

# THE ACADEMY PROJECT REPORT

30 January 2024

SCIENCE  
MUSEUM  
GROUP

# EXECUTIVE SUMMARY

Audience	Sept – Dec 23	Jan – April 24	May – Aug 24	Total
Teachers and Museum Educators	340			
STEM Professionals	67			
<b>TOTAL</b>	<b>407</b>			

- Exploring Science through Play courses [REDACTED] were launched in Sept 23 , and all ScM courses to date have been fully booked and have received very positive feedback.
- An Exploration and Discovery Club course has been added to the Academy offer and has been fully booked at ScM.
- Science in Your World programme launched with first partner meeting held in Nov 2023.
- New Audience focused reflective practice courses developed and delivered.

Since the Academy launch in Oct 2018 (up to Dec 23), 437 courses have been delivered to:

4,111 teachers & museum practitioners (through the teacher courses, there has been a potential reach of 201,260 students)

1,552 STEM professionals

# KEY DELIVERABLES – [REDACTED]

DELIVERABLE	PROGRESS 01/09/23 – 31/12/23 (ACADEMIC YEAR 2023/2024)
Deliver courses to up to [REDACTED] teacher and museum educators	[REDACTED] teachers and museum educators [REDACTED] teachers, [REDACTED] museum practitioners)
Deliver courses up to [REDACTED] scientists / STEM professionals	[REDACTED] STEM professionals trained
Resources developed to support programme	We have created 6 new posts on the <a href="#">Transforming Practice blog</a> since September. In total, we have created over 150 resources to support the programme since it started.
3 Steering Group meetings	Meeting three times per year
Up to 4 funder update meetings	January, other dates TBC but likely to be May and September
End of Year project report	To be delivered in September

# KEY ACTIVITY – NEXT QUARTER

DELIVERABLE	NOTES / ACTIONS
Increase breadth	The Science in Your World programme began with partner site meetings and an all partner online meeting in November. We are hosting a Science in Your World in person training event on 21 <sup>st</sup> & 22 <sup>nd</sup> February
Course delivery	35 courses are currently booked between Jan and March 2024. Core Academy course dates for 2024/2025 Academic year have been set.
Evaluation	Research has been conducted to understand more about the needs, wants and expectations of early years practitioners. This was fed back in Nov 23 and will be disseminated more widely. An external evaluator will be recruited over the next 3 months to research the Science in your world programme.
Raise Academy profile	<p>An article written by [REDACTED] has been published in the ICOM: CAMOC, CIMUSET General Conference 2022 Book of proceedings (ISBN: 978 2 491997 80 9). <i>'Designing and delivering inclusive experiences using a science capital approach'.</i> <a href="#"><u>ICOM: CAMOC, CIMUSET Worklab General Conference Book of Proceedings 2022</u></a> (p58 63)</p> <p>Building on the success of the over subscribed workshop run at the 2023 Ecsite conference, a full day equity focused workshop for science centre practitioners '<b>Inclusive Design 2.0, from Adaptation to Innovation</b>' has been accepted for the 2024 Ecsite conference.</p>

