



Robogals 2020 Strategy

VISION

A global culture of diversity and inclusion in engineering

MISSION

Inspire, engage and empower young women into engineering and related fields

2020 TARGET

30% of engineering students are women

	Inspire Girls	Develop Volunteers	Influence the Community	Strengthen Robogals
	<i>Inspire girls and young women to explore engineering through structured pathways and the influence of positive role models.</i>	<i>Provide opportunities for Robogals volunteers to connect as a community and to develop professionally and personally.</i>	<i>Work collaboratively with parents, teachers and the broader community to highlight the exciting and rewarding opportunities for female engineers to shape our world.</i>	<i>Build a strong foundation from which Robogals can grow its impact.</i>
Aim	More young women participate in engineering and related fields at a higher education level.	Robogals volunteers are confident and supported to become leaders in their chosen industry and are champions of diversity and inclusion.	Parents, teachers and the broader community encourage young women to pursue engineering related careers.	Robogals is an engaged, connected and resilient global community.
Target	110,000 girls and young women participate in Robogals workshops.	90% of Robogals Volunteers who are looking for work are successful within 3 months of graduating.	30% of females studying STEM subjects have had at least one encounter with Robogals	Robogals is the volunteer organisation of choice
Metrics of Success	<ul style="list-style-type: none"> Two impact case studies per region Post-workshop surveys show increased interest in engineering 50% of entrants to Science Challenge had a previous interaction with us 	<ul style="list-style-type: none"> Volunteer engagement in professional development activities Percentage of volunteers transitioning from chapter, to regional to global level Participation of alumni 	<ul style="list-style-type: none"> Robogals presence at community events Engagement of parents, teachers and partners in Robogals workshops 	<ul style="list-style-type: none"> Strength of partnerships Financial Resilience (surplus, revenue) Efficiency of organisational processes Percent increase in brand/profile
Initiatives (Indicative)	<ul style="list-style-type: none"> Global competitions Rural Roadtrips Robogals Buddy program Impact Measurement 	<ul style="list-style-type: none"> Professional Development Platform Alumni Program Industry Volunteer Mentoring opportunities 	<ul style="list-style-type: none"> Teacher Development Days Employee Development Days 	<ul style="list-style-type: none"> People Development Robogals Way Partnerships Governance and Risk Brand and Profile