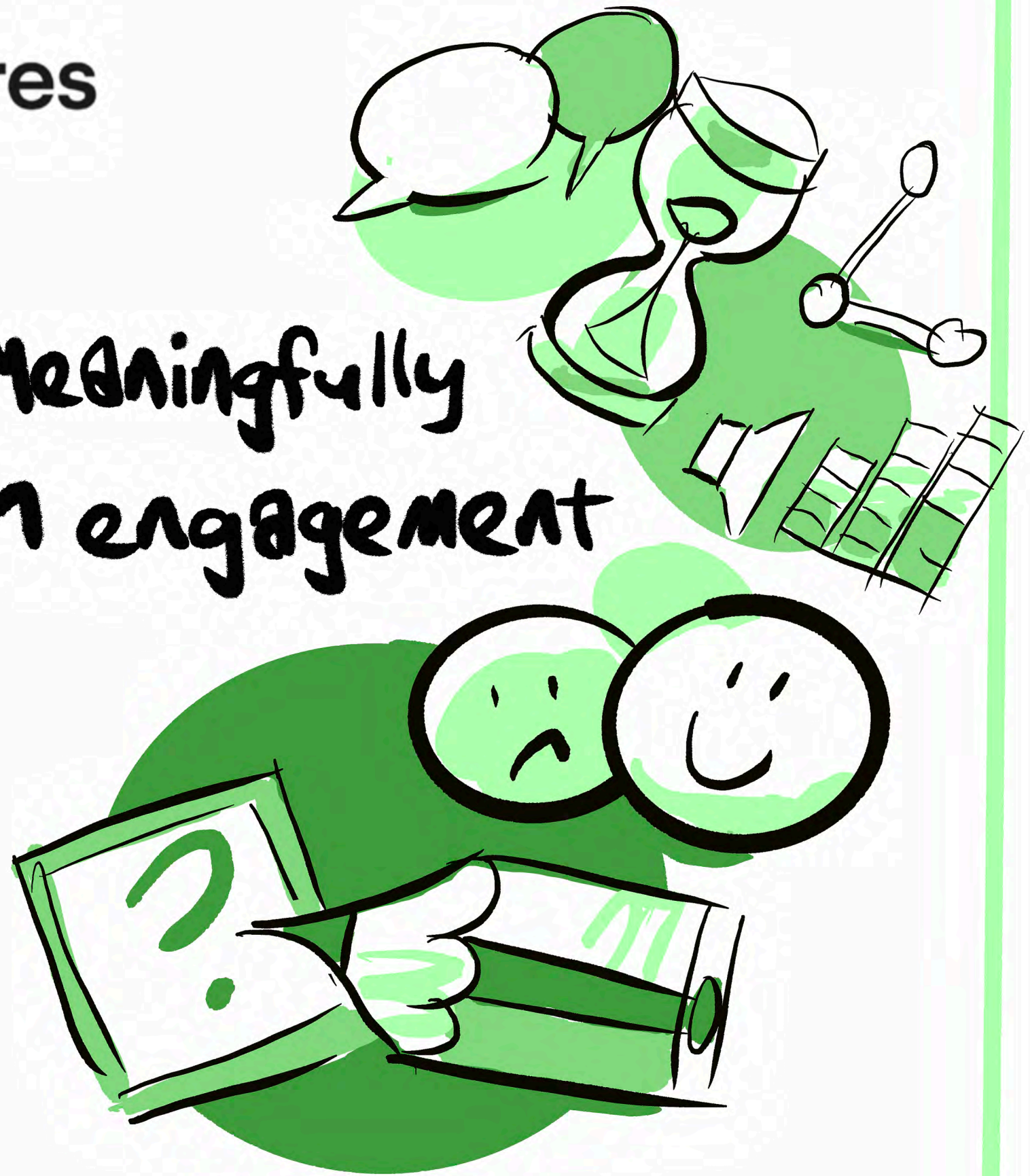




Association for
**Science and
Discovery Centres**

**Measuring Meaningfully
inclusive STEM engagement**



Getting people through the door is GREAT...

but not if we lose them whilst they're with us...

Tokenistic inclusion feeds no-one.



