



# Why Aren't Kids Taking Physics?

Research and Survey Results

# Why aren't kids taking physics?

## Student Response

- 45% believed they knew what physics would entail
- 60% said they had the math skills
- 65% thought a poor grade would hurt their college acceptance
- More than 2 of 5 thought physics was just for engineers

## Guidance Counselor Response

- 65% believed students did not know what physics would entail
- 70% said their kids didn't have the math skills
- 56% thought a poor grade would hurt kids college acceptance rates
- Over half thought physics was just for engineers

*Survey results courtesy of Earl Barrett and Larry Dukerich  
Respondents: ~ 900 chemistry students and 75 guidance counselors*

# Why aren't kids taking physics?

**“What type of contact do you have with your physics teacher(s)?”**

- Nearly 60% of guidance counselors stated they had no significant contact with the physics teacher(s) on their campuses

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Respondents: ~ 900 chemistry students  
75 guidance counselors*

Why aren't your kids taking physics?

What barriers exist in your classroom, at your school, in your district and your community?



# Singing Rods





# How Do We Recruit?

# Melissa's Recruitment Techniques

- Engage your students in highly visible projects – invite other classes to participate or 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 the other physics teachers in your district or 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's Recruitment Techniques

- Always have physics toys...or petrified poop!
- Cafeteria...before school, during lunch, after school
- Subbing other classes
- Elective fair
- Walking around campus
- Do lab/activities where others can see
- In class presentations to all science classes (you or students)
- Get in good with media/yearbook/photo teacher
- Schedule meeting with all guidance councilors before or after school
- Invite in other teachers, councilors, 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 PD
- Live your philosophy





**BREAK!!!!!!!**