



CC4G case study

University of Glamorgan

Background and context

CC4G's (Computer Clubs for Girls) after-school clubs inspire girls aged 10-14 to consider IT-related futures by bringing technology to life through projects based on music, fashion and celebrity. Incorporating leading edge online resources, the latest version has been developed by Aardman (of Wallace & Gromit fame).

Employers and individuals across the sector are supporting CC4G because, with only 17% of the UK IT workforce being female, the sector is missing out on a significant proportion of the talent pool, and girls are missing out on rewarding careers.

More than 135,000 girls in 3,800 schools have experienced the magic of CC4G since 2005, and 84% report being more likely to consider further IT studies or careers as a result.

University of Glamorgan

What they did

The University of Glamorgan purchased CC4G licenses for a group of their local schools to allow them to run CC4G clubs. Students from the University's computing faculty regularly attended the clubs to help staff and to interact and motivate the pupils.

Why they got involved

For Dr Paul Jarvis, Lecturer on BSc Computer Game Development, the motivation for getting involved in CC4G was clear; applicants to computer science undergraduate degree programmes dropped from over 25,000 in 2001 to roughly 15,000 in 2009, and has been declining ever since. This problem is particularly prominent amongst girls – just 15% of those applicants and only a small handful of Dr Jarvis' students are female.

The University of Glamorgan identified with the research supporting CC4G that the problem stems from the perception that computer sciences are too hard, too boring and 'a boys subject'. CC4G aims to challenge these opinions when they are typically formed - between the ages of 10 to 14.

Benefits to the University

- > The University saw CC4G as a direct solution to their issues with recruiting students - CC4G is established and effective
- > CC4G helped them to develop links with secondary and primary schools which was particularly important for Glamorgan
- > The project helped Glamorgan inspire first generation students – by engaging with students from the university, many of whom had come from similar backgrounds, the school pupils' aspirations and attitudes to higher education changed. This was particularly significant for 'first generation' students – children who might be the first in their family to go to university
- > School pupils learned about university life in general - not just the computing faculty

- > CC4G helped the university dispel the myth that Computer Science is not just spreadsheets! It opened the school pupils' eyes to the possibilities of technology beyond the use of IT user skills
- > The project helped to build the image of University and promote it as an organisation that cares about its local community.

Benefits to the University students

For the students it was a chance to act as role models and to give something back to their local community. It also helped prepare those that were considering a future career in education, and improved their communication skills.

Feedback from the students involved showed that they found the experience “great fun!” and they found it “fascinating to see the kids developing over the year”. It helped to nurture their creative talents and build their confidence.

The schools' perspective

Trelewis Primary School was one of the recipients of the support from Glamorgan.

Anna Morris, ICT Co-ordinator and Year 5 teacher at the school was keen to be involved from the start because they wanted to engage children in creative, challenging and fun ICT projects and keep them up to date with new digital technologies.



students at Glamorgan

How the school has benefited – the teachers' perspective

- > We have been able to set up an after school club with little planning or preparation – a huge readymade resource at our fingertips
- > We have been able to engage children who haven't necessarily been keen users of ICT
- > We have been able to cater for a whole range of abilities through using the resources
- > We have been able to tap into the expertise of

How the school has benefited – The children's perspective

- > ICT became a whole lot cooler – particularly when they got to work with university students who have shown how ICT can be a potential career
- > The children have been motivated, committed and excited by what they do and have been able to transfer skills gained through CC4G into their school based work
- > They have been able to share their expertise and train other children
- > Most importantly, they have had fun and achieved success!

What the children had to say

“CC4G has been enjoyable and links to lots of different things and has games linked to the real world.” Jessica

“I've learnt lots of new ICT skills and become more experienced.” Callum

“I'm more confident now using ICT and can help others.” Ashley

“I'll definitely use IT when I am older! IT is the perfect career for me” Morgan

To get involved please contact Laura Cole, CC4G programme manager: laura.cole@e-skills.com