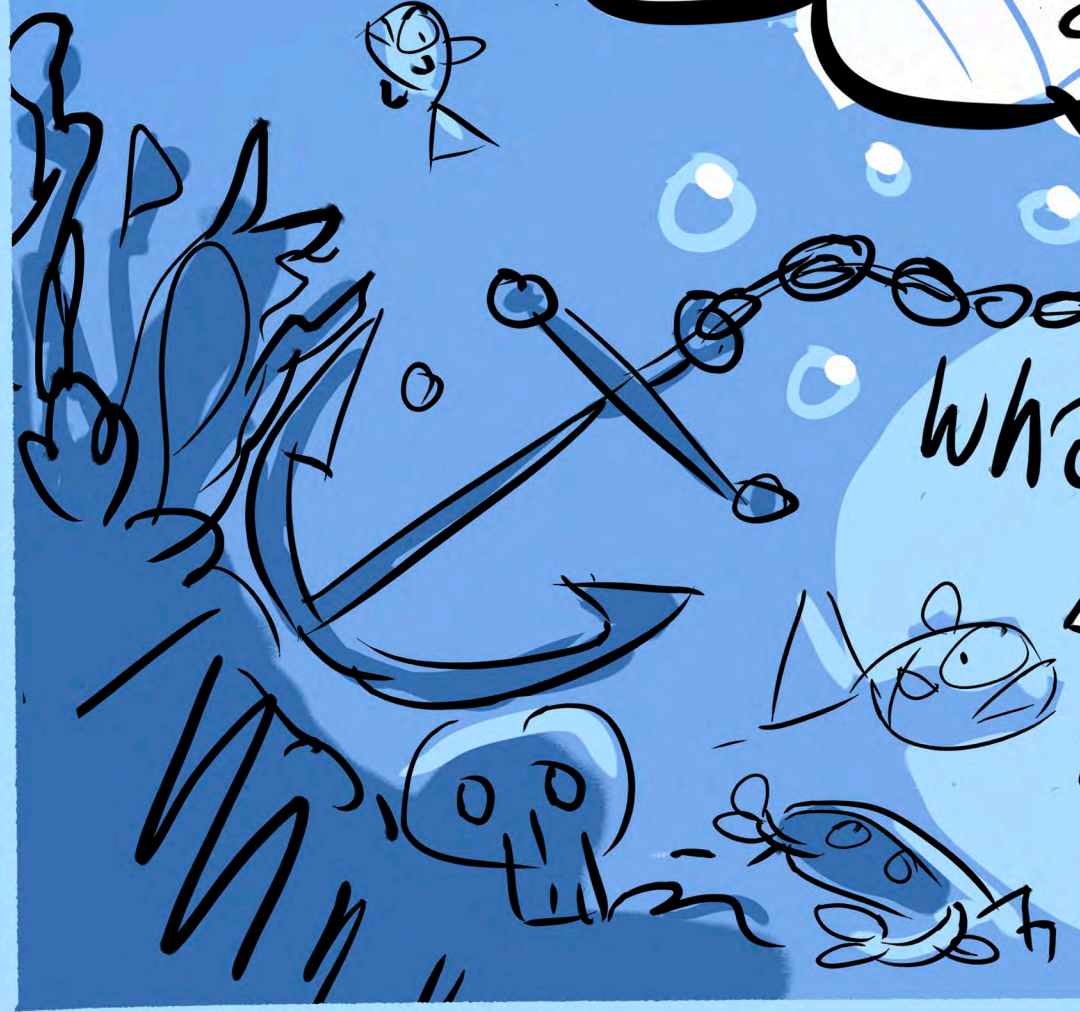
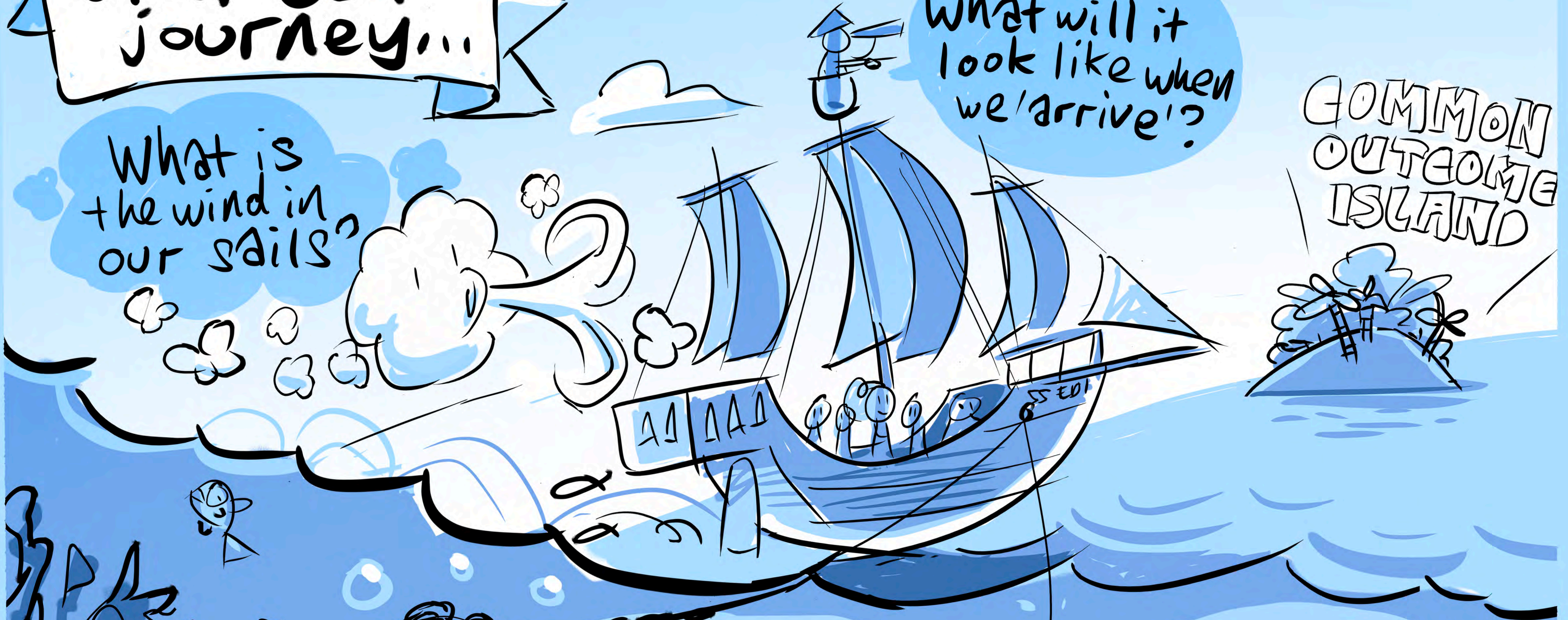
How can measuring help us get EDI right?

