

Promoting ICT Courses and Careers

Maurice Pagnucco

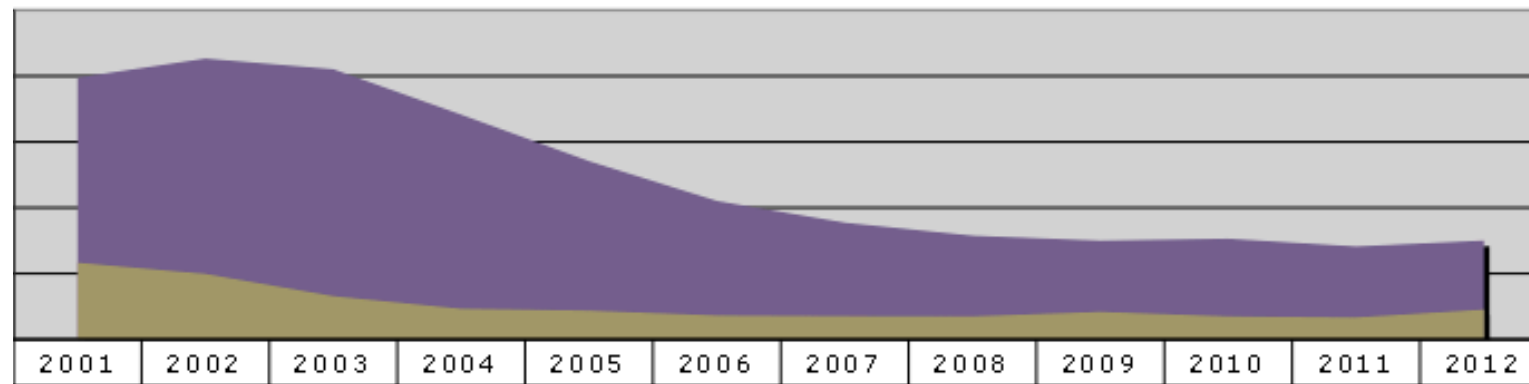
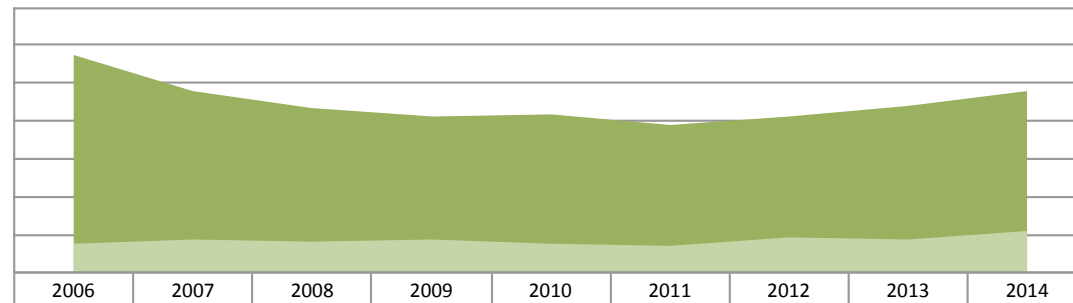
Never Stand Still

