CREATE TOMORROW

CORPORATE SOCIAL RESPONSIBILITY IN EUROPE:

INSPIRING THE NEXT GENERATION OF DIGITAL LEADERS THROUGH OUR ACTIONS AND INNOVATIONS.
Introduction from Marco Comastri,
President & General Manager, EMEA, CA Technologies

We are in the middle of a revolution; our world is changing at a pace never seen before. Technology is transforming our daily lives, and it is central to how every business across every industry operates. Emerging technologies – from big data and nanosensors, to connected cars and artificial intelligence – are pushing the boundaries of how we exist. And this is only the beginning.

Technology brings immeasurable opportunities. In the application economy, the way we interact with our devices, cars and machines is changing – it’s becoming smarter and more connected. You only need to look back a year ago to realise that how you banked, shopped and worked is different to how you do those things today. Technology is fast-changing, and with every step it powers innovation. It helps build thriving economies, and enables us to reach new levels of advancement from healthcare to space exploration.

However, across the world we are facing one of the biggest challenges of the 21st century: A critical skills shortfall in Science, Technology, Engineering and Maths (STEM). In addition, there is a significant imbalance in the number of women choosing to study STEM subjects and then entering related careers. The European Commission has predicted around seven million STEM job openings until 2025, and this includes the high numbers of STEM workers approaching retirement age. The situation is compounded by the fact that too few young people are pursuing STEM careers after leaving education – jobs that bring creative ideas to life, accelerate change, and help build the future.

Technology in particular is experiencing advanced demand. The number of jobs in technology is growing. Over the last few years, the number of Information and Communications Technology (ICT) jobs has risen faster than any other job category. In its 2016 recommendation to the European Commission on skills, the trade association Digitaleurope noted that employment of ICT professionals had grown more than 3% per year in the last 10 years. But, working in all sectors of the economy, these ICT professionals represent just 2.8% of Europe’s workforce.

Demand far-outweighs supply. According to the European Commission, we need an additional 150,000 IT experts every year in Europe. The demand for new ICT sector jobs could lead to a shortage of more than 700,000 skilled ICT workers across the continent by 2020. The outlook is far from positive today, with almost 70 million Europeans lacking sufficient reading, writing and numeracy skills and 40% of employers reporting they cannot find people with the right skills.

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1 Encouraging STEM Studies in the Labour Market 2015
2 Digital Europe and the EC’s Skills Strategy 2016
3 EU Digital Skills & Jobs
4 EU: A New Agenda for Europe, 2016
Transforming young people’s attitudes to STEM subjects is a long-term project. Education, business and policymakers must work together to promote a positive image of STEM subjects and the connected careers – and contribute towards improving how these subjects are taught in schools to increase interest, taking gender into account.

At CA Technologies, our mission is to remove the barriers between ideas and outcomes. As a world leader in software, each day we enable organisations, across every industry, to adapt and build for change in today’s application economy – where customers are more likely to experience a brand through a software app than a person.

With a workforce of more than 2,000 highly skilled employees operating in over 33 countries in the EMEA region, including significant R&D facilities in Prague and Israel, CA Technologies has the talent, skills and experience to help respond to the STEM skills gap. From development, to testing, to securing and deploying – our operations are helping to create tomorrow. With experience in engineering the future through software, our workforce is taking the opportunity to inspire the next generation of digital leaders, to influence positive attitudes to STEM, and to lead change, as an organisation best placed to drive innovation.

Create Tomorrow

In 2015, CA Technologies introduced Create Tomorrow, a Europe-wide programme designed to engage our workforce in programmes to help address the skills gap, and encourage more women to enter STEM related careers. The programme supported our pledge, made in October 2014, to the European Commission’s Grand Coalition for Digital Jobs, to respond to the major shortfall in STEM skills in Europe.

As we approach the end of the second year of Create Tomorrow, I would like to take this opportunity to reflect on the highlights in 2016, and share our story of how we will enhance the programme to achieve further positive outcomes in 2017.