ON OUR EDI JOURNEY...

What will it look like when we arrive?

What is the wind in our sails?

COMMON OUTCOME ISLAND



What are the **ANCHORS** holding us back?

Exciting! Read on...





Equitable relationships with PEOPLE!

Diversity is the reward

EDI is the RIGHT THING TO DO

Measuring tells you if it's working... & is a means to SHARE results

Align funders & practitioners under the bigger WHY

STEPPING STONES to BIGGER, BETTER ISLANDS



CHARTER & FRAMEWORK CONSENSUS

COMMON OUTCOME ISLAND

POWER TO THE PEOPLE

SCIENCE Accessible Inclusive Valued (as part of every day life)

BETTER SECTOR WIDE PRACTICE



We are HOPEFUL

EDI evaluation

I lack the capacity & confidence of course I rate my work HIGHLY

Do we value the work more than MEASURING it...?

Measuring SUBJECTIVE 'people stuff'!

Measuring irrelevant things?

Not enough JOINED up thinking

Lots of SILO working

Wheel reinvention!

Duplicated effort!

Change is hard

We need a co-ordinated PUSH

ALL WELCOME



BUT WE ARE ALL AT DIFFERENT PLACES

GO WHERE? WE'RE NOT READY! YOU HAD A HEADSTART!

TIME

Reluctance to relinquish power

But I need it!

Exclusion IS power

Short term funding



Knapsack reflection

found the list uncomfortable as I am a **WHITE MALE**

Most of the doors are open anyway

Community leaders **CRITIQUE US**



Can be shocking, painful.. **Necessary!** unfiltered data!

