

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

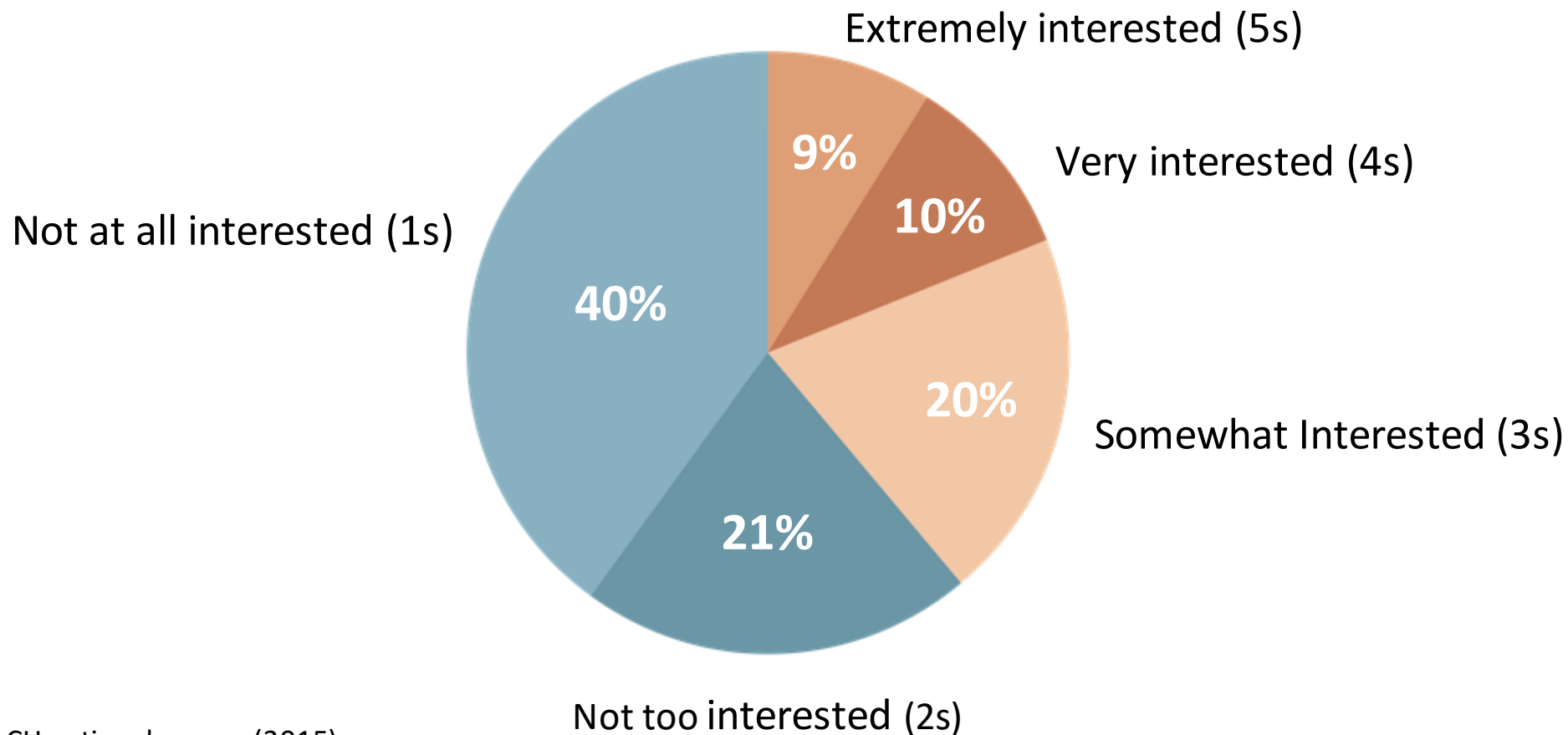
Research: best practices in long-term cultivation of pipeline