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The STEM crisis in Europe

There is a growing disengagement of young people with STEM subjects in school, and a decreasing interest in STEM careers. The decline is particularly noticeable in secondary school and is exacerbated by the parallel development of stark gender differences.\(^5\)

**STEM skills for the future: From classroom to workplace**

Numerous efforts have been made across Europe to better engage school students on several levels. These include increasing students’ interest in STEM by enlivening STEM lessons at school with new and improved pedagogical approaches.

According to [European Schoolnet](https://www.europeanschoolnet.org), these efforts should help students improve their understanding of the relevance of STEM by linking the world of work in STEM and the classroom, and engaging students in awareness-raising activities around STEM jobs.

It’s here that teachers play a key role. [Scientix](https://www.sciencitix.org) recommends that students’ attitudes and gender be taken into account when providing guidance on pedagogical methods and resources to address motivation towards STEM subjects in the classroom. Scientix based this recommendation on its most recent report\(^6\) about European efforts to increase students’ interest in pursuing STEM studies and careers.

From this, we can agree that improving initial teacher education and continuous professional development are core drivers in making STEM studies and professions a more popular option for young learners.

Also, with research indicating that students’ interest in STEM subjects decreases as they grow up\(^7\), there is clearly an urgent need to change the way STEM subjects are taught and perceived by young people at secondary level, if they are to be motivated to enter future STEM careers.

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5. [Educationandemployers.org](https://www.educationandemployers.org)
6. Efforts to increase students’ interest in pursuing STEM studies and careers
7. Osborne and Dillon 2008, pp. 11
Digital skills for the application economy

>> In recent years, the number of ICT jobs has been growing faster than any other job category. The European Commission estimates Europe needs an additional 150,000 IT experts every year.

ICT practitioners are working in almost all industries of the economy and not just in the ICT industry sector. The more people who are equipped with the skills needed to succeed in tomorrow’s workplace, the faster our societies will adapt to the pace of change – and in turn – taking economies forward. However, to benefit from the digital revolution, the technology industry needs more women.

Today, only 30% of the approximately seven million people working in ICT are women. A study on women active in the ICT sector, published by the European Commission, found that allowing more women to enter the digital jobs market can create an annual €9 billion GDP boost in the EU area.

>> In Europe, only 29 out of every 1,000 female graduates have a computing or related degree – and only four of those go on to work in ICT-related activities

The number one job in demand is an ICT professional in computer programming and consultancy, according to Eurofound – which states this role has increased by 39% since 2011. Despite the high demand, this job employs less than 1% of European workers.

Günter Oettinger, European Commissioner for Digital Economy & Society, summarised the issue neatly in a recent statement, saying “We need better digital skills, if we are serious about the digital transformation of Europe.”

The ability for economies to remain innovative and competitive relies on the availability of skilled workers, and these need to be in line with rapidly evolving market trends.

>> According to the EU, 41% of the EU workforce has little or no digital skills

8 European Union: Women in Digital
11 Digitaleurope and the EC’s skills strategy 2016
Create Tomorrow
Building a better future through our actions and innovations

At CA Technologies, Create Tomorrow aligns our efforts within a framework that targets specific audiences, and aims to inspire, influence and lead.

Employees play a central role in delivering Create Tomorrow by sharing their skills and volunteering their time to help youngsters understand the different careers in technology, and the subjects needed to get them there. Through talking with and mentoring school students, and leading hands-on initiatives, employees help to build awareness of the job opportunities available in the technology industry, and the different options available to build a career in technology. Through being involved in Create Tomorrow, female employees at CA Technologies are playing a key role as mentors to help build a balanced perception of technology careers, and inspiring young girls to consider future careers in STEM.
Over the last two years, through Create Tomorrow, CA Technologies has reached more than 6,000 under-18 secondary school pupils and university students, and of these more than 2,000 were females. Since the programme started, over 800 CA Technologies employees have been actively involved delivering this support across Europe.

