Everyone should digdata!

dig data™
a Data Inspiration Group programme

Who are we?

The Data Inspiration Group are passionate about connecting educators and data champions (industry partners) to build a unique community that inspires young minds to consider a career in data.

Digdata is our online programme, designed for all students in secondary and tertiary education across the UK. The programme delivers across three educational steps that promote the **awareness**, **knowledge** and **skills** required for a career in data.

All our events and activities will be fully accessible via a Resource Hub on our website, dedicated to showcasing the evolving career opportunities in data science and analytics available to young people.

All students at secondary school, college and university – as well as their teachers and career leaders – will have free access to the Digdata programme. Our online activities encourage fun and creativity, while developing awareness of industry needs and additional skills requirements.

FIRST STEP Year groups 7–9   [Awareness]

NEXT STEP Year groups 10–13   [Knowledge]

STEP UP University + Further Education   [Skills]

Digdata encourages innovation and provides the inspiration!

What do we do?

We engage with students throughout their studies to enrich their knowledge of the diverse opportunities and skills required for a future career in data.

The Data Inspiration Group have built a diverse and committed network, across multiple sectors, enabling us to partner with data champions from leading brands and services in the data industry. We work closely with our partners to create online career challenges, where data is used to solve a real business or social problem.

Each career challenge is hosted by a relatable role model in industry, increasing students' visibility of data careers available across multiple industry sectors.

The Digdata programme also offers online career panels. We want your students to be fully aware of how they can use their degree and skills to secure a role in data. And we want you and your colleagues to become unidata champions!

You can find out more about becoming a unidata champion on page 5.

Become a unidata champion and shape the future of data careers

Why are we doing this?

Despite numerous career opportunities in data across the UK, there is a national shortage of data professionals. It is therefore essential that, throughout their education, young people are given the necessary tools to consider data as a future career choice.

Students are often not aware of the data opportunities open to them across multiple industry sectors. Indeed, many believe a degree in maths to be a prerequisite, and don't appreciate the breadth of other relevant disciplines. The Digdata programme intends to demonstrate the pathways and opportunities available to students with different skillsets and passions.

In line with the government plan to 'level up' UK employment opportunities, many data roles now allow remote working. This is a massive advantage for the data industry, as well as for young people starting out on their career, as many jobs can be filled regardless of where the employer or employee is geographically located.

Building awareness in education is paramount if the UK wants to succeed in developing a diverse pipeline of future talent that will achieve global leadership in this explosive and exciting sector.

Digdata works in conjunction with the following government guidelines:

THE NATIONAL DATA STRATEGY

✔ Increase skills in programming, data visualisation and problem solving

✔ Integrate data skills across multiple curriculum subjects

✔ Prepare for a data-rich life and career

✔ Encourage further education pathways linked to data science

Become a unidata champion

Our unidata champions care, not only about their current students but also about their future ones, by making themselves accessible to younger years (secondary school and college students).

They also encourage their faculty staff and students to engage with younger years, to disseminate the knowledge required for a future career in data.

They pioneer innovation within education and are committed to guiding young minds towards the right educational pathway, course and university.

Unidata champions share their knowledge and experience. They are passionate about creating opportunity for all by helping students make informed career choices.

The following pages give details of the Digdata programme of events. To find out more about what's involved in **becoming a unidata champion**, contact **Rachel Keane** on **07769 291285** or **rachel@digtata.online**.

HOW CAN YOU GET INVOLVED?

There are many ways to collaborate with Digdata.
All universities can…
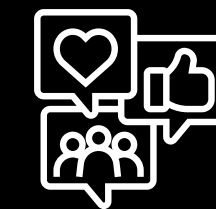
Share our events through your social media channels and student networks

As a unidata champion you can also…

Advertise your university and relevant STEM/data courses on our website

Take part in our NEXT STEP online education panels, aimed at informing students from Years 10–13 on the educational pathways available to them

Live online career challenges

The STEP UP stage of the Digdata programme is aimed at all university/FE students across the UK.

We work with a wide network of leading brands and services. Each data champion will create fun, innovative virtual work-experience challenges that use data to solve a real business or social problem.

Each challenge is hosted by one of our data champions, providing students with an opportunity to engage with relatable role models and learn the skills required for a career in the data industry.

All events are FREE for students to attend, and we encourage them to submit their work to the Digdata team to receive virtual work experience certification.

