



NASALIVE

An Afternoon with Artemis

IMPACT REPORT FOR NASA

Bringing NASA engineers and the Artemis mission directly
to young people across the UK



IMPERIAL



51,000

UK students signed up, against a target of 3,000

730

schools in all four UK nations

85%

of registrants said their students had never met an engineer

On 11 September, Orion engineers **Howard Hu**, Orion Program Manager, and **Branelle Rodriguez**, Manager of Program Integration and Artemis II Vehicle Manager, took part in **NASA Live: An Afternoon with Artemis**, broadcast live from Imperial College London to classrooms across the UK.

Demand was extraordinary. Schools in 130 local authorities (the UK's equivalent of school districts) signed up, and a further **223 young people** joined the live audience at Imperial.

This report sets out what that reach looked like, what students took from Howard and Branelle, and how we would love to build on it together.

NASA Live was delivered by Big Ideas in partnership with Imperial and funded by the Royal Commission for the Exhibition of 1851.

ONE AFTERNOON. A NATIONAL AUDIENCE.

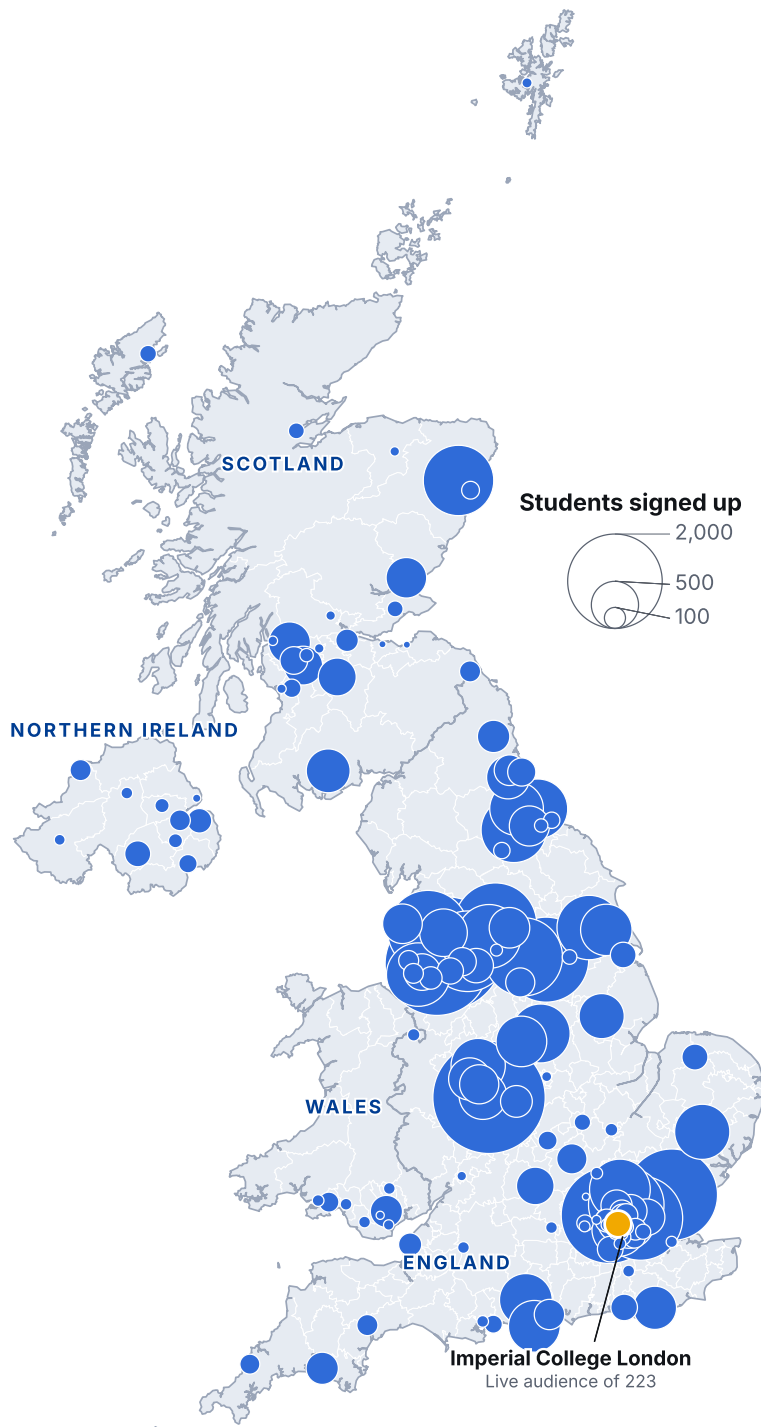
51,000 students signed up	223 young people in the live audience at Imperial College London
730 schools signed up	1,300 classes signed up
130 local authorities, across England, Scotland, Wales and Northern Ireland	85% of registrants said their students had never met an engineer
91% of schools surveyed said their students thoroughly enjoyed the event	99% of schools surveyed said their students learned something new about engineering

