

Children Challenging Industry

CCI 2017-2018

Since CCI began in 1996 around 47,000 pupils have experienced CCI, involving over 1000 site or ambassador visits from more than 120 companies.

37 
schools

1143 
pupils

332 
teachers

Involvement in
2017-2018

11 
companies

35 
site visits

7 
ambassador visits

The Children Challenging Industry (CCI) programme places school science in a real-life context.

Key findings from 707 children (36% from the SE and 64% from the NE) representing 37 schools, as well as their 40 teachers, who completed pre- and post-CCI questionnaires are reported here. Attitudes to and awareness of science and industry become more positive. Understanding of the link between school and industry increases, as does the awareness of opportunities for future employment with these industries.

"Cause it was fascinating seeing what you do there. And watching the robots work was outstanding and how they were programed was over complicated."

"I would expect to see people co-operate and be nice to each other."

"I learnt that engineers can be girls as well as boys."

'That industry does not always cause pollution and safety is always important, especially in an industrial area.'

"They were kind and they helped us learn about industry if we didn't go there then we would not know a bit about industry."

Changed aspirations, greater awareness, improved attitudes

Girls in particular have changed in their aspiration to be engineers: the significant overall positive shift in interest to be an engineer is wholly by virtue of them changing their perceptions, whereas boys are only marginally moved by CCI on this point. Gains are seen for boys and girls in many areas – see overleaf.

Research with people in industry 2017-2018

Why does industry support educational outreach?

Since CCI began in 1996, more than 120 companies have been involved. People from 28 of these were surveyed and/or interviewed, along with 4 from companies never before involved with CCI.



SURVEY SAMPLE

72 respondents



INTERVIEW SAMPLE

6 interviewees, 4 had
never heard of CCI

"What does
CCI offer that
other outreach
programmes don't?"

*(survey respondent who
had not heard of CCI
before)*

"We have done
plenty of ad-hoc
events where we visit
schools on a one-off
basis. What is different
about CCI and the reasons
we want to get involved are:

- 1) it is aimed at primary students BEFORE they have decided that a STEM career is not for them
- 2) they come in to see us, which creates a great atmosphere and sense of excitement for our team
- 3) we think having the support from the advisory teacher to tailor the classes around the visit has far more impact than us doing one-off events."

(survey respondent very involved in CCI)

*"Had not previously
recognised the
importance of capturing
children's interest in
science and engineering
at such a young age but
can now."*

Why does industry get involved?

- Focus on the community/children
- Corporate Social Responsibility
- Staff-related reasons: team building and staff development
- A way to improve children's perceptions of a career in science with a view to aid future recruitment for the company

Quality and impact

- time and people
- training new staff due to staff turn-over
- providing interest, to both staff and visitors
- pitching at the correct level
- managing a large group of children in a working environment
- running to time
- health and safety



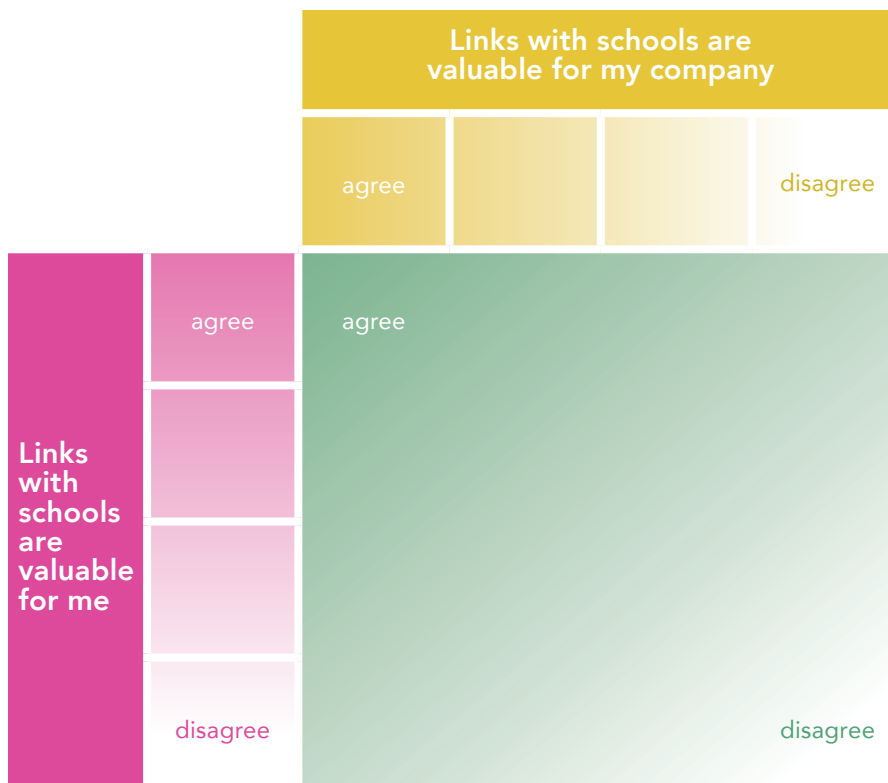
Please try to extend CCI nationwide!

Improvements to CCI

- government funding, to match that already provided by partner companies
- enhanced marketing and advertising to expand the programme
- government commitment to making explicit industry links in the curriculum

School-industry links: value and confidence

The majority of company employees would say: "Links between schools and industry are more important to the company than to the individual."



TO LEARN MORE OR FIND OUT HOW YOU CAN BECOME INVOLVED PLEASE:

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