



*whynotchemeng*

Tackling the chemical and process  
engineering skills shortage

# What is *whynotchemeng*?

A careers campaign aimed at secondary school students aged 14-19, their parents and teachers, highlighting the opportunities, diversity and rewards a career in chemical engineering can offer.

# A bit of background...

- launched in 2001 due to decline of students choosing chemical engineering courses at university.
- universities wanted more choice, and to increase competition for places
- original mailing list of just 500 schools

# What does *whynotchemeng* do?

- school visits and careers talks
- careers literature and teaching resources
- [whynotchemeng.com](http://whynotchemeng.com)



# What does *whynotchemeng* do?

- **school visits and careers talks**
  - *whynotchemeng* volunteers give presentations and attend careers fairs
  - over 600 volunteers in the UK and Ireland
  - 286 events attended in 2012
  - we provide volunteers with handout literature, posters, pens and presentation material.

# What does *whynotchemeng* do?

- **careers literature and teaching resources**
  - Current mailing list of 4,500 schools offered free resources and support:
    - website
    - literature (careers pack, posters, leaflets)
    - *whynotchemeng* volunteers
    - classroom resources including our *Top Ten Flash Bang Demos* and *Sugar Making Resource*

# What does whynotchallenging do?

- **whynotchallenging.com has six targeted sections:**
  - *Employers* – company profiles/links
  - *Information* – comprehensive info for students
  - *Teachers* – teacher resources and info
  - *Universities* – interactive map with links
  - *People* – case studies of sponsor employees
  - *Volunteers* – resources and useful info for volunteers

(listed in order of popularity)

[GO](#)

### Quick links

- ▶ [Sugar Making Resource](#)
- ▶ [Benefits and salaries](#)
- ▶ [Top 10 Flash Bang Demos](#)
- ▶ [What is chemical engineering?](#)

### Around the world

- ▶ [UK and Ireland](#)
- ▶ [Australia](#)
- ▶ [Rest of the World](#)



Join our mailing list



## Crossing the border



### Laura McArthur

Laura McArthur moved down south for her first chemical engineering job and says she made the right choice.

[Click here to read her story](#)



FAQs



Teacher resources



What do chemical engineers do?



Typical UK starting salary of £28,000/y | Global career opportunities in a wide range



# Plus...

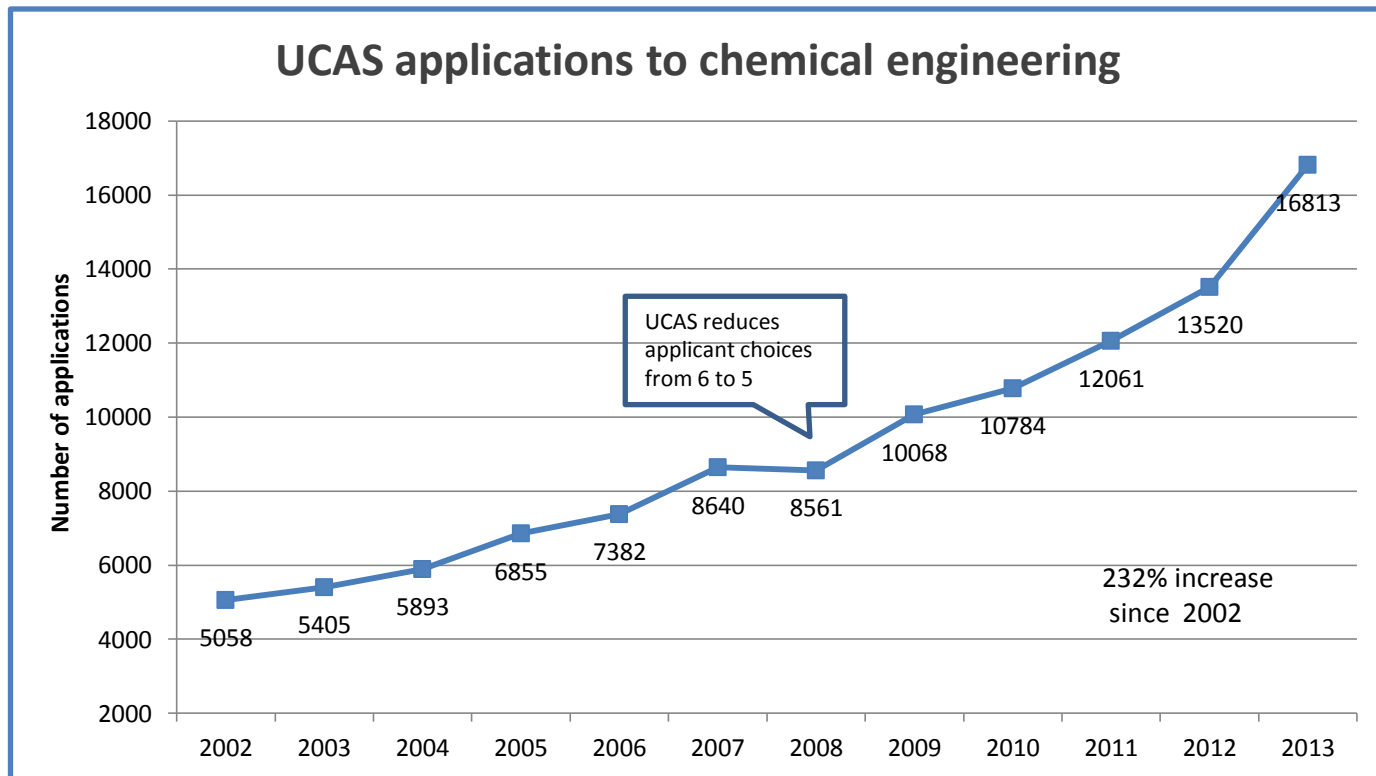
- social media – facebook, twitter, YouTube, LinkedIn
- national events – Big Bang Fair, ASE annual conference, regional skills events
- emails to students studying relevant A levels