Faculty of Engineering

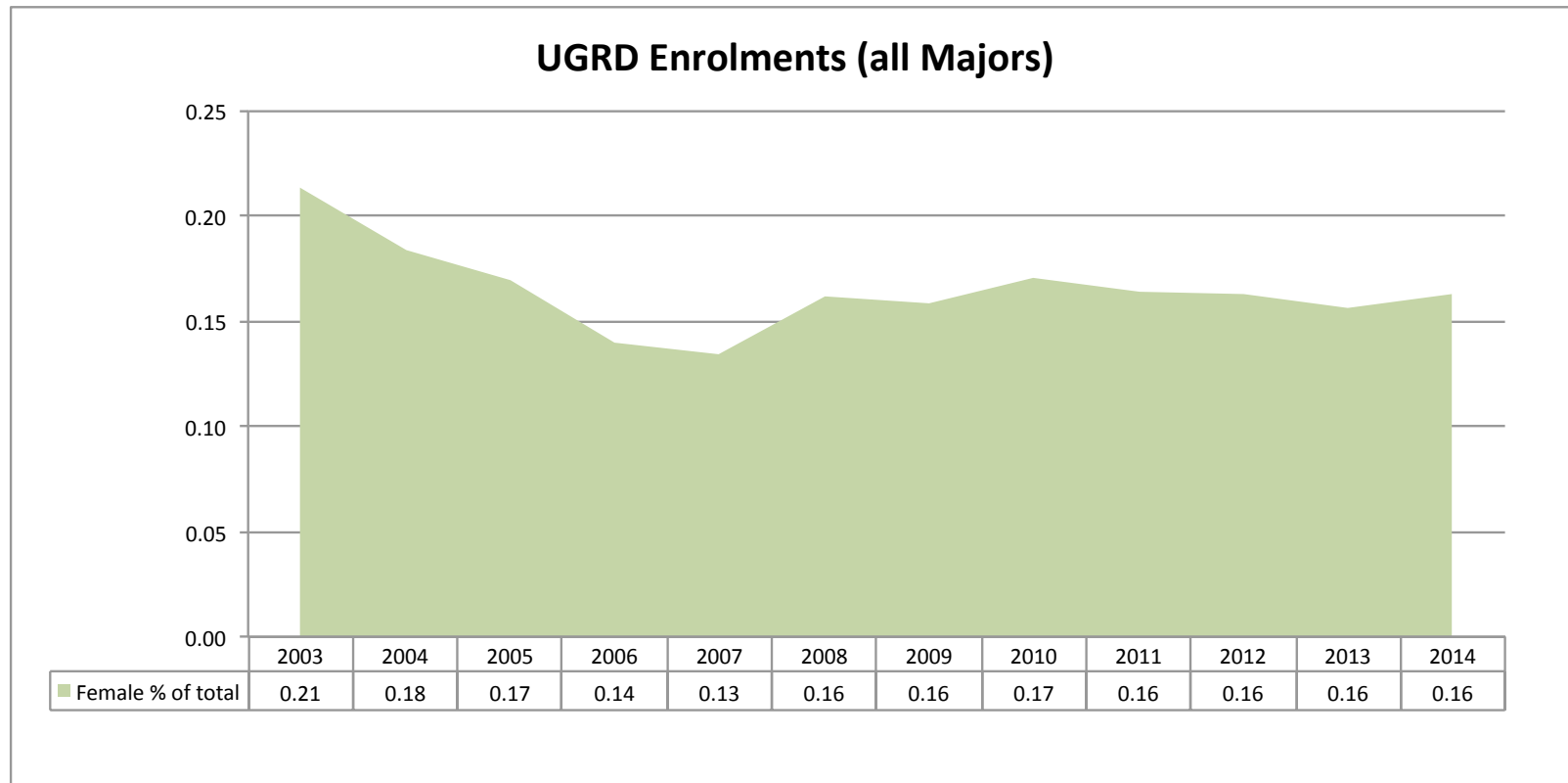
Computer Science and Engineering

What is the Problem?

UGRD Enrolments (all plans)



Female Enrolment Trends



Where we started

- Many organisations (universities and industry) run outreach activities for school students to increase enrolments in computing courses
 - Not to mention participation in STEM/STEAM, engineering, etc.
 - Organisations tend to be possessive and exclusive with the activities that they fund and promote
- There is no coherent coordination of these activities
 - As a result, there is no coherent “big picture”
- Expanding Group X/Digital Careers beyond Queensland was one initiative in this direction
- Question: are we competing amongst ourselves for enrolments rather than trying to raise enrolments across the board?

Issues

- Do we believe that computer science skills are important for the national benefit (cf., AWPA ICT workforce study, July 2013)?
- Do we believe that industry requires these skills and will support universities in delivering them?
- Which areas of computer science are worth pursuing?
 - For national benefits
- Do we see computer science as a career in its own right, a support to other careers or both?

Digital Careers

View from NSW Steering Committee

- Provide strategic advice to the Program Director (Karsten Schulz) and State Manager (John Westgarth)
- Provide mentors, speakers, volunteers from staff and students
- Promote and support Digital Careers activities and raise awareness
- Make sure your organisations and the degrees offered are well represented and served by Digital Careers
 - Constructive feedback

What can we do

- Engage in dialogue with each other, industry, professional organisations and other stakeholders
- Identify national needs and paint a realistic picture of what students can expect
- Collate readily available statistics that we can all use
 - Especially for talking to media