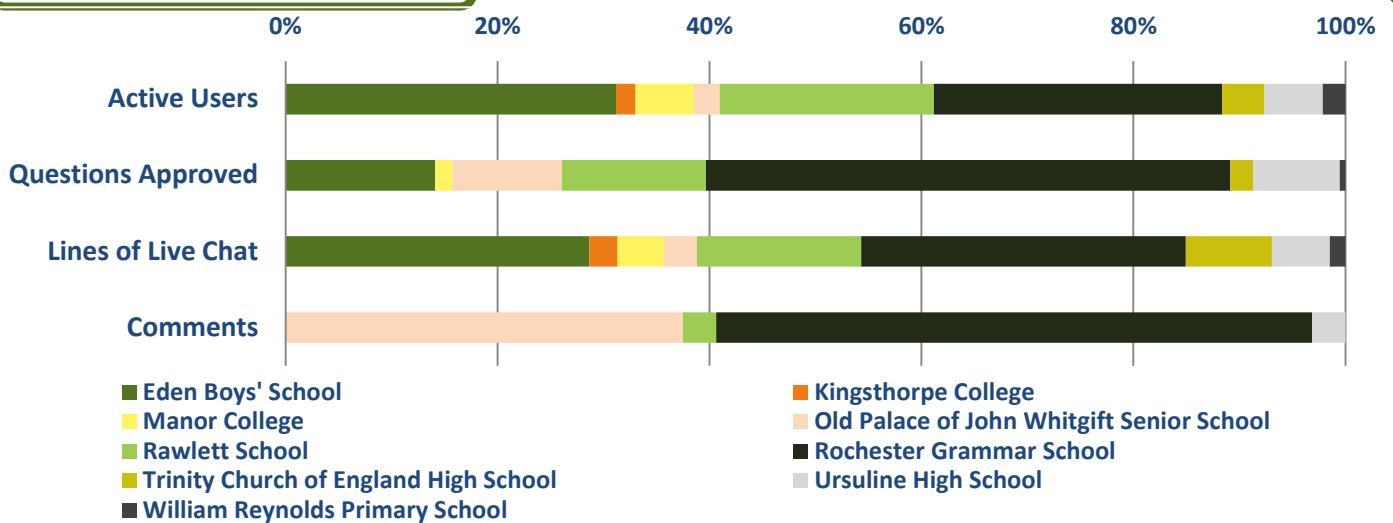




**March 2015**

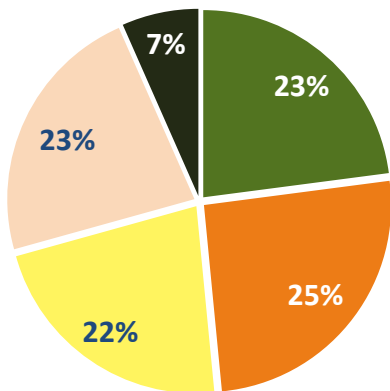
The Apprentice Zone consisted of engineers that had all started their career on apprenticeship schemes, or were currently on a scheme. Despite the variation in their current professional backgrounds there was a very strong focus on apprenticeships and 'engineering as a career' in both ASK and CHAT, and the live chats were lively and fun. The engineers engaged well with ASK, providing 423 answers, well above the average number for March, and students often commented on their answers. Stacey, the Zone winner, was excellent in attending nearly every live chat, leading to her contributing over 40% of the lines of chat.

**School data at a glance**

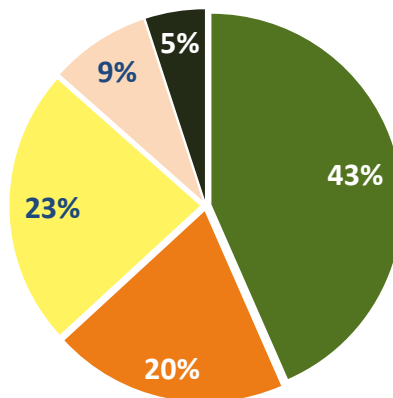


**Engineer activity**

**Answers**



**Lines of live chat**



Engineer	Profile views	Position
Stacey Cutten	944	Winner
Steve Cox	571	2nd
Malgorzata Barzowska	396	3rd
Huw Williams	491	4th
Ray Butchart	339	5th

Key figures from the Apprentice Zone, and the average of the March zones

Number of page views during the event (plus previous week and following weekend)

	APPRENTICE ZONE	MARCH '15 ZONES	2014
Total zone	15,457	15,703	13,210
ASK page	1,096	1,056	988
CHAT page	2,413	2,220	1,524
VOTE page	1,002	993	871

