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SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Ignition - Primary Space Education (1)

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EDUCATORS AND INDUSTRY – HOW INDUSTRY CAN SUPERCHARGE EDUCATION AT THE
PRIMARY AND INTERMEDIATE LEVEL

Abstract

This paper demonstrates the mutually beneficial interaction between educators and industry when pursuing corporate social responsibility (CSR) objectives. Methodologies and models are provided to educators in order to improve success rates when sourcing funding and support. Meanwhile, industry (business) is shown how CSR will benefit and profit their business.

This presentation indicates how educators can enhance and bring funding to their programs through local business. It will show teachers how they can excite young students about Science, Technology, Engineering and Mathematics (STEM) education through engagement with local industry while while strengthening local relationships. The methods will help educators to know and understand about key criteria and appealing characteristics that businesses are seeking when deciding to engage in Corporate Citizenship while using case studies as examples of activities to undertake within their own schools and organizations.

The paper also briefly shows how businesses seek unique CSR initiatives as a key component of community and local engagement to remain strong, resilient to market fluctuations, breed loyalty by stakeholders and strengthen morale internally. The need for CSR within space related companies is demonstrated in today's market-place as the space industry moves toward commercialization and away from government monopolization.