“One of the things I like most about working at CA Technologies is the opportunity to ‘pay it forward’—to be involved in programmes like Create Tomorrow, which is inspiring and influencing young people to consider a career in STEM.”

– Rama Varsani, Senior Business Technology Architect, CA Technologies.
Create Tomorrow highlights of 2016

In delivering against our commitment to address the STEM skills gap and gender imbalance in Europe, CA Technologies supported multiple initiatives in 2016. Working with employees, these initiatives reached key audiences – from inspiring under 18s to consider future careers in STEM, to influencing the decision-makers and educators who define how students learn, to leading as a business best placed to drive innovation.

Here are some of the highlights in 2016 where we helped to make a difference:

>> Inspiring the next generation of digital leaders

Girls can Create Tomorrow

CA Technologies UKI organised an event called “Girls Can Create Tomorrow” during Tech Partnership’s Tech Week 2016. The aim was to help address the STEM skills gap by introducing technology career opportunities to 60 young women aged 16 and 17 from local secondary schools.

The event was run in partnership with CA Technologies customers, Centrica and Tesco, and delivered by employee volunteers from all three organisations. The full-day event included interactive and educational workshops, presentations and discussions. Employee volunteers led a People Like Me teaching session, designed to help students identify their personal characteristics and skills, and to suggest possible STEM careers which could fit their interests and personality traits. CA Technologies works with local non-profit, Learning to Work, to deliver its Create Tomorrow programmes in the UK.

“Events like this are great for introducing girls to successful women, to show them that high level, important jobs are within their reach.”
– James Swynford-Lain, a Physics teacher at Brakenhale Academy.

>> See the press release here
CA Technologies brings Deploy Your Talents to Italy, Germany, Spain and France

CA Technologies Italy first delivered Deploy Your Talents in 2014, working in partnership with the not-for-profit organisation Fondazione Sodalitas. The programme connects business and education to raise awareness among secondary school students, especially girls, of the value of STEM subjects and careers, and aims to help overcome gender-stereotyping.

Driven by CSR Europe, Deploy Your Talents supports the European Commission's Digital Skills & Jobs Coalition.

In 2016, CA Technologies expanded its support of the programme to Spain, Germany and France, and partnered with local non-profit organisations to help deliver it.

CA Technologies launches Deploy Your Talents in Spain

In Spain, CA Technologies partnered with Forética, a CSR and sustainability not-for-profit organisation, and was the first company to introduce Deploy Your Talents to the country. The programme was delivered to both CA office locations in Spain: Barcelona and Madrid.

Employees met with students from local secondary schools, to share their career journeys, explain what it is like to work for a global technology company and to highlight the subjects they studied to take their careers forward. Several weeks afterwards, the students visited CA Technologies offices where they learnt how our departments operated, and the crucial role of technology in the world.

“Deploy Your Talents is a fantastic programme. Having been part of the launch event in Spain, it was wonderful to see us making a difference in the communities where we operate.”

- Christian Lewis, Vice President, Country Manager, Iberia, CA Technologies
CA Technologies launches Deploy Your Talents in Germany

Following the launch of Deploy Your Talents in Spain, CA Technologies was the first company to deliver the programme in Germany, in partnership with UPJ.

Employee volunteers from CA Technologies offices visited students at secondary schools in Mainz and Cologne, and shared their education experiences and career journeys. Later in the year, students spent the day with employees in the CA Technologies offices in Darmstadt and Dusseldorf, where they learnt about the wide range of jobs in the technology industry, and how the company’s various departments operated.

>> Watch the highlights of Deploy Your Talents in Germany

“It has been very rewarding to be part of a programme that has connected us with students to help them understand the role of technology in the world today, and the different career opportunities in the industry.”