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

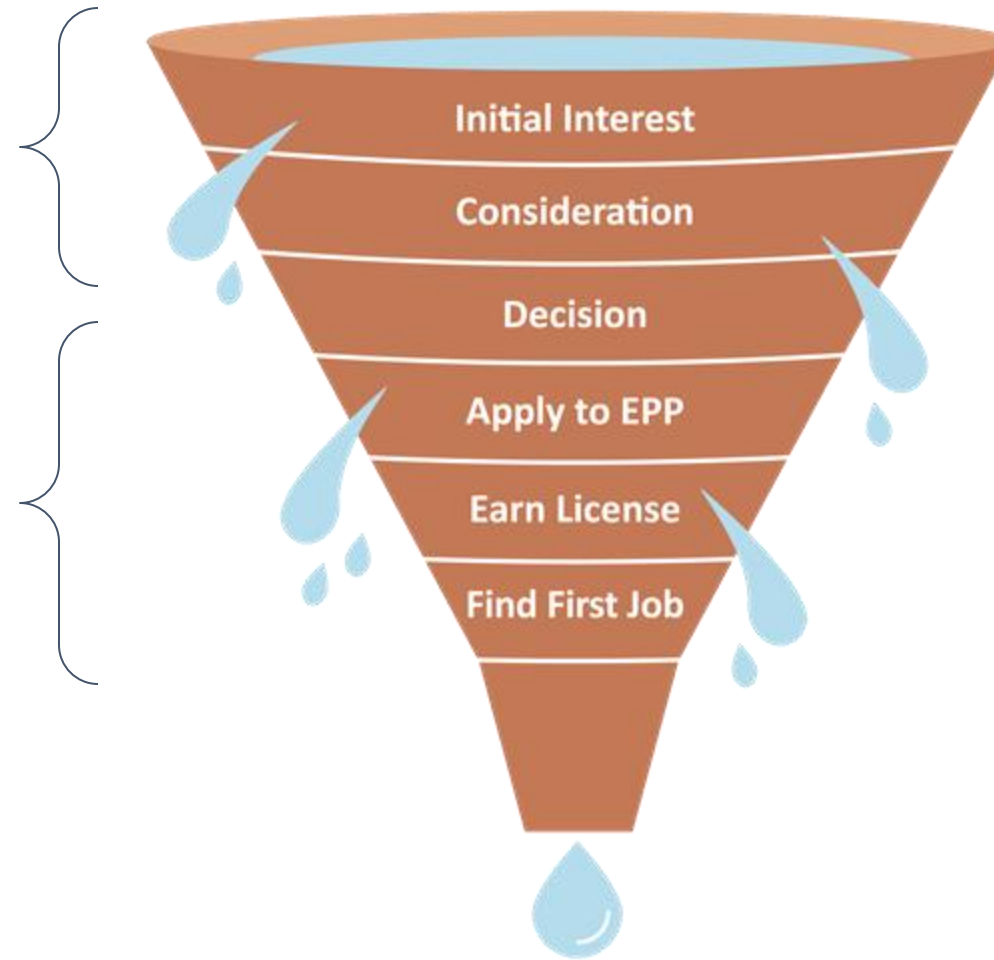


Source: TEACH national survey (2015)

