

# SCIENCE MUSEUM GROUP



# ACADEMY

## INTERNATIONAL PROGRAMMES

# THE ACADEMY

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The Science Museum Group is the market leader for STEM engagement in the UK in the museum sector. Our Science Museum site in London is the most visited museum for educational visits in the country, with our interactive galleries and exciting exhibitions continuously sparking wonder and curiosity.

In 2018 we launched the Science Museum Group Academy, a dedicated centre of excellence to provide science engagement training for educators, employees of cultural organisations, and professionals working in science, technology, engineering and maths (STEM).

Grounded in more than 25 years of research and over 90 years of engaging audiences within our five museums, the Academy training courses play an essential role in helping to address the challenges of low science engagement among adults and young people. Since its launch, thousands of teachers, museum educators, scientists and industry professionals have benefited from science engagement training.

Every training session is underpinned by academic and science education research, including the concept of ‘science capital’, which the Science Museum Group developed with King’s College London and University College London to help transform the way professionals communicate with their audiences.

## WHAT IS SCIENCE CAPITAL?

Science capital is a measure of your engagement or relationship with science, how much you value it and whether you feel it is ‘for you’.

It highlights the significance of external influences in shaping attitudes towards STEM – for example what you know about science, how you think about it, what science-related activities you do, and the people you know who use and talk about science.

The Science Museum Group Academy gives us a unique opportunity to roll out at scale impactful engagement techniques underpinned by this research.



# INTERNATIONAL REACH

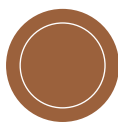
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By making our training available globally, we are developing partnerships to help inspire teachers, educators and STEM professionals, who in turn will give young people from the widest range of backgrounds the skills, confidence and inspiration to make a difference in tomorrow's world. These partnerships aid in making science truly open for all and in engaging new audiences across diverse regions.

In addition, our continued professional development (CPD) training ensures that we share our expertise with museums, cultural institutions and other organisations to help them progress and succeed in today's world.

This brochure outlines the different international partnership models and opportunities we can offer with Academy training. There are several different pricing options and levels of commitment, providing multiple opportunities to get involved in a way that works for your organisation via our Bronze, Silver and Gold packages.





## BRONZE LEVEL

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Our Bronze package consists of an introduction to science capital and an overview of best practice in engaging all audiences with science. Further courses from our standard CPD offer can be added to give a well-rounded introduction to museum practice.

This package is best suited for a variety of institutions from all backgrounds, in particular those that are newly established, or looking to increase their knowledge and expertise of the museum and cultural sector. It is also suitable for commercial organisations keen to learn how best to engage with their audiences, either generally or in ways related to specific products.

### BRONZE LEVEL FEATURES

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#### PACKAGE CONTENT & COMPONENTS

- Introduction to science capital and best practice in engaging all audiences with science
- Training from our suite of CPD courses:
  - Science Engagement and Communication
  - Engaging All Audiences with Science
  - Science Event Management
  - Corporate Events Management
  - Retail Product Management
  - Public Engagement, Programming, Interpretation and Curation
  - Collections Care and Management
  - Visitor Services
  - Visitor Giving
  - Touring Exhibitions
  - Volunteer Management

#### DELIVERY

- In person at UK Science Museum Group Academy locations (Science Museum in London or Science and Industry Museum in Manchester), otherwise online only



## SILVER LEVEL

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Our Silver package consists of a fully bespoke training course, tailored to your needs. Our experienced team will discuss your needs in detail and in collaboration with you to create a bespoke training programme. This programme will be delivered over a longer period of time (up to six months), ensuring that the learning is properly embedded within your staff and organisation. Training will be based on our already developed suite of CPD or science engagement courses, but with the courses fully tailored to suit you.

This package is best suited for institutions that already practise science engagement and are looking to embed further insights from science capital research into their daily practice, or those keen to develop in much greater detail particular areas of staff CPD.

### SILVER LEVEL FEATURES

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#### **PACKAGE CONTENT & COMPONENTS**

- Discussion and needs analysis
- Training from our suite of science engagement and/or CPD courses, but with training deepened and fully tailored to the institution's needs

#### **DELIVERY**

- Online and delivered over a period up to six months
- Training can be delivered in person at additional cost



## GOLD LEVEL

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Our Gold package consists of the dedicated multi-year Academy International Hub partnership programme, with the aim of your institution becoming a regional hub of STEM excellence.

We will work with your local team to give them the tools and skills to provide their own world-class training to local teachers and/or STEM professionals, to aid science communication and raise science engagement, leading to wider community engagement with science and promotion of crucial STEM jobs locally. We provide continued support and frequent touch points throughout the programme.

On successful completion of the training, your institution will become a Science Museum Group Academy Hub. Over time this will provide access to a network of other Hubs worldwide, continued exchange of knowledge and learning, and leverage to local government for key initiatives. Refresher training is also given after the Hub has been created, to ensure that learning is kept up to date and relevant.

This package is best suited for museums with experience in science engagement that want to become a dedicated centre of excellence, or for organisations looking to enable a local institution to become a sponsored Hub facility.

### GOLD LEVEL FEATURES

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#### PACKAGE CONTENT & COMPONENTS

- Dedicated programme designed to create a regional Academy Hub
- Train the trainer' programme to enable institutions to deliver training to local teachers/STEM professionals
- Programme divided into three stages: Hub implementation, Hub renewal, training refresh
- Frequent email and online support and communication throughout the programme

#### DELIVERY

- Online and in-person training, with continued online support
- A committed partnership spanning several years



# ACADEMY INTERNATIONAL HUB MODEL AND STAGES

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## YEAR ONE: HUB IMPLEMENTATION

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- Fact finding
- Programme building
- Face-to-face on-site training
- Webinars
- Access to Knowledge Hub
- Evaluation
- Hub creation

## YEAR TWO: OPERATING AS A HUB

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- Affiliation with Science Museum Group
- Licence for one year
- Access to Hub Community
- Continued access to Knowledge Hub
- Evaluation of biannual reports

## YEAR THREE: HUB RENEWAL AFTER TRAINING REFRESH

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- Face-to-face on-site refresher training
- Continued licence for one year
- Evaluation of biannual reports
- Continued affiliation
- Continued access to Knowledge Hub and Hub Community

The above is an indicative programme only. Exact programme and schedules are defined in collaboration with each future Hub to align with its key milestones.

Through our international partnerships we are able to collaborate, share our expertise and ultimately aid in making science and cultural institutions more accessible for vast and diverse audiences.

**TO DISCUSS PUTTING TOGETHER A TRAINING PACKAGE OR FOR ANY FURTHER INFORMATION, PLEASE CONTACT US AT:**

### **Cultural and Commercial Partnerships**

**Phone us:**

+44 (0)20 7942 4219

**Email us:**

[partnerships@sciencemuseum.ac.uk](mailto:partnerships@sciencemuseum.ac.uk)

**Visit our website:**

[sciencemuseumgroup.org.uk/our-services/cultural-and-commercial-partnerships](https://sciencemuseumgroup.org.uk/our-services/cultural-and-commercial-partnerships)

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