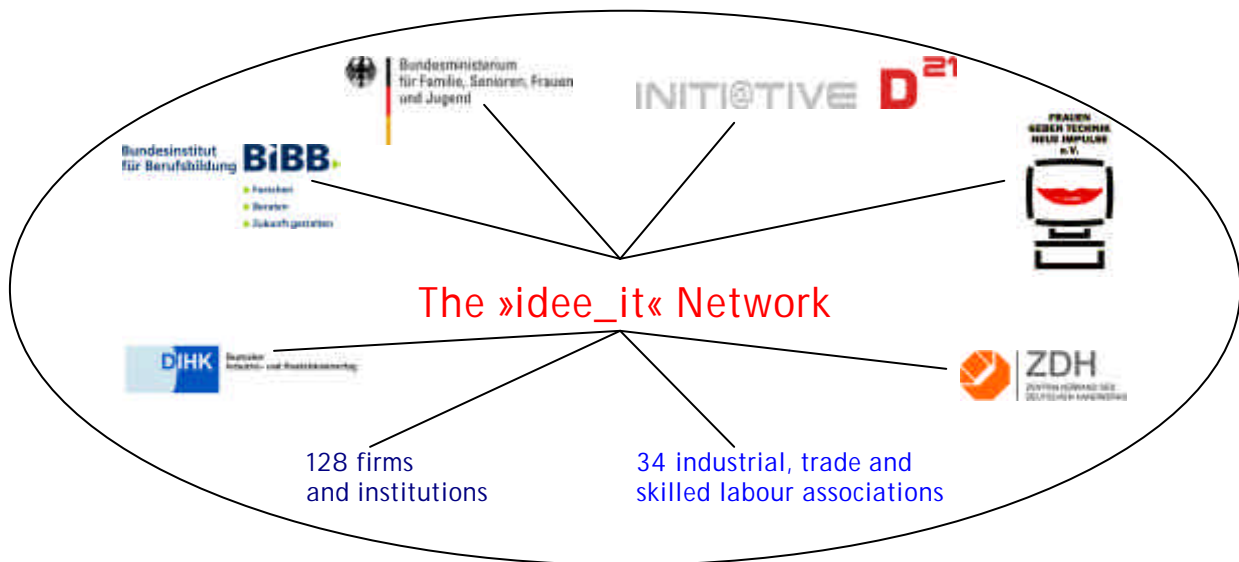


Project description

“idee_it” is a nationwide training project run as a private-public partnership which aims to persuade more girls and young women to take courses in the IT and media careers. “idee_it” is carried out in cooperation with businesses, chambers of commerce, professional associations and individual partners. The project was jointly originated by the Federal Ministry for the Family, Senior Citizens, Women and Youth (BMFSFJ) and Initiative D21. The BMFSFJ, supports the project financially. Additional support for the project is provided by the Association of German Chambers of Industry and Commerce (Deutsche Industrie- und Handelskammertag (DIHK)), the German Confederation of Skilled Crafts (Zentralverband des Deutschen Handwerks (ZDH)) and the Federal Institute for Professional Training (Bundesinstitut für Berufsbildung (BIBB)). The project is to run from 01 April 2000 until 31 March 2005.



Project objectives

To develop and also implement and operate innovative strategies, in order to fire young women with enthusiasm for the forward-looking IT careers, encourage more of them to enter courses in education and training and to stay on in training and in the profession.

Project background

The number of girls and young women in IT- and media courses has risen from 748 in the year 1997 to 14,538 in 2003. In spite of this significant increase in the absolute numbers of girls in IT and media courses, since the new educational careers came into force in the year 1997, at 21,5 % they represent less than a quarter of prospective trainees. This means that, particularly in the IT careers, which offer so much for the future, an enormous and potentially powerful resource is wasted, since girls and young women are nowadays highly skilled and have excellent school leaving qualifications. With appropriate impulses and strategies, “idee_it” encourages firms, institutions and organisations that offer training to take advantage of this potential for their own ends.

