

Careers from Science Consortium Update



July 2007

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

1 Editor wanted

We are currently looking to employ a part-time Content Editor and Developer to work on the project, to write new material and review and edit existing partner material. Full details of this role are available from our website, www.sciencecouncil.org, and we would appreciate your help in publicising this position.

2 People profiles – help needed

Much of the website will link in to profiles of real people including the first of the interactive pieces, which is likely to use fictional characters to give users an avenue to explore a selection of the enormous range of job roles STEM subjects can lead on to. For this to be truly successful it is important that we have a wide range of people profiles covering a variety of roles and qualification routes. The main source of profiles will be those gathered through the ETB's Scenta website, although we will look at how we can incorporate other existing case studies. The fact that CfS will be housed on the Scenta technology platform means that we can share content but display it in a style suitable for CfS, pick and choose which elements of information we include and alter how users access the profiles. Many other areas of content will also draw on the database to display relevant profiles to help the users relate to the information and provide a wider variety of examples.

With the database playing such an important role in the content it is vital that the profiles included are fully representative. We would like to include profiles from those studying STEM subjects and those with STEM qualifications who are now in jobs outside of STEM. Please help by asking your contacts and members to fill out the "Become a Role Model" questionnaire at: <http://www.scenta.co.uk/rolemodels>

Sample text to assist you in promoting this is available from the CfS page on the Science Council website.

3 Video clips needed

The teacher material currently being produced includes video clips to be linked to activities or used as lesson starters. If you have access to existing film of people using STEM in the workplace we would love to hear from you. We know that there is a variety of material out there and it would be fantastic to make use of small sections in this new context. Please do get in touch if you think you might be able to help and be aware that the contractors may be contacting you regarding this and other material.

4 Project phasing

An initial version of the website will be made available in March 2008 and this will concentrate on content for 14-19 year olds and science teachers, which is being commissioned at the moment. The full version of the site and other resources will be complete September 2008 although there will be a continuation plan beyond this point to ensure the project is kept up to date and relevant.

5 Activities summary

A summary of the activities planned for each of the Careers from Science audiences is now available from the Science Council website. This document gives an overview of the work being undertaken within the project.

6 Communications and branding

Thank you to everyone who helped publicise the name vote, the responses have been analysed by age and gender and are being used, together with the outcomes from focus groups, to inform the name and design choice which we are confident will be a better audience fit than “Careers from Science”; despite last minute trade marking issues which mean that one of the top name choices has been excluded. We are currently selecting an agency to help us develop a communications plan which, together with the branding work, will help us take forward the promotion of the project. Part of this will consider how much promotion should take place before the full website and materials are available and promotion will obviously continue well beyond the launch date. We will be looking for partner input over the next few months to help shape this plan.

7 Advisory Group

The Advisory Group continues to meet every two months and two new members have been added to the project Advisory Group in order to broaden the expertise involved:
Sarah Knapper – Institute of Food Science and Technology
Robin Mellors-Bourne – Crac

8 Workshop outcomes

The Careers Materials for Schools workshop took place in May, this event was oversubscribed and 35 people from various partner organisations attended. Delegates valued the chance to learn from each other and the feedback from the day was very positive; we may look at running a follow up event at a later date. The outcomes of the workshop are being taken forward by Crac to form a joint best practice briefing document for use by organisations producing new careers materials or looking to improve their existing resources. All four presentations from the day are available at: <http://www.sciencecouncil.org/CfS.php>

9 Topic area links

The main introduction to the opportunities available from STEM will be split into interest areas designed to appeal to the age group we are targeting. These topic areas are being devised at the moment and we will be seeking input from the audience groups. Once these are decided we will be seeking input from partner organisations to identify roles “in STEM” and “from STEM” which can be cited as examples.

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

Nicola Hannam
Project Manager
n.hannam@sciencecouncil.org
020 7922 7889