Now I have studied & am living comfortably.. I lose my **WORKING CLASS** voice



TOKEN inclusion... not embedded

Are we just fixing the easiest of the **DIFFICULT THINGS?**

Scratching the **SURFACE**

GENDER

Disrupt established power relationships

Less Acronyms & Doctorate Jargon



There's less for me here if I don't have kids with me!



Clarity of **EXPECTATION** but not too much of it

WELCOME

DO THIS! & THAT!

Being in a **BUSY** place can be **OVERTWHELMING!**



I'm in a machine!

PLEASE DO NOT STEP ON GRASS

HEY DO THIS TRAIL!



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Learning from the Impact & Insight Toolkit



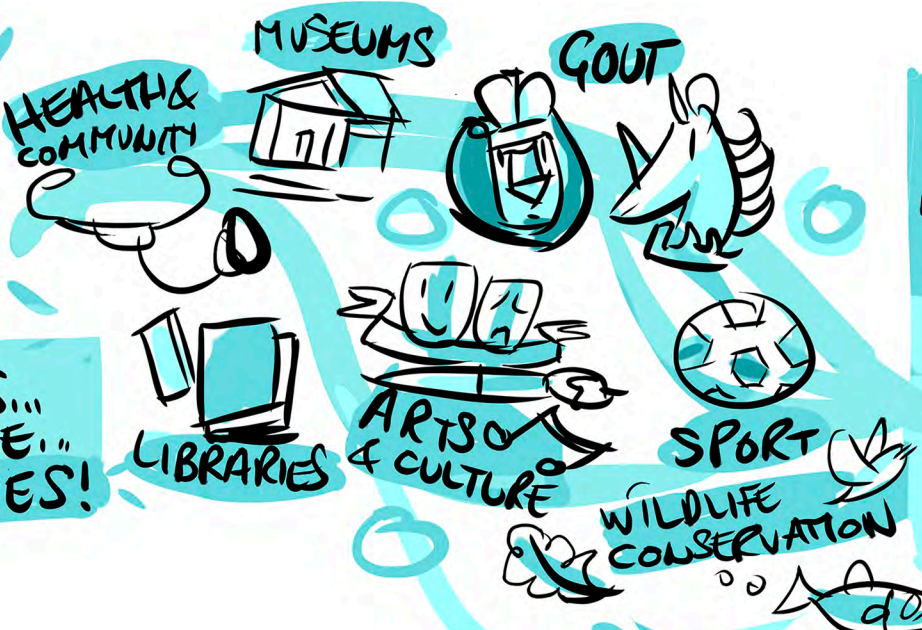
Learning from the IMPACT & INSIGHT TOOLKIT




Measuring is a tool for TELLING YOUR STORY.

WHO WE ARE & WHAT WE DO



TO FUNDERS... AUDIENCE... YOURSELVES!



Used by so many sectors ASKING THE SAME QUESTIONS




When developing the format of a measuring tool



Focus not on 'WHO'S COMING?' but on 'WHAT WAS THEIR EXPERIENCE?'



Don't assume you are all of the same mind!



What's the AMBITION?



Don't GAME INTENTION



What are you getting out of bed to CHANGE?

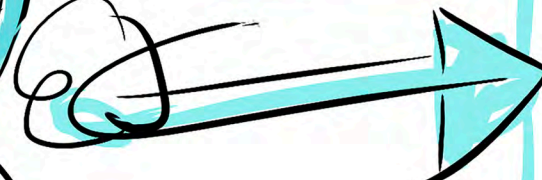



PROVE YOU ARE DOING IT (and not with ANECDOTAL evidence)

It was THIS good.



MEASURE REFLECT then ACT





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**'Looking out'
articulating EDI impact
from wider sectors**



Learning from the PREMIER LEAGUE



POSSESSION 60%
ATTEMPTS 5
GOALS 3

Measuring is good, but what are your TARGETS?



Don't just report WHAT YOU'VE ACHIEVED - tell funders WHERE YOU WANT TO GO NEXT!

FUNDERS FUND!



GET THEM EXCITED!

DATA USE IMPROVED
ACT



Challenge accepted trends...