# OTHER UPDATES

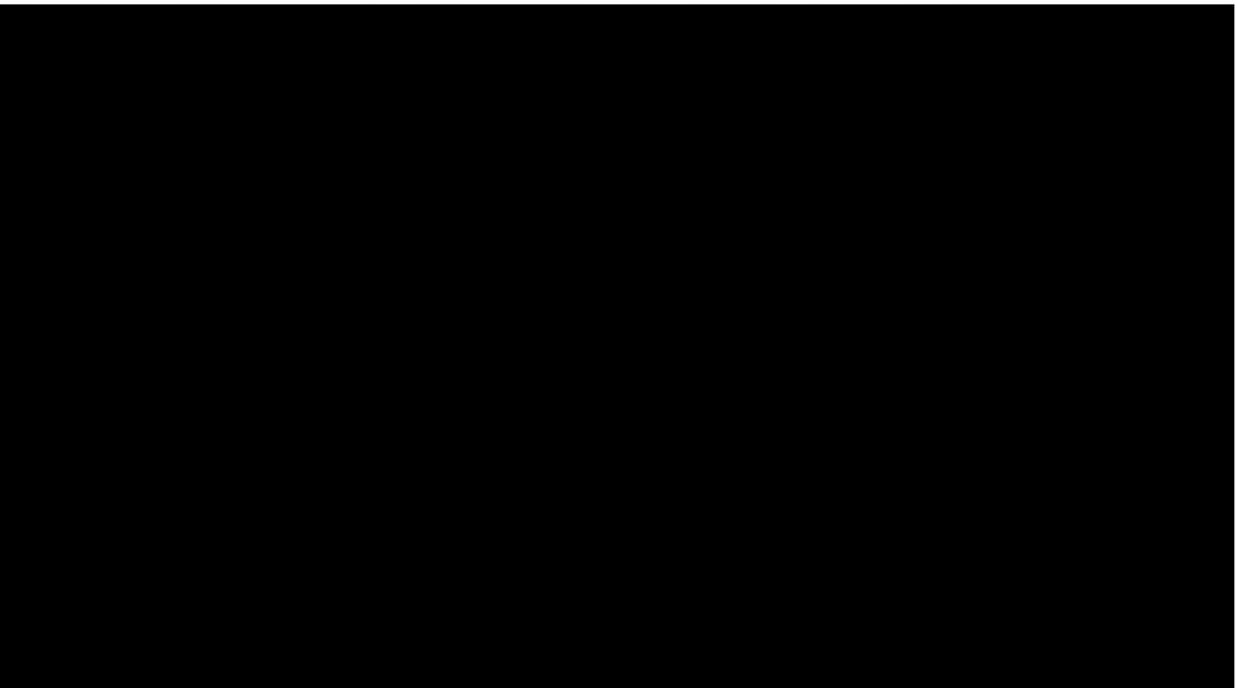
- 28 courses were delivered between Sept and Dec 2023. Highlights include training for 60 students at York University in support of the NRM/Uni of York Spotlight Talks Partnership, training for contributors of the ScM Skills fair, tour training for volunteers at the National Collections Centre (an SMG site).
- A new 'Audience focused reflective practice' training package has been developed and piloted. Training to date has included workshops for the [REDACTED] project at ScM.
- The new 'Exploring Science Through Play' has been launched and has been very well attended at the ScM. Feedback from the courses have been very positive.
- Research has been conducted to understand more about the needs, wants and expectations of early years practitioners. This was fed back in Nov 23 and will be disseminated more widely.

*Just want to send a quick email to say a big thank you for such a fantastic day. I have taken away so many ideas and it was so refreshing to be able to talk to other people in similar environments to compare what works and how we can promote science capital. Each of you had a really calm, positive manner and took time to answer questions and allow for discussion. It was a really insightful course.....*

*Teacher 7th Nov 2023*

# SCIENCE IN YOUR WORLD

- All potential (8 or 9) partners have been visited to discuss ideas and opportunities for the programme in their location.
- Grant agreement contract for partner museums has been sent to partners for signature.
- [REDACTED]
- The first SIYW online partner meeting was held on 23<sup>rd</sup> November.
- The partners have already come up with some great ideas as to what they will focus on through this project ranging from building their staff confidence around STEM learning and science capital, to updating exhibition content and incorporating a STEM focus within their exhibitions.
- Plans are currently being confirmed for the two day in person meeting on 21<sup>st</sup> & 22<sup>nd</sup> February 2024, with an evening networking event on 21<sup>st</sup> February
- An external evaluator will be recruited over the next 3 months to research the programme.



