Knowing and Capturing Prospective Teachers

Zachary Levine, Executive Director, TEACH

TEACH was founded by the U.S. Dep’t of Education with a mission to partner with K-12 schools, SEAs, and IHEs to improve the quantity, quality, and diversity of the future teacher pipeline.
Today’s session

• Why talent “leaking” from the future teacher pipeline

• How to plug those leaks

• Research on misperceptions, barriers & messaging about teaching

• Further actions that can build the future pipeline
TeachNC Partnership

Together, we can create the strongest-possible workforce, fill persistent licensure shortage areas, and ensure that our teachers match the racial, ethnic, and linguistic diversity of North Carolina students.
In-depth research informs TeachNC

**SOURCES**

- 16 focus groups
- **Surveys** (>3,000 undergrads)
- Lit review of Millennials & Gen Z
- Best practices in recruitment

**RESEARCH TOPICS**

- What do Gen Z & Y want?
- How do they perceive teaching?
- Messages that work with them?
- What are the barriers?
- How to recruit / communicate?
Research: Case studies of best practices in long-term cultivation of pipeline
Research: best practices in long-term cultivation of pipeline

Comprehensive recruiting system involves a blend of advertising, online, and in-person
Research: best practices in long-term cultivation of pipeline

Study your target audience to inform advertising and messaging that is online and in-person
Research: best practices in long-term cultivation of pipeline

Recruitment involving **multiple touches** over time is better yield than one-off interventions
Research: best practices in long-term cultivation of pipeline

**Technology** (database and digital communication tools) is essential to **track and communicate** with prospects and enable multi-touch process.
Research: interest in teaching among college students

Source: TEACH national survey (2015)
Leaks in the pipeline

Of those with initial interest, lose ~60%

Of “Decided’s”, lose additional ~50%
TeachNC addresses leaks in the pipeline

Designed with the diversity imperative in mind

Identify

Cultivate

Support
How does TeachNC identify future teachers?

- Digital advertisements on websites, search engines, and social media
How does TeachNC identify future teachers?

✓ Digital advertisements on websites, search engines, and social media

✓ Marketing through Public Service Announcement ads (TV/radio)
How does TeachNC identify future teachers?

- **Digital advertisements** on websites, search engines, and social media
- **Marketing** through Public Service Announcement ads (TV/radio)
- **Social media** posts and multi-partner campaigns on various platforms
How does TeachNC identify future teachers?

✓ Digital advertisements on websites, search engines, and social media

✓ Marketing through Public Service Announcement ads (TV/radio)

✓ Social media posts and multi-partner campaigns on various platforms

✓ Partnerships with school districts, educator preparation programs, others
Research: Most valued attributes

<table>
<thead>
<tr>
<th>Most valued job attributes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Co-workers</td>
</tr>
<tr>
<td>2  Proud to tell people</td>
</tr>
<tr>
<td>3  Intellectual challenge</td>
</tr>
<tr>
<td>4  Growth and ability to succeed</td>
</tr>
<tr>
<td>5  Work environment</td>
</tr>
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<td>6  Financial rewards</td>
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</table>
## Research: Does teaching rate highly?

<table>
<thead>
<tr>
<th>Most valued job attributes:</th>
<th>% agree/strongly agree that teaching rates highly:</th>
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<tbody>
<tr>
<td><strong>1</strong> Co-workers</td>
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## Cultivate

### Research: Perception gap

<table>
<thead>
<tr>
<th>Most valued job attributes</th>
<th>Don’t plan to teach</th>
<th>Plan to teach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-workers</td>
<td>39%</td>
<td>80%</td>
</tr>
<tr>
<td>Proud to tell people</td>
<td>66%</td>
<td>92%</td>
</tr>
<tr>
<td>Intellectual challenge</td>
<td>59%</td>
<td>92%</td>
</tr>
<tr>
<td>Growth and ability to succeed</td>
<td>40%</td>
<td>69%</td>
</tr>
<tr>
<td>Work environment</td>
<td>33%</td>
<td>65%</td>
</tr>
<tr>
<td>Financial rewards</td>
<td>13%</td>
<td>N/A</td>
</tr>
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1.5x more likely to have positive perceptions
### Research: Perception gap

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1.5-2x more likely to have positive perceptions
Shifting perceptions

**MARTYR**
- Babysitting
- Not stimulating
- Repetitious
- Stuck in one job forever
- Isolation

**ENTREPRENEURIAL LEADER**
- Leadership & expertise
- Intellectually challenging
- Entrepreneurial, creative
- Growth, career path options
- Collaborate w/ cool co-workers
Research-backed messaging and media

