

Call Teachers

The goals of this call are:

1. **Suggest the teacher registers for STEP UP.**
2. If already registered or really interested, **suggest the teacher uses the STEP UP materials in their classroom.**

How to make your call count

Before you call:

- **Familiarize yourself with the project:** read up on our [community goals](#) and check out [our project FAQ](#).
- **Plan** your talking points. Are you just promoting STEP UP? Do you want to visit this classroom and do outreach that way? Read through the [phone call script](#) and plan your call.
- **Gather info:** the teacher's name, school phone number and a good time to call.
 - You can pre-call the school's main office or the teacher and first ask when the teacher would be available to chat for 5-10 minutes.
 - **You can find high schools local to you or contact your own high school physics teacher.**

When you call:

- **Keep the conversation natural.** Don't feel like you have to stick to your script or plan 100% of your call.
- **Reference the [project FAQ](#)** during the call. The teachers may ask these questions and you can answer from the FAQ, or direct them to the page.
- **Tell** the teacher to visit [STEPUPphysics.org](#).
- **Use** these important **talking points:**
 - I would like to see more young women go into physics careers.
 - I care about the STEP UP project because...
 - STEP UP provides tools to help teachers engage young women's interest in physics -- you have a lot of influence!
 - **Visit STEPUPphysics.org to register, join the community, and access STEP UP materials for your classroom!**
- **Thank** them for their time!
- If you are unable to reach the teacher, leave a message on their voicemail or with the main office.

Just remember...

- Use this [script](#) for your phone call!
- If you have any questions, check out the [Outreach FAQ](#).
- **Our goal is to get these teachers to register for STEP UP.**
- Fill out our [survey](#) after you reach out to teachers and enter to win swag!

Teacher Phone Call Script

This script is *only an example* to help you get started with calling teachers. The best thing you can do is keep the conversation natural. Do not feel beholden to this script - you can and should feel free to deviate from it if you feel comfortable doing so.

The goals of this call are:

1. **Get the teacher to register for STEP UP.**

2. If already registered or really interested, **get teacher to use STEP UP materials.**

Your main talking points should be:

- I would like to see more young women go into physics careers.
- I care about the STEP UP project because...
- STEP UP provides tools to help teachers engage young women's interest in physics -- you have a lot of influence!
- Visit STEPUPphysics.org to register, join the community, and access STEP UP's tools!

Remember to have the [project FAQ](#) open when you're calling so you can answer questions if needed!

If the teacher wants you to email them with more information, please use the email template below.

Example phone call:

Opening:

- Hello! This is [name] from [school].

Ask a question:

- I'd like to talk a bit about women in physics. Do you have a moment? (Pause)
- Do you get to teach physics? (Response)

Prepare to discuss STEP UP:

I really like [something you enjoy about physics] and would like to see more young women interested in physics.

- Are there any girls in your class who you think may be interested in continuing their physics study? (Response)
- Did you know that teachers are key to helping women see their physics potential? (Response)

Ask about STEP UP:

- Have you heard of STEP UP? (Response)
- Can I introduce you to the STEP UP project? (Response)

Explain why you care about STEP UP

- [Explain in a sentence or two why you care about STEP UP's work]

Pitch STEP UP:

- If teacher **knows** about STEP UP:
 - Are you registered for STEP UP? (Response)
 - Please register for STEP UP at STEPUPphysics.org!
 - Have you gotten to download the STEP UP lessons? (Response)
 - (If no) There are two lessons - one is about careers in physics and one about women in physics. They are both available for you to download at STEPUPphysics.org!
- If teacher **does NOT know** about STEP UP:
 - Well, STEP UP is a national movement working to increase the representation of women in physics. STEP UP has tools you can add to your physics curricula -- and they are available for download.
 - Visit STEPUPphysics.org to register and learn more about the movement!

Offer a follow-up email:

- Would you like me to email you with more information? (Response)

End of the call:

- Thank you so much for your time! It's been great talking with you.

Voicemail Suggestions

Thank you for trying to call a teacher, you did a great job! Now don't be afraid to leave a voicemail, afterall, we still want them to know about STEP UP! Here are some suggestions on what to mention in your voicemail.

1. The goal is to get this teacher to register for STEP UP
2. State your name, school, and major
"Hi I'm XX, from XX school. I'm studying XX."

3. Tell them that you are doing outreach for STEP UP, and give them the url to our website: We'd love for you to visit our website STEPUPphysics.org ("STEP UP physics dot org")
4. If possible, **leave a good number for the teacher to call back and suggest a time.**
5. Make sure to thank them for their time !

Email for More Information (post call)

Suggested subject line: **STEP UP Follow-up**

Dear **(high school teacher's name)**,

Thank you for taking the time to chat with me **(day)**. I hope you will [register with STEP UP!](#)

I'm particularly excited about the STEP UP project because **(briefly say why you like STEP UP)**. At the end of the day, if teachers download and use STEP UP's research-based curriculum (available at STEPUPphysics.org), we'll start to diversify the face of physics.

High school teachers have significant influence over young students' career choices. To help high school teachers engage young women's interest in physics, STEP UP has created lessons on **Careers in Physics** and **Women in Physics** as well as support materials for the physics classroom. Go to STEPUPphysics.org today to register, learn more about the project, and access these classroom materials!

Thanks again for talking with me! If you have any more questions, please feel free to email the project (STEPUPphysics@aps.org) with any questions!

Sincerely,

(Your name)