– Sven Mulder, Vice President, Area Sales Central Europe, Southern East & Russia

CA Technologies launches Deploy Your Talents in France

CA Technologies France partnered with Les Entreprises pour la Cité to deliver Deploy Your Talents in 2016. Through our partnership with Les Entreprises pour la Cité, we delivered programmes to help secondary school students become aware of the various careers opportunities in the technology sector.

In addition, CA Technologies worked with students to enhance their digital skills through social media channels.
CA Technologies delivers third edition of Deploy Your Talents in Italy

Working in partnership with Fondazione Sodalitas, CA Technologies successfully delivered its third edition of Deploy Your Talents in Italy. Since the initiative began, it has reached more than 450 secondary school students.

The first stage of the programme was rolled out at the secondary school Educandato Setti Carraro in Milan, where 140 secondary school students, including students from Civico Liceo Linguistico Alessandro Manzoni and Collegio San Carlo, listened to presentations by CA Technologies employees, who spoke about their skills in STEM subjects, and discussed the job opportunities available in these fields. A few months later, the students visited CA Technologies office in Milan to experience what it’s like to work as an employee in the technology industry.

Over the last three years, CA Technologies has delivered the initiative in Milan. In the first part of the programme, employees meet with students at a local secondary school to share their career journeys, explain what it’s like to work for a global technology company, and highlight the subjects they studied to take their careers forward. Employees then go on discuss current issues with the students, such as the exponential growth of technology – and the impact on our lives and in developing countries.

The second part of the programme focuses on the world of work. Students visit CA Technologies offices where employees explain the structure of a company, and the general recruitment process, criteria and channels in today’s job market. Pupils are then divided into groups and meet employees from different departments – including finance, legal, consulting services, sales and presales, marketing, customers support, IT, and human resources. At the end of the meetings, each group shares feedback about their experience with the rest of the students, teachers and employees.

>> Watch the highlights of Deploy Your Talents (English)
>> Watch the highlights of Deploy Your Talents (Italian)

“Deploy Your Talents is a concrete example of collaboration between schools, the third sector and businesses to help young people reap the job opportunities that technological innovation can offer.”

– Michele Lamartina, Vice President and Country Manager, Italy, CA Technologies
Students build, programme and race Lego robots

Employees from CA Technologies UKI hosted a Lego Mindstorms event at its Ditton Park office, where they worked with over 70 secondary school students, aged between 14 and 15, to build, programme and race Lego robots.

Based on Lego Mindstorms kits, containing software and hardware, the students programmed their robots using Lego Mindstorms, an icon-based programming interface. They were then able to showcase their work in a robot race against their classmates. Peter Matthews, Lead Research Scientist at CA Technologies, stepped in during the action to talk to the students about jobs of the future.

“I have really enjoyed today, not just the programming, but the introduction to the world of work. It made me realise that I definitely want to work in a STEM career. I was already interested in mechanics, but now I can see there are lots of other options open to me as well.”

- Caty Salter, 14, a student at Sandhurst School

“Events like this are important for getting students thinking about career options, and allowing them to see what a professional work environment is like. The students here today need to pick their GCSE options next year, so this is a great opportunity for them to learn about some of the jobs which will be available to them.”

- Amy John, Deputy Head of Year Nine at Slough & Eton School

“We have brought students to this event for the past three years. They love it and leave full of confidence and interest in technology careers. Girls are underrepresented in STEM and it’s our responsibility to work with organisations like CA Technologies to help address this.”

- Waqas Arbi, Raising Standards Leader at Windsor Girls’ School

>> See the press release here
Coaching students at “Hackathon for Employment”

Hosted at Cisco’s headquarters in Paris, CA Technologies France worked with a group of young students to help improve their career prospects—while inspiring them about roles in the tech industry.

Called the “Hackathon for Employment” – the volunteering event aimed to help a group of young students successfully find a job by running coaching sessions with 30 professionals from leading tech companies. Organised and led by IMS-Entreprendre pour la Cité, of which CA Technologies France is a partner, the three-hour sessions were a chance for students to receive guidance on developing their career networks, improving their applications for work, and enhancing their overall chances of finding a job in their chosen fields.

