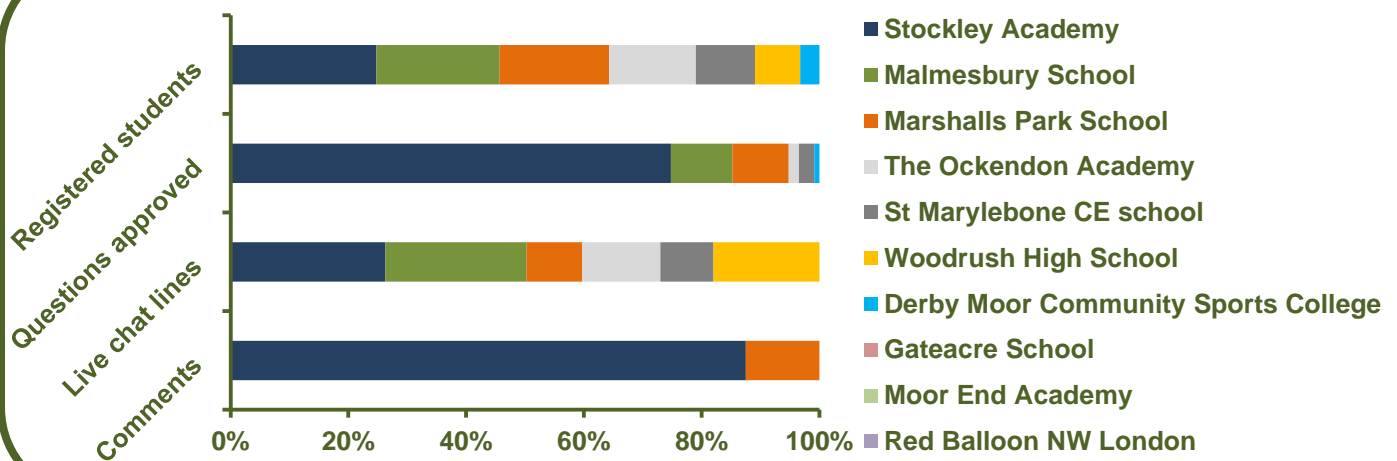


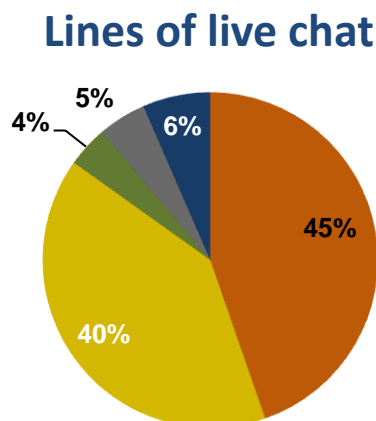
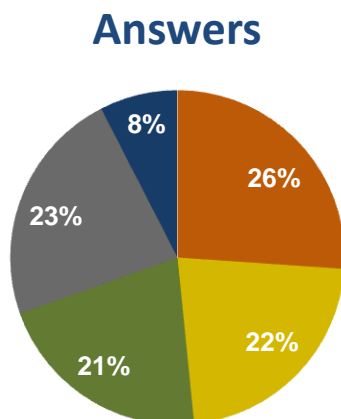
June 2014

The Apprentice Zone was the first time we've run a zone themed around a career path, rather than an engineering area like Water, Health or Environment. The idea of the zone was to give students the opportunity to talk to engineers who've taken the apprentice route. This clearly appealed to teachers, as it was the most requested zone. The zone had the most live chats, in which the students asked more questions about career routes and apprenticeships than in the ASK section. A lot of the discussions in the zones were focused more generally on careers and jobs: how to get engineering skills and what working as an engineer actually looks like.

Schools' data at a glance



Engineers' activity



Engineer profile	Page views	Position
Graham Wiggins	641	Winner
Luke Fry	547	2nd
Ruth Gregory	557	3rd
Claire Ferguson	348	4th
Maksim Schastny	452	5th

Key figures from the Apprentice Zone, and the average of all 4 zones

Number of page views during the event
(plus 2 previous weeks)

APPRENTICE ZONE	PAGE VIEWS	ZONES AVERAGE
Total zone	13,203	14,525
ASK page	789	1,068
CHAT page	1,865	1,581
VOTE page	1,063	1,049

	APPRENTICE ZONE	ZONES AVERAGE
Registered students	340	329
% of active students (used ASK, CHAT, VOTE or commented)	80%	78%
Questions asked	309	390
Questions approved	115	167
Answers given	345	441
Comments	81	70
Votes	263	259
Lines of live chat	3,653	4076
Live chats	16	13
Schools	7	8

