



# Campaign Update

## Science and Maths Campaign Update - Issue 2

Welcome to the second issue of the DCSF Science and Maths Campaign update.

### Delivering the message to teens

Work continues to gather pace across all campaign activity, with the following notable highlights.

The cinema and television advertisements are now scheduled to appear in November and December this year. The scripts are currently being developed, the producer is on board and we are currently recruiting for the right director. Production will then begin in mid-June. The adverts will be supported by online activity in the form of interactive banners on the front page of Bebo, that will lead through to the [www.lookwhatyoucandowiththem.com](http://www.lookwhatyoucandowiththem.com) page.

In PR, our work with leading teen brands has advanced over the last month. Positive meetings with MSN, Google, L'Oreal and BT have taken place with all agreeing to provide support and content for the campaign – it's great to have buy-in from such high profile organisations. Other media initiatives are also in development with Alton Towers and Adidas, which we hope to be able to discuss further in the next issue.

We also continue to liaise with the careers writers on the national and regional newspapers to place profiles of role models from the Bebo website. For the teen specific media, as well as these case studies, we are working to develop more in-depth features related to the brands. You may have seen the in-depth careers feature in the Daily Express on Thursday 8 May featuring the 'carbontrepreneurs' research, a case study from EDF Energy, a quote from Jim Knight and a link to the Bebo website. Interviews with two of the case studies (from L'Oreal and Adidas) are also running on the hugely popular teenage websites, [www.mykindaplace.com](http://www.mykindaplace.com) and [www.monkeyslum.com](http://www.monkeyslum.com). The Daily Mail also interviewed three case studies for a feature on the campaign to tie in with exam season. You may have seen the full page coverage in yesterday's issue under the headline 'Want a cool job?...'

Plans are also now underway to deliver targeted features to the specialist workforce (teachers, careers advisors) media. As part of this tranche of activity, a by-lined article from Schools Minister, Jim Knight, about the campaign is scheduled to appear in next month's Education Business journal. Activity is also underway to highlight the campaign in response to the CBI's recent education and skills report. Professor John Holman has kindly agreed to be our spokesperson for this and we are aiming to set up an interview with the national education supplements and/or TES on the subject.

### Careers and Workforce Channel

The Careers Awareness team have held a first meeting with the Careers Stakeholder Group. This group will be key in supporting the National STEM Careers Co-ordinator to

deliver a holistic, coherent and enthusiastic message about the careers campaign to all those involved over the next three years.

The team have also been conducting focus groups with careers professionals to help develop a resource pack for school careers staff. The pack will introduce young people to a world of STEM that is inspiring, informative and fun and will include ideas for group activities, statistics and interactive case studies. Also, in related work led by the Centre for Education and Industry at Warwick University, schools are being invited to participate in development of the Careers Timeline and in research and trialling of resources. The team is still recruiting and would welcome contact from any schools in England who are keen to get involved. Please email [stemcareers@shu.ac.uk](mailto:stemcareers@shu.ac.uk) to find out more.

Now is also the time that the STEM Directories are looking for new information. The directories, funded by Government and being developed by key players in the STEM community including The Royal Academy of Engineering, SCORE, ACME and STEMNET, are a new resource to enthuse teachers and students about science, technology, engineering and maths. Aimed at teachers and lecturers for use with students of all ages in schools and colleges across the UK, they will provide a major source of enhancement and enrichment schemes and activities across science, technology, engineering and mathematics. The printed Directories will be launched in September 2008 and will be followed by an online version in 2009.

If you would like to have your STEM scheme included in the new directories please go to [www.stemdirectories.org.uk](http://www.stemdirectories.org.uk) to input it into the online database, or contact Juliet Upton, the project manager at [directories@stemdirectories.org.uk](mailto:directories@stemdirectories.org.uk) Closing date for submissions is 16 June 2008.

### **Thanks and a special goodbye**

Finally, we would like to take this opportunity to thank you all for your support for the campaign to date. In particular, John Holman, National STEM Director, CRAC, F1 In Schools, the Institute of Physics and the Royal Academy of Engineering have all provided advice, contacts and/or content which will significantly help move the campaign forward.

Please do keep sending through any new contacts you feel would be helpful for the campaign. In particular we are always looking for case studies of young people with science and/or mathematics A levels who are doing interesting careers, as well as 'media savvy' scientists who can help explain the science and maths behind elements of every day teen life. Also, if you would like to use the campaign visual identity in any of your own printed/online initiatives, do contact Hannah Vincent (details below) with your address and we will send these to you on a CD.

Before we sign off, sadly, this month we say goodbye to Helen-Louise Smith who has been directing the campaign at DCSF. As well as pulling all strands of the communications for the campaign together so expertly, Helen-Louise has been a fantastic champion for the campaign within the Department. We will all miss her enthusiasm and support and wish her the very best for her new role at the Children's Workforce and Development Council in Leeds. Linda Gillingham will be taking over her role at DCSF and we welcome her on board the campaign!

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