CA Technologies helps bring coding into Italian schools

Having joined “Programma il Futuro” (Programming the Future) in 2015, CA Technologies Italy has begun supporting the delivery of classroom lessons to teach school students how to code.

The project was launched by the Ministry of Education, Universities and Research in collaboration with CINI (National Interuniversity Computing Consortium) to teach school students the basic elements of computing through coding.

During the 2016-2017 school year, CA Technologies employees from the Milan office started working with seven primary school classes and one lower secondary class to deliver three Programma il Futuro courses, a total of approximately 10 lessons each. In January 2017, employees from the Rome office began working with a lower secondary school and high secondary school to deliver the programme. In Italy, computer science and coding are currently not part of the national primary school (age six to ten) and lower secondary school (age 11 to 13) curricula.

“Computational thinking is distinct from the widely known digital skills in that it encourages the sequence think–check–correct–solve – which is essential to problem solving. The technical support provided by CA Technologies employees allowed the pupils to take full advantage of the scheme within the limits of the human resources and time available to the school, which for many years has been working to broaden and improve our educational offering in line with best teaching practices.”

–Primary school teacher, Simona Monzio, from a primary and lower secondary school in Basiglio, Milan.
CA Technologies France supports “Coaching on IT Jobs”

Run by the France Ministry of Education and IMS-Entreprendre pour la Cité, CA Technologies employees in France worked with 150 secondary school students for a day to raise awareness of the diverse career choices available in the technology sector, and the types of studies needed to enter them.

The “Coaching on IT Jobs” event was an opportunity for students to learn what it is like to work for a technology company, and the variety of career choices available. Students were able to ask questions and gain insight into the career path of software engineers, IT architects and cyber security experts.

“Through Create Tomorrow, we have an opportunity to really inspire young people – to make them aware of the skills they can develop to leverage technology and solve some of the world’s biggest problems.”

– Mostafa Amokhtari, Director, Presales

Prague students get into the heart of tech

For the third year, a group of 10 secondary school students aged between 15 and 19 from Gymnázium Jana Keplera School in the Czech Republic spent a week with developers at the CA Technologies Prague office to develop their understanding of how technology works, and nurture the skills and capabilities needed in the application economy.

The students discovered what it was like to work in a ‘scrum’ team—the most widely-used Agile software development methodology. The project they worked on was to build a flexible skills database, which will then be used by CA Technologies to help locate engineers with specific skills, and identify knowledge gaps for training purposes.

During the project, students were taught new technical skills, like JavaScript, HTML, CSS, MySQL and GitHub for source management. They also found out that there’s much more to development than just coding - including requirements gathering, design, code, test, document, presentation and support, which are all essential components of a successful release.

“It was a good project that taught the students how to solve problems using technology by working in an agile scrum team. This is the next generation, and having them aware of how the technology industry operates will be a crucial benefit to their future careers.”

– Alex Kingham, Director Software Engineering, CA Technologies
>> Influencing positive attitudes towards STEM education and careers

CA Technologies hosts ITMB Student South Event

Each year CA Technologies UKI hosts the IT Management for Business (ITMB) Student Event. During 2016 more than 200 ITMB students from 10 universities in the UK met at CA’s Ditton Park office for a day of networking, skills sharing and to meet local employers.

Student teams competed in a “Dragon’s Den” style challenge to pitch their app idea to a panel of employers. The first year student teams were tasked with inventing an app on a dating, social networking or event theme – and their creative responses ranged from a platform for adventure sports lovers to an app for the ‘socially anxious’ who preferred to meet people with a shared intellectual interest. One of the prizes was to “Run CA for the Day” and this was won by Ross Morey from Loughborough University. Ross shadowed Milko van Duijl, Senior Vice President, Regional Sales, UKI, CA Technologies, for a day. During this time, he discovered some of the key skills and responsibilities needed to lead a technology company.

