IMPACT REPORT



NASALIVE

With NASA Orion engineers
Howard Hu and **Branelle Rodriguez**

ARTEMIS

BIG IDEAS 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 signed up, and a further **223 young people** joined the live audience at Imperial.

By combining authentic access to world-leading engineers, a compelling subject, trusted school networks and high-quality live production, one afternoon became a **shared national experience**.

FUNDED BY

The Royal Commission for the Exhibition of 1851

NASA Live was made possible through the generous support of the Royal Commission. The programme was delivered by Big Ideas in partnership with Imperial College London.

IMPACT AT A GLANCE

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

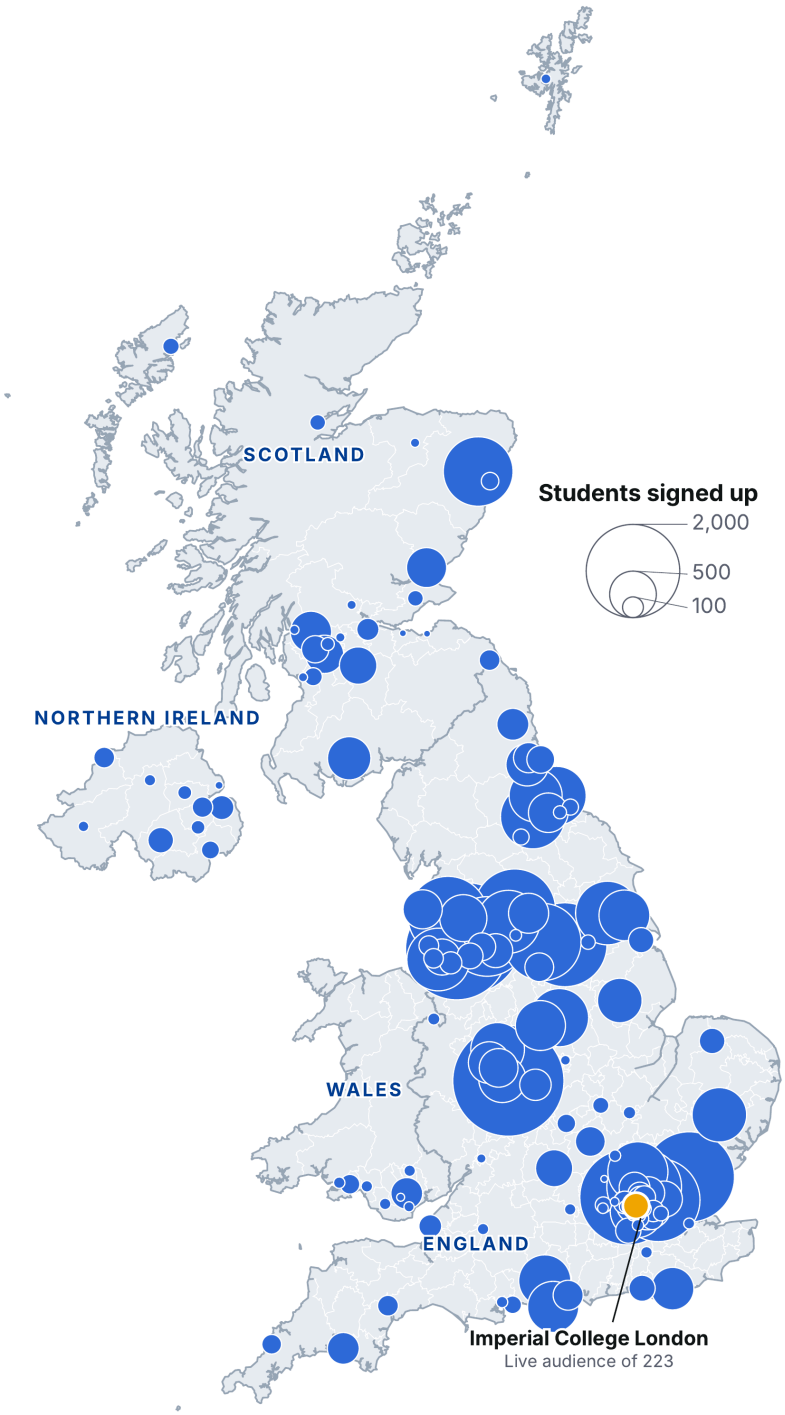


51,000 students signed up: 17 times the original target of 3,000 young people taking part online.