**Key misperception**

Teaching is not intellectually stimulating or creative

**Rebrand**

Teaching is filled with stimulating problem-solving and creativity
Research: Testing the ads with neuroscience

**EEG ENGAGEMENT**
Summary measure of all three core metrics

**EMOTIONAL MOTIVATION**
The intensity and extent of being drawn to the experience emotionally

**MEMORY ACTIVATION**
The formation of connections—with new and past experiences

**ATTENTION PROCESSING**
Measures sustained focus and shifts in focus over time
Test results for “Victory”

STIMULUS NAME:
Victory 60 Cta1

LENGTH:
60 SECONDS

EEG ENGAGEMENT
6.3

ATTENTION PROCESSING
6.9

EMOTIONAL MOTIVATION
6.3

MEMORY ACTIVATION
6.0
Research: Test post-COVID messages

Test 6 possible core messages

Which message is most motivating overall?

Which message is most motivating for different race groups?

Which message is most motivating for different age groups?
A) Our future depends on our teachers

They prepare children to solve our world's most difficult problems: pandemics, climate change, and racial and economic injustice. If you want to shape the future, become a teacher.

B) Teachers are change-makers who are reinventing education - esp now

As COVID-19 has transformed how we live and learn, innovation in teaching is more important than ever before. We need creative, innovative educators who can reinvent traditional learning for the modern classroom. We need you.
C) Teachers are indispensable and always in high demand

In every part of the country, in every community, schools need teachers, no matter what happens to the economy. Your students are waiting for you. Start now.

D) Be essential. Be on the frontlines of the country’s recovery efforts.

While students may have missed months of classroom time, we refuse to let them fall behind. Help lead recovery efforts for schools and impact your community. Start now.
E) Amazing careers start in the classroom

The leadership, management, analysis, and creativity skills you develop as a teacher will help you succeed in the classroom - and in any other profession you decide to pursue. Start your journey now.

F) Teachers are badass experts

And during COVID, we saw that more than ever. Schools shut down and we all realized the professional expertise and leadership skills required to facilitate learning. You could be a badass expert too. Realize your full potential with a career you truly love. Start now.
Which message is most motivating?

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black - Millennial</td>
<td>32%</td>
<td>13%</td>
<td>20%</td>
<td>17%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Black - Gen Z</td>
<td>26%</td>
<td>22%</td>
<td>17%</td>
<td>11%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Latino - Millennial</td>
<td>29%</td>
<td>25%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Latino - Gen Z</td>
<td>47%</td>
<td>20%</td>
<td>6%</td>
<td>6%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>White - Millennial</td>
<td>31%</td>
<td>24%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
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<td>6%</td>
</tr>
</tbody>
</table>

**Message A**
Our future depends on our teachers

**Message B**
Teachers are re-inventing education

**Message C**
Teachers are always in demand

**Message D**
Teachers are on the front-lines

**Message E**
Amazing careers start in the classroom

**Message F**
Teachers are badass experts
Becoming a teacher is an opportunity to shape the future, re-invent the modern classroom, and prepare society for tomorrow’s challenges.
Role models

1-on-1 coaching and personalized advice from teachers

- Barbara Ellis
- Matt Scialdone
- Glasher Robinson
- David Johnson

70%+
much more interested in teaching

83%
Extremely Helpful

100%
Would recommend Talk-to-a-Teacher to a friend
Cultivate

Role models: online panel of Black Educators

Dr. Precious Symonette
Educator, Miami Dade County Public Schools

"Teaching is a revolutionary act"

Dr. John King
Former high social studies teacher and former U.S. Secretary of Education

"All students benefit when we have more Black teachers"

Sharif El-Mekki
Founder and CEO, Center for Black Educator Development

"Teaching is the best way to be an activist"
Cultivate

Try-out experiences

• Extracurriculars

• Internships
  • In-class, after-school, summer

• Workshops
Recap: How TeachNC plugs leaks

1. Research to develop messaging to shift misperceptions
2. Multimedia – TV, radio, online, and social media
3. Role models - talk-to-teacher coaching conversations
4. Try-out experiences
Choosing Ed Prep Program
“I can’t find quality EPP that meet my needs”

Financial
“I don’t think I can afford to go to a EPP”

Application Process
“I don’t understand the application process...
I haven’t been able to stay on top of it”

Licensure Exams
“I can’t pass my licensure exams on first
attempt; exam fees”

TeachNC provides supports to address each barrier
## (1) Choosing an EPP

### From TeachNC
- Guide: Pathways & EPP
- Profiles of all available EPPs
- Chat support
- Phone/video advising

### Other Strategies
- EPP Dashboard
- HS guidance counselors and CC Career Coaches
(2) Financial

From TeachNC

- Guide: Scholarships & financial aid
- Fee reimbursements
- Chat support
- Phone/video advising