Prague Technology Center supports mainframe education at the Czech Technical University

Since 2005, CA Technologies Prague has supported the Czech Technical University, and in 2016 renewed its mainframe education agreement with the university.

Through our operations at the CA Prague Technology Center, we are continuing our involvement in the computer science curriculum within the Faculty of Nuclear Sciences and Physical Engineering. CA Technologies involvement is oriented to mainframe technologies, rarely taught in other universities. For example, engaging students on the basics of the mainframe z/OS architecture, ISPF and JCL, and introducing them to mainframe programming.

“Collaboration between business and education is important if we are to encourage young people to learn STEM subjects and then follow STEM careers. CA’s ongoing participation in EU Code Week, and our long-standing relationship with the Czech Technical University, are ways we are working to inspire and drive change.”

– Milan Svatek, VP Software Engineering, CA Technologies
ISEP Digital Engineering School: equipping future software engineers

CA Technologies France has worked in partnership with the ISEP Digital Engineering School since 2014 to deliver many initiatives to help students enhance their workplace skills, and develop an accurate understanding of what it is like to work for a global software company.

The ISEP Digital Engineering School specialises in electronics, software and computer engineering, signal and image processing, telecommunications and networks. It trains engineers and researchers to meet the needs of the digital industry.

A highlight of 2016 was the “IT Community for Education” event, where CA Technologies employees from the presales team spoke about the value of IT skills in the digital economy – and how these skills are needed to drive innovation and continue the pace of change.

Bringing software to life for tech students

Tech students at the University of Stuttgart in Germany had the opportunity to spend time with Georg Lauer, Business Tech Architect, CA Technologies, and hear about the real life challenges in IT operations.

The lecture, entitled “IT Service Management and DevOps”, gave students insight into the challenges large enterprises faced with IT operations, and how to deliver high availability, performance and service by linking with the modern requirements of software development.

Having the students hear about these challenges in IT operations in the application economy brought additional insight and value to their studies.
HEIG-VD students visit CA Technologies Silicon Valley Technology Center

Since 2013, CA Technologies has built relationships with two top Swiss universities—the École Polytechnique Fédérale de Lausanne (EPFL) and Haute Ecole d’Ingénierie et de Gestion du Canton de Vaud (HEIG-VD). CA Technologies has also committed to invest CHF 200,000 annually to help nurture and encourage the next generation of IT leaders, and to help both universities kick-start innovation.

For the third year, a group of HEIG-VD students visited CA Technologies Silicon Valley Technology Center as part of a two-week educational programme, where they had the opportunity to explore the key aspects and definition of the term “innovation” with industry experts in Silicon Valley. The students took part in workshops debating innovation in large companies, comparing it to smaller or startup companies.

>> See the press release here

PhD students receive soft skills training

In 2015, CA Technologies Spain joined an innovative training network (ITN) project called BigStorage, which supports doctoral students with diverse technology and science degrees from universities across the world.

The project gives researchers the opportunity to further develop their technical and transversal skills within an advanced research environment.

This year, the group of students taking part in the BigStorage ITN, supported by CA Technologies, spent three days with the company’s EMEA Talent Development team in the UK to help develop their soft skills as they get ready for the workplace. The workshop covered personal development skills, with a focus on techniques to help students develop their communication, leadership and teamwork skills.

“These students are the future leaders of the app economy, and as they prepare to enter the workplace, their soft skills will play a crucial part in building successful careers. The training provided by the EMEA Talent Development team, along with our involvement in the BigStorage project, further drives CA’s commitment to addressing the STEM skills gap in Europe.”

– Victor Muntés, Vice President, Strategic Research, CA Technologies
Partnering with universities to drive innovation

CA Technologies Strategic Research team, based in Barcelona, works to strengthen relationships with research communities to enable and promote innovation. This involves working closely with universities, professional associations and government organisations on various projects that relate to technologies and methodologies and result in research publications, best practices and product development.