ONLINE TARGET VS SIGN-UPS



51,000 students signed up: **17 times** the original target of 3,000 young people taking part online.

REACHING EVERY CORNER OF THE UK



Schools signed up from Shetland to Cornwall, and from Northern Ireland to the Essex coast.

Registrations came from **730 schools in 130 local authorities** across all four UK nations. They were strongest in the North West, Yorkshire, the North East, London and north-east Scotland, with **Bolton, Birmingham and Wigan** each signing up more than 2,000 students.

Around 70% of registrations came from primary schools and 25% from secondary schools. The most common age group was **Year 5 (ages 9–10)**, followed by Year 6 (ages 10–11).

Many schools signed up whole year groups or entire schools: around **22 registrations covered 200 or more students each**, roughly 7,900 students in total.

17x the original online target of 3,000 young people

Circles are sized by the number of students signed up in each local authority area.
Source: NASA Live registration data.

WHAT STUDENTS TOOK FROM HOWARD AND BRANELLE

85%

of registrants said their students had **never met an engineer**. For many, Howard and Branelle were the first.

Teachers' feedback after the event shows how much it mattered to hear from the people doing the work, not just about the mission itself.

Resilience

Branelle's story of applying to NASA eight times before being successful came up again and again as a lesson in not giving up.

Life in space

Toileting, showering and eating in space was by far the most memorable content for younger pupils. As one put it: "Who knew you got urine blizzards!"

Hidden careers

Many teachers said pupils hadn't realised how many roles sit behind the astronauts, which was the core learning outcome of the session.

Something bigger than ourselves

Teachers highlighted the engineers' passion, teamwork and creative approach to problem-solving.



Howard Hu in conversation at Imperial College London.



Branelle Rodriguez with students and teachers after the broadcast.

"The engineers demonstrated not only their professional expertise but also their human side, which my students found particularly inspirational."

Teacher, in-person audience



A LIVE AUDIENCE AT IMPERIAL COLLEGE LONDON

223

young people from **12 schools** attended in person

Eleven of the schools were from London. All eleven had medium-to-high allocations of **Free School Meals**, a key UK indicator of economic disadvantage.

Students experienced the atmosphere of a live broadcast, took part in a pre-event quiz and met Howard and Branelle in person.

Every in-person school that responded to our survey said their students thoroughly enjoyed the event and learned something new about engineering.



Students meeting Howard Hu after the broadcast.



The live audience at Imperial.

"One of my students said, 'It's the best day of my life,' after meeting the NASA engineers."

Harris Girls' Academy Bromley

"Being able to see it live made a huge difference to their experience."

Riverside, Barking and Dagenham

WHAT SCHOOLS TOLD US

Teachers took part in a post-event survey.

91%

said their students thoroughly enjoyed the event

99%

said their students learned something new about engineering

93%

said their students are very interested in space science

76%

said their students are interested in space careers

"My children learnt more information from your session than they did from some of our books."

Belleville Wix Academy, London

"They learned that perseverance and problem solving are key skills to becoming an engineer, particularly not giving up even if you are rejected the first time round."

Hallsville Primary School, London



The learning continued after the broadcast. Every participating school received a follow-on resource pack, including a poster challenge to design a future Orion spacecraft, a letter for families, and a link to the full recording on YouTube, so schools that couldn't attend live could still watch.



NASALIVE



AS IMPERIAL



LOOKING AHEAD

BUILDING ON THIS TOGETHER

We are delighted that the NASA team has invited us to join them at the next Artemis launch. We look forward to working together to bring this inspiring event to young people in the UK.

Thank you to Howard, Branelle and the NASA Artemis team for joining us in London, and to the Royal Commission for the Exhibition of 1851 and Imperial for their generous support.



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