



## Careers from Science consortium update

February 2008

There has been a lot of activity within the Careers from Science project and the build of the FutureMorph website over the last few months. Below is a summary of the main areas of development between July 2007 and February 2008. If you have any queries, ideas or areas you wish to be involved in, please do get in touch.

### Brand and website name

Following audience consultation in order to find a more age appropriate name and brand the website will be called FutureMorph with the main domain as www.FutureMorph.org. This vibrant brand illustrates the concept that STEM subjects can equip young people to become whatever they want to be and that STEM has the power to change our future. The brand is already being applied to various aspects of the project as you can see from the design of this update. The overall project name of Careers from Science will remain in use to refer to the full package of on and offline careers related activities when communicating with Science Council members and other project partners.

### Content editor and developer

In October 2007 Hilary McWilliam was appointed as a part-time Content Editor and Developer. She has been writing content for the first web interactive, developing a set of topics to group careers, writing material for these topic areas and researching existing material to be included. She has also been revising an existing leaflet for 11-14 year olds to bring it under the FutureMorph brand. Hilary has been a great asset in helping move the content forward.

[Content Workshop Feb 08 >](#)

### Content workshop

The main section of the FutureMorph website will present the opportunities available from STEM through a series of topic areas such as Health or Entertainment. A workshop was held on 4th Feb to refine the topic areas and to generate themes and stories which can be used within each area to present opportunities and careers in as wide a range of disciplines as possible both within and from STEM. Around twenty five colleagues from partner organisations donated a day of their time to help brainstorm ideas and provide input from their disciplines. We are very grateful to those that were able to take part; the event was very useful and these ideas will now be taken forward to create content — we will also be seeking input from those disciplines that were not represented at the workshop.



## March 2008 test site

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A FutureMorph test site will go live at the end of March, this site will be used to gain audience feedback ahead of the full September launch. We will be seeking input on various pieces of content and approaches. This version of the site will not be a complete resource and will therefore be lightly promoted to simply gain the feedback we need to ensure the fully interactive September site is as useful as possible.

## Science teacher resources

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Resources to enable science teachers to include careers within their teaching are currently being produced and the first of these will be ready for March 08. These resources are largely funded by a Pfizer grant which was awarded to ASE; we are grateful to the ASE for suggesting the grant be transferred to the Careers from Science project and for their input in guiding the work. The resources will include video footage of people using science in their work along with associated practical activities, assembly resources and a teacher leaflet giving examples of the relevance of science to the workplace. A workshop at the annual ASE conference was used to gather feedback on the progress so far and training sessions to encourage teachers to use the first activities will take place in March and April.

## Website build

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The web interface and design of templates will be undertaken by the branding contractors who have developed an excellent understanding of the project aims and our audiences. The website will be built on the ETB's Scenta platform as part of ETB's in-kind contribution to the project. The platform facilitates the sharing of content between FutureMorph and other Scenta hosted sites such as Maths Careers and allows us to draw on content such as the Scenta database of profiles. To enhance the appeal of the site the designers have been asked to make use of visual navigation methods as well as standard text menus. The main interactive pieces of content for FutureMorph are being contracted separately and the first of these, a light hearted self-assessment quiz for 11-14 year olds, is underway. As part of the build we are also commissioning relevant games and fun downloads to engage users, maintain interest in the site and to link with promotional activities.

## Promotional activities

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Having commissioned some professional PR advice we are now using this to build our promotional plan both to encourage feedback through the March test site and for the full launch from September. We will be looking to use a number of activity strands to engage audiences and also looking to capitalise on these with promotional support from our partner organisations and their own schools activities.



### Promotional activities cont.

The Science Council exhibited at the Geological Society's Bicentennial Conference "Careers Track" event in September. Over thirty young scientists and engineers joined us to talk informally to the teenagers attending the conference. We learnt a lot from this event and may well adapt this approach to have role models present for the FutureMorph launch event.

The Department for Children, Schools and Families is currently undertaking a STEM careers awareness campaign targeting young people which we understand will make use of online media, radio and avenues beyond our reach such as cinema. The activities will commence in March and we are pleased that the campaign will be encouraging young people to visit FutureMorph once the full site is available.

### Advisory Group

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To date the Advisory Group has supported and guided the project; since the project is now largely focussed on gathering content we plan to establish an Editorial Group which will devise criteria to guide the content, maintain quality and in particular to aid decisions on inclusion of external content. The intention is that there will then be a much wider, inclusive group of volunteer partners who can recommend whether or not content is suitable for inclusion in FutureMorph. Where possible content for particular disciplines will be assessed by people familiar with that field and we will shortly be seeking members to join this Editorial Group.