



BigAmbition

BigAmbition is an interactive website that shows 14 to 19 year olds how rewarding a career in information technology can be.

> The need for change

The career opportunities for IT professionals are varied and exciting. Yet every year fewer young people choose to study IT at school and university.

This downward trend is due in part to negative perceptions about IT education and a lack of understanding about modern careers in IT. The current IT curriculum is focused mainly on skills in the everyday use of IT and many young people believe a degree or career in IT will simply offer more of the same.

We must address this misperception as a matter of urgency and help to reform and support IT-related education with inspirational tools and content.

> Facts to consider

- Current IT education does not reflect the excitement and relevance of a modern career in IT.
- Our research has revealed that students' interest in IT education falls sharply at GCSE level.
- This has contributed to a dramatic decline in the number of young people studying IT-related subjects at higher levels: the number of students taking A-level computing has declined by 45% in the last four years, and UK applicants to computing degrees have fallen by 50% in the last five years.
- We need to inspire young people about IT and help them discover the full range of IT career and education opportunities available to them.

> e-skills UK action

BigAmbition is a website campaign, created by e-skills UK. It combines a unique insight into IT education and career opportunities with fun material such as the 'Find Your Dream Job' quiz and once-in-a-lifetime competitions such as the opportunity to win a television work placement.

BigAmbition includes profiles of inspirational IT professionals and companies to work for. It also helps young people to find the technology degree course that best meets their needs.

Students can use the BigAmbition site to access e-skills UK's exciting range of learning materials developed for the CC4G and Diploma in IT programmes (see separate flyers).

BigAmbition provides employers with a great opportunity to inspire young people while motivating their own staff. Employers can get involved by providing prizes, hosting interactive events or promoting the programme.

BigAmbition is a pioneer programme, which was supported by the Higher Education Funding Council for England as part of e-skills UK's 'Revitalise IT' programme (www.e-skills.com/revitaliseit).



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“For students this project opens new doors into IT that they never knew existed.”

Professor Michael Kölling, University of Kent

➤ **For more information www.bigambition.co.uk**

You may also be interested in...

➤ **e-skills CC4G – Connect, Create, Go**

Interactive learning journeys for today's 10 to 14 year olds, supporting the National Curriculum
Sport * Music * Environment * Fashion
www.cc4g.net

➤ **Diploma in IT**

Bringing learning to life for 14 to 19 year olds with a showcase of top learning materials
Employer Studies Multimedia Resources 'How To' Guides
www.e-skills.com/diploma

➤ **e-skills Staffroom**

Help and support for technology teachers
Delivering CC4G and Diploma * ICT resources * manage student progress * share best practice
www.e-skills.com/staffroom

➤ **The Information Technology Management for Business (ITMB) degree**

A unique employer-supported course for tomorrow's technology business leaders
www.e-skills.com/itmb

e-skills UK is the Sector Skills Council for Business and Information Technology, rated 'outstanding' in the relicensing of Sector Skills Councils in 2009. We work on behalf of employers to ensure the UK has the technology skills it needs to succeed in a global digital economy.

➤ **Rated Outstanding**
Sector Skills Council Relicensing 2009

