

## STEM Ambassador Impact Tool Guidance

The STEM Ambassador Impact Tool has been developed as a quick and easy method of collecting data about the impact your engagement has on the young people involved. Young people will mark their agreement to four statements about engagement, aspirations, skills and careers using a 4-point scale.

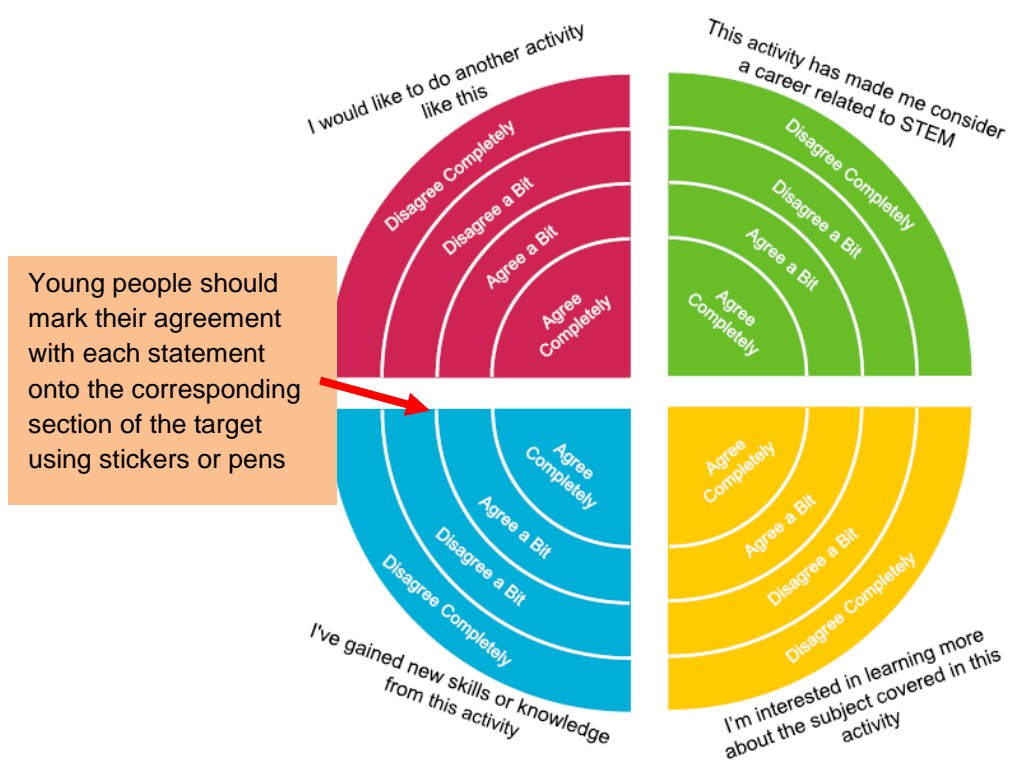
### Using the Impact Target

There are a number of ways to use the tool to collect data from young people and you should use the method most appropriate for your engagement. However you choose to collect the data, the young people involved should always respond at the end of the engagement or activity.

It is recommended that you print one impact target (“Impact Target.pdf”) and allow the young people to mark their agreement to each statement directly onto the printout using pens or stickers. If possible, you should distinguish between males and females by using different coloured pens/stickers. Alternatively, you could print two targets – one for males and one for females.

If there is a very large number of young people at your engagement, you may wish to use multiple impact targets, or only collect data from a subset of the young people involved (for example, 30 students).

You may prefer not to use the target at all, and collect the responses to the statements in a different way, such as counting a show of hands, using the [Plickers](#) app, or using your own surveying software. You should still enter the data into the data collection tool.