EACH CAREER CHALLENGE WILL BE HOSTED ONLINE USING MICROSOFT TEAMS AND OFFER STUDENTS THE FOLLOWING:

1

Live 40-minute briefing session

2

Students work on the challenge in their own time

3

Recorded industry assessment

4

Certification of virtual work experience

ONLINE CAREER CHALLENGES

How do your students get involved?

STEP

[01]

Become a Digdata member by registering for our FREE online events: register@digdata.online

STEP

[02]

Attend the live 40-minute briefing session then carry out their virtual work-experience project. Students can take part in as many challenges as they like; all sessions are recorded and will be available on the Digdata website

STEP

[03]

Submit their virtual work experience project to the Digdata team. Students will then receive a link to a video-recorded assessment from our data champions giving feedback across a broad range of scenarios

STEP

[04]

Students receive a virtual work experience certificate to upload to their CV, LinkedIn account or any job applications to validate their genuine interest in the world of data

Live online career panels

Our world is changing rapidly, and data is at the centre of this transformation. With this comes huge career opportunities – indeed, in the last five years, the demand for people with data skills has more than tripled.

Digdata's online career panels enable students to engage with professional role models in the data industry to explore the breadth of opportunities and skills required for an exciting career in data – the fastest growing industry sector.

We invite our data champions to showcase their junior team members, across one or multiple business functions. The contributors will have between one to four years' experience in a data role, providing students with relatable role models.

Our career panels are aimed at students across all three educational steps of the Digdata programme. Contributors will pitch the content at the appropriate level for their audience, from secondary school year groups 7–9 through to university/FE students.
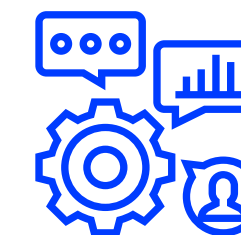
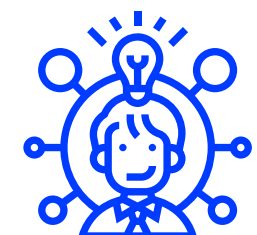**EACH CAREER PANEL OFFERS A FANTASTIC OPPORTUNITY TO DISCUSS:**
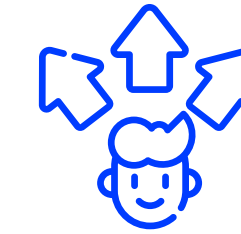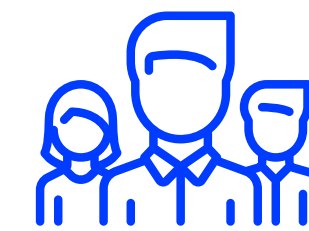
Individual education and career journeys

A 'day in the life' of a data champion

Technical expertise and requirements

Additional skill requirements

Different data roles within a team

Internships, apprenticeships & graduate schemes available

Each 60-minute career panel will be hosted live on Microsoft Teams and include a 15-minute Q&A. All the events will be recorded and made available on the Digdata website: **www.digdata.online**

digdata™

ONLINE CAREER PANELS
How do your students get involved?

STEP	STEP	STEP	STEP
[01]	[02]	[03]	[04]
Become a Digdata member by registering for our FREE online events: register@digdata.online	Attend a live career panel with data professionals	Engage with relatable role models in the data industry and ask questions in the Q&A session	Attend numerous career panels across multiple industry sectors. All events are recorded and available on the Digdata website

Live online education panels

These events are specifically aimed at engaging with younger students at the NEXT STEP stage of the Digdata programme. The education panels will have a particular emphasis on the most relevant courses for this age group when considering a career in the data industry.

Making the decision to go to university can be a daunting one and provoke several questions, such as:

• **What is the right course and university for me?**

• **Do I want to move away from home?**

• **How will I be supported financially and emotionally?**

• **What are the benefits of studying a degree?**

We invite our unidata champions to showcase several of their students, across one or multiple subject/departmental areas. We recommend that your contributors are spread across all student year groups, and asked to share their university stories and experiences.

This is a great opportunity to invite secondary school/college students and their parents/guardians across the UK to join a live online session. Potential applicants can engage with relatable role models and get their questions answered before committing to a campus visit.

To find out more about **becoming a unidata champion** and how your university can host an online education panel, contact **Rachel Keane** on **07769 291285** or **rachel@digtata.online**.

