

Careers from Science Planned External Audience Activities

Jan 2008

The Careers from Science project is targeting 11-19 year olds, teachers, careers professionals and parents and at the heart of the project is the FutureMorph website. This document outlines the content that will be available for each audience group and any additional offline activities. The project aims to avoid duplication of effort and, where possible, will be looking to make use of quality existing material as well as producing new items. We welcome approaches from organisations or individuals who may have content to contribute or to be signposted.

The content plan is based on the outcomes of the Phase 1 audience research which is available from the Science Council website. The content titles used below are working titles and the numbering is for internal purposes. Some sections are applicable for more than one audience group although will often require some tailoring for the level and relevance of content.

For further information on the project see: <http://www.sciencecouncil.org/projects.php>

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11-14 year olds

Main Aim:

Enthuse, excite and inform by showing science is relevant to a huge range of areas of life.

March 2008

Web content:

- “Working and learning in STEM” 2.2

Main section for users to explore range of opportunities from STEM. Will be split into approx. 8 topic areas, such as environment, health, and will describe advances in this area relating these to the jobs in the field and how the opportunities may change in the future. This section will build up from March.

- Self assessment quiz 2.7

Light-hearted interactive piece leading users through meeting a variety of characters representing a range of jobs they may not have associated with science qualifications.

- “Choosing science at school” 2.1

Text on importance of science and skills gained from studying science in wide range of jobs, pos. use video clips from teacher resources. Advice on choosing GCSE science options for English audience. Will share text with leaflet.

- Glossary 4.8

Brief explanation of key terms, available from links in text.

Offline activities:

- Choosing science leaflet

Revision of an existing leaflet produced jointly by collection of professional bodies. Outlines importance of science and maths. Gives advice on choosing GCSE science options for English audience.

Sept 2008

Web content:

- “STEM in our lives” 5.1

Will use the topic areas from “Working and Learning in STEM” and encourage users to engage with STEM through showing its relevance to their own lives.

- Online voting 5.3

Opportunity for audience to have their say in topical votes.

- “Science club” 5.2

Users can sign up to be regularly sent games, alerts, freebies, newsletter. Content to be decided but aims to retain interest in site.

- Downloads 5.4

Various fun items such as screensavers, desktop buddies. Some will be existing material.

- Scenario games 2.8

Likely to be situations where user has to choose right person to solve aspects of a problem. Pos. similar to Stimulating Physics enterprise game.

- Help and FAQ 3.8

To be developed with audience consultation.

14-16 year olds

Main Aim:

Show that studying science and maths develops a wide range of skills and keeps your options open.

March 2008

Web Content:

- Beyond school 2.3

Information about qualification options and vocational routes; some advice on subject choice and profiles of older students. Information to be mostly drawn from existing sources.

- Working and learning in STEM 2.2

Main section for users to explore range of opportunities from STEM. Will be split into approx. 8 topic areas, such as environment, health, and will describe advances in this area relating these to the jobs in the field and how the opportunities may change in the future. This section will build up from March.

- People profiles 2.6

Profiles of real people who use STEM, drawn from Scenta database plus links to other external content.

- Placement advice 3.2

Generic advice on how to get the most from a work experience placement and tips for getting STEM related placements, listing of appropriate schemes and organisations etc.

- Applying for courses and work 3.1

Generic advice for applying for courses or jobs. This content is intended to negate the need for users to go to leave the website.

- How to find careers advice 3.4

Generic advice on how to access and make the most of your local careers service.

- Glossary 4.8

Brief explanation of key terms, available from links in text.

Sept 2008

Web Content:

- “STEM in our lives” 5.1

Will use the topic areas from “Working and Learning in STEM” and encourage users to engage with STEM through showing its relevance to their own lives.

- Online voting 5.3

Opportunity for audience to have their say in topical votes.

- Self-assessment quiz 2.7

Science Worlds/iViva i-portfolio online profile building facility www.scienceworlds.i-portfolio.co.uk

- Scenario games 2.8

Likely to be situations where user has to choose right person to solve aspects of a problem. Pos. similar to Stimulating Physics enterprise game.

- Downloads 5.4

Various fun items such as screensavers, desktop buddies. Some will be existing material.

- Help and FAQ 3.8
To be developed with audience consultation.

Offline activities:

- Beyond School
Leaflet drawing on web text re qualification options and vocational routes.

16-19 year olds

Main Aim:

Provide information to inform pathway choices.

March 2008

Web content:

- Beyond school 2.3
Information about qualification options and vocational routes; some advice on choosing post 16 courses and profiles of older students. Information to be mostly drawn from existing sources.
- Working and learning in STEM 2.2
Main section for users to explore range of opportunities from STEM. Will be split into approx. 8 topic areas, such as environment, health, and will describe advances in this area relating these to the jobs in the field and how the opportunities may change in the future. This section will build up from March.
- People profiles 2.6
Profiles of real people who use STEM, drawn from Scenta database plus links to other external content.
- Placement advice 3.2
Generic advice about summer schools and gap years, listing of appropriate schemes and organisations etc.
- Applying for courses and work 3.1
Generic advice for applying for courses or jobs. This content is intended to negate the need for users to go to leave the website.
- How to find careers advice 3.4
Generic advice on how to access and make the most of your local careers service.
- Glossary 4.8
Brief explanation of key terms, available from links in text.