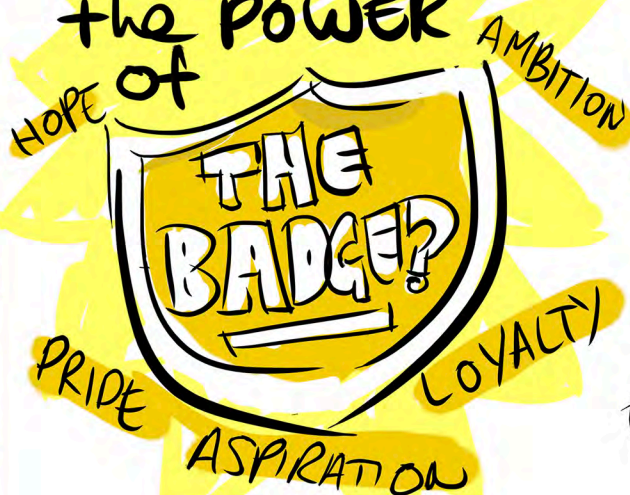
Do we need to be embedded in communities?

Is it ok for them to come to us?

So we've engaged people... WHAT NEXT? Always work on game-plan!



How can we harness the power of



What do we STAND for?



Why should people buy in?

Are we an asset to our community?



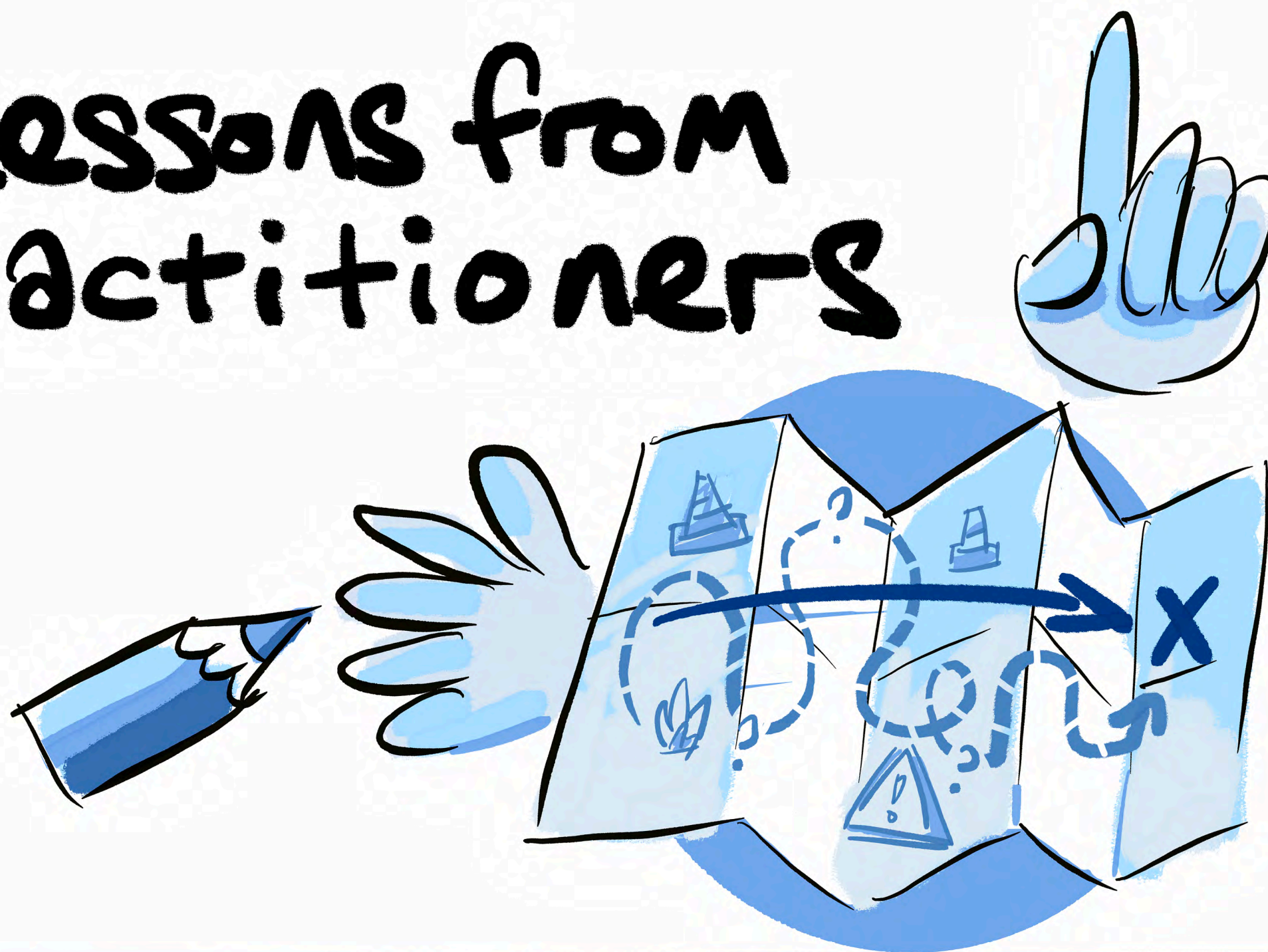
Are we helping build POSITIVE CITIZENS FOR THE FUTURE





