



Cc4g*

created by
e-skills uk

Table of Contents

1.0 Introduction to CC4G	3
2.0 Benefits of CC4G	6
3.0 Costs.....	12
4.0 Moving Forwards.....	12

1.0 Introduction to CC4G

1.1 Background

Created by e-skills UK, the not-for-profit Sector Skills Council for IT and Telecoms, CC4G has been developed for 10-14 year old girls in response to the gender imbalance within the IT industry. Currently, only one in five of the UK's IT workforce is female and likewise only 20% of those undertaking IT-related degree courses are women.

Research by MORI in 2001 on behalf of e-skills UK revealed that the key barrier to girls considering careers in the Information Technology (IT) sector is their perception of it as “nerdy” and “geeky”. These negative images are reinforced by the media, peers and parents and, after the age of about 13 or 14, negative attitudes in girls towards IT as an exciting career option become more entrenched and difficult to alter.

CC4G was piloted in the South East of England in partnership with SEEDA (South East England Development Agency), who invested £2.8million in the development of the concept. The CC4G pilot was successful, and the programme was then launched nationally in June 2005 with the support of the Department for Education and Skills (DfES).

1.2 What is Computer Clubs for Girls (CC4G)?

CC4G has been designed to act as an out-of-school-hours club as well as providing extension and support activities for the curriculum based learning comprising inspiring and exciting activities designed exclusively for girls aged 10-14 years around the things that interest them. The programme aims to change the view that IT is something boring and only for the boys, to something that is fun and exciting. By doing this, CC4G aims to transform the attitudes of girls towards technology-related careers.

CC4G Clubs are generally run after school, but can be used during lesson time as a learning resource and provide an out-of-the-box solution to providing study support and extended school programme. At the core of the programme is the online learning content on the CC4G website, www.cc4g.net. CC4G offers more than 200 hours of e-learning, including interactive online activities, offline projects and challenges. The e-learning content (the Courseware) is based around girls' interests, including music, celebrity, design, media and fashion. This award-winning (online solution of the year – World of Learning awards 2004) courseware is mapped to the ICT curricula in England, Wales, Scotland and Northern Ireland. It encourages girls to develop professional and technical IT skills within an entertaining and stimulating e-learning environment.

1.3 What age range does CC4G cover?

The activities are written specifically to interest and motivate girls aged between 10 and 14 - this corresponds to Year 6 of Primary School and Years 7, 8 and 9 of Secondary School in England and Wales (complementing the top end of KS2 & KS3 of the National Curriculum) and P7 and S1 – 3 in Scotland (complementing the top end of the 5-14 Curriculum).

Traditionally, this is the age group where girls become “switched off” to technology and IT-related careers. By getting them interested early, and educating them about the growing diversity of applications for technology, we hope to encourage more girls to consider careers in IT.

1.4 Pilots and Programme Successes

1.4.1 Pilots

CC4G was piloted in the South East of England in partnership with SEEDA, which invested £2.8m in the development of the concept.

In Wales, Northern Ireland and Scotland CC4G has been piloted and has been a success.

CC4G has already proved to be a hit in Scotland following a year-long pilot in five secondary schools in Fife, recruiting 155 Club members. A rollout of the programme to 18 secondary schools is underway, with funding in place through to July 2008.

Additional projects undertaken by Glasgow City and Renfrewshire Councils have seen the programme piloted in seven schools with 84 active members enjoying the benefits of CC4G.

1.4.2 Is the Programme working?

The latest CC4G evaluation report released in January 2006 by e-skills UK demonstrated a successful first year for CC4G following the launch of CC4G in June 2005. The evaluation was conducted with Club facilitators (teachers and others that run CC4G Clubs) and girls participating in CC4G during the 2004-2005 school year.

96% of Club facilitators interviewed believe that girls' IT skills improved as a result of their involvement in CC4G. Even more significantly, 90% of questioned facilitators believed participation in CC4G would have a positive impact on girls' achievements across the curriculum at KS3 in England and Wales and P7 and S1 – 3 in Scotland – these included anticipated improvements in confidence, teamwork and communication skills.

An important factor in the increasing demand for the Clubs is their simplicity; 76% of facilitators reported that CC4G was 'very easy' or 'easy' to facilitate. This success is set to continue as 98% of questioned facilitators confirmed their schools will continue with CC4G during the next school year. Embedding ICT within activities such as music, celebrity, media, design and

fashion, means the Clubs will continue to be popular with the girls, too. Indeed, when interviewed, 92% of girls wanted to remain members of CC4G in the following school year.

CC4G is already transforming girls' attitudes towards considering a career in IT with 66% of CC4G members reporting they are now more likely to consider a technology-related career.