Leaks in the pipeline

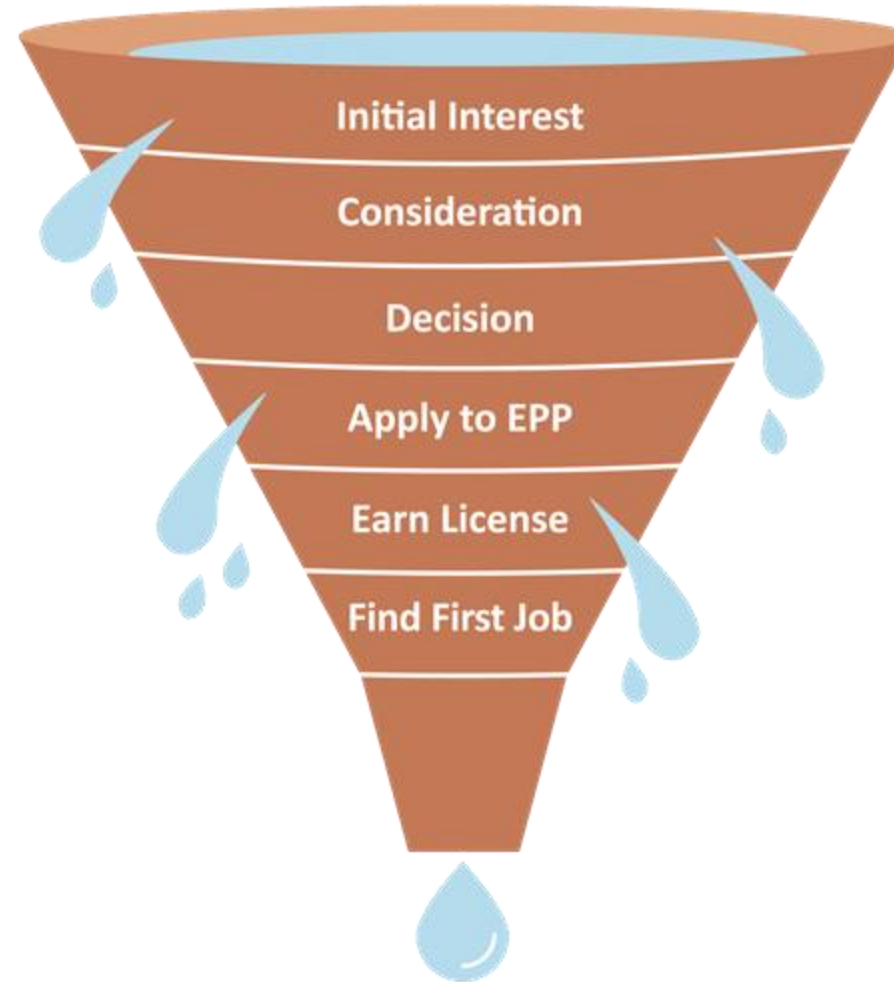
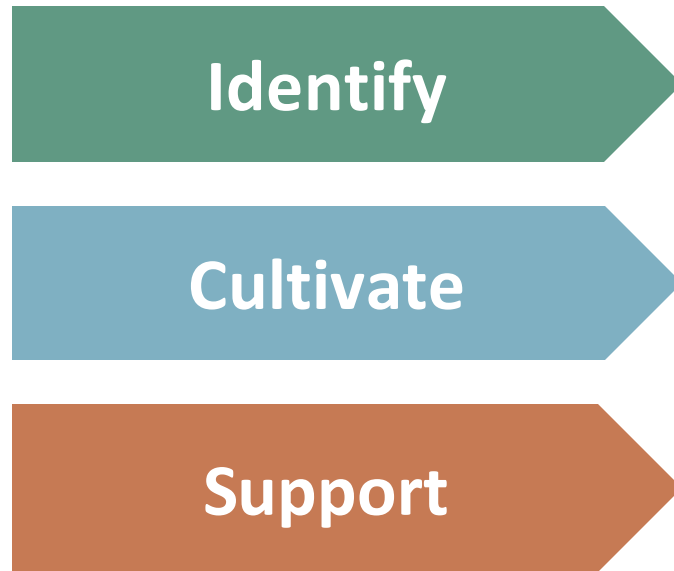
**Of those with initial interest,
lose ~60%**

**Of “Decided’s”,
lose additional ~50%**



TeachNC addresses leaks in the pipeline

Designed with the diversity imperative in mind



How does TeachNC identify future teachers?

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



✓ Coaching
✓ Scholarships
✓ Training
✓ Jobs

Considering teaching?
We've got you covered.

[Learn more](#)

