



Inspiring & Involving

Delivering a coordinated strategy for
engagement & outreach in STFC

*Science Communication & Science Museums:
Prospects & New Ideas*

Centro Fermi, Rome, May 2017

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 @DAGillespie



Incredible Science • Inspirational People • Astounding Places

The Science & Technology Facilities Council

Our public engagement programme is:

Long-standing

Large

Varied

Collaborative

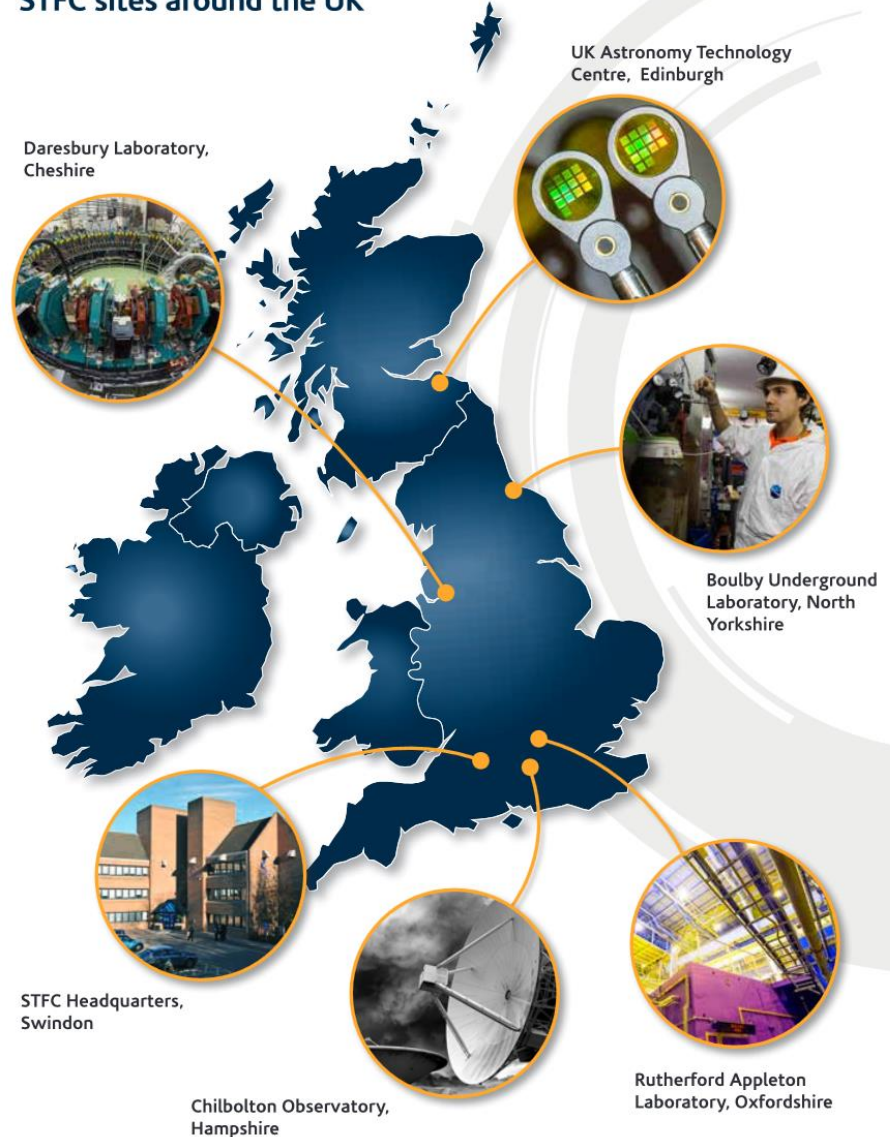
It is underpinned by:

Strategic direction

Programme evaluation

Partnership working

STFC sites around the UK



STFC's Public Engagement Strategy

Our vision is of a society that values and participates in scientific endeavour.

Our mission is to use our stories, communities, and facilities as the basis of world-class public engagement that inspires and involves people with our science and technology.