	APPRENTICE ZONE	MARCH '15 ZONES AVERAGE	2014 AVERAGE
Students	373	380	313
% of students active in ASK, CHAT or VOTE	89%	85%	77%
Questions asked	420	358	380
Questions approved	158	148	167
Answers given	423	334	427
Comments	30	23	64
Votes	243	280	280
Lines of live chat	4,554	4,733	3,624
Live chats	13	14	13
Average lines of live chat	350	333	247
Schools	9	8	8

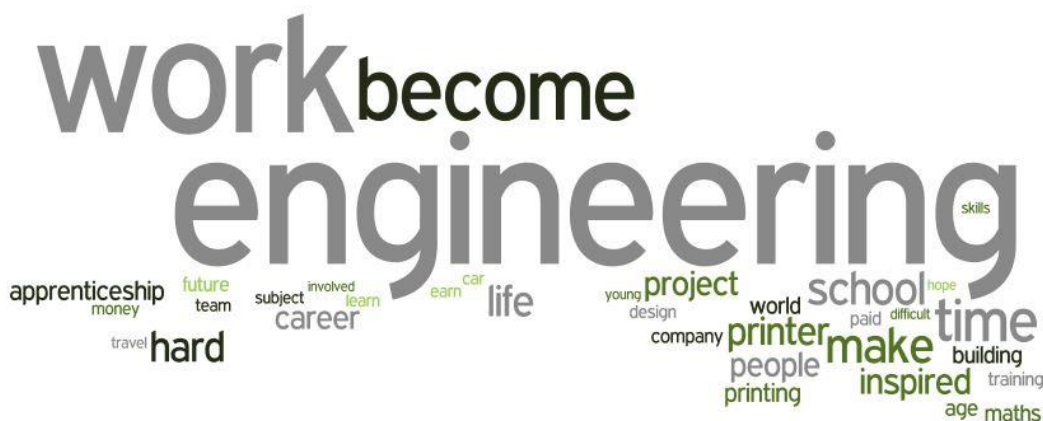
### Popular topics

Due to the theme of apprenticeships the majority of the questions in the live chats and ASK were focused around the engineers' careers and current positions, for example what their working environments were like, how much they were paid, and their paths to their current positions. As the engineers were all at different stages of their careers together they were able to provide a good insight into what apprenticeships had done for them, and what engineering is like as a career.

The students picked up on the different backgrounds of the engineers, especially in ASK. For example Steve received many questions on his work with 3D printers and Malgorzata was questioned about aspects of aeroplanes and flight. Stacey, who was in her first year of her apprenticeship, was primarily asked about her experiences of the scheme so far, as well as her thoughts on being female in a traditionally male environment.



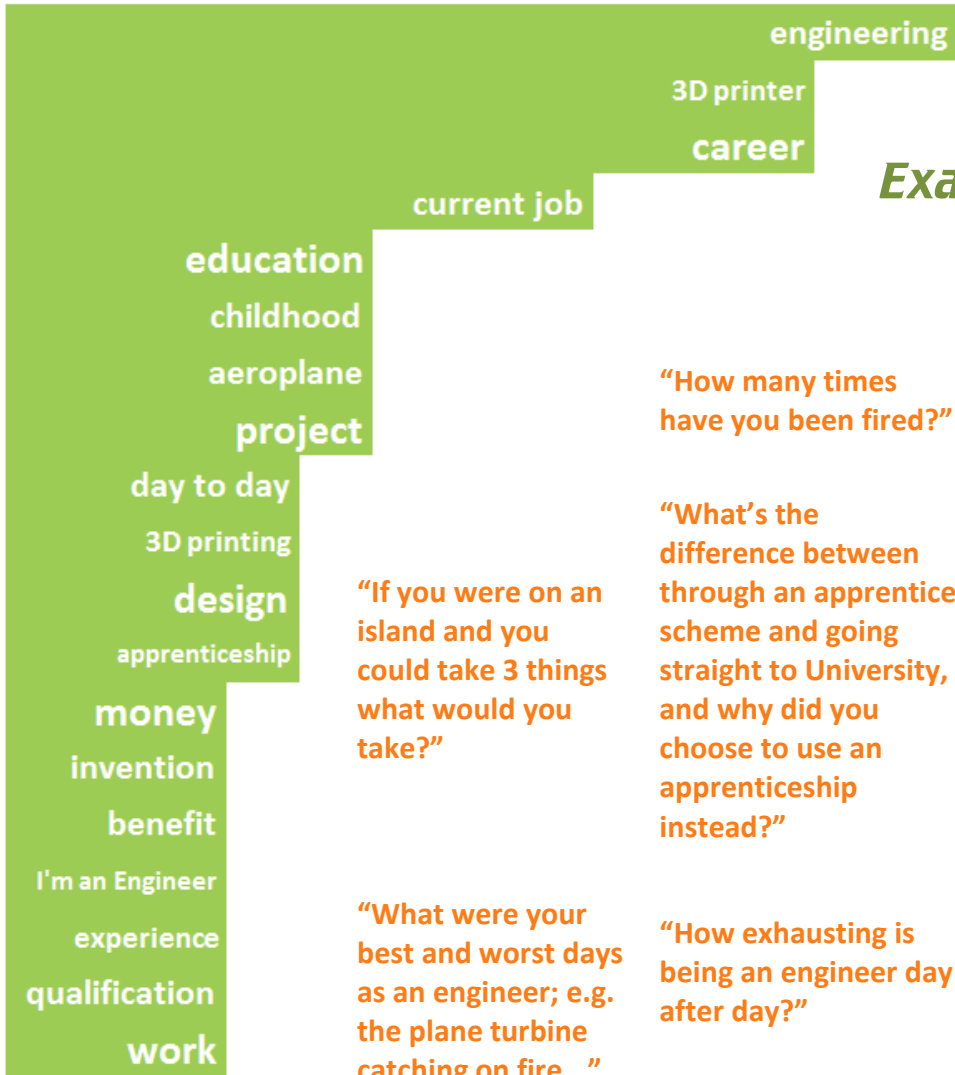
Keywords from live chats in the zone, size of the word represents its popularity