Sept 2008

- “STEM in our lives” 5.1
Will use the topic areas from “Working and Learning in STEM” and encourage users to engage with STEM through showing its relevance to their own lives.
- Online voting 5.3
Opportunity for audience to have their say in topical votes.
- Help and FAQ 3.8
To be developed with audience consultation.

Offline activities:

- Beyond School
Leaflet drawing on web text re post 16 qualification options and vocational routes.

Parents

Main Aim:

Encourage parents to be comfortable with their children choosing STEM subjects and dispel myths.

March 2008

Web content:

- Practical ways to help 3.5
Short section to help parents of children who are interested in science. Gives links to relevant schemes, questions to ask at open days etc. – supplied by the BA.

- “Working and learning in STEM” 2.2

Main section for users to explore range of opportunities from STEM. Will be split into approx. 8 topic areas, such as environment, health, and will describe advances in this area relating these to the jobs in the field and how the opportunities may change in the future. This section will build up from March.

- People profiles 2.6

Profiles of real people who use STEM, drawn from Scenta database plus links to other external content.

Sept 2008

Web content:

- Why science? 2.9

Introductory text for parents to persuade them that STEM can offer good career options, explode the myths and stereotypes i.e. potential pay, plenty of jobs available, skills gained etc.

This section is to be available in a variety of languages e.g. Bengali, the message details may need to be tailored according to the group targeted since the myths and prejudices will vary from group to group. The content for these will need to be developed in consultation with networks from those groups to ensure suitability and to research how the messages need to be tailored.

- Help and FAQ 3.8

To be developed with audience consultation.

Science Teachers

Main Aims:

Encourage them to take a role in promoting further study of science and support them in doing this.

Provide material to help teachers in England deliver How Science Works and the new 2008 KS3 Programme of Study. Help them drive young people to the site.

We are currently only targeting science teachers due to the nature of our funding.

March 2008

Web content:

- Teacher resources 4.1
 - 4 video clips with associated activities for use with ages 11-14
 - 2 ASE UPD8 activities
 - 1 assembly pack for each target age range

- Existing resources 4.2

Quality careers related resources produced by other organisations

- Placement advice 3.2

Short text giving generic advice and links to assist setting up STEM work experience placements.

- Organising talks and visits 3.6

Generic advice on finding speakers and how to get the best from them; taking groups on visits. – supplied by the BA

Sept 2008

Web content:

- Teacher resources 4.1
 - 6 video clips with associated activities for use with ages 11-14
 - Leaflet relating schools science to examples in workplace
 - 4 ASE UPD8 activities
 - 2 assembly pack for each target age range
 - Classroom posters
 - Adaptable PowerPoint presentation for use at open evenings, parents' evenings etc.

- Face to face tutorials 4.4

Tool to help encourage students to study STEM e.g. devising Personalised Learning Plans

Offline activities:

- Teacher resource CDrom pack.
- CPD sessions encouraging use of resources
- E-newsletter

Careers Professionals

Main Aim:

Provide access to information to assist them in advising young people and dispel misconceptions.

March 2008

Web content:

- Placement advice 3.2

Advice and links to assist setting up STEM work experience placements.

- Organising talks and visits 3.6

Generic advice on finding speakers and how to get the best from them, taking groups on visits. – supplied by the BA

- Contacts for careers queries 3.7

Listing of organisations to contact for information on particular areas of STEM or STEM related professions.

- Self-assessment quiz 2.7

Intro to i-portfolio for use with 14-16 year olds and fun interactive for use with 11-14 year olds.

- “Working and learning in STEM” 2.2

Main section for users to explore range of opportunities from STEM. Will be split into approx. 8 topic areas, such as environment, health, and will describe advances in this area relating these to the jobs in the field and how the opportunities may change in the future. This section will build up from March.

Sept 2008

Web content:

- Career download sheets 4.3

Individual sheets describing particular jobs or sectors. Needs avoid duplication and make use of existing material.

- Face to face tutorials 4.4

Tool for professionals to use in consultations to help students think about their interests, experience and skills.

- Scenario games 2.8

Likely to be situations where user has to choose right person to solve aspects of a problem. Pos. similar to Stimulating Physics enterprise game.

Offline activities:

- CPD sessions
- E-newsletter

All Audiences

March 2008

Web content:

- STEM TV listings

Up coming programmes related to STEM subjects.

Sept 2008

Web content:

- STEM in the news

Current stories largely drawn from partner content but also some new articles to maintain interest in the site and form a basis for promotional activities.

- Facts and stats.

STEM related interesting and fun facts and statistics.