

# #TurnOnToElectronics Campaign Update for Sponsors

Many thanks for your company's donation and ongoing support of the UKESF's #TurnOnToElectronics campaign.

## The Launch

#TurnOnToElectronics was officially launched on 22nd November 2018 at the annual TechWorks Awards & Gala Dinner, London. During the Summit, UKESF CEO Stew Edmondson launched the campaign to an audience of over 300 leading figures in the Electronics sector, debuting the campaign video and handing out copies of the manifesto. Stew said, "We need to do more to raise awareness about Electronics among young people, as they simply don't associate Technology with Electronics. This is what our campaign is all about – raising awareness, promoting Electronics and providing resources to teachers and schools."

## Campaign Website & Video

- During the first week the website had 284 unique visitors and the video was viewed 115 times on YouTube.
- Over the course of the first three months the website had 793 unique visitors; of these, 214 watched the video on the homepage and 131 downloaded the manifesto.
- Additionally, the video was viewed 285 times on YouTube.



TV's Georgie Barrat, our media ambassador

## Social Media (@TOTElectronics)

In the first 24 hours of the launch, tweets from the account were seen 13,800 times. Over the first three months following the launch, the tweets from @TOTElectronics earned 45,400 impressions.

Business and Industry Minister, Richard Harrington said:

*"The UK has a long heritage of technological innovation, the Turn On To Electronics campaign will help inspire the next generation."*

Chi Onwurah, Shadow Minister for Industrial Strategy, Science & Innovation, also tweeted her support for the campaign in the days following the launch.

## #TurnOnToElectronics in the Media

Following the launch, articles about the campaign appeared on the following eleven websites, receiving a combined **14,900** estimated coverage views:



Further articles appeared on TechSpark.co and TechMarketView.com, and in Future Magazine and Training Journal.

## Electronics Everywhere

### Summary of the Project

“Electronics Everywhere” shows young people how engaging Electronics can be. We provide specially designed circuit boards to teach core Electronics concepts to A-level students in Physics (the Music Mixer) and Computer Science (the Logic & Arithmetic Kit).



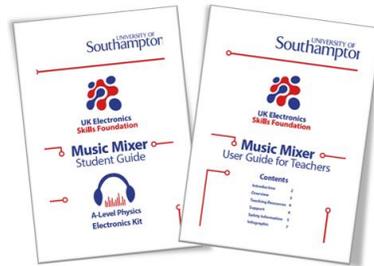
We have chosen functions, such as “music mixing”, that are interesting and allow teachers to link to other parts of the curriculum (e.g. wave theory). We have included experiments that provide a very visual theory (Planks’ Constant and Truth Tables). The bare PCB exposes all components; creating a link between electronics and applications in many

consumer products, and allowing students to extend their curiosity, showing that electronics is not a mystery black box.

Importantly, the project also provides CPD for teachers to increase their knowledge about Electronics and so inspire more young people to take up a career in the sector.

### Achievements to Date

Academics from the University of Southampton’s prestigious school of Electronics and Computer Science designed and developed the boards, which have been professionally manufactured. They have been provided to over **170** schools (a total of **2,700** boards). Supporting resources, including online videos, have been produced. A teacher from each school has received CPD training at the University of Southampton.



The feedback from these teachers has been extremely positive.

**“The board is a great teaching tool”**

Joint Head of Physics

**“They are great bits of kit that bring alive the concepts of logic”**

Computer Science Teacher

In December 2018, the “Electronics Everywhere” project received formal endorsement and support from the Royal Academy of Engineering. We are now working together via the Connecting STEM Teachers programme and using their Teacher Coordinators to improve the learning resources.



### Future Plans

Empowering UKESF students and alumni (500+) as ambassadors in order to extend the reach of the campaign.

This summer, we will be organising more residential courses for Year 12 pupils to experience Electronics at universities, including a “Girls Into Electronics” one.

Our aim is for the “Electronics Everywhere” projects to be in secondary schools and sixth form colleges across the whole of the UK.

**Thanks once again for your company’s support of the UKESF and our #TurnOnToElectronics campaign.**