TEACH
NC.ORG

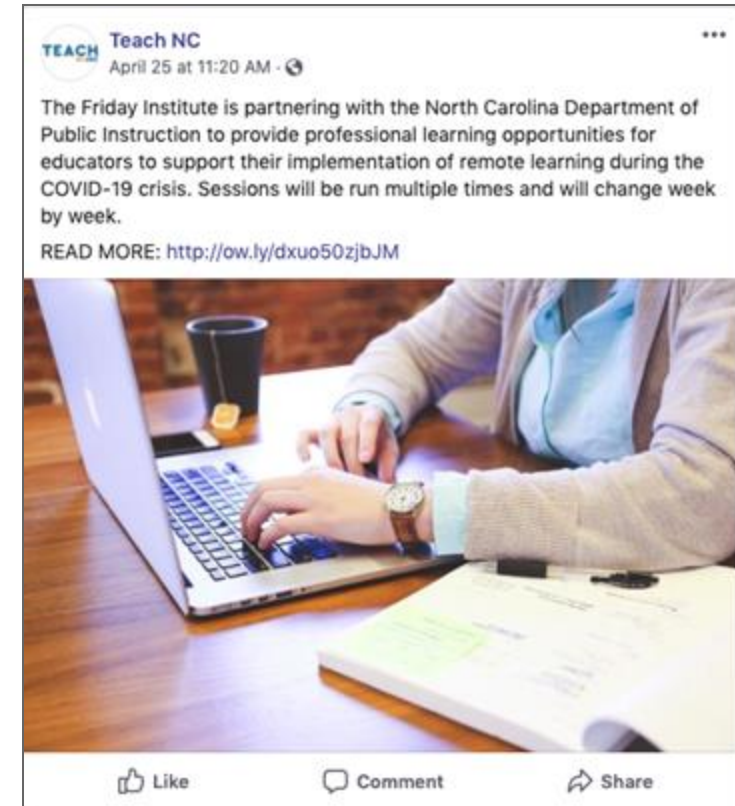
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- ✓ **Marketing** through Public Service Announcement ads (TV/radio)



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- ✓ **Marketing** through Public Service Announcement ads (TV/radio)
- ✓ **Social media** posts and multi-partner campaigns on various platforms