ARTEMIS BIG IDEAS IMPERIAL

REACH

REACHING EVERY CORNER OF THE UK



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

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.

The live audience at Imperial College London were at the centre of a conversation shared with classrooms hundreds of miles away.

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



WHO SIGNED UP

The chance to connect students directly with NASA generated exceptional interest from schools. **1,015 teachers and organisers** registered, signing up:

51,000	1,300	730	130
students	classes	schools	local authorities

Registrations by school type

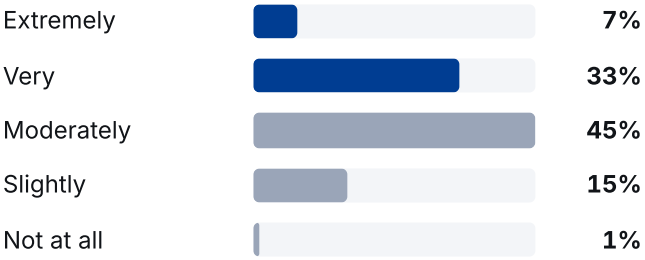


70%	25%	5%
Primary	Secondary	Other

Other includes sixth-form colleges, special and hospital schools, home educators and individual students.

The most common age group was **Year 5 (ages 9–10)**, followed by Year 6. 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.

How interested were students before the event?



Teachers' rating of their students' interest in space when they registered. Share of registrations.

Around **four in ten** classes were already very or extremely interested in space. The rest were moderately, slightly or not at all interested, so NASA Live reached **well beyond students who were already keen**.

> "Not all pupils were interested in space but the ones that were were very engaged. Some that hadn't wanted to take part stated later that they enjoyed it."
>
> Braidwood Primary School, South Lanarkshire



THE ENGINEERS' IMPACT

WHAT STUDENTS TOOK FROM HOWARD AND BRANELLE

85% of registrants said their students had **never met an engineer**. For the majority, Howard and Branelle were the first.

> "The engineers demonstrated not only their professional expertise but also their human side, which my students found particularly inspirational."
>
> Teacher, in-person audience

Resilience

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

Life in space

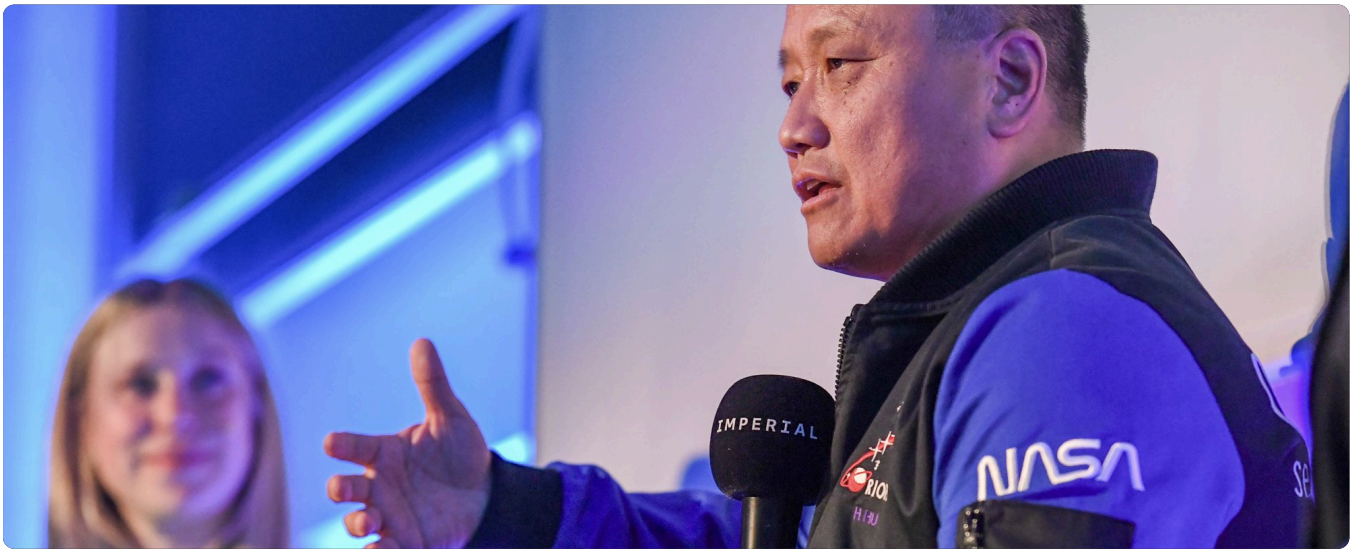
Toileting, showering and eating in space was the most memorable content for younger pupils: "Who knew you got urine blizzards!"

