Marketing the ATM

The marketing group is a merry bunch of souls which include Patricia Alexander, David Cowley (Professional Officer), John Hibbs, Karen Moran (Commercial Officer), and myself. Marten Gallagher, Webeditor, also throws his ha’penneth in, usually in a slot in the afternoon at General Council weekend meetings.

Not too long ago ‘Marketing’ was called PRS, this stood for Publicity, Recruitment and Services to members. Unfortunately, this was not only a mouthful to say, I also frequently forgot what the acronym stood for, so it was with some relief when we agreed to change the title of the group to ‘Marketing’. This title, I felt, also more accurately describes the essential roles being created and carried out by the group. Basically the marketing group tries to sell everything that ATM has to offer in terms of membership, publications, services and resources (both low and hi-tech).

Karen Moran is undoubtedly the key figure in the marketing group. Karen organises advertising, plays a highly significant role in getting the annual catalogue out and produces agendas for GC weekend meetings. As a group I believe we gel very well and usually get through the key business in a work-like, efficient and enjoyable manner; this despite the multifarious complexities we sometimes face. (If that last sentence sounds rather highfalutin it was intended to!)

At the May GC marketing meeting these were some of the issues we discussed:

- NQT mailing
- student mailing and incentives to join
- mailing to advisors
- new institutional membership categories
- possible new membership categories eg, associate, web membership, teaching assistants...
- other initiatives for 2006
- budget.

Whilst none of these items might fire the interest of most folk, the important issue is not what we do but the way we do it. At the May meeting this business was concluded before lunch and in the afternoon the group met with Marten to discuss web issues and would normally have met with the Publications Group. However, on this occasion this meeting was unnecessary; this enabled me to escape back to my hotel room to see the Cup Final... well my beloved Liverpool were playing and what a cracking game it was!

Mike Ollerton, Convenor, ATM Marketing Group. council@atm.org.uk

Changes to ATM subscriptions 2007

We are pleased to announce that individual membership subscriptions have been frozen for the coming year, 2007. Personal membership remains unchanged at £55. Concessionary, student and NQT memberships also remain unchanged.

We have introduced a new membership for Teaching Assistants at the concessionary rate of £40 and hope to welcome many of that important group of people into our fold.

Institutional memberships have been amended to take into account the type of school and also in the light of the increasing discount on all publications and software from 15% to 25% for all institutions. Whilst subscriptions for middle and secondary schools, higher education and local authorities rise, we have been able to significantly reduce the subscription for primary schools. Most of our member schools will end up paying significantly less if they regularly order goods from us.

We will shortly be announcing details of our plans for e-membership, which will enable colleagues who so wish to get the benefits of membership at a lower rate by receiving the journal in pdf format only.

Subscription rates from January 2007 onwards will be as follows:

<table>
<thead>
<tr>
<th>Type of membership</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Personal</td>
<td>£55</td>
</tr>
<tr>
<td>Primary schools</td>
<td>£59</td>
</tr>
<tr>
<td>Middle and secondary schools</td>
<td>£86</td>
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<tr>
<td>HE</td>
<td>£99</td>
</tr>
<tr>
<td>Cluster (additional schools linked to those with main school membership)</td>
<td>£40</td>
</tr>
<tr>
<td>Concessionary (retired, unwaged, NQT or teaching assistant)</td>
<td>£40</td>
</tr>
<tr>
<td>Student</td>
<td>£25</td>
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Sue Pope is our Team Leader for Conference 2007 and Claire Beckett is the Deputy Team Leader. If you wish to ask either of them a question about the conference email conference@atm.org.uk

Keep watching the website for details of the plenary speakers and special events.

The cost of a conference place is now available on www.atm.org.uk/conferences/index.html – don’t forget you can spread the cost of your place at conference over a four month period – just fill in the form and we will sort out the details.
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Membership of the ATM will help you through:

- Six issues per year of a professional journal, which focus on the learning and teaching of maths. Ideas for the classroom, personal experiences and shared thoughts about developing learners’ understanding.
- Professional development courses tailored to your needs. Agree the content with us and we do the rest.
- Easter conference, which brings together teachers interested in learning and teaching mathematics, with excellent speakers and workshops and seminars led by experienced facilitators.
- Regular e-newsletters keeping you up to date with developments in the learning and teaching of mathematics.
- Generous discounts on a wide range of publications and software.
- A network of mathematics educators around the United Kingdom to share good practice or ask advice.
- Active campaigning. The ATM campaigns at all levels towards: encouraging increased understanding and enjoyment of mathematics; encouraging increased understanding of how people learn mathematics; encouraging the sharing and evaluation of teaching and learning strategies and practices; promoting the exploration of new ideas and possibilities and initiating and contributing to discussion of and developments in mathematics education at all levels.
- Representation on national bodies helping to formulate policy in mathematics education.
- Software demonstrations by arrangement.

Personal members get the following additional benefits:

- Access to a members only part of the popular ATM website giving you access to sample materials and up to date information.
- Advice on resources, curriculum development and current research relating to mathematics education.
- Optional membership of a working group being inspired by working with other colleagues on a specific project.
- Special rates at the annual conference
- Information about current legislation relating to your job.
- Tax deductible personal subscription, making it even better value.

Additional benefits

The ATM is constantly looking to improve the benefits for members. Please visit www.atm.org.uk regularly for new details.

LINK: www.atm.org.uk/join/index.html