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COMPARATIVE ANALYSIS OF WORLDWIDE PRACTICES OF KEEPING STUDENT INTEREST
IN SPACE PROFESSIONS AND WAYS TO RETAIN IT IN THE AEROSPACE INDUSTRY

Abstract

Almost 70 years have passed since the launch of the first satellite, and today cosmonautics is no longer something unusual in the leading space countries. It still arouses interest in society, many young people choose this direction when entering university, but the powerful enthusiasm of the early years of space exploration is now observed in exceptional cases. Indeed, this is due to the fact that aerospace science and industry have firmly taken their place among the various spheres of human labor activity. Large space agencies develop a variety of programs aimed at attracting and retaining young personnel. These may include industry-oriented education, grants, co-funded accommodation, competitions, internships, joint laboratories with a university, and guest lectures by experts. This report presents best practices in the USA, Russia, China, EU, Japan, and India for working with space-related students. The analysis of the methods of raising the prestige of the profession shows that the range of developed measures differs little from country to country, and the amount of available funding mainly affects the scale of the recruitment program, not its content. This is even more interesting considering the fact that the aerospace industry is experiencing staffing shortages in all leading space countries. The paper argues that the reason for the problems in finding and retaining young employees lies in the very nature of the aerospace industry itself, which combines a specific location, a narrow specialty profile, increased responsibility and broader restrictions on the spread of information. In addition, young employees tend to have a different view of the employee-employer relationship than older employees, emphasizing diversity, inclusion and the opportunity for self-expression. Flexible time management and the possibility of working remotely, along with a welcoming environment, are more often stronger arguments in favor of choosing a particular workplace. The presentation will be of interest both to the academic community closely related to the aerospace industry and to representatives of state and private space companies from different countries. A special place in the report is given to the issue of over-saturation of space advertising for children and pupils, who are most often informed about only one side of the profession, and weak involvement of adults in the space agenda, while they actively use all modern achievements of space engineering.