Building STEM engagement into your organisation

"RNLI Case Study"
Engineering in the RNLI

Design, Build and Maintain:

All-weather lifeboats
In-shore lifeboats
Launch & Recovery
Lifeboat stations

Underpinned by:
Sustainability
Procurement
Supply Chain

Across a team of 450 people, including our skilled apprentices
STEM in 2022

• One STEM event in the year
  o our award-winning Women in Engineering Day then in its 7th year
  o Led by a small but passionate and engaged team of staff/volunteers
• STEM not recognised organisationally with little support or other organisational wide initiatives
Vision & Mission

In collaboration with EUK, we created a vision / mission to hold ourselves to account and engage with the wider RNLI

**Vision:** Young People (and their parents) understand what the RNLI does, what great careers and volunteering opportunities we offer and how they can get involved.

**Mission:** To inform young people about the range of STEM career opportunities within the RNLI and to inspire them to join us.

**Objectives:**
1. To help young people understand how to stay safe in and around water.
2. To increase the number of females entering and progressing in STEM related disciplines within the RNLI.
3. To better represent the diversity of the local communities we serve.
4. To increase the number and quality of apprentice applications as a direct result of our STEM engagement activities.
STEM in 2024

Quarter 1

Teacher CPD – working with the university to help upskill teachers

BCP Manufacturing Experience Day – linking schools & manufacturers together

Quarter 2

Women in Engineering Day (WES) – targeting schools, inviting along other organisations

Big Bang Fair (EUK)

Quarter 3

Bournemouth Air Festival – leading the evaluation for STEM Village / BCP National Manufacturing Day (MakeUK) – linked to employee engagement

Quarter 4

National Engineering Week (EUK) – online communications, celebrate what we do, employee engagement

Creating & joining forums:
- STEM Steering Group
- STEM Learning
- Careers Hub

Engaging stakeholders:
- Apprentices
- Senior Leaders
- Evaluation
- Identify your audience

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NMD Example: 2022 / Year 1 (Start Small)

- All-Weather Lifeboat Centre focus, 5 extended tours;
  - 4 general public
  - 1 school

- Limited Social Media take over
  - Twitter, LinkedIn

- Small internal communication promotion
  - Spotlight on apprentices

Today we are opening the doors of the All-weather Lifeboat Centre to encourage people to learn more about manufacturing at the RNLI.
NMD Example: 2023 / Year 2 (Growth)

- All-Weather Lifeboat Centre:
  - General public tours
  - School tours & activities
  - Production staff family & friends evening (great engagement)

- In-Shore Lifeboat Centre:
  - General public engagement

- Full Social media take over
  - Twitter, LinkedIn

- Larger internal communication promotion, national focus, linking STEM events / apprentices
Top Learnings....

• Start small
  • Good use of Social Media, keep activities small and scalable, develop local relationships
  • Think about what activities or equipment you could re-use

• Engagement with stakeholders
  • Apprentices, Senior Leaders, Supply Chain to Customers, business around you..... And remember, you have an audience within your organisation!

• Communication is key
  • What can you share externally and internally?
  • STEM is about more than just the event/day - build excitement (badge competition), newsletters to carry on the conversation

• Evaluation
  • Participants perceptions, interest in STEM
  • What went well, what could be better

Don’t let perfection get in the way of starting!