The research centre currently employs two PhD candidates from the Universitat Politècnica de Catalunya in Barcelona, who, for the next three years, will work on CA Technologies research projects. The students’ research forms the main subject of their PhD thesis. These industrial doctorate programmes, designed by the Government of Catalonia, foster cooperation between university and businesses to drive innovation, and provide students with an excellent opportunity to join a highly innovative environment that combines the academic supervision of the university with constructive mentoring by CA experts.

The CA Strategic Research team has run a course at the Universitat Politècnica de Catalunya each year since 2014, specifically for students in their final year studying Computer Science. The course has covered key industry trends, together with CA research projects and innovations.

Deutschlandstipendium: Supporting top talent

For the third year, CA Technologies Germany sponsored the Deutschlandstipendium, an initiative of the German government designed to support top talent in universities. In 2016, CA Technologies sponsored three students at the Technical University Darmstadt (TU Darmstadt), who are studying computer science, electronics and information technology for one year. In return, the government has doubled the investment.

The students met employees from CA Technologies at a celebratory event at TU Darmstadt early in the year, and again at an event, later in the year, hosted by CA Technologies. The visits gave the students valuable insight into how the company operated. CA Technologies will support the initiative again in 2017.
CA Technologies sponsors the 2016 IPAG PowerPoint Battle

CA Technologies France was one of the main sponsors of the 2016 IPAG’s PowerPoint Battle, IPAG, a challenge for secondary school and university students to deliver a presentation in response to a subject proposed by the organisation’s sponsors. Students were tasked with researching the subject and then positioning their response in a PowerPoint presentation, which they delivered to the sponsors and fellow competitors. At the latest edition, CA Technologies put forward the subject entitled: “The Fourth industrial revolution: What are the impacts on tomorrow’s businesses?”

Augustín Jossa, a student from HEC, won the presentation, and, impressed by his delivery, the judging panel from CA Technologies invited him to attend a meeting at the CA office in Paris where the same subject was presented to the region’s employees.
 leading as a global technology company best placed to drive innovation

The Tech Partnership ITMB Degree

CA Technologies is a member of the Tech Partnership, a sector skills council for business and information technology, which aims to ensure the UK industry has access to the technology skills it needs to succeed in the digital economy. Having ties with the Tech Partnership for more than 10 years, in 2005, along with other leading UK businesses, CA Technologies employees worked with the organisation to develop the ITMB degree. The course is now being delivered by 18 UK universities in the UK, and to date more than 3,000 students graduated with an ITMB degree. The number of females on the programme has consistently been around 33% - nearly three times the average for other computing degrees.

“CA Technologies has been instrumental in making the ITMB programme a success by supporting it in many ways. This includes helping to develop it in the beginning, providing guru lectures, supporting student mock assessment days and the big one: giving well over a thousand of these students a glimpse of the real world at the ITMB Student event over many years.”

– Bob Clift, Tech Partnership

CA Technologies Italy hosts “Women at the Heart of Digital Innovation” event

Milan’s leading educators and business people joined a panel discussion hosted by CA Technologies Italy to raise awareness of the gender gap in STEM studies and careers.

Titled “Women at the Heart of Digital Innovation”, the event took place on International Women’s Day on March 8, and the theme was to promote the role of women in technical-scientific studies and careers in technology.

Run in partnership with Fondazione Sodalitas, a not-for-profit organisation, and local analyst NetConsulting cube, the event was an opportunity to share recent research results by NetConsulting cube – “Digital Gender Gap: Valorizing Female Talent in the Tech Sector” – and discuss these issues from the perspective of schools, higher education and business. The study, conducted by NetConsulting cube in partnership with CA Technologies and Fondazione Sodalitas, examined the position of women working in technology in a sample of mainly industrial Italian companies, and the views of high school pupils on their future educational and professional choices.
“People Like Me” training to break gender stereotypes

Recognising the importance of role models is key to addressing the STEM skills gap. Evidence shows that girls are not just affected by gender stereotyping from wider society, but also at home and in schools themselves.