# *whynotchemeng* works!

- record number of degree applications
- record number of student intake
- website visits up 27%\*
- school enquiries up 19%\*
- amount of literature/resources requested by schools up 28%\*

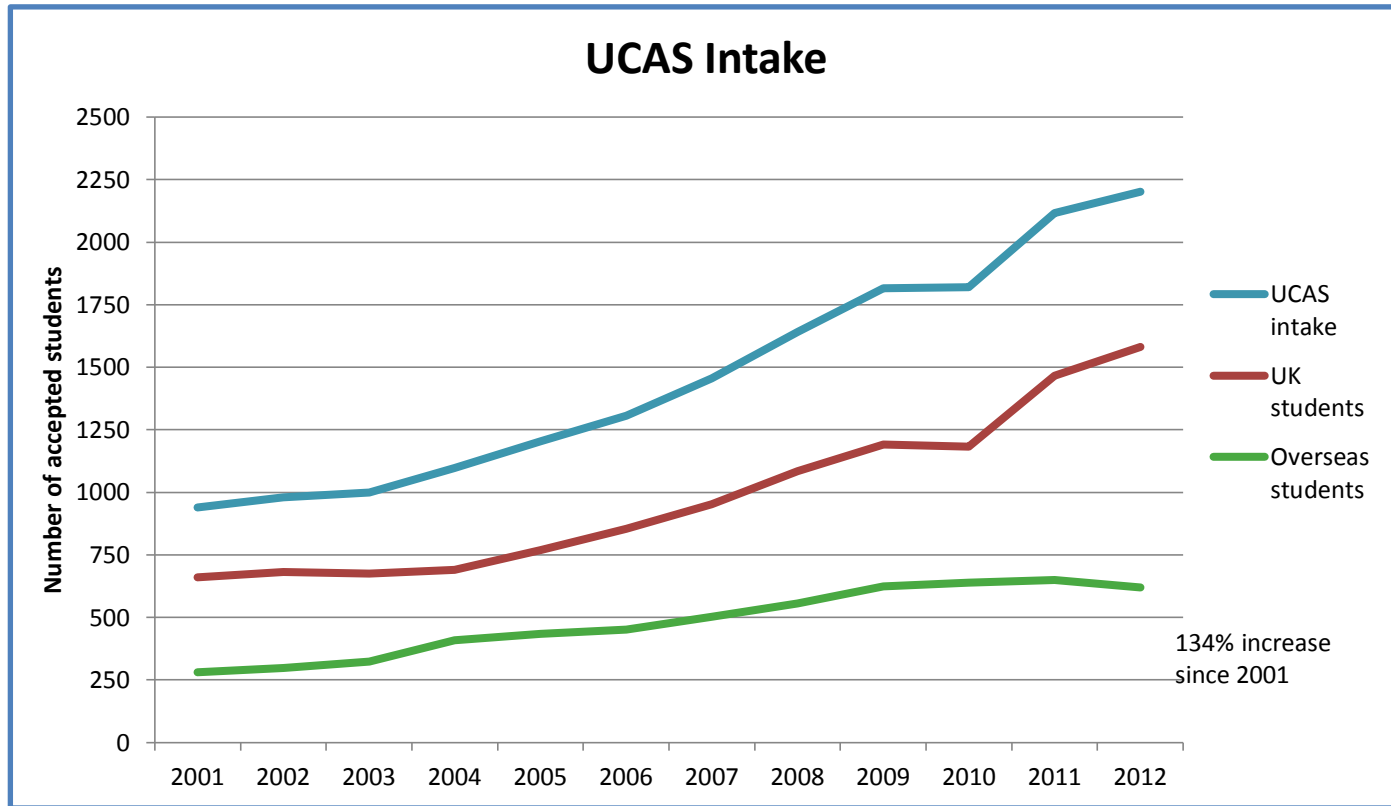
\*Comparing Jan-Sept 2012 to same point in 2013.

