LOVE PHYSICS?

Pass on the passion. Teach.

Teacher Recruitment Marketing
Nicole Averiss
Marketing Executive, IOP

IOP Institute of Physics
We want to help you recruit

Just to remind you that we have lots of information on our website, including:

- Marketing basics
- IOP support

And we can help to promote your events…

IOP Institute of Physics

Training provider events

School and university training providers run their own recruitment events, where you can meet with providers and find out about course structure and content.
2015/16 – Our focus

- Events
- Teacher Training Scholarships
- Salesforce implementation
- School experience programme
- Engineering campaign
Recruitment events

Attended 23 events so far:

- 11 Café Physics
- 2 Insight into teaching for engineers
- 6 university careers fairs update
- 5 DfE Train to Teach events update
- Met 310 prospects at events so far = 8% increase on last year
What we’re doing differently

- We run Café Physics on campus as informal drop in events for physics students
- We are running a series of engineering or postgraduate focused events called Insight into Teaching

Challenges we’ve faced:

- Date setting and timings
- Competition on campus from other organisations
- Engagement with engineering departments
- Final year students not attending events
Teacher Training Scholarships

- 150 awards with £30,000 and IOP support
- 368 applications (up to round 7)
- 158 applicants invited to interview (up to round 6)
- 69 scholarships awarded (up to round 5)
Scholarship applications to date: year-on-year comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of apps</th>
</tr>
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<tbody>
<tr>
<td>2012</td>
<td>568</td>
</tr>
<tr>
<td>2013</td>
<td>556</td>
</tr>
<tr>
<td>2014</td>
<td>545</td>
</tr>
<tr>
<td>2015</td>
<td>350</td>
</tr>
<tr>
<td>2016</td>
<td>368</td>
</tr>
</tbody>
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Scholarship application deadline

Monday 1 August

Celebration event (London): 10/09/16
Celebration event (Manchester): 17/09/16
Scholarship marketing activity

2016 PHYSICS TEACHER TRAINING SCHOLARSHIPS

Hi Example First Name,

Discover new ways to share your passion for physics. Train to teach.

Teaching is a practical, dynamic and hands-on career. You could use your knowledge and imagination of the physicists and engineers of tomorrow.

As you may already know, the IOP is offering 10 £30,000 scholarships to individuals and determination to be exceptional teachers of physics.

The next application deadline is approaching on Monday 2 May. Why should you apply? Scholarships will tell you more in our new video.

IOP Teacher Training Scholarships – why should you apply?

To find out if you’re eligible and to apply, click the button below.

Deadline Monday: Apply now for a £30k scholarship

We are tackling the shortage of physics teachers. Apply for our £30k training scholarship: bit.ly/17PHmiB

2016 PHYSICS TEACHER TRAINING SCHOLARSHIPS

“We need more physicists. I want to help make that happen.”

IOP Scholar, 2015

Apply online at www.iop.org/scholarships

IOP Institute of Physics

Fully funded PhD and EngD scholarships in Photonics and Quantum Sciences

A competitive £15,000 studentship award

Funding:
- Full fees paid and an annual stipend of £18,000 (Tax Free) or £12,000 (Tax Paid)
- £15,000 studentship award

Researchers will:
- Develop and work in the group of Fritz von der Lippe
- Contribute to the research programme
- Attend national and international conferences
- Write a publication

Entry details:
- Applicants must hold a 1st or upper 2:1 in Physics or a relevant subject
- Applicants must complete a PhD or EngD research programme

For more information, please contact Dr Fabio Scalora (f.scalora@imperial.ac.uk).
Scholarship marketing activity

Institute of Physics

As a leading scientific society, one of our core aims is to secure a flourishing future for physics. We want exceptional physics and engineering graduates in the classroom, developing the next generation of physicists and engineers. We’re even offering £30,000 tax-free scholarships and school experience placements to help you get...

Typically recruits

- Aerospace
- Chemical
- Civil/Building
- Computing/Technology
- Electronic & Electrical
- Materials & Minerals
- Mechanical/Manufacturing
- Science

Become a physics teacher - iop.org
www.iop.org/scholarships

Receive £30k funding to train to teach physics. Find out more. I am new to teaching physics. Institute of Physics

Our next deadline to apply for the IOP Teacher Training Scholarship is on Monday, hear from others about how they enjoyed the scheme:
https://www.youtube.com/watch?v=1J6_ssbjZc

To find out if you are eligible to apply visit:
www.iop.org/scholarships
Brochures still available
Email teach@iop.org if you need any
School Experience Programme

- **245** prospective teachers have been matched with a school, and **94** returning teachers.
- Good feeder for scholarships: in 2014/2015 **28%** of SEP applicants applied for scholarship.
What else can we do?

- It’s not too late to apply campaign please distribute!
- New engineering campaign do you have links with engineering departments?
- New campus events let us know if you think your university would be interested
- Webinars We’re thinking about doing a webinar to reach anyone we’ve missed on campus
Questions?

Keep in touch: teach@iop.org or 020 7470 4915