# SMG ACADEMY

# MARKETING, PR

# & WEB

# COMMS UPDATE

## On-sale summary

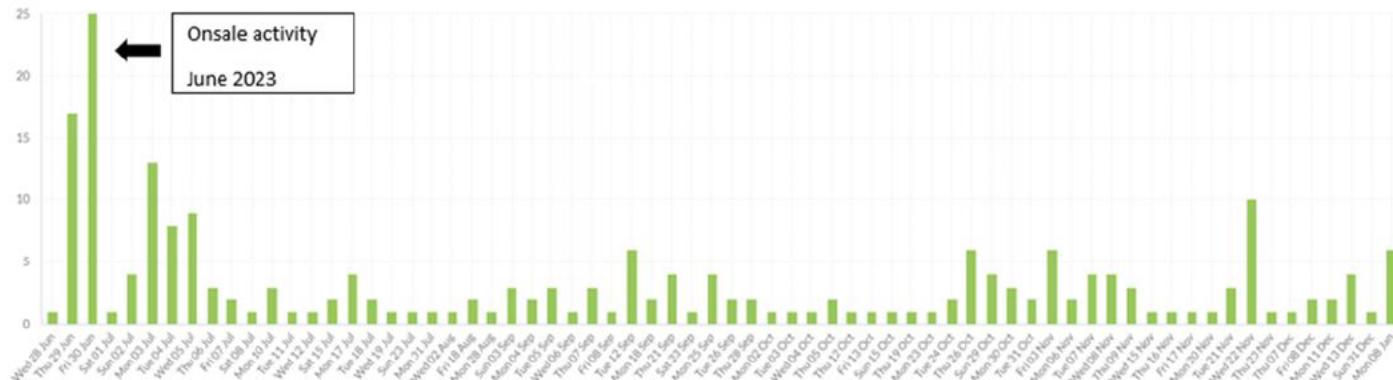
Since the start of the new academic year, the formal marketing plan for teacher courses has been reaching teachers through owned, earned and paid marketing channels.

A marketing campaign with [The Teach Co](#) has been booked, with activity in their January 2024 CPD special including an advertorial (print and digital), a targeted email to secondary teachers across the UK and a series of social media posts throughout the Spring term 2024.

A key focus alongside this has been to ensure courses are included in communications to education audiences from all SMG museums, for example via education newsletters.

The formal marketing plan for Public Engagement courses will be complete by 31 January 2024. This will initially focus on B2B communications with organisations who have applied or been given grants for public engagement.

The graph below shows booking peaks since the onsale in June 2023 up until January 2024.



Science Museum:

**Expert CPD training**

**Free for UK based teachers**

We offer a range of CPD courses for teachers led by our expert Academy trainers. You'll take away new ideas and new connections. Materials and refreshments are provided at all in-person courses.

[Browse courses](#)



Science and Industry Museum:



**Free CPD training courses**  
Book now for our CPD training courses for teachers. We offer a range of CPD training courses for teachers led by our expert Science Museum Group Academy trainers and founded on over a century of experience engaging audiences in STEM. Our courses take place in-person at the National Railway Museum and online.

[Find out more](#)

National Railway Museum:

Did you know we provide **free CPD training** courses for teachers?

Delivered by our expert Science Museum Group Academy trainers and founded on over a century of experience engaging audiences in STEM, our courses take place in-person at the **National Railway Museum** and **online**.