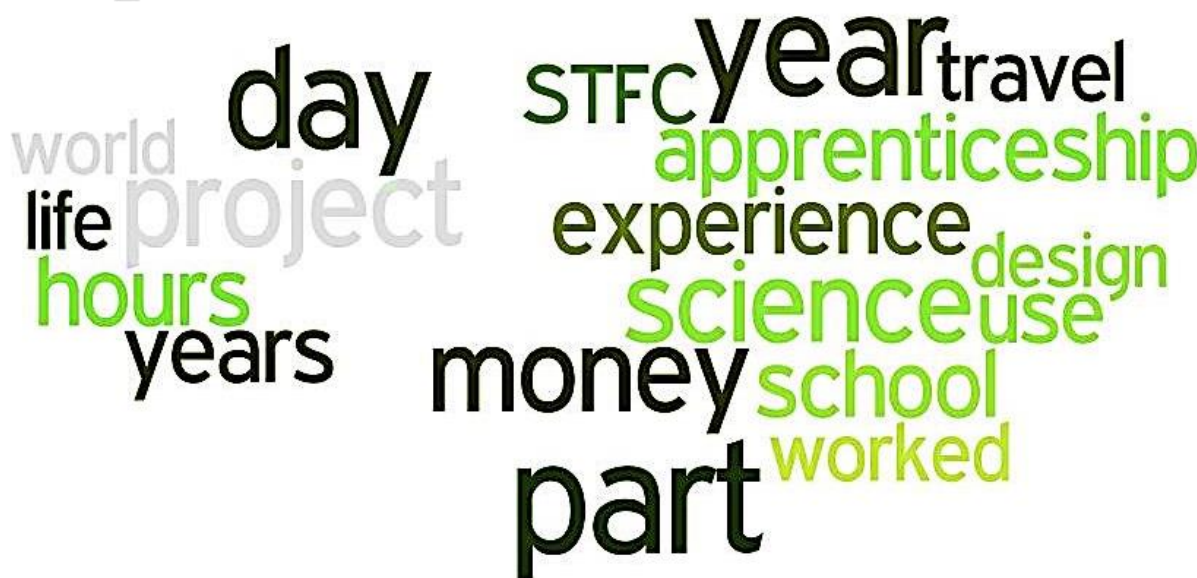
Popular topics

The live chats in the first week were mostly concerned with how to become an engineer, what engineers' lives are like, which GCSEs to choose, what the different career paths are available, and whether it is necessary to go through university. In the second week the students seemed to be picking up more on topics hinted at in the engineers' profiles.

The ASK questions were a very diverse mix of questions about the engineers work life, technical expertise and general scientific queries! There was a focus on the engineering world, how to get in, what's it like and where might it go in the future. The students also picked up on Graham's work with lasers.



Keywords from live chats in the zone (the size of the word represents its popularity)





Keywords of questions asked in the zone (the zone topic was not used a keyword)

<i>Keyword</i>	<i>Number of times</i>	<i>Keywords</i>	<i>Number of times</i>
engineer	12	work	5
job	9	type	5
I'm an Engineer	8	company	5
career	8	difficult	4
favourite	7	enjoy	4
engineering	7	impact	4
build	6	choice	4
future	6	field	4
daily	5	work	5

Example questions

"How important is understanding business to being successful as an engineer?"

"Is your job what you expected it would be? If different, then how is it different? And how did you adapt to it?"

"How many types of engineering are you able to pursue?"

"What do you get out of engineering that you couldn't get from any other kind of work? And why?"

"When did you first hear the word engineer?"

"What engineering skills have you developed or improved upon during the past year?"

"What is the best way to get into the engineering industry? Are you better off getting an apprenticeship or getting the qualifications needed and then finding a job in the industry?"

Examples of good engagement

The engineers dealt with all the students' questions with good humour, and they took advantage of certain opportunities to explain some crucial points about engineering and the engineer's role, which the students appreciated:

"How can police officers use engineering?" – rebecca15, student

"@rebecca15 Not only police but EVERYONE will use engineering of some sort in their everyday life. one of my favourite things to say about engineering is this. 'I challenge you to think of ANYTHING that isn't naturally occurring that an engineer hasn't been involved in' go for it!" – Luke Fry, scientist

"Wow thanks, iv never really thought about it that way." – rebecca15, student

Graham was particularly good at engaging with students in the ASK section, with questions like this: *"Can you give me an example of when lasers are used in everyday objects?"*, leading to further discussion and big thanks from the student.

Engineer winner: Graham Wiggins

Graham's plans for the prize money: *"Hmmm I'm thinking of dividing it up it smaller lumps, so lets start with 1/5th to Science Oxford, they have really helped me with my STEM activities, which in turn have helped me become a lot more confident, and "elped me komunikayshun skiwls", and 2/5ths to WISE who help raise the profile of Women in their STEM subject careers, which leaves 2/5ths which goes to < drum roll please > the Vulcan to the Sky Trust"* [Read Graham's thank you message here.](#)



Student winner: tomwalton2

For great engagement during the event, **tomwalton2** will receive a £20 WH Smith voucher and a certificate.

Feedback

We're still collecting feedback from teachers, students and engineers but here are a few of the comments made during the event...

"It is really cool how us students can engage with real engineers around us and we can learn so much from them! I really find these kind of events inspiring!" – rattyvlogger, student

"many thanks, I'm thinking of getting an apprenticeship when I can and wanted to get the opinion of someone that has actually been through the process." – tomwalton2, student

"THANK YOU - @Students - for your great Q's, your Webchats, and of course your votes. I hope you enjoyed the event as much as I did :-) Wishing you all the best for the future!!" – Graham Wiggins, engineer

"Been a blast guys! Thanks :)." – Luke Fry, engineer