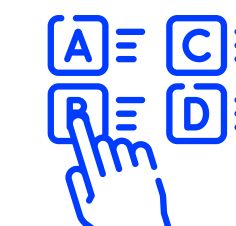**EACH EDUCATION PANEL OFFERS A FANTASTIC OPPORTUNITY TO DISCUSS:**
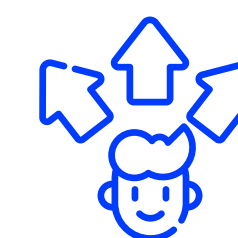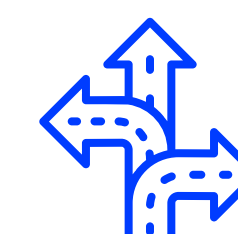
Individual student experiences

A 'day in the life' of a university student

ACAS points required for entry

Extracurricular activities available

Different courses available within the world of data

Employer Engagement support

Each 60-minute education panel will be hosted live on Microsoft Teams and include a 15-minute Q&A. All the events will be recorded and made available on the Digdata website: **www.digdata.online**

Chief data inspirer

Having worked in data recruitment for the past 12 years, I have first-hand experience of the challenges faced by the industry in building diverse and inclusive teams. I have also seen the lack of knowledge and awareness among young people regarding the vast array of opportunities available to them in the data industry.

Since 2014, I have been the driving force behind various programmes to support commerce and education in the data and analytics space. These efforts have been rewarded and I have been privileged to attend prestigious events at Downing Street for International Women's Day, appeared as a guest on BBC Radio 4's Woman's Hour, and launched a short educational film created by The Rankin Group at the BBC. Motivated by these experiences – and fuelled by my sheer passion for working in education, especially supporting young people in finding a fulfilling career path – I founded the Data Inspiration Group. Our mission is to promote career opportunities offered by the data industry and, through our Digdata programme, we are setting out to build a strong relationship between educational establishments and industry partners to build awareness and develop future talent.

My team and I are thrilled at the prospect of providing young people with the knowledge and skills required when considering a career in data. By connecting students with relatable role models in the data industry, we can help dispel the myth that data careers are only for those with a maths or STEM background. A truly successful data and analytics team is filled with diverse individuals possessing many different talents, and we are passionate about encouraging students of all ages, abilities and disciplines to realise their full potential in this exciting and fast-growing industry.

My vision is to create a permanent relationship between educational establishments and the data industry, opening young people's minds and giving them the tools to become the next data pioneers.

Rachel Keane, Founder and Chief Data Inspirer, Data Inspiration Group
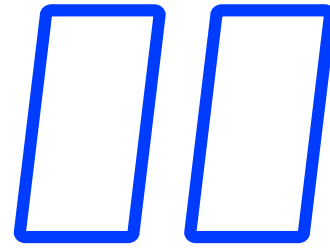
Find out more...

For further information about how you can become a unidata champion and encourage young people to Digdata, contact **Rachel Keane** on **07769291285** or **rachel@digdata.online**

dig data™
a Data Inspiration Group programme

"

I don't like maths … Data is just boring numbers … I want to be in an exciting industry … Students just don't know the possibilities that are out there. I lead a team who are working hard to get a positive message across to students who may not even consider a career in data. If we keep attracting the same talent from the same talent pools, eventually we will all think the same, and ideas and innovations that may not work for everyone will go unchallenged.

When I started working with Rachel Keane, I recognised someone with the power and passion to help me change things. She works hard and gets things done – and all for the right reasons of increasing Diversity & Inclusion in our industry. Her energy is infectious!

Verity Gill
Executive Sponsor for Diversity & Inclusion, Facebook Marketing Science across EMEA

"

I've known Rachel now for over 10 years. She is an achiever who sets out to make a difference, no matter how big the challenge. Through her passion, determination and networking ability she has created meaningful impact in her mission to further equality in data and analytics.

Zeman Bhunnoo
Group Head of Marketing Sciences & Commercial Analytics, Nestlé

"
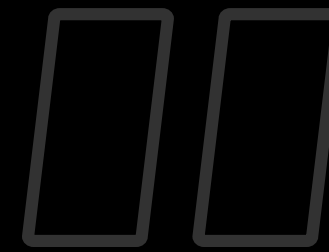
A recent report from The Royal Society found that demand for people with data skills has more than tripled over five years. That's where programmes like the Data Inspiration Group's Digdata come in, ensuring that all young people have the opportunity to access and develop their data science knowledge and skills.

Backed by the passion and inspiration of its Chief Data Inspirer, Rachel Keane, I have every confidence that this programme will play a key role in strengthening the UK's data talent base.

Paul Broadhead
Former Global Head of Community & Outreach, Rolls-Royce plc