2.0 Benefits of CC4G...

2.1 ... For Schools and Girls

Based on feedback provided by facilitators and members alike, CC4G is fantastically beneficial to pupils and to schools:

- All CC4G facilitators tell us that their Club members' (not to mention their own) confidence in ICT has soared, thanks to the Club.
- CC4G is so easy to set up and run, and all the resources are provided, so you do not even have to be an expert in IT.
- The 'Club' format improves key skills, especially communication and teamwork (and it is fun!).
- CC4G helps to re-engage the disengaged – girls see CC4G as fun and interesting. Teachers have found it a useful vehicle to re-engage girls who are under achieving in school.
- The creative, informal approach gives girls ownership of their work and inspires them to do their best – and be proud of it
- Teachers have said that CC4G can be an important bridge as the girls move from primary to secondary school
- CC4G helps across the curriculum – teachers of all subjects have commented on the growing confidence of the girls taking part in CC4G, who are using ICT much more widely in all their work. As well as developing ICT skills, CC4G also teaches the girls valuable skills such as teamwork, project management and communication.

CC4G provides a beneficial added dimension to schools' learning provision – the cross-curricular benefits are obvious, and CC4G would be a worthwhile part of any study-support and out-of-school-hours learning programmes the school might be running.

"The beauty of CC4G is the way it combines a fun, real life structure for learning IT-related skills to the development of a whole set of wider transferable skills, from project management to teamwork and evaluation."

Jenny Wilkins, Headteacher at Skinners' Company School for Girls, Hackney

Each Club facilitator receives a start-up pack giving them clear instructions on how to set up and run their Club. This includes an induction DVD, facilitator information guide, example topic guide (the rest are available to download from the website) and posters and fliers to help promote the Club. Facilitators are offered the opportunity to attend an induction event, should s/he require further hands-on training and practical experience of the blended e-learning material and help with how s/he might structure a Club session.

Once the school is registered, there is the opportunity for the facilitator to order club member packs – see figure 1 below – for each of their members.

Figure 1 Club member pack



Including bag, folder, pen, sticker sheet, and dividers

2.2 ... For Councils, Local Authorities and Trusts

“When it comes to using computers for high-level tasks such as programming, the gender gap is wide. The more advanced the task, the wider the gap. This is important not just because it will mean that fewer females may be inclined to go on to advanced studies in computing, but also because it suggests that females may be more hesitant to stretch their usage of computers as a tool. A strategy for reducing this gender difference would need to concentrate on building females’ interest and confidence in computer usage itself, helping them to see how ICT can be used flexibly as a learning tool, rather than coaching females in the use of familiar functions, which they have generally already mastered”

OECD (Organisation for Economic Co-operation and Development) Report, 2006.

Councils, local authorities (LAs) and trusts have a vested interest in increasing the number of girls taking ICT further than KS3 into KS4 in England and Wales, and from 3-15 curriculum into 16+ curriculum in Scotland, owing to the distinct lack of female participation. For those trusts / councils that fund groups of schools, this presents the possibility of providing a strategic approach to reaching out to girls with a view to increasing the uptake / proficiency of ICT skills further on in their education journey. CC4G offers excellent opportunities for out-of-school-hours learning and study-support within schools.

Girls tend to lose self-esteem and confidence as they progress through adolescence. This is made worse if they are constantly being placed under social pressure from boys, and therefore step back from exploiting their full potential during the transition from primary to secondary school environments.

CC4G offers a great prospect to help facilitate this transition: with secondary schools able to understand their feeder primaries and vice versa; allowing girls from primaries to visit potential local secondary schools to get a feel for the change in environment; girls meeting other girls from other feeders; and secondary schools offering support to local primaries in the initial stages of CC4G set up, e.g. summer schools.

The benefit of being a council / LA / Trust is the power to become a driving force behind making changes to the future workforce by influencing strategies for schools, making a difference to the issues outlined above, and by holding and influencing budgets at various levels.

2.3 ... For Employers

An integral component of CC4G is making the important connections between employers and schools to ensure that the skills needs of industry are met and that girls can see the career opportunities that are open to them. Employers can have a huge influence here on girls' involvement in – and uptake of - ICT.

CC4G provides employers with an excellent 'ready-made' Corporate Social Responsibility (CSR) and marketing prospect.

e-skills UK is actively encouraging organisations to support CC4G, working in partnership with a collection of employers to create and deliver this ground-breaking, innovative programme.

Employers can get involved with this award-winning programme through the following routes:

Sponsoring a Club

Directly funding the delivery of CC4G to schools would give schools who may otherwise not be able to participate the opportunity to get involved. Funding provides access to the award-winning e-learning Courseware, membership items for the girls and support for the nominated facilitator.

Organisations providing sponsorship in this way will receive recognition and a unique link with their sponsored school.