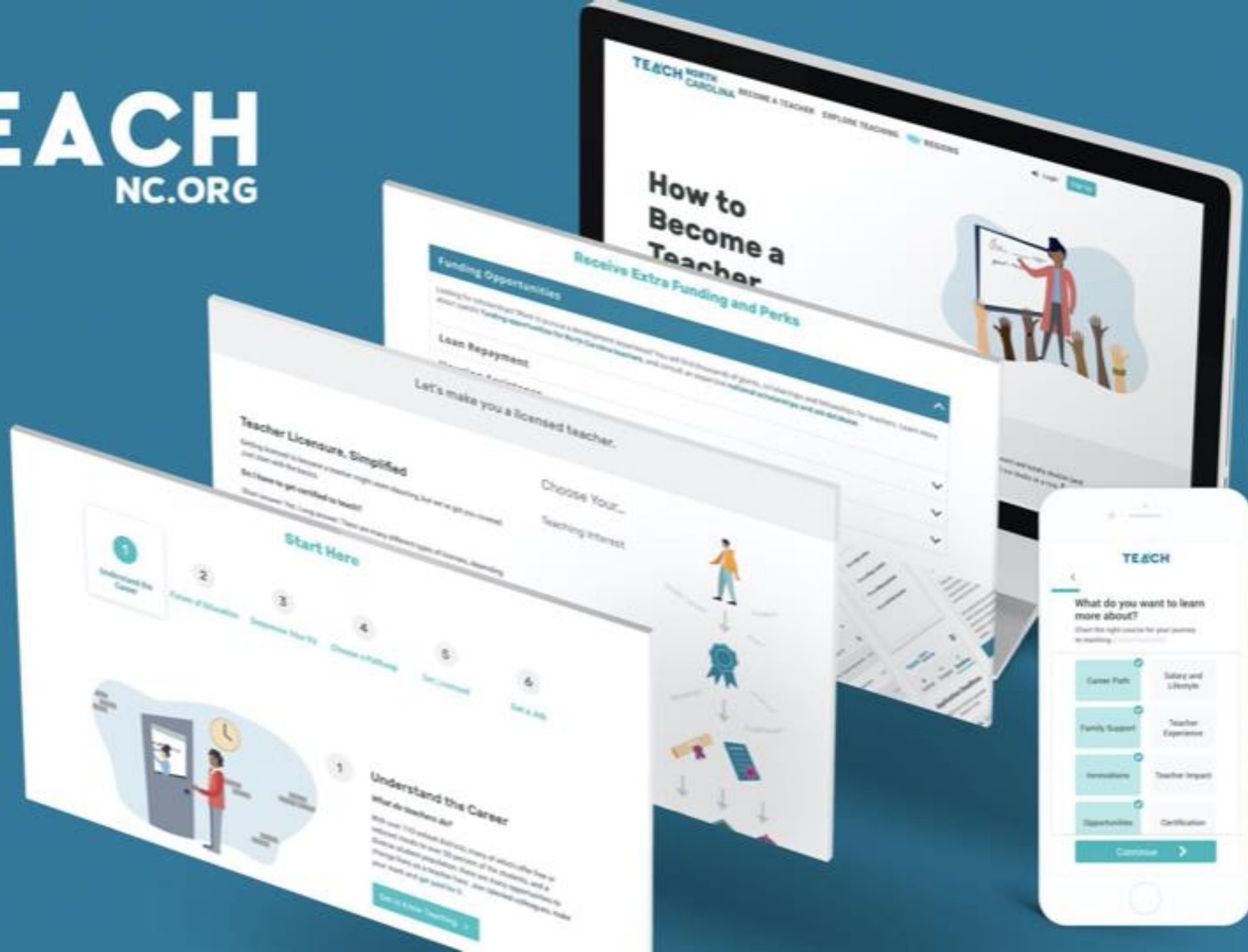


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- ✓ **Social media** posts and multi-partner campaigns on various platforms
- ✓ **Partnerships** with school districts, educator preparation programs, others



TEACH NC.ORG



Research: Most valued attributes

Most valued job attributes:

1	Co-workers
2	Proud to tell people
3	Intellectual challenge
4	Growth and ability to succeed
5	Work environment
6	Financial rewards

Research: Does teaching rate highly?

% agree/strongly agree that
teaching rates highly:

Most valued job attributes:

- | | |
|---|-------------------------------|
| 1 | Co-workers |
| 2 | Proud to tell people |
| 3 | Intellectual challenge |
| 4 | Growth and ability to succeed |
| 5 | Work environment |
| 6 | Financial rewards |

Research: Perception gap

		% agree/strongly agree that teaching rates highly:	
Most valued job attributes:		Don't plan to teach	Plan to teach
1	Co-workers	39%	80%
2	Proud to tell people	66%	92%
3	Intellectual challenge	59%	92%
4	Growth and ability to succeed	40%	69%
5	Work environment	33%	65%
6	Financial rewards	13%	N/A

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6	Financial rewards	13%	N/A

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

nielsen



EEG ENGAGEMENT

Summary measure of all three core metrics



EMOTIONAL MOTIVATION

The intensity and extent of being drawn to the experience emotionally



MEMORY ACTIVATION

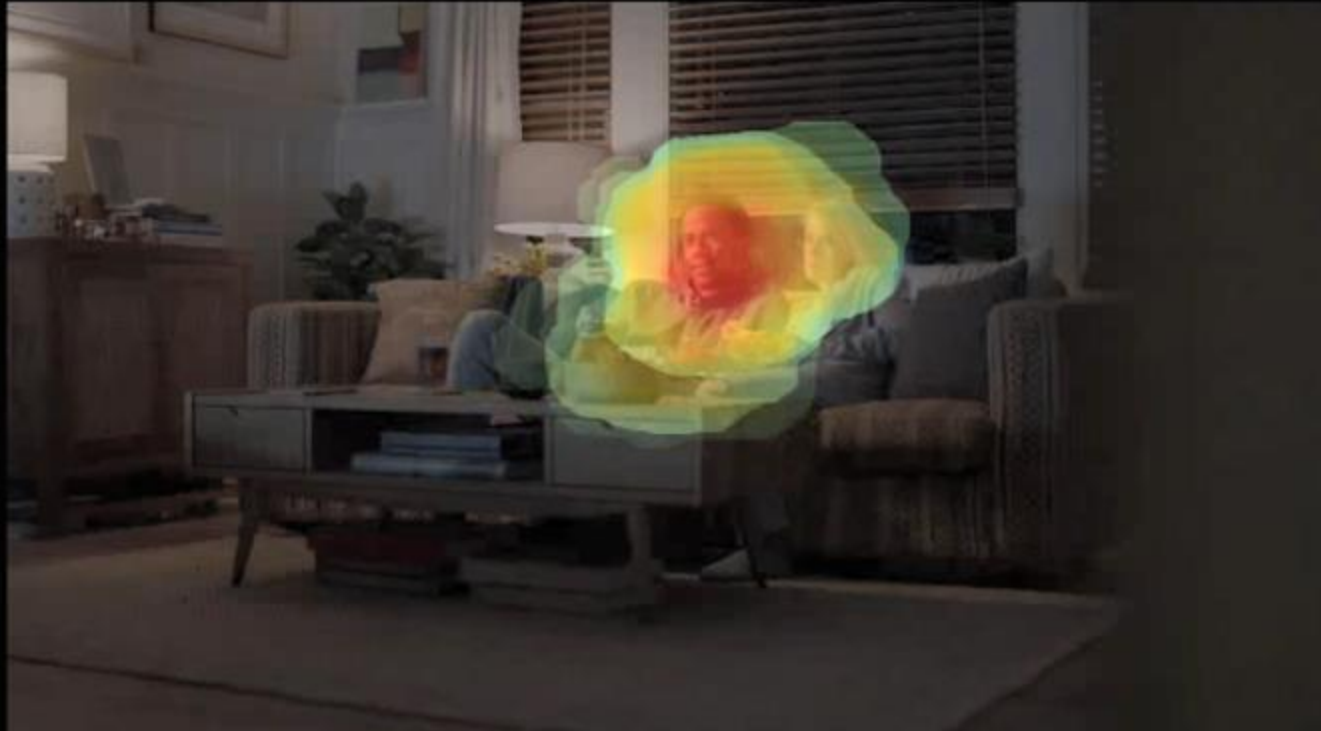
The formation of connections – with new and past experiences