In tackling gender stereotyping, CA Technologies was a founding sponsor of the revolutionary “People Like Me” programme, which aims to show girls aged 11 to 14 role models of young women like them who are happy working in tech today.

People Like Me is an innovative approach to engaging girls with careers in STEM; it includes a quiz that uses the natural tendency of girls to articulate their self-identity using adjectives. The approach was based on the Not for People Like Me research, led and authored by WISE board member Professor Averil MacDonald.
Removing barriers to help build a thriving future

Sarah Atkinson, Vice President, Communications and Executive Sponsor for Gender Diversity at CA Technologies, EMEA. Sarah is a member of the Women in Technology Council and board member at techUK.

Our actions today will have a profound impact on the future. We may exacerbate the situation. The UK’s key growth industries risk stalling unless the country tackles the loss of 50,000 talented girls a year from STEM jobs. Parents, schools, universities, business – we all need to cultivate positive attitudes and greater understanding among youngsters of the importance of STEM education and careers. In pre-school it means talking openly about the strengths of diversity, and actively encouraging boys and girls to participate in the same activities. In education, it means engaging students to realise the exciting and significant role of STEM in driving the future, and building confidence to pursue careers. In the workplace, it means creating a work environment that supports women, and tackles the issue of unconscious bias head-on through training, awareness and setting up the right goals.

Through Create Tomorrow, we are reaching and engaging secondary school students who are at an age when they are considering the roadmap to their future careers. Working with our customers and partners, we are delivering programmes that bring STEM to life, and are encouraging youngsters to really think about the incredible opportunities of working in STEM. We encourage our female employee role models to share their career experiences with young girls, to show them what it’s like to be a “girl in tech” and to help them aspire to achieve greater things.

CA Technologies has a deep bench of talent, skills and experience to leverage in addressing this skills crisis. Whether it is through engaging employees in partnerships with schools and universities, or directly by encouraging more women to both consider careers in STEM - and once they are employed to help make it easier to take a break and return to work, when they are ready.

The success of our STEM initiatives is driven by the inspiration and passion of CA employees. Working together in teams and individually, employees from all business functions and levels have the opportunity to get involved – to volunteer their skills and time, and to help shape and deliver these initiatives. Each employee is encouraged to take up to five working days each year to volunteer for projects in the communities where they live and work. Whether they choose to share their skills to mentor students, or take part in panel discussions, or organise STEM events, there is an opportunity for every employee to “give something back” to their local communities through Create Tomorrow and personally make a positive difference.
A renewed pledge to address the skills gap and gender imbalance

This year, the European Commission announced that its awareness-raising campaigns had contributed to reducing the predicted shortfall of IT specialists in 2020 from one million in 2010 to 756,000 in 2015.12

In December 2016, we attended the European Commission’s launch event of the Digital Skills and Jobs Coalition, and renewed our pledge to address the STEM skills gap and gender imbalance. Our commitment is to inspire secondary school students to consider future careers in STEM through programmes that show the connections between studies and career opportunities. CA Technologies is committed to also further developing relationships with schools to encourage innovative STEM teaching that reflects the role of technology in building and strengthening today’s digital world. The ultimate aim is to reach 2,000 secondary students and 150 secondary school teachers between January 2017 and January 2018.

The next chapter of Create Tomorrow starts in January 2017, when we begin a partnership with the STEM Alliance as a founder member. Governed by European Schoolnet and CSR Europe, STEM Alliance works to strengthen industry and STEM education collaboration to increase students’ interest in STEM subjects at school and in higher education; and supports innovation in approaches to STEM teaching. As part of our partnership, CA Technologies will work with STEM Alliance on various initiatives to help achieve these goals.

Together with employees, Create Tomorrow will continue to grow and provide employee volunteering opportunities to help transform the lives of young people and encourage the development of Europe’s future digital leaders.

>> in  

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12 EU awareness raising campaigns result in sharp uptick in digital skills jobs
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