# *whynotchemeng* works!



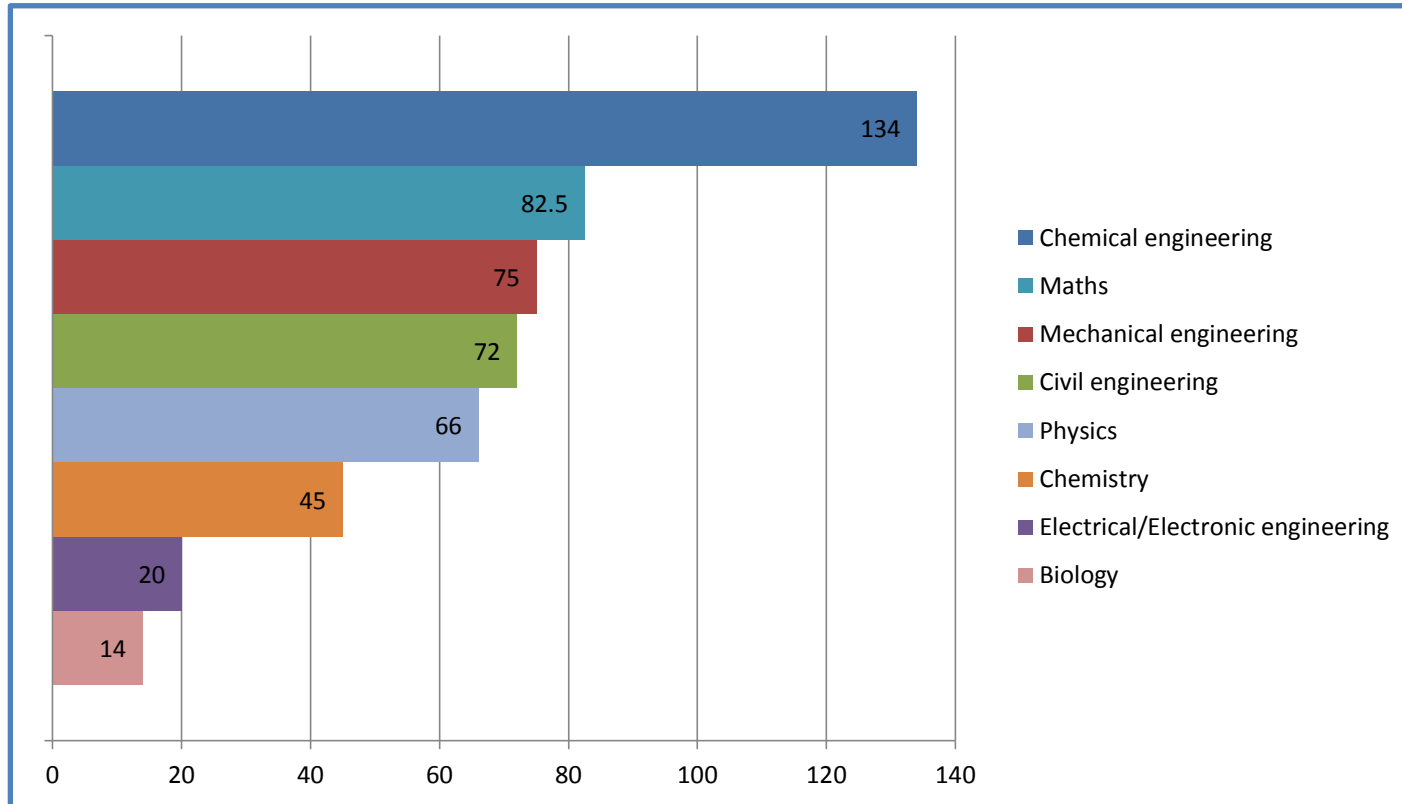
Number of applications to study chemical engineering at UK universities

# *whynotchemeng works!*



There are now a record number of students studying chemical engineering in the UK!

# *whynotchemeng* works!



Intake growth comparisons for the major engineering/science disciplines  
2001-2012

# What's new?

- new KS4/5 classroom resource *The Process of Sugar Making* launched to schools in Jan 2013
- new display poster for use at careers events
- new postcards for attracting volunteers

For 2014:

- re-design of existing *whynotchemeng* literature and resources and the development of new resources

# Works well with others...

These are just a few of the organisations and campaigns that we've worked with/supported/promoted:

STEMNET, schoolscience, FutureMorph, Chemistry at Work, Engineering Your Future (EYF), Salters' Chemistry Camps, Tomorrow's Engineers, YINI, Headstart, Smallpeice Trust...

# *whynotchemeng* supporters

*whynotchemeng* is funded by donations from UK and Ireland universities, plus company support from:





# *whynotchemeng* supporters

*“whynotchemeng has contributed to a sharp reversal in the decline of UK chemical engineering students...We continue to support the campaign, as it is essential that the message continues to reach schools, where young people make their choices of A level and degree subjects.”*

Les Bolton (BP)

*“People are key to our business success and securing the right people is essential to the ongoing strength and growth of the organisation. whynotchemeng is one route to help in promoting engineering and specifically chemical engineering in our schools.”*

Ian Gaff (Foster Wheeler)

Any questions?