ATTENTION PROCESSING

Measures sustained focus and shifts in focus over time

Test results for “Victory”



nielsen

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.

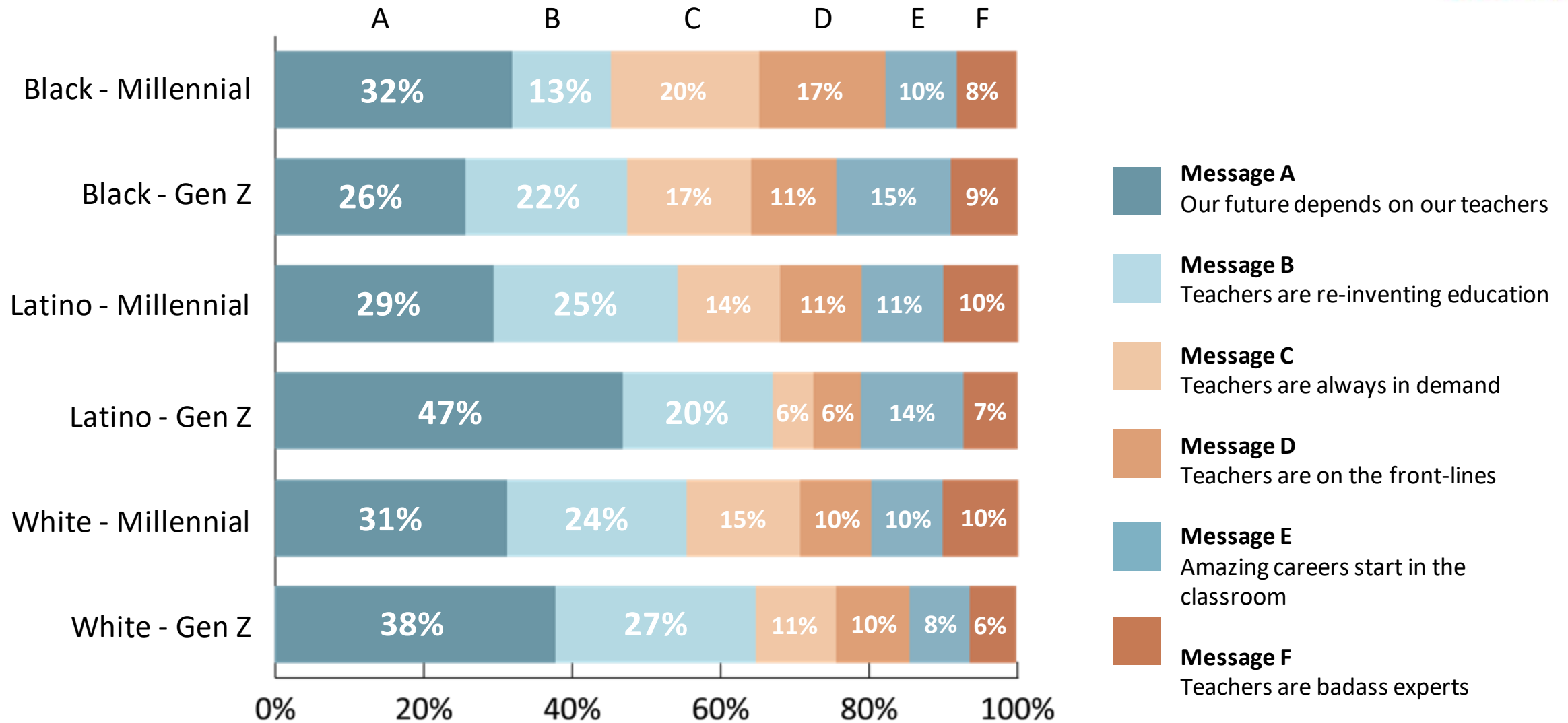
E) Amazing careers start in the classroom

