The importance of evaluation in STEM Outreach and Engagement

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NUSTEM and a Theory of Change

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NUSTEM’s vision is for a vibrant and sustainable STEM sector which meets the needs of learners and employers, reflecting the diversity of wider society.

How?
Importance of Evaluation and Research

• Why do we evaluate and produce research around our activities?
  • We want to know what works (and what doesn’t), so that we can adapt our own practice.
  • We want to be able to confidently share good practice, backed up by robust evidence.
  • We want to justify the time we spend with young people.
  • It might also be a funding requirement.
Examples from our practice (1)

- Geography: Past, Present and Future
  - Environmental Planner Workshop.
  - With embedded evaluation approach.
  - Initial findings from the evaluation suggest the workshop is doing the opposite of our intended outcomes.
  - Redeveloped in light of the evaluation.
Examples from our practice (2)

STEM Person of the Week

In school, teacher led intervention.

Showcase diverse group of STEM workers, through a skills and attributes approach.

Backed up by research.
How should you evaluate?

• It’s complicate, it depends on what you’re doing, why you’re doing it, who wants the evaluation, funding, etc.

• There’s great resources out there - NCPPE

• https://www.publicengagement.ac.uk/do-engagement/evaluating-public-engagement
References / Resources

- Us – [https://nustem.uk](https://nustem.uk)
- STEM Person of the Week resources – [https://nustem.uk/stem-person-of-the-week/](https://nustem.uk/stem-person-of-the-week/)
- And accompanying research – [https://doi.org/10.1080/02635143.2021.1941840](https://doi.org/10.1080/02635143.2021.1941840)
What are your attributes?

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<tr>
<th>Observant</th>
<th>Open-minded</th>
<th>Committed</th>
<th>Collaborative</th>
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<tbody>
<tr>
<td>Creative</td>
<td>Imaginative</td>
<td>Patient</td>
<td>Organised</td>
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<td>Resilient</td>
<td>Communicator</td>
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<td>Curious</td>
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