Employer sponsorship is the single most important way of becoming involved in CC4G. Sponsoring schools opens the door to other opportunities to get involved:

Hosting an Event

Events offer Continued Professional Development (CPD) opportunities to teachers through clearly defined connections with the CC4G Courseware and the underlying principles of Club membership, whilst allowing employers to connect directly with CC4G Clubs in their local area.

Employers can also hold additional events for girls to visit the workplace.

Volunteer Scheme

Many organisations increase their participation in the programme by operating a volunteer scheme, whereby a number of volunteers visit CC4G schools on an agreed regular basis, e.g. once per term (3 visits per year); this can be done more frequently, according to the volunteer's own availability and the needs of the school.

We provide each volunteer with access to the password-protected CC4G website, along with induction training, a handbook and guidance as to how to manage the relationship with a school and work with young people in the school environment.

2.4 ... For Home Learners

CC4G offers great potential to those educating children at home. There is the opportunity (if not funded by the DfES) to provide CC4G simply to one child, as they would not normally have the chance to be a member of a Club.

2.5 Supporters of CC4G

CC4G is a tried and tested success. It is supported by some of the leading names in the IT industry and has been praised by government Ministers and industry leaders:

"I've been involved in many initiatives that try to engage women in science, engineering and technology and know how challenging it can be to make a significant impact. While at the DTI, I actively supported the launch of CC4G and had high hopes for the programme. My visit to this club has easily surpassed all those hopes. The girls were excited about what they were doing and rightly proud of the skills they'd achieved. CC4G is clearly a success story - good for the girls and good for the long term future of the UK economy. "

Rt Hon Patricia Hewitt, MP, Secretary of State for Health, July 2006

"To compete effectively in the global knowledge economy, the UK urgently needs more young people to study technology. To achieve this we must address the negative perception young people have of technology-related subjects. Employers have a vital role to play here. Companies are uniquely placed to bring a real-world relevance to the curriculum and inspire and motivate young people about technology. An easy way for employers to get involved with their

local schools is to support the award-winning CC4G programme. One of the most innovative and successful schools' programmes to be introduced in recent years, CC4G is changing the attitude of a generation of girls towards IT and careers in IT."

Richard Lambert, Director General, CBI, August 2006

"CC4G has made a profound difference in school to attitudes and aptitude of girls in the ICT area. We are a school which aims for innovation and creativity across all subjects, with our specialisation in performing arts and technology. What CC4G has helped do is to reinforce the critical link between ICT, the arts, creativity and the full range of subjects. That's the point: IT is an essential part of any career nowadays."

Deborah Forster, Head Teacher at Trinity School, Newbury, May 2004

"Naace is pleased to announce that it has developed a strategic partnership with Computer Clubs for Girls, and hopes all schools will offer the programme. CC4G brings a new dimension to ICT learning, and particularly meets Naace's vision of encouraging the use of technology; and triangulating the expertise of industry, educational advisors and practitioners in the classroom to advance learning."

Mary Barker, General Secretary, Naace

"Becta is committed to supporting the good work of Computer Clubs for Girls through an effective and sustainable partnership. The programme provides excellent opportunities for girls to practise their ICT skills within a motivational and supportive context. The initiative supports Becta's aims of improving the use of ICT in learning and teaching and bringing together key players to enable an innovative and dynamic approach."

Christine Vincent, Director, Teaching and Learning, Becta

"Specialist Schools and Academies Trust supports Computer Clubs for Girls. Not only does it encourage 10-14 year old girls to look at ICT in a totally new way, it also helps Trust schools meet their community and transition requirements."

Mike Cameron, National Specialism Coordinator, Maths and Computing Colleges, Specialist Schools and Academies Trust, 2005

"We are proud to be involved with CC4G and have been hugely impressed by the work and creative ideas that we have seen from girls participating in the CC4G initiative. It has been hugely beneficial for us to meet with teachers and discuss the importance of such a scheme in

providing girls with IT skills and the necessary confidence to use technology in the 21st Century work place.

"At Microsoft we are passionate about technology and actively support a range of Government and Industry initiatives designed to encourage more women to pursue careers in IT."

David Burrows, Director of Education for Microsoft Ltd

"Being a regular visitor to the CC4G Club is fantastic. Through the challenges the girls work on in CC4G, I can see a huge improvement in their skills, and not just on the computers. The girls are learning vital life skills such as project management, communication and teamwork skills. It's so rewarding to be involved in this programme."

Denise Grady, Cross Business Service Manager, IBM.

Denise is one of the many IBM volunteers involved in CC4G. She regularly assists The Holy Spirit Primary School in Runcorn in running their Club.

3.0 Costs

3.1 Why do schools have to pay?

Schools in England funded by the Department for Education and Skills (DfES) currently enjoy the opportunity to sign up to CC4G at no cost.