Keywords of questions asked in the zone, length of bar represents frequency of use

0 1 2 3 4 5 6 7 8 9 10 11 12 13



### Example Questions (click for links)

“Who is/was your engineer hero? If you have/had one?”

“How many times have you been fired?”

“What’s the difference between through an apprentice scheme and going straight to University, and why did you choose to use an apprenticeship instead?”

“As an engineer, which of your own inventions/creations are you most proud of and why?”

“If you were on an island and you could take 3 things what would you take?”

“How exhausting is being an engineer day after day?”

“What does engineering have to do with science?”

“What were your best and worst days as an engineer; e.g. the plane turbine catching on fire...”

“Are there any jobs that link in with engineering and zoology?”

“What project has been your greatest failure?”

“Can you make living organisms in a 3D printer?”

“Does your Digital Footprint affect your chance of a job, and did it affect yours?”

“Is engineering a social job or do u do it alone?”

“How do planes fly?”

“What is the most effective way of slowing global warming?”

“Do you have to be good at physics?”

## Examples of good engagement

Stacey was excellent in live chats, dealing smoothly with some very high levels of questioning when she was occasionally the sole engineer present. Students were especially interested in her experiences of being female in engineering and she answered honestly and encouragingly:

*“Stacey this is a genuine question, have you ever suffered from sexism, i am a female wanting to be an engineer and I was just wondering” – Student*

*“Most of the men I work with are actually very interested and support what I am doing for young women. I get the odd joke but I've learnt to let it go in one ear and out the other!” – Stacey, engineer*

*“What would you say to people who think engineering is just for males?” – Student*

*“I'd say nonsense! There are more women than ever in engineering, and although it still is male dominated - there is nothing stopping women now so go for it! Women are becoming more and more respected in engineering” – Stacey, engineer*

*“All questions about male dominated environment: Everyone is very polite, a few comments are made every now and then but it goes in one ear and out the other! I am proud to be a woman in my position right now and I think it will take me far. A lot of people are interested in my choice of career” – Stacey, engineer*

*“Thank you Stacey re: your answer about a male dominated environment - at a girls school, the students were very interested in how you deal with it” – Teacher*

## Engineer winner: Stacey Cutten

Stacey's plans for the prize money: *“I will use the money to launch a competition at a local school – and organise for the winners to go and see some of the view from the Shard, to see some of London's best examples of construction. I would also like to kick-start a blog – giving advice on apprenticeships and giving people the chance to ask questions. I would repost and comment on articles I found interesting – particularly designing for disaster management!”*. Read Stacey's [thank you message](#).



## Student winner: I Love Brownies

For great engagement during the event, this student will receive a gift 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...

*“Thank you so much! It has been extremely interesting and I am more aware of engineering as a possible career path” - 282appb37, student*

*“This has helped me loads!!!!!!” - bae5lyf, student*



Huw Williams  
@HuwW74

Great first chat with @IAEGMOOH I hope the students got a lot out of it #RRSTEM #IAEUK