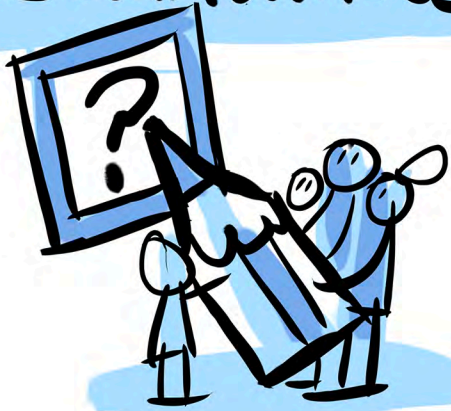
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Lessons from practitioners



CREATIVE THOUGHTS on the format of a TOOL..

Is measuring MAKING A DIFFERENCE with communities?



What is MISSING in this picture?

What feels LESS meaningful?



What 3 questions would you ask your fellow PRACTITIONERS?



How is this of value to people's daily life?



Deficit thinking?

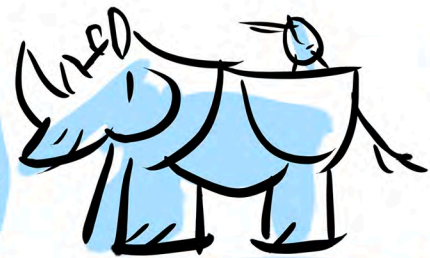


What assets do the AUDIENCE bring?



Relevant to YOU, or you & your COMMUNITY?

What does COMMUNITY even mean?



Mutually beneficial relationships?

How has the PRACTITIONER changed?

SOME people JUST DON'T DIG STEM

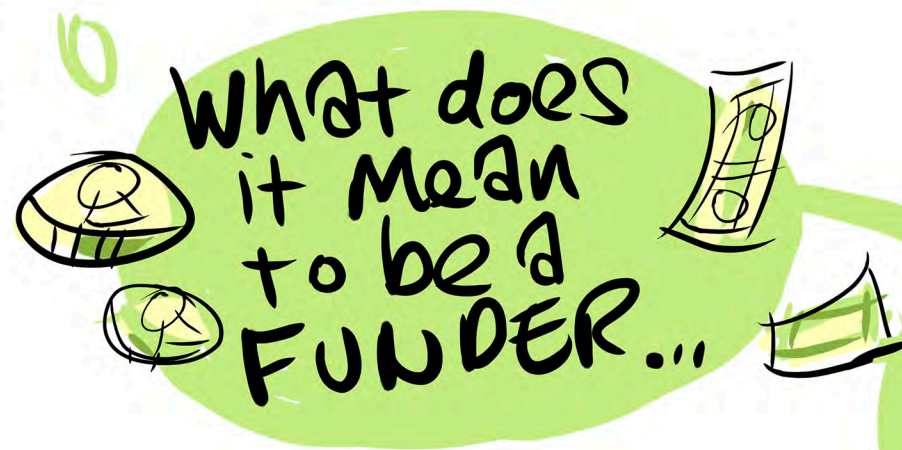
I am demonstrating AGENCY by saying 'NO TA!'



Is this a FAIL?




We don't know when our funding leads to greater inclusion



What does it mean to be a FUNDER...

...to lead by EXAMPLE?