**Our full day, in-person courses include refreshments, lunch and resources to take away with you.**

**BROWSE UPCOMING COURSES**

# WEB UPDATE

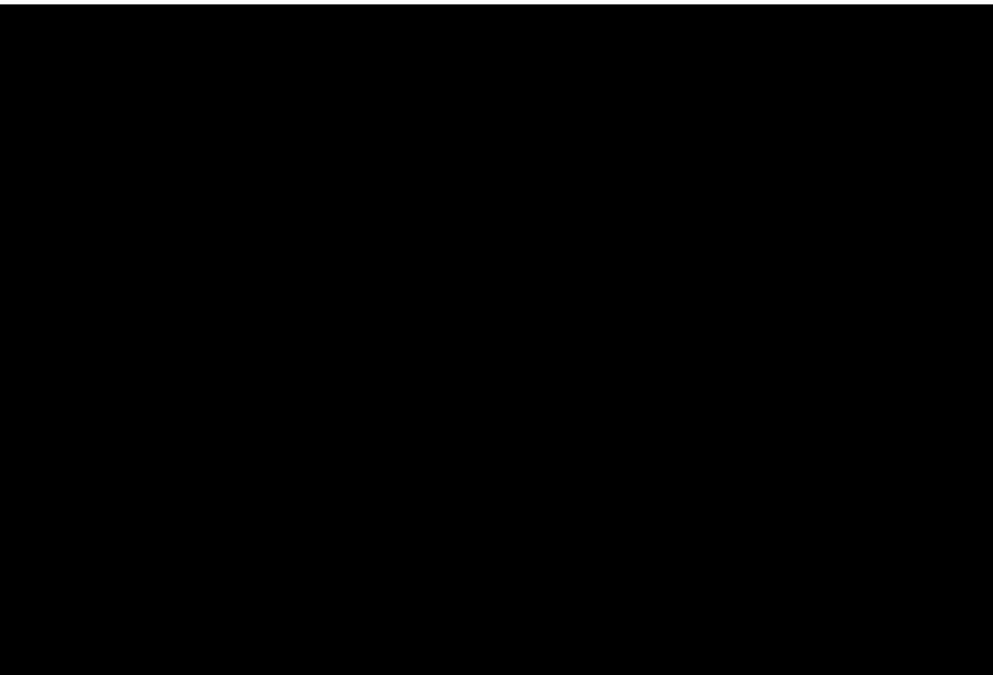
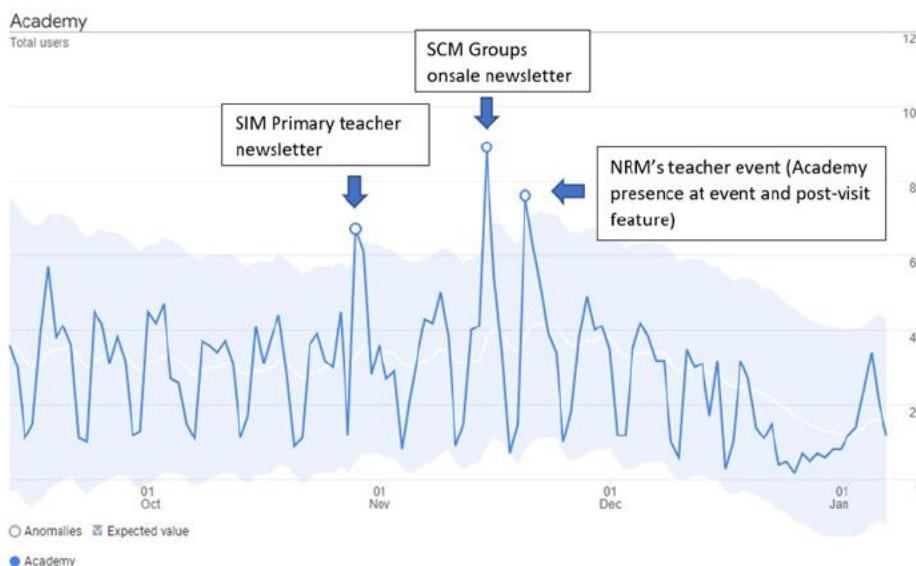
## Top pages (receiving the most visits)

1. Academy homepage
2. Academy training
3. Training – Teachers and Educators
4. Exploring Science Through Play
5. Science Engagement

## Top channels (activity that drove the most visits)

1. Email newsletters
2. Google search (paid ads)
3. Google search (organic)
4. Science Museum website
5. Bing search (organic)

User Traffic below:



LEARNING   OUR APPROACH AND SCIENCE CAPITAL ▾   LEARNING RESOURCES ▾   ACADEMY ▾   TRANSFORMING PRACTICE BLOG   Q

## TRANSFORMING PRACTICE BLOG

Our blog is written by practitioners, for practitioners, to reflect on what research into STEM engagement means for our day-to-day practice.