All secondary schools in Fife are enjoying a funded programme (funded by Fife Council).

Those schools outside the scope of central funding (DfES, Fife Council), i.e. Independent, Northern Irish, Welsh and Scottish schools, are required to pay for CC4G.

3.2 Costing Model

The costing model for CC4G has been devised to allow individual schools to sign up; the longer the school signs up for, the cheaper the product becomes. The costs also reflect the varied funding for primary schools and give primaries a better chance to sign up at a lower cost.

The table below sets out the costs for primary and secondary schools, as well as children who are home schooled:

Figure 2 **Table of Costs**

Subscription Period / School Type	1 year	2 years	3 years
Secondary	£600	£1100	£1500
Primary	£300	£550	£750
Home learning	£30	£55	£75

3.3 What is included in the cost?

- Secure log-ins for all girls in the school;
- Access to the e-learning Courseware;
- Additional content and refreshes of topics as they are released;
- Downloadable support materials for Facilitators;
- Facilitator start-up pack including:
 - Induction DVD;
 - 1 x Celebrity topic guide (all remaining topic guides are downloadable from the website);
 - Access to the facilitator area of the website for administration purposes for up to 3 facilitators;
 - Sample Member pack;
 - 50 flyers and 10 posters to promote the Club within each school

Support

- 9:00 – 17:30 FREEPHONE support desk (+ out-of-office answer-phone service);
- 24hr email helpdesk

Additional Products and Services:

Training

A programme of successful training events has been developed to provide support to teachers to effectively deliver the e-learning courseware to ensure that they and the girls gain the maximum benefit from the experience. These events offer an in-depth introduction to the website content, guidance on how to manage the administration of the environment as well as providing the skills to deliver a CC4G topic, which can contribute to teacher continued professional development (CPD).

We offer a schedule of events, but will also work in partnership to deliver local and regional events for specific target groups at their own school or premises. These will include:

- Website and Courseware run-through with a specific topic in depth;
- Facilitator booking;
- Event documents;
- All materials on the day;
- Event evaluation and feedback

N.B. Venue costs not included

£750 a day

This would be suitable for a group of schools that feel training is necessary.

For an individual delegate to attend an already-scheduled training event (these are listed on the CC4G website), including:

- Website and courseware run through with a specific topic in depth;
- Facilitator booking – this can be done online as the CC4G website has a regularly refreshed list of events in locations that may be suitable;
- Pre event documents;
- All materials on the day

£100 per delegate

Member packs

- CC4G bag;
- Folder;
- Sticker sheet;
- Pen;
- Dividers;

- Blank CD
£5 per pack (included in the Home learning cost)

4.0 Moving Forwards

4.1 What are the next steps?

For Individual Schools:

The application form accompanying this document sets out the costs of CC4G and terms and conditions of use. All you need to do is:

- Complete the form
- Select the appropriate payment
- Agree to the terms and conditions
- Send via fax to e-skills UK

Once the application has been processed (within 1 week), the applicant will be sent a username and password permitting the applicant access to the website where the Club can get underway. The applicant will be sent an invoice for the cost of the programme after the processing of a registration.

For Councils and Employers:

Councils and Employers will be required to fill in an **order form** stating the number of schools that they would like to sponsor to run CC4G, along with any other additional products (events / member packs).

Once the order form has been processed, a member of the CC4G team at e-skills UK will be in touch with the main contact provided, to organise registration forms to be sent to the chosen schools. Once the registration forms have been received at e-skills UK, the school / s will be set up with usernames and passwords permitting the applicant access to the website where the Club can get underway.

Once all schools have registered, e-skills UK will send an invoice to the sponsor asking for payment.

4.2 How do you get a CC4G Club started?

Get the knowledge...

Facilitators will receive a start-up pack which provides them with all the knowledge required to start running a Club:

- **Learn with our Induction DVD**
- **Use the Facilitator Information Guide**

- **Use Topic Guides** – Topic guides can be found in the administration area of the CC4G website and provide facilitators with plans for the learning outcomes of each topic and sub-topic
- **Posters and Flyers to help with promotion of the CC4G Club**
- **Attend an induction event** – These give the facilitator the opportunity to learn hands-on, how the Courseware works and how to administer the Club (The DVD covers this, too)

Get the girls...

For any great Club – you need great girls! Recruiting the girls is the first real task when starting a CC4G Club. Without them, there would be no Club!

Get registered...

All girls need to be recognised as Club members in their own right to enable access to the CC4G website, so they'll need to be registered on the administration area of the CC4G website to give each of them a unique username and password.

Get the gear...

Once the Club members are registered on the website, they are all eligible for their Club member packs. These are available to order from the website at £5.15 each.