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?



Winning message

Becoming a teacher is an opportunity to shape the future, re-invent the modern classroom, and prepare society for tomorrow's challenges.

Cultivate

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

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"*

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

Four main entry barriers

(1) Choosing Ed Prep Program

“I can’t find quality EPP that meet my needs”

(2) Financial

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

(3) Application Process

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

(4) 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

(3) Application process

From TeachNC

- Tool: Application Navigator
- Chat support
- Phone/video advising

Other Strategies

- EPPs simplifying their applications
- EPPs referring to TeachNC tools

(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

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!

Action plans to build the future pipeline

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

UNUSED





Through the eyes of a prospect...

IDENTIFY

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See TEACH commercial on TV

Funny! I've considered being a teacher. Wonder what this is about.

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Visit Teach[Region].org web portal

Nice website. There's a lot of stuff here. I will come back.

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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

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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

SOURCES

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

RESEARCH TOPICS

What do Millennials want?

How do they perceive teaching?

Messages that work with them?

Ways they communicate?



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

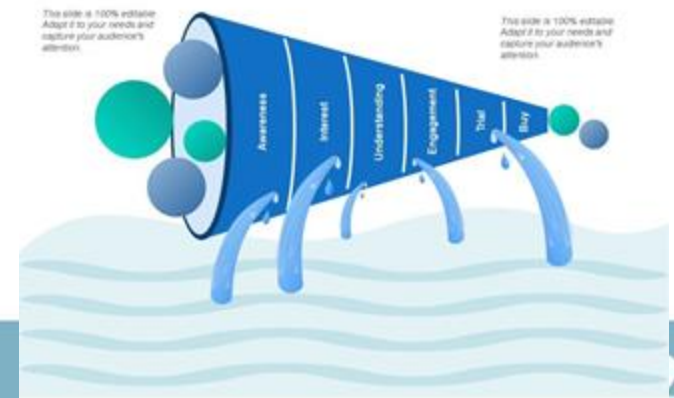
Considering

Entry Process

Lose ~60%

Lose ~50%

Leaky Funnel Showing Awareness Interest Understanding



How does TeachNC identify future teachers?



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Research-backed messaging and media

