

Horsforth School

Lee Lane East Horsforth

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Headteacher: Dr P Bell

Our ref: OWA/ELT

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Dear Parent/Carer

Inspiring Our Female Students for a Future in STEM

Did you know that since 1903 there have been 23 female Nobel Prize winners; that out of all researchers in today's society only 28% are female and that only 3% of ICT graduates are female.

Question: How can we change this and make it more balanced?

Answer:

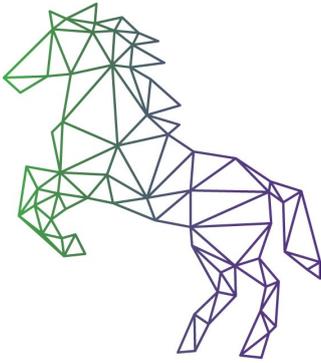
We have been approached by Ernst & Young (**EY**) to offer girls at Horsforth School first access to the UK rollout of a new educational STEM app for girls aged 13-18, as part of the pilot running Jan-Jun 2022. The EY STEM app has been developed to encourage more girls to identify, inspire and empower the next generation of girls in STEM and ultimately to help tackle gender inequalities.

EY STEM App is a free innovative gamified mobile platform for girls aged 13-18. The EY STEM App programme was successfully piloted for 7000+ girls across New Delhi, Seattle and Atlanta and is now being scaled globally for 100,000 girls by June 2022 in line with EY commitment to impact One Billion Lives by 2030.

The app has 17 channels currently (with more being rolled out) which have over 450 activities between them. It covers a variety of different STEM topics such as "Help the world", "Understanding Myself", "Getting Creative" and many more. The content for the activities has been provided by organisations such as NASA, Stanford University, UNESCO and others. The content aims to give girls a transferrable skill set including collaboration, creativity, self-confidence and efficiency.

This platform has an incentivised learning model and aims to positively impact of out-of-school learning. Your child earns points as they complete activities such as gamified digital and real-life activities e.g. science experiments, individually and/or in teams, reading news articles, watching videos and answering thought provoking questions. The points earned can be redeemed for Fun (including vouchers), Important (including work shadowing) or Lasting rewards (including donations to charities).

'Opportunity and achievement for all'



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The pilot has identified that 98.5% of girls in the pilot (7000+) enjoyed the EY STEM App experience and activities and the causes which received the most Lasting Rewards were “Girls who code” and “AI for Good”.

The app can now be downloaded from both the apple and google play store under the name “EY STEM App”. You will be asked for 2 codes when you register and these are:

- UK0101 (girls)
- UK0102 (code to register for parents)

Yours sincerely,

Emma Turner
Teacher of Computing and ICT