

## **A blueprint for engaging female students in enterprise**

The points below summarise the lessons we have learnt through delivering the EEUK-funded project at LSBU. We will share these during our workshop at IEEC in September 2016 to seek initial feedback from others in the sector to see whether they have similar experiences from engaging female students in enterprise.

Our approach can be best summarised through the word CONFIDENCE

1. Understand the **C**ontext: Invest time in understanding the motivations and challenges that your students face. What brought them to university and what does success look like for them?
2. Identify relevant **r**ole models: Ask your students who inspires them – you might be surprised at their answers! Build links with recent alumni with relevant sector and professional experience and create opportunities for students to be inspired by their journey.
3. **E**ngage through discipline-specific activity: deliver workshops and events that are focused on their sector/discipline to give students a chance to develop skills and networks within their comfort zone, before you try to put them outside of it!
4. Create Ambassadors: **F**urther support the engaged students by encouraging them to become advocates for their discipline (e.g. STEM Ambassadors) to give them a chance to develop further by inspiring their peers to engage.
5. Promote and celebrate diversity: find out what diversity means to your students and celebrate **I**t!
6. Create opportunities for your students to **D**evelop: Mine your networks to create real-world opportunities for your students to meet professionals, entrepreneurs and individuals relevant to their future goals.
7. **C**ontinu**E** the conversation: Build informal networks for students to share their enthusiasm for their discipline area e.g. a STEM club/social/meet-up to create new opportunities to collaborate.
8. Push the bou**N**daries: once students have engaged within their discipline, encourage them to try out a new activity or attend an event on-campus that they wouldn't have previously thought about attending.
9. Break down barriers: our inter-disciplinary work has shown us that students value the **C**hance to meet and work with students with different experiences

and skills to their own. Look for opportunities to collaborate on a module or through an extra-curricular activity.

10. Show your students it is ok to fail: model behaviour by taking a measured risk and put yourself out of your comfort zone as an Educator. If you do this, they will follow.