

ZAK AND MELISSA'S STRATEGIES TO RECRUIT PHYSICS STUDENTS.

Compiled by Jane Jackson, from Zak and Melissa's workshop at ASU on Nov. 4, 2017.

Zachary Kovach teaches at La Joya Community High School in Avondale. He grew physics from 2 sections to 13 sections in three years. Zachary recruits students by starting with WHY. * WHY: He tells them that "I CAN HELP YOU SEE OUR WORLD FOR THE AMAZING PLACE IT IS, UNLOCK THE MYSTERIES OF THE UNIVERSE, AND LEARN SKILLS THAT WILL BENEFIT YOUR FUTURE NO MATTER WHAT YOU DO.

HOW: Do cool projects, build things, go outside, do hands-on labs, work together to solve problems, have fun.

WHAT: By the way, this course is called physics!

* TED talk of Simon Sinek. Also, Simon Sinek's book: START WITH WHY.

Melissa Girmscheid teaches at Centennial HS in Peoria. She doubled her physics enrollment. MELISSA GIRMSCHEID's recruitment strategies:

- * Engage your students in highly visible projects – invite other classes to watch.
- * Use the students' tools – social media – to advertise your class.
- * Be an active participant on your campus.
- * Get to know the CTE teachers – physics is highly applicable to their programs.
- * Get to know the coaches – physics is beneficial to athletes.
- * Communicate with guidance counselors – get them involved in your activities.
- * Meet with other physics teachers in your area – collaborate and band together.
- * Educate curriculum department on the importance of physics.
- * Volunteer to help with curriculum and professional development.
- * Be a visible presence in the district.
- * Above all, be yourself.

ZAK KOVACH's recruitment strategies:

- * Always carry a physics toy (e.g., a singing rod)...
 - * Recruit in cafeteria...before school, during lunch, after school
 - * Do demos when subbing other classes
 - * Elective fair
 - * Recruit when walking around campus
- * Do lab/activities where others can see.
- * Give in-class presentations to all science classes (you or students).
- * Get in good with yearbook/photo teacher.
- * Schedule meeting with all guidance counselors before or after school.
- * Invite other teachers, counselors, admin to see cool stuff we do.
- * Do stupid things in pep assemblies.
- * Sponsor a club / coach a sport.
- * Get in good with the district media person.
- * Be weird, be yourself.
- * Present at professional development.
- * Live your philosophy.

Also, Zak calls & e-mails local newspapers and TV stations; that led to 2 news stories in 2017.