Hidden careers

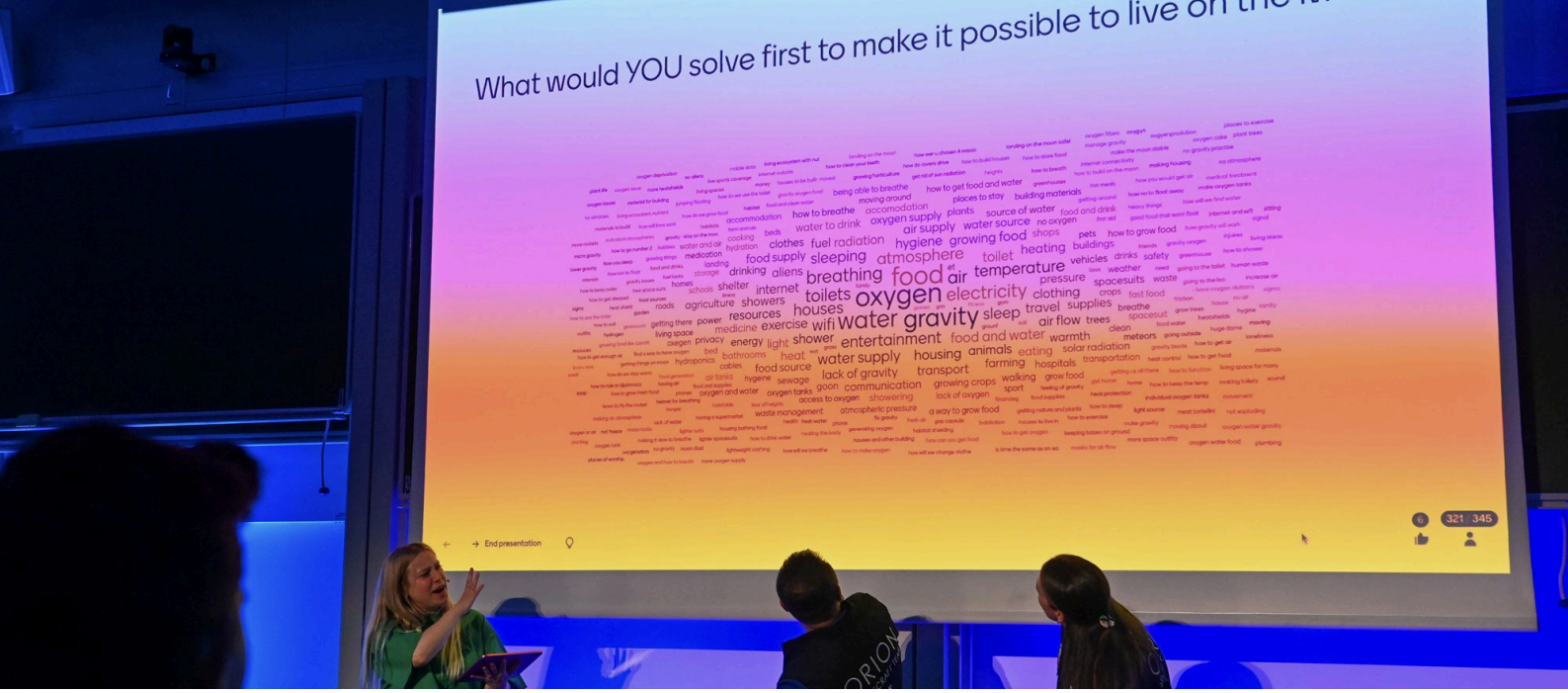
Teachers said pupils hadn't realised how many roles sit behind the astronauts, the core learning outcome.