*Showcasing STFC
science & technology*



*Building the right
partnerships*



*Developing & supporting
STEM influencers*



*Improving our reach with
diverse audiences*



*Delivering high quality public
engagement activities & outcomes*



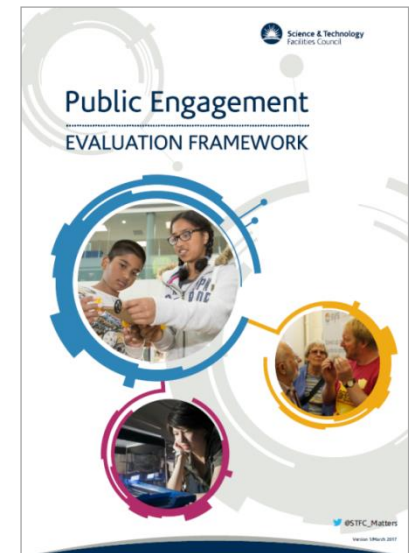
Find our strategy at:

<http://www.stfc.ac.uk/public-engagement/strategy-and-evaluation/our-strategy-for-engagement>

Our Evaluation Framework for Engagement

How do we know what we're achieving?

- We created our framework so we can be clear and consistent in how we **report**, **improve**, and **celebrate** our engagement.
- We focus on evaluating five 'dimensions' of engagement: **inputs**, **outputs**, **reach**, **outcomes**, and **processes**.
- We adopted and modified the concept of 'generic learning outcomes' to fit our purposes – we evaluate what our participants will **do**, **feel**, **value**, **understand**, and the **skills** they acquire.



Find our evaluation framework at:

<http://www.stfc.ac.uk/public-engagement/strategy-and-evaluation/evaluation-and-our-evidence-base/>

We get greater impact by working together

The Explore Your Universe programme

- Increasing our reach with target audiences.
- Working with the UK's *Association for Science & Discovery Centres*.
- A bespoke programme of family shows, school workshops, STEM equipment, and targeted training.
- Focused on areas of the UK where STFC doesn't so easily reach.
- Between 2012-2015, Explore Your Universe reached over **341,000** people.

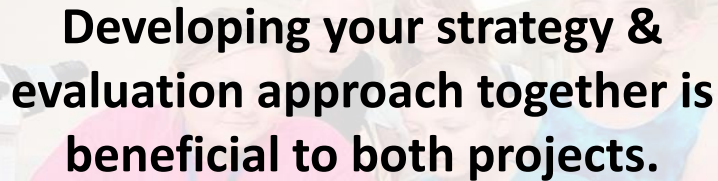


Read more of our case studies at:

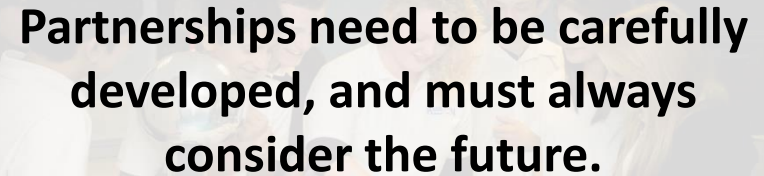
<http://www.stfc.ac.uk/public-engagement/strategy-and-evaluation/stories-of-great-engagement/>

Reflections

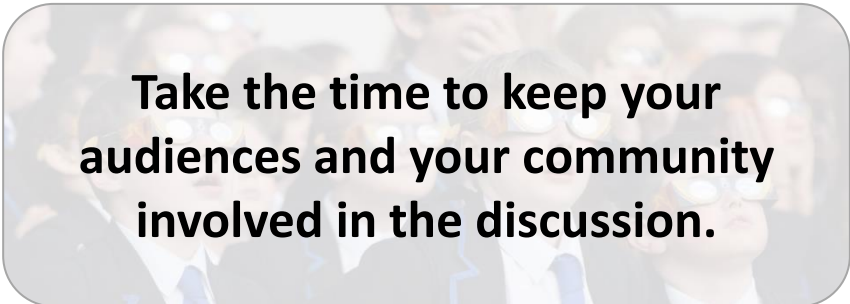
What we've learned when we look at our own experiences...



Developing your strategy & evaluation approach together is beneficial to both projects.



Partnerships need to be carefully developed, and must always consider the future.



Take the time to keep your audiences and your community involved in the discussion.



Find opportunities to pilot your approaches in 'safe' environments, with critical friends.



Pay attention to your feedback, and be willing to learn from others.



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