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CHALLENGES FOR THE THIRD MILLENNIUM

## **Increasing the presence of a Civil Engineering school in the local and social context: popularization and insertion activities**

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### **ABSTRACT**

It is a widely recognized fact that over the past few years the interest for STEM studies in general and Civil Engineering in particular. In the particular context of the Escuela Técnica Superior de Ingenieros de Caminos, Canales y Puertos of the Universidade da Coruña this has translated from an excess in demand to an excess in offer regarding the number of spots to carry out a Civil Engineering degree. This fact was anticipated in 2013, so an intervention programme was designed to take account of the shifting tide. While formerly students would steer towards CE studies by the prestige of the profession and high-paying job availability, the new context with an unfavourable job market and the decrease in profession interest due to the appearance of new, more “attractive” technical disciplines, the need appeared to raise awareness of the interest of our proposed studies, the job market and even of the existence of our School amongst Galician high-school students.

The intervention programme has been based on the following activities:

- Outreach to middle- and high-school orientation services

- Presence in Educational Fairs (in addition to the institutional presence of the university itself)
- Recruiting initiatives in the form of visits and talks among middle- and high-school students
- Presence in Science Fair-type events with a stand devoted to Civil Engineering (in addition to University institutional presence)
- Participation in talk and activity programmes within the A Coruña science museum network (Museos Científicos Coruñeses and Museo Nacional de Ciencia y Tecnología)
- Funding requests for Citizen Science programs and Science Popularization programs from the national authorities

These different activities will be presented in detail, together with a description of the target groups and an attempt at an objective outcome evaluation in reference to the main goal of the activity programme.