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www.stfc.ac.uk/teamscience
Introduction to: #TeamScience

• **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:

• 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

• 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.

"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.

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

Daniel explains how important it is to do what you enjoy.
“I like fixing things and seeing how they work”

Tom explains why he became an electrical apprentice.

“I provide new answers and new ways of thinking about everyday events”

Keeping an open mind allows Charles to see the world differently.

“I tread a thin line between creative and analytical”

Find out how Holly blends the creative and scientific.
Not just doctors and scientists!

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

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

Grant looked for a role that combined science, sport and education

Taking the opportunities that came her way has taken Louise all over the world
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
- 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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