Key misperception

Teaching is not
intellectually stimulating
or creative

Rebrand

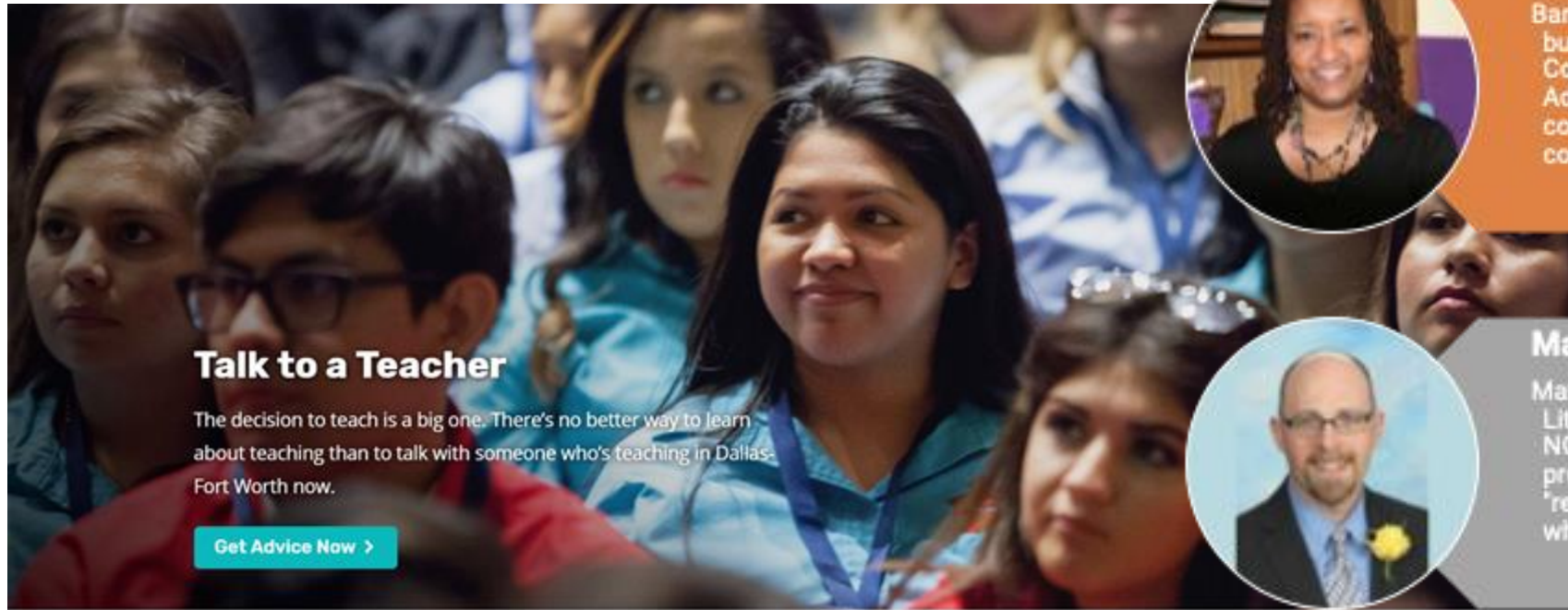
Teaching is filled with
stimulating problem-solving
and creativity

Secondary message:
Teachers have a great deal of
responsibility and dynamic and
varied work

Key Creative Insight:

Becoming a teacher is an opportunity to shape the future, re-invent the modern classroom, and prepare society for tomorrow's challenges.

S E N S I S



Talk to a Teacher

The decision to teach is a big one. There's no better way to learn about teaching than to talk with someone who's teaching in Dallas-Fort Worth now.

[Get Advice Now >](#)



Barbara Ellis

Barbara has taught high school entrepreneurship, business and finance classes for 13 years in Union County, NC. She has a BA and Masters in Business Administration and urges future teachers to consider cost, timeline and format when considering programs.



Matt Scialdone

Matt has taught high school African-American Literature and English for 17 years in Wake County, NC. He graduated from the educator preparation program at Appalachian State, and believes in "research, soul search, decision, plow forward" when making decisions.

70%+
much more interested in
teaching

83%
Extremely Helpful



Glasher Robinson

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

Glasher has taught high school biology, chemistry and environmental science for seven years at Guilford County Schools in North Carolina. She has a BS in Biology and two MEd degrees, one in Science Education and the other in Educational Leadership.



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

	EPP #1	EPP #2	EPP #3	EPP #4	All
Normal start-to-submit rate (control group)	56%	62%	41%	47%	56%
Start-to-submit rate for MAC users	84%	81%	52%	80%	78%
Point gain	28%	19%	12%	33%	22%
% improvement in – start-to-submit rate	50%	31%	28%	70%	39%

(1) Finding

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



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Cultivate

Talk to a teacher

1-on-1 coaching and personalized advice
from teachers

TeachNC Advising Coaches



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

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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