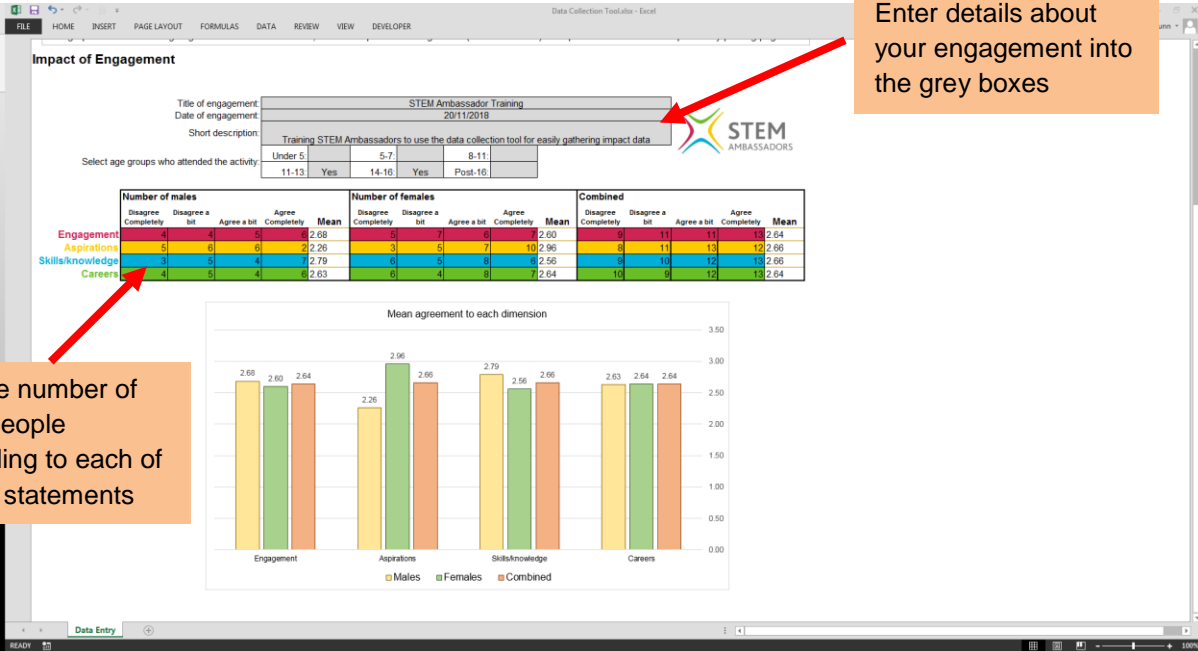


## Using the Data Collection Tool

The responses should be counted and entered directly into the data collection spreadsheet (“Data Collection Tool.xlsx”). Begin by entering details about the engagement into the grey boxes, including a short description of what happened during the engagement.

You should then enter the number of males and females responding disagreeing/agreeing to each statement into the corresponding coloured box. For example, if 4 males responded by choosing “Disagree Completely” in the pink section of the target, you should type “4” into the corresponding pink box (as shown in the screenshot below). This should be done for all 4 statements, for both males and females. The “Combined” section automatically adds together the number of responses from males and females, however if you decided not to collect different responses from males and females, you can type directly into the coloured boxes in the “Combined” section.

Once completed, the graph shows how the activity impacted young people differently for the four categories. Similarly, if you collected data on gender, you can see how the engagement impacted males and females differently. The completed tool should be shared with your STEM Ambassador Hub and acts as a simple measure of the impact your engagement had on the young people involved.



**Enter details about your engagement into the grey boxes**

**Type the number of young people responding to each of the four statements**

Engagement	Number of males				Mean	Number of females				Mean	Combined				Mean
	Disagree Completely	Disagree a bit	Agree a bit	Agree Completely		Disagree Completely	Disagree a bit	Agree a bit	Agree Completely		Disagree Completely	Disagree a bit	Agree a bit	Agree Completely	
Engagement	4	4	5	2	2.68	5	7	6	7	2.60	9	11	11	13	2.64
Aspirations	5	6	6	2	2.26	3	5	7	10	2.96	8	11	13	12	2.66
Skills/knowledge	3	5	4	2	2.79	6	5	8	6	2.56	9	10	12	13	2.66
Careers	4	5	4	2	2.63	6	4	9	7	2.64	10	9	12	13	2.64

**Mean agreement to each dimension**

Dimension	Males	Females	Combined
Engagement	2.68	2.60	2.64
Aspirations	2.26	2.96	2.66
Skills/knowledge	2.79	2.56	2.66
Careers	2.63	2.64	2.64

## Completed Data Collection Tools

Having completed your Data Collection Tool, you can share with your local STEM Ambassador Hub in order to showcase the impact of your engagements.