BY RACHEL EMMERSON  
25 AUGUST 2023

**OUT AND ABOUT: YOUNG V&A**

In this 'Out and About' blog, Rachel Emmerson, Science Museum Group Academy

BY JESS SASHAW  
3 APRIL 2023

**OUR 10 TOP TIPS FOR EXPLORING STEM CAREERS THROUGH MUSEUMS**

BY SMG ACADEMY TEAM  
2 MARCH 2023

**TRANSFORMING OUR TRAINING COURSES INTO SELF-LED VIDEOS**

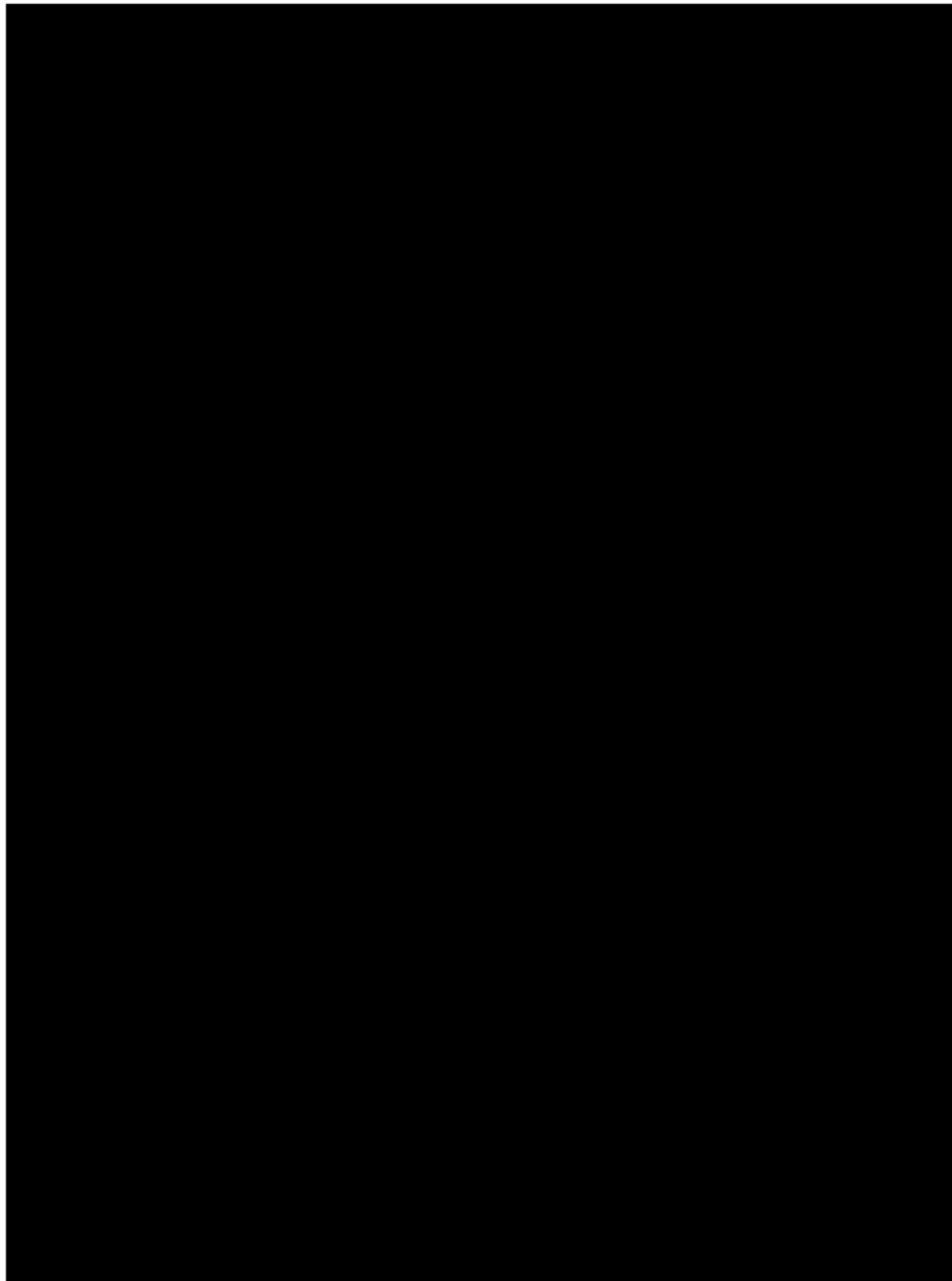
BY SMG ACADEMY TEAM  
2 MARCH 2023

