

Careers from Science Consortium Update

February 2007

Please find below a summary of the main project developments for the period Oct 06 – Feb 07. If you have any queries, ideas or areas you wish to be involved in, please do get in touch.

1 Project Finance

In response to the publication of the House of Lords Science and Technology Committee's School Education Report the DfES has agreed to give £500k for the development of the Careers from Science project. It was clear that many of our partner organisations, including those who gave evidence to the committee, were very supportive of the project and this has greatly aided our case. We are in the process of agreeing the contract for the funding with DfES but are hopeful that we will receive the funds before the end of March 2007.

2 Advisory Group

The Advisory Group are meeting approximately every two months. The Group have suggested that there be a clear way for partner organizations to feed into the project; small task groups will be used for various sections of the project and we are looking at other routes for feedback which will be publicized to the community when ready. A holding site is scheduled to be available in late April; the content for this will mainly be an introduction to the project and links to existing good quality resources. If you wish to suggest resources to be included please email them to n.hannam@sciencecouncil.org with a title of "resources". The final website will then be built up from this holding site.

3 Branding

Following a tender process an agency has been appointed to produce a final name and look and feel for the website and associated materials. The process of developing the brand is now underway and it is intended that the name of the site will not be Careers from Science, this follows from the initial project research findings which indicated that this was unsuitable for the 11-19 age range. We are confident that the agency charged with this piece of work will produce an exciting and vibrant image for the project; the first application of this will be the holding site in April. The final decision on name and style will be based on target audience feedback.

4 Project Governance

Prof Mike Tomlinson has agreed to chair a governance group for the project. The group will oversee the strategic direction of the project and ensure that it meets its objectives within the resources and time frame agreed; the membership and terms of reference for this group are being negotiated.

5 CPD for teachers

Discussions have taken place with the Science Learning Centres on how we might link Careers from Science to the teacher CPD courses they run and how we might develop a network of people to promote the CfS resource to teachers.

6 Best Practice Workshop

A workshop for member organisations and partners to discuss strategies for approaching careers information for schools will be organised for around May. This is expected to include a presentation by a careers professional on how to produce useful careers material.

7 Marketing

Diana Garnham will lead a small task group to develop a marketing and communications strategy for the project. It is not envisaged that this will be a permanent group but will work to develop a plan and partnerships/links to ensure that the project reaches its target audiences.

8 Technology

We have identified that for the target audience of young people appropriate use of current technologies will contribute to the project's success. We plan therefore to establish a task group to advise on the use of new technologies.

For further information on the Careers from Science project please see:

<http://www.sciencecouncil.co.uk/projects.php>

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