IOP Institute of Physics

Future Physics Leaders

Creating Demand and securing participants

The Future Physics Leaders (FPL) Programme seeks to recruit eight Hubs, each comprising one Lead School and six Partner Schools, in each of the three regional TLIF Lots, for a total participation of 168 schools. Previously through the Stimulating Physics Network (SPN) the IOP has recruited as many as 176 schools over a one year period, more schools in a shorter period than required with FPL. These previous recruitment activities found that 75% of schools approached are likely to join the programme. Therefore, [redacted] schools should be approached to reach the recruitment target of [redacted]. As a contingency plan for reaching schools, the IOP has already identified [redacted] potential schools, well above the number required.

It is also estimated based on prior projects that [redacted] specialist teachers and [redacted] non-specialist teachers per school will participate in the programme, reaching an estimated [redacted] specialist teachers and [redacted] non-specialist teachers total.

To reach the above objectives, the programme's Marketing and Communications Strategy seeks to:

- Promote recruitment of specialist physics teachers into FPL Partner Schools;
- Establish a professional community amongst physics teachers; and
- Raise awareness in Senior Leadership Teams (SLTs) about the importance of specialist physics teachers to pupils' educational experience.

School Recruitment and Retention

The messaging to recruit schools will focus on the role that the FPL programme can play in raising pupil attainment by improving the retention of high-quality physics teachers and increasing the recruitment of new specialist teachers, as well as professional development of both specialist and non-specialist teachers. Particular focus will be placed on the role of physics as a facilitating subject with the potential to improve pupils' long-term employment outcomes through access to university or apprenticeships. This could be of particular interest to the regions supported through this programme, which are often economically deprived.

To recruit schools, the following multi-stage process will be employed:

1. Target Partner Schools in priority areas will be prioritised based on need and potential as determined by school data for pupil progression to A-level physics as compared with other schools within the selected priority area.

2. Target Lead Schools will be identified based on the availability of a Lead Teacher who could be developed as a School-Based Development Coach.

3. FPL central office staff will contact target schools in order of priority to introduce the programme offering and gauge capacity for and interest in implementing the programme.

4. Field staff will contact target schools in their Hub areas by letter and phone, speaking to the subject leaders and a member of the SLT to develop initial buy-in at the

teacher and school level. They will then visit each school, meet with senior and subject leaders and conduct an audit of need.

5. Based on these interactions and, when applicable, the audit, a tailored programme offering to specialist and non-specialist teachers in the school, as well as measures for incorporating newly qualified teachers (NQTs) into the schools, will be developed and discussed.

6. Pending changes to the plan, an MoU will be signed by the school and the IOP to confirm programme participation.

It is a possibility that schools will have priorities other than continuing professional development (CPD) and outside of physics. To encourage schools to take part in the programme, the IOP will engage in the following additional marketing activities to schools:

Activity Type	Description	Audience	Timing
Business Letters	Approach local physics-based businesses to obtain letters of support for the FPL Programme, to share with SLTs in target schools	SLTs	Recruitment
Open Evenings	Invite teachers and SLTs to join evening CPD sessions at other schools to better understand programme activities and value	SLT, Head Teachers	Recruitment
Video	Create a recruitment video to demonstrate programme value based on related projects	SLT, all teachers	Recruitment
Flyers	Develop and distribute flyers, compliant with DfE Marketing and Branding Guidelines, outlining programme activities and benefits	SLT, all teachers	Recruitment
Press Releases	Disseminate press releases that highlight the value of specialist physics teachers to schools	SLT, specialist physics teachers	Recruitment Retention
Email	Regular email communications to schools will share programme achievements and opportunities	SLT	Retention

Teacher Recruitment and Retention

Once a target school has been recruited, the programme will focus on recruitment and retention of specialist and non-specialist teachers as well as attracting NQTs to pursue employment at an FPL participant school.

For specialist physics teachers, messaging will focus on professional qualifications and teacher value, which have been shown to be important factors affecting teacher retention rates.[1] Messaging for NQTs will centre on the special role that the FPL programme can play in improving initial school experiences through mentoring as well as through a better organised workload, the lack of which has been shown to lead to teacher attrition.[2] For nonspecialist teachers, messaging will focus

[1] Lynch, S. et al. (2016). Engaging Teachers: NFER Analysis of Teacher Retention. Slough: NFER

on improving teachers' experiences through increasing teaching confidence, enhancing subject knowledge, and optimising pedagogical approaches.

To deliver the above messaging the following communications and marketing activities will be carried out:

Activity Type	Description	Audience	Timing
Blog posts	Regular blog posts highlighting the work of specialist physics teachers	All teachers	Recruitment Retention
Events	Literature distribution at current IOP events for NQTs	NQTs	Recruitment
Programme flyers	Flyers, compliant with DfE Marketing and Branding Guidelines, distributed to teachers	Specialist and non-specialist teachers	Recruitment
Email	Regular email communications maintained with teachers in participating schools to highlight programme resources, activities, events and benefits	All teachers	Recruitment Retention
Online Resources	IOP online resources, such as TalkPhysics, will be available for all programme participants and will provide an opportunity for electronic networking with peers, providing a support network and assistance with lesson planning	All teachers	Recruitment Retention
Social Media	IOP social media networks, with more than 154,000 followers, will communicate programme opportunities and achievements	All teachers	Recruitment Retention
Advertising to NQTs	Ad space will be purchased to advertise the FPL programme	NQTs	Recruitment

Costs

The above marketing activities can be completed for a total of [redacted]. Costs to be incurred through marketing activities would include the development and production of flyers, at an estimated cost of [redacted] and the production of a recruitment video at an additional [redacted]. Costs would also be incurred for open evening events, costing [redacted] total. Advertisement to NQTs would cost [redacted]. Travel and subsistence costs associated with the recruitment of schools by Development Coaches would be included in each coach's annual travel and subsistence budget.

IOP Experience

The IOP has a network of 1,500 affiliated schools and has been leading physics-specific CPD, through the Teacher Network since 2004. Since 2009, the IOP has managed and developed the Stimulating Physics Network - a national physics continuing professional

[2] Donaldson, M. et al. (2010). The Price of Misassignment: The Role of Teaching Assignments in Teach For America Teachers Exit From Low Income Schools and the Teaching Profession. Educational Evaluation and Policy Analysis.

development programme through which it has trained and developed over 40 Teaching and Learning Coaches to provide over 20,000 teacher hours a year of physics-specific CPD.

It is therefore uniquely placed to recruit schools and teachers to join the FPL; provide a wellreceived and effective programme that keeps the schools engaged, with over 85% of participating schools remaining in existing projects; to recruit and train Development Coaches; and to provide the best, evidence-informed advice on the teaching of physics. The IOP also maintains staff across England that have established procedures for identifying and evaluating prospective participant schools, facilitating the quick and efficient recruitment of schools.