**EXPLORING SCIENCE THROUGH STORIES**

Young children learn through play. Storytelling creates a

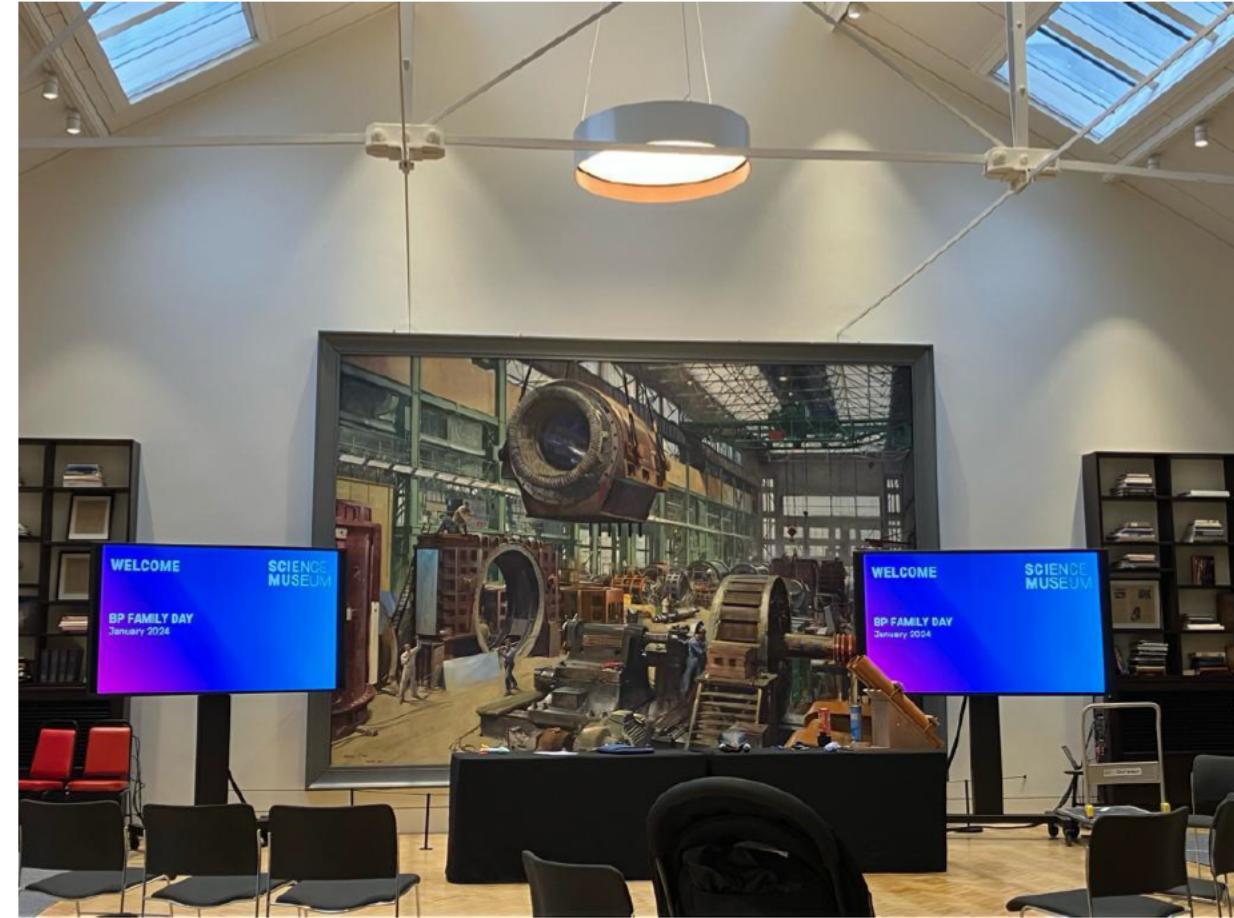
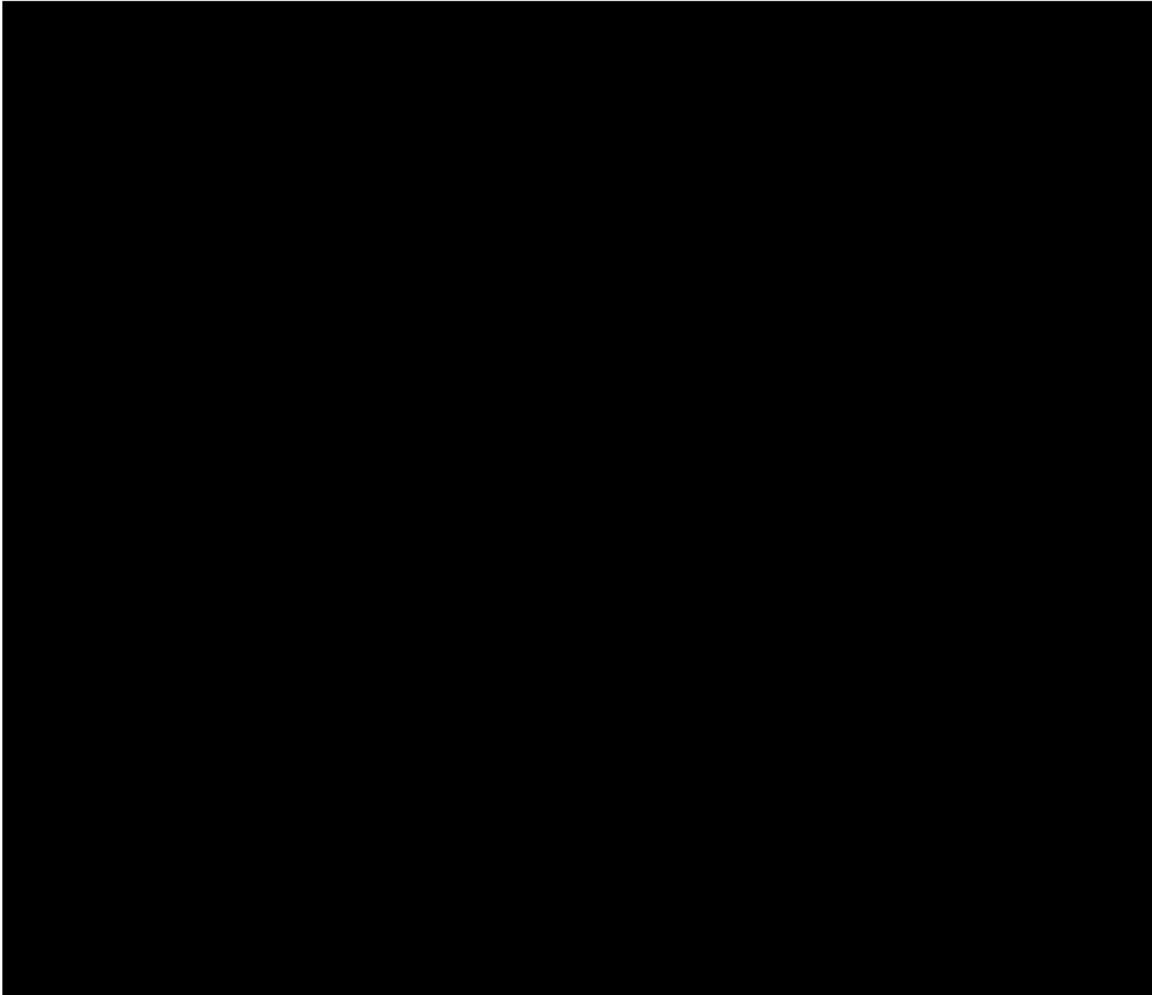
# NEXT QUARTER

- Paid advertising campaign targeting primary and secondary teachers with The Teach Co.
- Continued implementation of Teacher marketing plan including features in all SMG Learning newsletters
- Continuing to work with partners including UK School Trips and L0tC (Learning Outside the Classroom) and working with the Comms teams across the Group to feature Academy courses on their main social media channels.
- Implementation of Public Engagement marketing plan.
- Preparation for next Academy on sale in May 2024.



# BENEFIT USAGE

# BENEFITS 2023/24



# TICKETS & PRIVATE EVENTS

Ticket usage, [REDACTED]

Benefit	Redeemed*	Total available
[REDACTED]	[REDACTED]	[REDACTED]
Event	Date	
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

