Imperial College London





Developing a new space sector careers resource

based on educational research recommendations



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## Imperial College London What affects science identity & aspirations?



Research is showing many factors affect whether students identify with and aspire towards continuing education in the sciences.

One recommendation is to increase provision and quality of careers education at primary and secondary levels.

#### Science ≠ Scientists

Need resources that highlight the diversity of careers available that are related to science or that science education can enable.

#### How well is this being put into practice?

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### **Space sector careers resources**

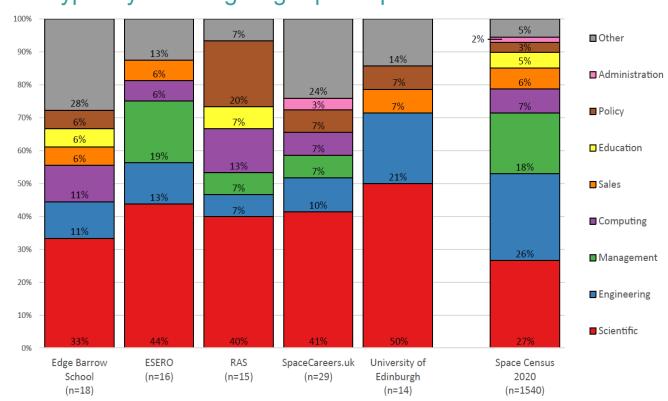
Diversity in communications typically means giving equal representation to minorities

Compare types of roles highlighted in UK space careers resources

None of them have a near-even split of job categories (11% each)

All over-represent scientific careers compared to the sector

Tend to target uppersecondary & university



Need a more diverse space careers resource aimed at younger ages

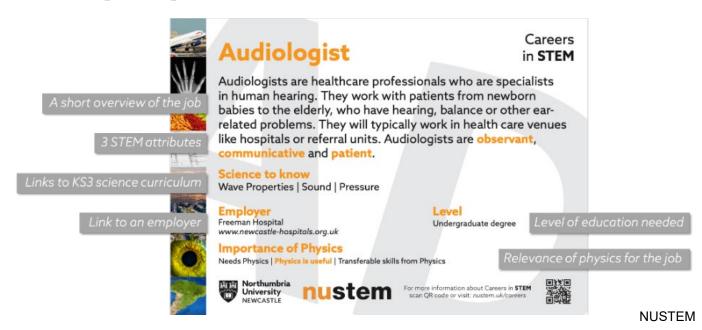
## Imperial College "I'm a Space Person"

Adapting existing careers postcard format based around personal attributes

### "people like me"

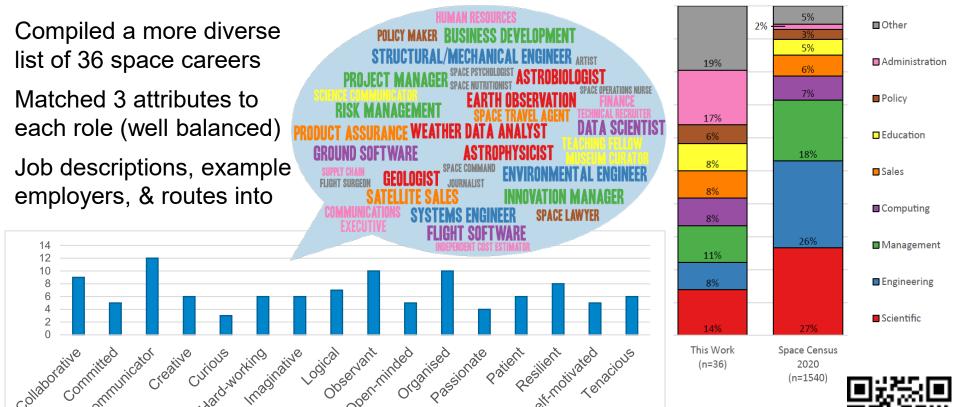
Simple physical resource for children to take home, prompting conversations with key influencers.

Accompanying digital resources to find out about more space careers.



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### "I'm a Space Person"



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