

# The Gender Gap and Land-based Education

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# Current Situation....

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- In 2014/15 we had 49.1% male and 50.9% female students in Higher Education but 64% male and 36% female students in Further education.
- Now have more females in HE because of transfer in of animal care and veterinary nursing in Aberdeen and Oatridge

# Students in Aberdeen – 2016/17



Course	Female %	Male %
NC Agriculture	23.5	76.5
HE Agriculture	39.5	60.5
HE Rural Business Management	83.7%	16.3%

Overall at SRUC we have;

HE Agric – 65.2% Male, 34.8% Female

RBM – 63.8% Female, 36.2 Male

# But.....

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- Very few male veterinary nurses
- Very few female agricultural engineers
- Established a project with Equality Challenge Unit (ECU) to review and take action;
  - Positive reinforcement through images
  - Discussion with students
  - High profile role models





# Claire Simonetta – Role Model

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# Discussion – what do they see?



# Focus Groups

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- Took a group of Vet nurses and a group of engineers and spoke to them;
  - Had they noticed they were a single sex group and had they discussed it? engineers – 100% no, vet nurses – 90% noticed and 50% discussed.
  - Does it matter? Engineers – 100% no, vet nurses – only 5% thought it didn't matter at all.



# The work continues...

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- Looking to have a “broaden your horizons” event (outcome of the focus group) for school aged students
- Continue to work with industries to promote careers
- Continue to use positive imagery

# Thank You