Something bigger than ourselves

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



Big Ideas host Lottie Selwyn in conversation with Howard Hu at Imperial College London.



STUDENT VOICE

THEIR QUESTIONS SHAPED THE CONVERSATION

Schools submitted questions when they registered, and these were grouped into themes to shape the live script. Around **40% were about careers and pathways** and 20% about engineering challenges. The strongest curiosity was not just about space, but about how students might become part of it. A selection:

AGES 8–11

What is the coolest thing Orion can do that other spacecraft can't do?

How do you test something on Earth when it has to work on the Moon?

What is the biggest mistake you have ever made?

AGES 11–16

What is one problem you solved on Orion that looked impossible at first, and how did your team work through it?

What advice would you give to a 12-year-old who wants to become a space engineer?

What is the difference between the Artemis toilet and a normal toilet?

AGES 16–18

Given space and weight limitations, how do you provide dual redundancy in the event of instrument or spacecraft failures?

Do either of the speakers wish they could go into space after putting so much work into the project?

How is artificial intelligence changing the way NASA designs and operates spacecraft?



A LIVE AUDIENCE AT IMPERIAL COLLEGE LONDON

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

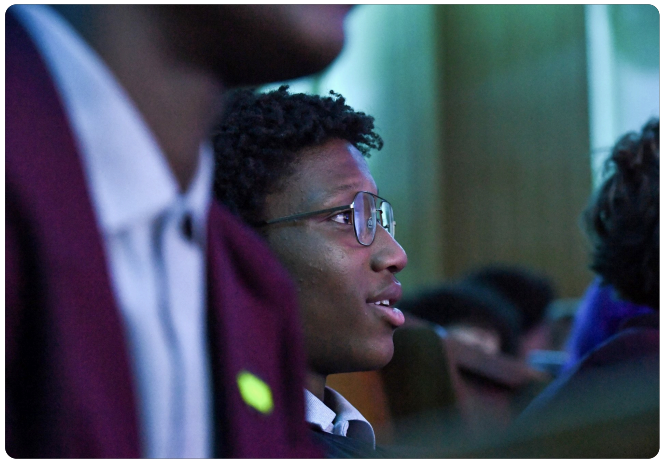
Students experienced the atmosphere of a live broadcast, took part in a pre-event space quiz and met Howard and Branelle in person.

11 London schools were in the room, and **all eleven had medium-to-high allocations of Free School Meals**, a key UK indicator of economic disadvantage.

They were joined by a twelfth school from Hertfordshire, invited by Imperial. Every in-person school that responded to our survey said their students thoroughly enjoyed the event and learned something new about engineering.



