ABSTRACT

Pete Jones (Childrens’ University, UK) observes „The last years have seen the development of university led initiatives seeking to engage with younger learners“. The same trend is also noticeable in Estonia and Tallinn University of Technology (TUT) where activities aimed at children are considered as an important part of the lifelong learning process. School of Technology (SoT) is a project operating under and funded by TUT since 2005. The aim of the project is to excite children about science, technology and engineering. For years the activities of the SoT had been targeted to secondary school students, and the productivity of the project was measured with the number of SoT graduates that enroll in TUT. In recent years, however, the volume of activities for primary school students steadily increases, which causes a dilemma for the university. How to ensure and measure the productivity if the results might only be seen in 10-15 years? Also, how to motivate a university to make a long-term investment and take on the task of wider popularization of science and technology? Is the university prepared to reduce the amount of activities directly related to admissions marketing and instead invest in children who are still in the 1st grade? What is the right balance and how to find it?

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