

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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REACHING THE OTHER 65%: ENLISTING THE SCIENCE, TECHNOLOGY, ENGINEERING,  
ARTS AND MATH (STEAM) STUDENTS FOR SPACE OUTREACH**Abstract**

The space industry as a whole has challenges generating broad support for the commercial space movement. Many space outreach programs focus on advocating space development to students studying in Science, Technology, Engineering and Math (STEM) fields, though as of 2015, only 35% of bachelor degree students are studying in STEM fields globally. STEM students, by definition of their disciplines, likely already support the development of commercial space activities. How do we reach the STEM and non-STEM general public about commercial space? How do we involve more students globally and get them excited about space? How do we reach the other 65%?

Our strategy is to reach out through Science, Technology, Engineering, Arts and Math disciplines (STEAM) to involve all students in the development of commercial space. Through STEAM, even artists can explore the possibilities of commercial space and encourage others to pursue the field. With this goal, the Global Student Commercial Space Society (GSCSS) was founded. The Global Student Commercial Space Society's mission is to captivate and engage STEAM students (emphasizing participation from high school/gymnasium students) to become advocates for the development of commercial and private space, empowering those students as catalysts for, and future leaders of, a permanent private human presence in space. This isn't a recruitment effort for a University STEM program, this is outreach to the broad general public to gather support for commercial space. The general public is moved more by music, movies and artwork, than by scientific papers, so in an effort to enlist the creatives in STEAM to reach a broader audience, GSCSS was formed.

Founded by a current high school student attending gymnasium in Finland, the GSCSS will serve as a way of connecting like-minded youth from across the globe to discuss, and promote, their shared vision of the robust, commercially based, and economically viable human settlement of space. To accomplish this, the GSCSS will publish a semi-annual journal of articles and artwork, sourced globally, written and created by international high school and university students. Using a panel of experts from National Space Agencies, universities, and the private space sector, submissions will be evaluated for inclusion in each semi-annual journal. Feedback and encouragement will be provided to each student regardless of their ultimate selection for publication. As the Society grows, other events will be developed in partnership with like-minded organizations internationally.