Other Strategies

- NC Teaching Fellows
- Other state & local scholarships
## Support

### (3) Application process

<table>
<thead>
<tr>
<th>From TeachNC</th>
<th>Other Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Tool: Application Navigator</td>
<td>● EPPs simplifying their applications</td>
</tr>
<tr>
<td>● Chat support</td>
<td>● EPPs referring to TeachNC tools</td>
</tr>
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<td></td>
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#NCSTRIDE

TEACHER RECRUITMENT IN NORTH CAROLINA

#NCEDLAB2020
Support

(4) Licensure exams

From TeachNC

- Guide: How to prepare for exams
- Test prep resources
- Online courses

Other Strategies

- Reforming exams
- Eliminating bias
Tool: Application Navigator

Support

Normal start-to-submit application rate (control group) 56%

Start-to-submit for tool users (intervention group) 78% +39%
Through the eyes of a prospect...

**Identify**

**Sept:**
*See TEACH commercial on TV*
Funny! I’ve considered being a teacher. Wonder what this is about.

**Sept:**
*Visit TeachNC web portal*
Nice website. There’s a lot of stuff here. I will come back.

**Sept:**
*Subscribe*
Thanks. Keep in touch.

**Cultivate**

**Ongoing:**
*Receive weekly emails, Facebook, Instagram, and/or Twitter content*
I pay attention to some of this, ignore some of it.

**Nov:**
*Click on email about webinar, attend webinar*
Nice website. There’s a lot of stuff here. I will come back.

**Jan:**
*Click on email to sign up for summer internship*
I need an internship and teaching is looking like a real possibility.

**Jun-Aug:**
*Complete summer internship in teaching*
Whoa, that was awesome! I can’t believe it, but I think I want to be a teacher.

**Sept:**
*Sign up for Talk-to-a-Teacher 1:1 mentoring conversation*
I’m getting cold feet...I don’t want to be poor! Should I really do this?

**Convert**

**Oct:**
*Go to web portal to develop an action plan*
I wasn’t sure where to begin, but they make the process clear.

**Nov:**
*Use “My Application Coach” to get support applying*
I love the checklist app and the free 1:1 support.

**Dec:**
*Research financial aid and scholarships database*
How am I going to afford another year of school?

**Dec:**
*Access test prep resources to pass licensure exams*
I thought I knew chemistry, but this exam is tough. Thank you for the study guide - totally let me know what I needed to do to get ready.

**Jan:**
*Submitted application to teacher prep program*
Done!
1. High schools ask every student their interest level in teaching and leverage CTE programs to grow interest

1. Universities and community colleges outreach to their student body

1. Paid summer school internships and TA roles for college students

1. Re-imagine and streamline licensure requirements
IDENTIFY

Sept:
See TEACH commercial on TV
Funny! I've considered being a teacher. Wonder what this is about.

Sept:
Visit Teach[Region].org web portal
Nice website. There's a lot of stuff here. I will come back.

Sept:
Subscribe
Thanks. Keep in touch.

CULTIVATE

Ongoing:
Receive weekly emails, Facebook, Instagram, and/or Twitter content
I pay attention to some of this, ignore some of it

Nov:
Click on email about webinar, attend webinar
Cool! I didn't know about Next Generation Science Standards. This sounds like how I would want to teach chemistry.

Jan:
Click on email to sign up for summer internship
I need an internship and teaching is looking like a real possibility

Jun-Aug:
Complete summer internship in teaching
Whoa, that was awesome! I can't believe it, but I think I want to be a teacher

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Jan:
Submitted application to teacher prep program
Done!
TEACH’s mission

Provide tools and services for P-16 system (SEAs, LEAs, and TPPs) to...

• Raise image of the teaching profession

• Reduce teacher shortage, especially in hard-to-staff subjects

• Improve quality and diversity of new teacher supply
Today’s session

• Why we are “leaking” talent from the future teacher pipeline
• How we can plug those leaks (TeachNC)
• Research on misperceptions about teaching and messaging
• How you could help build the future teacher pipeline
TeachNC Partnership

54 Educator Preparation Programs (EPPs)

2600+ K-12 Schools

More Teachers, Education Stakeholder Groups, State Partners
TeachNC Partnership

Together, we can create the strongest-possible workforce,

fill persistent licensure shortage areas, and ensure that our teachers match the racial, ethnic, and linguistic diversity of North Carolina students.
75% of college students under-estimate what teachers actually make
In-depth research

**RESEARCH TOPICS**

- What do Millennials want?
- How do they perceive teaching?
- Messages that work with them?
- Ways they communicate?

