Strategic Priority (3) for 2015-2017: To support teachers, students and the wider community, promote engagement with weather and climate, and encourage the teaching of meteorology in schools

The main purpose of the Society’s education and outreach work is to promote meteorology amongst the general public and in primary and secondary school education. The Society also aims to promote meteorology, as a science and profession, to encourage a more diverse student base to consider a career in meteorology, and endeavours to maintain or raise the profile of weather and climate by responding to Government and Exam Board consultations and develop resources to support the new curricula and exam specifications in both Science and Geography. In order to achieve this, and to widen participation in meteorology, it will be necessary to extend and improve our teaching resources, and making them more widely available.

The Society’s main public outreach activity is through the Weather Club which currently has over 2,100 people registered to receive a free quarterly e-newsletter and full access to the website www.theWeatherClub.org.uk [1]. Combined with social media outreach and outreach activities at public events, this has become a powerful mechanism for the Society to communicate with members of the general public. The Society will continue to find new ways to reach and communicate with a general public audience.

MetLink (www.MetLink.org [2]) is the Society’s education website. It provides teaching material and information about weather and climate aimed at primary and secondary school teachers and students, and the general public. Resources include lesson plans, presentations,
experiments and demonstrations. With changes in the National Curriculum, the Society will continue to update content that is relevant for teachers and students and should aim to increase its reach within the educational community. The Society will aim to increase its engagement with teachers and schools through virtual membership of the Education Committee, increasing the number of schools who subscribe to regular email bulletins, recognise excellence within schools, trial a Young Person’s Special Issue of Weather, support BBC Weather Report, and produce two outreach articles a year for educational magazines. The Society is committed to promoting fieldwork and it supports many schools and expeditions with an instrument loans scheme.

Dr Jennifer Rourke, Chair of the Education and Outreach Committee said, “The future of meteorology lies in the hands of the next generation, so it’s important for us to ensure that weather and climate is an integrated part of the curriculum. The Society provides educational materials and activities for teachers and children as well as careers advice, all available from [www.metlink.org](http://www.metlink.org)[3]. Promoting meteorology amongst the public is also important to the Society, with the Weather Club, social media and various outreach activities making meteorology more accessible to a wide range of people of all ages.”

Over the next three years we will...

... migrate and improve the Weather Club website and increase registration by 30% each year.
... deliver four public outreach activities each year to increase brand awareness and educate a general public audience.
... refresh existing public information booklets to promote careers in meteorology and educate the public.
... provide support to Centres delivering training with the aim of reaching 1,000 teachers over 3 years to encourage high-quality teaching of meteorology in schools.
... develop new resources for the teaching of weather and climate and deliver five new curricula resources each year
... promote MetLink and all new content and increase the number of visits to MetLink by 10% each year
... inform more teachers about the Society’s resources and other initiatives and increase the number of teachers on the Society’s contact list by 25%.
... support fieldwork in schools and promote Year of Fieldwork in 2016 improving outreach to schools

For further details, please see the full Strategic Plan >> [4]

A summary booklet can also be found here >> [5]

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Friday, February 27, 2015


**Links:**
[1] [http://www.theWeatherClub.org.uk](http://www.theWeatherClub.org.uk)
[3] [http://www.metlink.org](http://www.metlink.org)
[5] [http://www.rmets.org/strategicplan](http://www.rmets.org/strategicplan)