However, some schools and volunteers did not post content for us to share.

Volunteer Comments

“The Inspiring Automotive Women Day event was fantastic. I felt privileged to be surrounded by so many brilliant young women and volunteers.”

School Comments

“It was a great day the girls absolutely loved it. The day gave them food for thought about the endless career possibilities which they didn't realise existed in the automotive industry. During the journey home they continued to excitedly discuss the day. It was fab to be a part of such a great event.”



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Thank you

It has been a pleasure working with Volkswagen Group UK. We hope to work with you again on future projects.



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