



Educator perspectives on the STEM Ambassador programme: Executive Summary

STEM Ambassadors are professionals in STEM (science, technology, engineering and maths) who volunteer their time to inspire the next generation to pursue STEM subjects and careers. The programme is overseen by STEM Learning, and comprises over 25,000 Ambassadors. STEM Learning's Monitoring and Evaluation team surveyed educators who had engaged with the programme to understand their motivations and the impact the programme has.

The results revealed how STEM Ambassadors impact educators, students and schools:

"Visitors into school really bring a subject alive and the children get excited about that. They often remember the things that are told to them by a new person, rather than a teacher!"

- **Educators are focused on enriching their students' education:** the most popular motivations for engaging with the programme were inspiring students, improving students' understanding of STEM careers, and showing that what they learn has applications in real life.
- **Ambassadors improve their understanding of STEM careers:** 90% of educators said engaging with Ambassadors improved their own knowledge of STEM careers.
- **Ambassadors broaden students' horizons:** 93% said engaging with Ambassadors had improved their student's awareness that anybody could have a career in STEM, and 94% said it improved student's career aspirations in STEM.
- **Ambassadors amplify interest in STEM:** 86% of educators said engaging had improved their enthusiasm for teaching STEM subjects, and 94% said it improved student's enthusiasm for STEM.
- **Ambassador activities illustrate the benefits of STEM enrichment:** 57% of respondents agreed that Ambassador activities improved their school's appreciation of the benefits of STEM enrichment activities.
- **Engaging with Ambassadors encourages STEM enrichment:** 76% of respondents said that being involved with Ambassador activities encouraged them to engage with more Ambassador activities. 61% said that engaging with Ambassador activities encouraged them to run additional STEM enrichment.
- **Face-to-face activities are especially impactful:** on average, educators who had been involved with virtual and in-person Ambassador activities reported more engagement and impact on students from face-to-face activities.

"It has given STEM a bigger profile, it has helped engage more girls in STEM, [and] it has made students more confident in their career choices/aspirations."

To get involved with the STEM Ambassador programme, visit the [STEM Learning website](https://www.stemlearning.org/).