

## STEP UP writeup (for newsletters, etc.)

*Want to share written content about STEP UP? See these messages (Short and Long):*

---

### Direct to a teacher audience, short message

Did you know that teachers are the reason that most undergraduate women in physics chose that degree? That's right. You are key to encouraging women to pursue prosperous careers in physics! The STEP UP project provides access to downloadable research-based lessons about physics and a nationwide community of teachers engaged in changing the future of physics. Register to join our community or download these lessons and other pedagogical tools by visiting [www.STEPUPphysics.org](http://www.STEPUPphysics.org)!

### Direct to a teacher audience, medium length message

Did you know that encouragement from high school teachers is the primary reason undergraduate women in physics chose that degree? That's right! And what's more, if half of the high school physics teachers in the United States successfully encourage a single woman to pursue a physics career, the percentage of women in undergraduate physics will jump from 20% to 50%. The STEP UP project is here to help you do just that. Together, we can ensure that women play an equal role in the future of physics.

STEP UP provides two free, self-contained lessons that are backed by research and shown to increase interest in physics, especially among young women. Think of the great gains that physics will make when powered by the full might of the future generations! Register to join our community or download these lessons and other pedagogical tools by visiting [www.STEPUPphysics.org](http://www.STEPUPphysics.org).

### To a proxy audience (that can reach teachers), short message

Science thrives when driven by the combined efforts of diverse perspectives. Physics, then, is missing out: *only 20% of physicists are women*. The [STEP UP project](http://www.STEPUPphysics.org), led by a consortium of physics educators, researchers and professional societies, is changing the culture of physics by providing high school physics teachers with resources to inspire women to pursue physics in college. Tell a teacher you know about the free lesson plans and have them join the movement today! You can join as well - register at [www.STEPUPphysics.org](http://www.STEPUPphysics.org).

To a proxy audience (that can reach teachers), medium length message

Science thrives when driven by the combined efforts of diverse perspectives. The physics community has benefited from recruitment efforts that tapped the rich diversity in students across the United States. *But can we do better?* The [STEP UP project](#), led by a consortium of physics educators, researchers, and professional societies, is changing the culture of physics by providing high school physics teachers with resources to inspire young women to major in physics in college.

Why high school teachers? Many women physics majors report they became interested in physics during high school. We know that the numbers of women interested in physics drops dramatically after high school *from 50% to 20%*. STEP UP empowers teachers to retain participation in physics by providing free research-based lessons and best practices to high school teachers who have registered with the project. Using these tools, teachers will introduce new potential careers in physics, highlight the contributions of traditionally underrepresented people in physics, and integrate methods of communication and problem-solving that will serve students in their future careers. Tell a teacher you know today! Ask them to join the movement at [www.STEPUPphysics.org](http://www.STEPUPphysics.org).