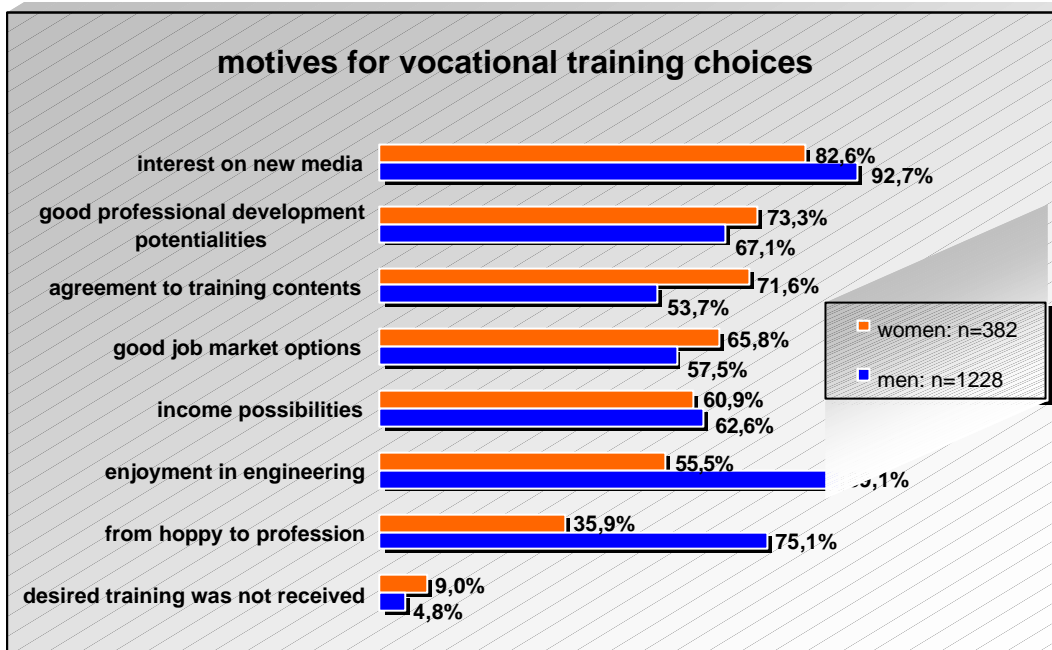
Current successful projects

Over 6.500 girls attended twelve “idee_it” Kick-Off career information shows 2001 - 2004. From 2001 – 2004 more than 6.500 girls took part in eleven “idee_it” Kick-Off information shows throughout Germany. With the Kick-Offs, »idee_it« has developed its own show format, which is particularly well adapted to the girls’ interests, with a mixture of information, event, advice and activities.

Database with 1,100 training opportunities on the homepage [www.idee-it.de]

A special feature on the homepage "www.idee-it.de" is the "Springboard", a database with over 1,100 training opportunities for IT and media careers (including a detailed search function). "idee_it" partners are included in the database, with their offers of training and practical experience. The homepage "www.idee-it.de" also provides information matched to target groups on training in the new IT and media professions, earning prospects and career opportunities as well as job advertisements. It also offers an interactive exchange with IT specialists.

"idee_it" scientific survey: Great response, with over 1,600 replies in the second round of the survey
 The "idee_it" scientific survey, "Women and Men in IT Training" is being carried out between 2002 and 2004 in three phases. With over 1,600 replies in the second phase of the survey, this was the largest nationwide survey on the theme of career orientation, training situation and career advancement for women and men in the IT professions. The objective is to improve training for and entry to the professions, in order to increase the attractiveness of the professions for young women. The current results of the investigation are available on www.idee-it.de/begleitforschung for downloading.



This chart shows an exemplary result of the scientific survey: The reasons for choosing an IT-career are very different comparing young women and young men

Five Train-the-Trainer Workshops in 2003 for IT trainers

The findings of the survey are available annually, exclusively to trainers from participating firms and institutions. In 2003, "idee_it" held five Train-the-Trainer workshops on the theme "Raising Gender Awareness in the Practice of IT Training" in Berlin, Bonn and Stuttgart, with over 60 participants in total. In these workshops, the participants discussed the results of the survey, developed ideas for how to put the findings into action and presented examples of best practice and innovative approaches in training.

162 Cooperation partnerships

A total of 128 firms and 34 chambers of commerce took part in "idee_it" as partners. Since July 2004 21 new "idee_it" partners have been recruited Baumgärtel Seminare; Berufskolleg Bergkloster Bestwig; Bundesinstitut für Berufsbildung; Deutsche Bahn AG; Fernuni Hagen; Fraport AG; Fraunhofer Institut Sichere Telekooperation - SIT; Handwerkskammer Rhein-Main; Initiative Neue Medien in TWS e.V. HELLWEG online; is:energy GmbH (ausbildender Betrieb der E.ON Energie AG); Landkreis Nienburg/Wesel; Kompetenz für Frauen e.V., München – IT-Clubs für Mädchen; networker Medienfabrik GmbH; Phoenix Contact GmbH & Co. KG; Provadis GmbH; rentconcept GmbH; SIGNUM IT; Stadtwerke Kiel AG; TU Kaiserslautern – Ada Lovelace Projekt; Universität Koblenz – Ada Lovelace Projekt; Universität Trier – Ada Lovelace Projekt; versiko AG

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