

# TeamScience

If you're...

...An artist, a player, a planner, a maker, a  
doer, a dreamer, a helper, a leader, a builder, a  
thinker, a bit shy or a ball of energy...

...Even if you are not sure who you are yet...

...Or what you want to be...

Science is  
for you!

**Lucy Stone**  
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Technology  
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UK**

[www.stfc.ac.uk/teamscience](http://www.stfc.ac.uk/teamscience)

# Introduction to:

- **What:** A campaign being developed by STFC with the aim of increasing take-up of STEM subjects after 16
- **Who:** Aimed at 8-13 year olds and the people who influence them
- **Why:** Concern about a major STEM skills shortage
- **How:** Create resources to show that studying science isn't just to become a doctor, scientist or science teacher and you don't have to have a PhD

# The research behind:

Department of Education &  
Professional Studies

**KING'S**  
*College*  
**LONDON**

## ASPIRES

Young people's science  
and career aspirations,  
age 10–14



- Five year study funded by UK's Economic and Social Research Council
- Studied 10-14 year olds and what influences their chances of aspiring to a science career
- 19,000 surveys

# ASPIRES findings

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## ASPIRES

Young people's science  
and career aspirations,  
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# TeamScience

- Many young people like science but that doesn't translate to a career
- 'Interested but...'
- Science is 'just for the brainy few'
- Many struggle to name a STEM career other than 'scientist'
- 'Science capital' level is influential

# The audience for:

- 8-13 year olds - especially those with ‘low science capital’
- Teachers and other influencers – e.g. STEM ambassadors
- Families
- Potential future partners





# Branding: # TeamScience

- Tested with sample groups in relevant age group (all girls street dance group, all boys football team, mixed primary school group)
- Wanted to see 'people like them', technical kit, buildings, planets, pencils, types of jobs, etc.





**"I loved looking up at the stars  
and wanted to be among them"**

Sarah wanted to be an astronaut when she was little  
and you won't believe how close she's gotten

[Find out more](#)

**"I simply wanted to be useful to society  
and not just to myself"**



For Stan, working as a research scientist  
is about making a difference

[Find out more](#)

**"Each part of education  
is a stepping stone to a dream job"**



Daniel explains how important  
it is to do what you enjoy

[Find out more](#)



**"I like fixing things**

**and seeing how they work"**

Tom explains why he became  
an electrical apprentice

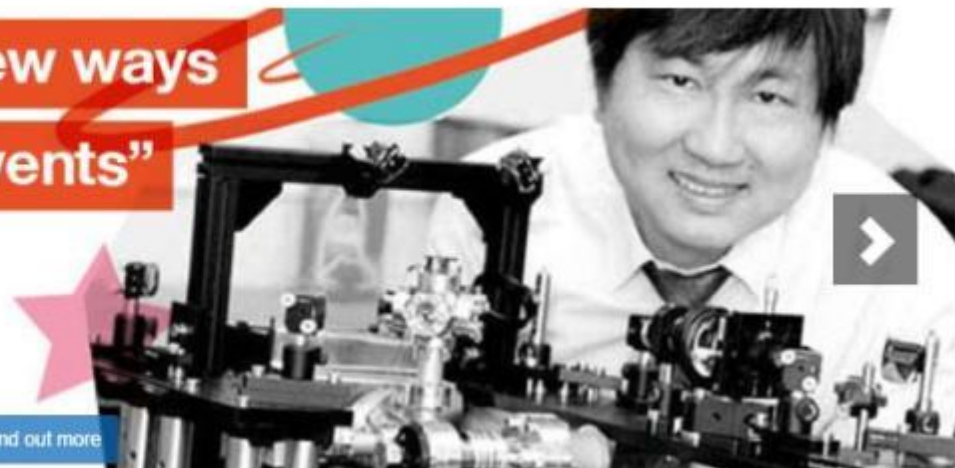
[Find out more](#)



**"I provide new answers and new ways  
of thinking about everyday events"**

Keeping an open mind allows Charles  
to see the world differently

[Find out more](#)



**"I tread a thin line  
between creative and analytical"**

Find out how Holly blends  
the creative and scientific

[Find out more](#)





# TeamScience

# Not just doctors and scientists!



**“I really couldn’t do my job without biology -  
an in-depth knowledge of the human body”**

Grant looked for a role

**that combined science, sport and education**

[Find out more](#)



**“I’ve been amazing places  
and had incredible experiences  
because I studied science”**

Taking the opportunities that came her way

**has taken Louise all over the world**

[Find out more](#)

# Right now for:



- Resources such as leaflets and videos displayed at roadshows
- Limited materials on [www.stfc.ac.uk/teamscience](http://www.stfc.ac.uk/teamscience) (find the career for you tool, external resources)
- Team profiles online
- Running more events for relevant age group – eg. Saturday Coding Club
- Obtaining regular feedback

# What next for:

- New website - for now: [www.stfc.ac.uk/teamscience](http://www.stfc.ac.uk/teamscience)
- More local events and media coverage
- Discussions with potential partners





# Get involved with:

# TeamScience

- Educate people about range of careers science leads to
- Volunteer to have your profile done!
- Let us know your ideas
- Team up with us!
- Spread the word #TeamScience





# Questions?

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**[www.stfc.ac.uk/teamscience](http://www.stfc.ac.uk/teamscience)**