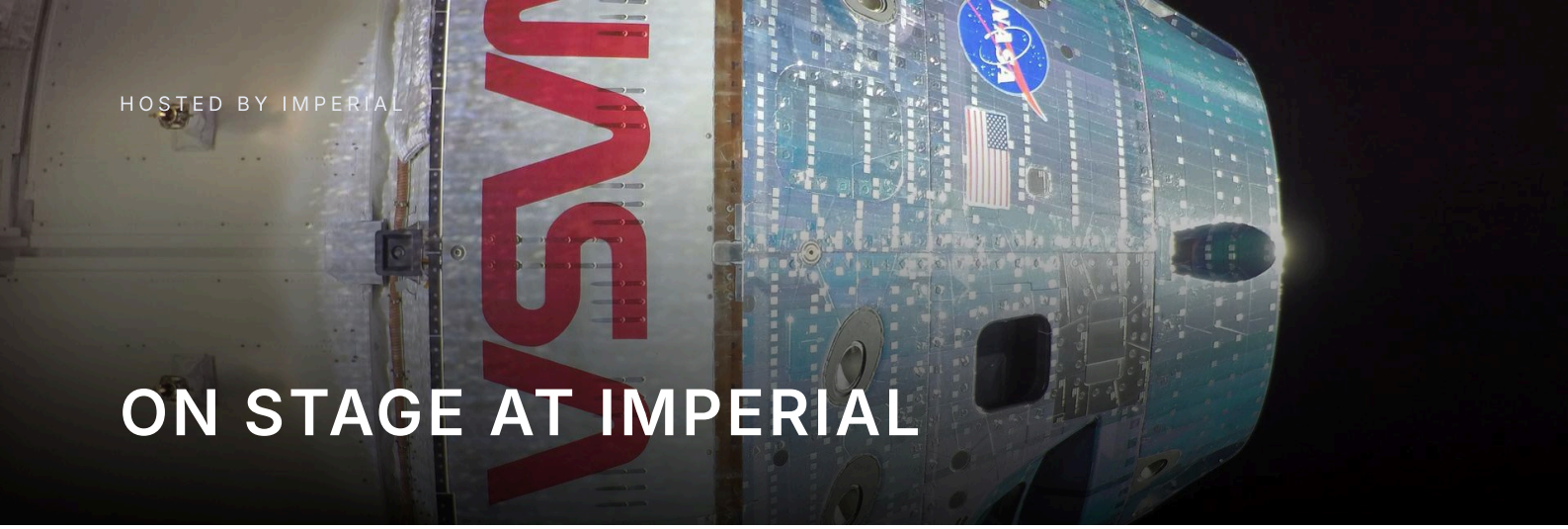
Students meeting Howard Hu after the broadcast.



A student listening during the live broadcast.

> "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



ON STAGE AT IMPERIAL

NASA Live was held in Imperial's **Blackett Laboratory**, in partnership with Imperial's **School of Convergence Science**. As well as venue and tech, the Imperial team took part in a memorable warm-up for the in-person audience and provided a tour of new Imperial facilities that connect with NASA programmes.



Dr Simon Foster leading the pre-event space quiz.

WARMING UP THE ROOM

Opening with a space quiz

Dr Simon Foster, from Imperial's Department of Physics, opened the afternoon with a Big Ideas space quiz for the live audience.

He took students through the answers and talked about careers in space science, setting the scene for the conversation with Howard and Branelle.

Students responded particularly positively to the quiz, which got the whole room involved before the broadcast began.

> "Not only were the event and speakers inspirational, but the setting at Imperial College also made the experience very special."
>
> Simon Balle All-through School, Hertfordshire



The lecture theatre at Imperial, ready for the live broadcast.

BEHIND THE SCENES

A TOUR OF IMPERIAL'S SPACE INSTRUMENTS LAB

After the broadcast, Howard and Branelle toured Imperial's Space Instruments Lab with **Helen O'Brien**, Senior Instrument Manager, and **Professor Jonathan Eastwood**, Co-Director of the School of Convergence Science's Space, Security and Telecoms theme. The newly established cleanroom supports Imperial's magnetometers for NASA's HelioSwarm mission and ESA's Vigil space weather mission, and the visitors saw hardware being assembled and tested.













Photos: Big Ideas / Jane Russell. Source: Imperial News, “Artemis II engineers visit Imperial”, 23 September 2026.



FEEDBACK

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, Wandsworth

> "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, Newham

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.

OVERALL IMPACT

By putting young people's questions at the centre and giving them direct access to engineers at the frontier of space exploration, An Afternoon with Artemis turned one event at Imperial College London into a shared national experience.



LOOKING AHEAD

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.

ARTEMIS

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