

TOP TEN IDEAS FOR PROMOTING GEOGRAPHY

1. Reward your students with geographical gifts

Sending geographical postcards home to parents is a great way of acknowledging students' achievements and our new postcard pack is perfect for the job. Or why not reward the students themselves with our popular 'Geographer' badges? These are all available to buy from the GA's online shop www.geography.org.uk/shop



Postcards - pack of 96: £15.99 / £10.99 (GA members)
Geographer badges - pack of 100: £16.99 / £11.99 (GA members)

For more gift ideas take a look at the GA's online merchandise store. You could get your department kitted out for an open evening in 'Geography is my world' t-shirts! www.cafepress.co.uk/gamerchandise

2. A different view



The GA's manifesto for school geography, A different view, gives a clear view of the potential of geography and helps communicate its value to young people through challenging and stimulating images and presentations www.geography.org.uk/resources/adifferentview

Six of these images are available as posters to brighten up your classroom - purchase them individually or as a set from the GA's online shop www.geography.org.uk/shop

3. Inspirational videos

There are lots of great video presentations out there that show students the importance of studying geography. A quick search on YouTube brings up plenty of choices, but here are a few of our favourites:

Right Here, Right Now www.youtube.com/watch?gl=US&hl=uk&v=dDk06h7Abbw

Geography Is Changing www.youtube.com/watch?v=mUv5kkKVBLw&feature=related

Geography Matters www.youtube.com/watch?gl=US&feature=related&hl=uk&v=JyhSHDGg-cw

The Geography At The Movies website is also well worth a look www.gatm.org.uk/?cat=8

4. Make your own presentation

You could make your own movie or slideshow that is personalised to your school by using photos from recent fieldtrips and interviews with GCSE and A-level students. Try using www.animoto.com to produce a slick presentation. A good example is available on the Great Geography Blog <http://greatgeography.blogspot.com> Barking Abbey School in Greater London have also produced their own movie which can be found on the GA website www.geography.org.uk/resources/adifferentview/promotinggeography

5. Why I Love Geography

Why I love geography is a 15-minute Teachers TV programme which includes contributions from:

- Dr Rita Gardner, Director of the RGS-IBG
- Ben Saunders, the youngest man to ski solo to the North Pole
- Owen Wilson, promoting cycling and sustainability in London
- Laura Fry, who makes new maps of Great Britain
- Tori James, the youngest British woman to climb Everest

www.teachers.tv/video/23982

It demonstrates some of the many exciting possibilities available to students through studying the broad and diverse subject of geography.

6. Geography Ambassadors

This scheme, run by the RGS-IBG, gives schools access to enthusiastic geography ambassadors from universities and businesses to give inspirational talks to students.



Ambassadors begin by delivering a presentation before leading group activities on a mutually agreed theme such as 'Why study geography?', 'Geography and careers' or 'My special project or research interest'.

Find out more at www.geographyteachingtoday.org.uk/ambassadors/introduction/

7. Careers in geography – geography in careers



In November 2010, the Higher Education Careers Services Unit reported that graduates with degrees in geography, law and psychology fared well, with all three subjects having unemployment rates lower than the average of 8.9% (7.4%, 6.2% and 8.3% respectively).

The GA website has a comprehensive careers area featuring case studies, job search activities, information about the value of geographical skills and links for further support.

www.geography.org.uk/resources/careers

The RGS-IBG have produced some information about how geographical skills, knowledge, qualifications and experiences can benefit students as they start out on the career ladder.

www.geographyteachingtoday.org.uk/ambassadors/progression-and-careers-with-geography

Geography gives you options... is a new leaflet published by the GA to help students understand the value of studying geography. These A5 leaflets are sold in packs of 60 and are priced £11.99/£7.99 (GA members).

Geography gives you options - pack of 60 £11.99 / £7.99 (GA members)

8. A-level and GCSE geographers

Get some A-level or GCSE students to come along to an options lesson to answer questions from Year 9s. They could tell the students about field trips and what they are planning to do when they leave school.

You could involve sixth form students as lead learners in KS3 lessons on a more regular basis during their non-contact time.

Find out what has happened to ex geography students after they left school and create a wall display in your classroom.

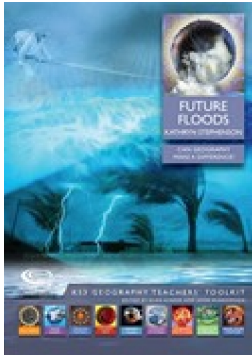


9. Fieldtrips and activity days

Organise a field trip for early in the school year. Fieldwork is very popular with geography students and an exciting and inspiring trip will always be remembered. If Key Stage 3 students know about planned GCSE field trips when it comes to options time, it could influence their decision to continue studying geography.

A cross-curricular day shows students the importance of geography and how it fits with their other lessons. There are lots of opportunities for linking geography with science, art, drama and many other subjects.

10. An exciting Key Stage 3



Above all it is important that students experience challenging, exciting and relevant geography at Key Stage 3.

Involve your students in curriculum planning to ensure that they're studying geography which interests them – the experience will be richer for everyone.

Browse the GA website for lesson ideas and check out the KS3 Geography Teachers' Toolkit series which will help you plan appealing units of work.

For more ideas and resources, visit <http://www.geography.org.uk/11-19/optiontime>

Based on ideas from the GA's Secondary Phase Committee

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