**SOURCES**

- 16 focus groups
- **Surveys** (>3,000 undergrads)
- Lit review of Millennials & Gen Z
- Best practices in recruitment

How to increase quantity, quality, diversity of new teachers?
Best practices in recruitment inform model

- Comprehensive recruiting system involves a blend of advertising, online, and in-person

- Study your target audience to inform advertising and messaging that is online and in-person

- Recruitment involving multiple touches over time is better yield than one-off interventions

- Technology (database and digital communication tools) is essential to track and communicate with prospects and enable multi-touch process
Leaks in the funnel

- Initial interest: Lose ~60%
- Considering: Lose ~50%
- Entry Process
How does TeachNC identify future teachers?

- Digital advertisements on websites, search engines, and social media
How does TeachNC identify future teachers?

✓ Digital advertisements on websites, search engines, and social media
How does TeachNC identify future teachers?

☑ Digital advertisements on websites, search engines, and social media

☑ Marketing through Public Service Announcement ads (TV/radio)
Research-backed messaging and media

Key misperception

Teaching is not intellectually stimulating or creative

Rebrand

Teaching is filled with stimulating problem-solving and creativity

Secondary message:
Teachers have a great deal of responsibility and dynamic and varied work
Becoming a teacher is an opportunity to shape the future, re-invent the modern classroom, and prepare society for tomorrow’s challenges.
70%+ much more interested in teaching

83% Extremely Helpful

100% Would recommend Talk-to-a-Teacher to a friend
Four main entry barriers

1. Choosing Ed Prep Program
   “I can’t find quality EPP that meet my needs”

3. Application Process
   “I don’t understand the application process... I haven’t been able to stay on top of it”

2. Financial
   “I don’t think I can afford to go to a TPP”

4. Licensure Exams
   “I can’t pass my licensure exams on first attempt; exam fees”

TeachNC provides supports to address each barrier
## Tool: Application Navigator

<table>
<thead>
<tr>
<th></th>
<th>EPP #1</th>
<th>EPP #2</th>
<th>EPP #3</th>
<th>EPP #4</th>
<th>All</th>
</tr>
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<tbody>
<tr>
<td><strong>Normal start-to-submit rate (control group)</strong></td>
<td>56%</td>
<td>62%</td>
<td>41%</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>Start-to-submit rate for MAC users</strong></td>
<td>84%</td>
<td>81%</td>
<td>52%</td>
<td>80%</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Point gain</strong></td>
<td>28%</td>
<td>19%</td>
<td>12%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>% improvement in – start-to-submit rate</strong></td>
<td>50%</td>
<td>31%</td>
<td>28%</td>
<td>70%</td>
<td>39%</td>
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### 1. Find Ed Prep Program
- Guide to finding EPP
- Profiles of all available EPPs
- Chat support
- Phone advising

### 2. Financial
- Guide to scholarships & financial aid
- Fee reimbursements
- Chat support
- Phone advising

### 3. Application Process
- Tool: Application Navigator
- Chat support
- Phone advising

### 4. Licensure Exams
- Guide to preparing for exams
- Test prep online courses and resources
Today’s session

• Why we are “leaking” talent from the future teacher pipeline
• How we can plug those leaks (TeachNC)
• Research on misperceptions about teaching and messaging
• How you could help build the future teacher pipeline
Today’s session

• Why we are “leaking” talent from the future teacher pipeline
• How we can plug those leaks
• Research on misperceptions and messaging
• How you could help build the future teacher pipeline
Cultivate

Talk to a teacher

1-on-1 coaching and personalized advice from teachers

70%+ much more interested in teaching

83% Extremely Helpful

100% Would recommend Talk-to-a-Teacher to a friend

TeachNC Advising Coaches

Barbara Ellis
Matt Scialdone
Glasher Robinson
David Johnson
6 potential core messages tested

Message D. Be essential. Be on the frontlines of the country’s recovery efforts. While students may have missed months of classroom time, we refuse to let them fall behind. Help lead recovery efforts for schools and impact your community. Start now.

Message E. Amazing careers start in the classroom. The leadership, management, analysis, and creativity skills you develop as a teacher will help you succeed in the classroom - and in any other profession you decide to pursue. Start your journey now.

Message F. Teachers are badass experts. And during COVID, we saw that more than ever. Schools shut down and we all realized the professional expertise and leadership skills required to facilitate learning. You could be a badass expert too. Realize your full potential with a career you truly love. Start now.
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