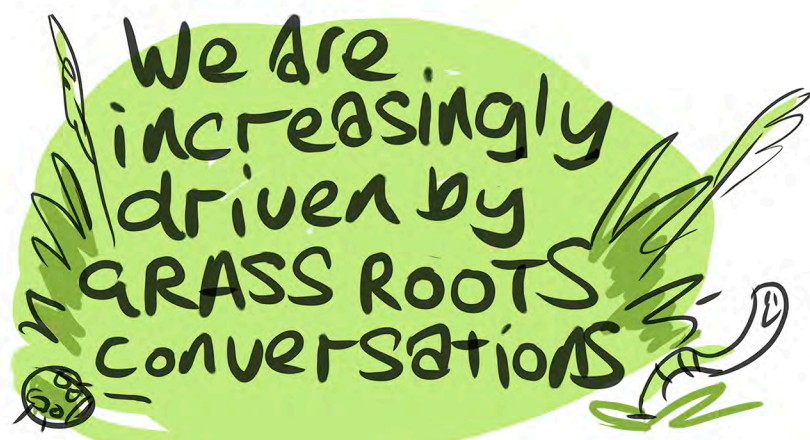
FUNDERS & NETWORKS



ETHNICS - where does the money come from?



Who/what steers funding decisions?



We are increasingly driven by GRASS ROOTS CONVERSATIONS



We listen to the sector



We have ADVISORY PANELS



...in honesty...
The infallible word from on high?

Be happy with **RISK**



We need Space to get things **WRONG**



Did the audience get what they **WANTED?**



RESEARCHERS

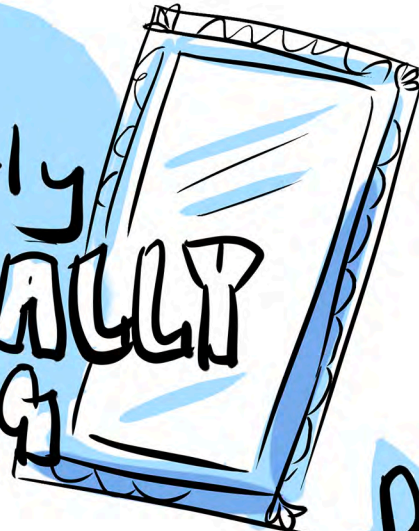
EXPLICIT LANGUAGE is missing...

gender

trans siblings

RACISM

Not explicitly **INTERNALLY FACING**



- o Context
- o Contribution
- o Outcome



Should we + hint **BIG PICTURE**

...or **Individual interventions?**



Does blowing someone's mind with science...

Yeah it was pretty cool

... don't remember much of what they said,



... automatically equal 'IMPACT'?

IMPACT is a SCARY word

What does it mean?

IMPACT ON WHOM?

Nationally?

Do we need external voices to get a TRUTHFUL evaluation?

I've not really had the training to deal with it

The individual?

Er, what do you mean by the community?

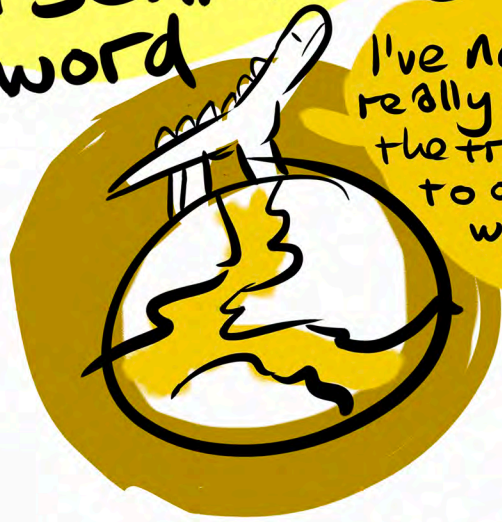
The Sector?

Do you mean just STEM? Educators! Visitor Attractions!

So how did we do?

Badly pitched Too long Irrelevant content Patronising

Great... 10/10



The community?



PRACTITIONERS

ONE WORD AT THE CORE OF EVERYTHING

SHARED TERMINOLOGY

There is a COLLECTIVE RESPONSIBILITY to facilitate this



Each organisation has its own SACRED VALUES

How do they fit with wider ASDC values?

