

Presentation to the Kirwan Commission on the Status of MSDE's HB 1415 Action Items



Commission on Innovation and Excellence in Education

Meeting

July 13, 2018

Teacher Outreach and Digital Recruitment Program



Fiscal Year 2019 Funding:
\$250,000

Teacher Outreach and Digital Recruitment Program

MSDE's Charge

MSDE, in collaboration with other stakeholders, must establish:

1. an outreach program intended to encourage the top 25% of high school students from each local school system to consider pursuing a Maryland professional teacher's certificate; and
2. a digital recruitment platform that is aimed at encouraging individuals to enter the teaching profession in Maryland.

Before implementing these outreach and recruitment efforts, MSDE must form and fully consult with a steering committee that includes a diverse group of stakeholders.

- The stakeholders must include faculty and student representatives of historically black colleges and universities and other institutions of higher education who are from ethnic, racial, gender, and other demographic groups.
- In addition to the statutorily mandated members of the steering committee, MSDE believes it is critically important to include representatives from the K-12 Human Resource community and a representative from Teacher Academy of Maryland Programs.

Teacher Outreach and Digital Recruitment Program – What We Have Already Done

Prior to the enactment of HB 1415 of 2018, MSDE began efforts to attract and retain high-quality teachers to the State. The Division of Educator Certification and Program Approval and the Office of Communications and Partnerships is currently in the process of developing the following initiatives:

- **Website:** MSDE has redesigned its recruiting website to be more interactive and more user-friendly. This website is expected to be fully up and running by August 2018.
- **Social Media:** *Example of Success-* MSDE posted a local school system’s employment incentive on the official MSDE Facebook page. That post was shared over 6,000 times – proving to be one of the most shared MSDE Facebook posts of the month.
- **Facilitation:** MSDE has facilitated meetings between HR representatives from local school systems and deans and directors of institutions of higher education.
- **Recruitment Fairs:** MSDE has also attended various teacher recruitment fairs such as the Frederick County Recruitment Fair as well as the Maryland Educator Recruitment Consortium.

Teacher Outreach and Digital Recruitment Program – What We Will Do

MSDE is currently revamping its teacher recruitment tools apart from the requirements of HB 1415 of 2018, however, the additional \$250,000 appropriated by the bill will allow MSDE to reach out to more individuals utilizing a number of different vehicles.

- **Resource library:** MSDE will create a resource library that local school systems may use as a one stop shop for downloadable teacher recruitment materials.
- **Leverage Partnerships:** MSDE does not have any direct involvement with the Teaching Fellows for Maryland Scholarship Program or it's implementation, however, MSDE will advertise the Program in conjunction with the Teacher Outreach and Digital Recruitment Program on behalf of MHEC.
- **Branding:** MSDE will institute (in-house) a major branding campaign with the purpose of attracting not only high-quality teachers to the profession, but to Maryland as well.
 - MSDE plans to use actual teachers (specifically Maryland Teachers of the Year) in its branding materials.
 - MSDE plans to partner with the Department of Commerce as well as Tourism.

Teacher Outreach and Digital Recruitment Program – Timeline

Date	Action
August 2018	Launch redesigned Maryland teacher recruitment website
September 2018	Develop complete branding concept to use in future advertisement/social media campaigns
October 2018	Roll out a full-fledged social media campaign – including Facebook and Instagram
November 2018	Develop ads and posting to/in target demographics
December 2018	Launch Resource Library for local school systems to obtain downloadable content relating to teacher recruitment

Maryland Early Literacy Initiative

- ✓ Fiscal Year 2019 Funding: \$2.5 million (\$75,000 reserved for MSDE to hire staff to implement the program)

Maryland Early Learning Initiative

MSDE's Charge

MSDE is required to:

1. develop and administer an early literacy grant program to assist up to 50 Title I public schools to implement an evidence-based literacy program in the school to work with students to meet certain literacy targets; and
2. adopt regulations necessary to carry out the early literacy grant program by July 1, 2018.

MSDE's Progress

- As of July 13, 2018, the Division has finished drafting the required regulations. MSDE will bring the draft regulations before the State Board of Education at the July 24, 2018 meeting requesting permission to publish.
- As of July 13, 2018, the Division of Curriculum, Instructional Improvement and Professional Learning is in the process of creating the Request for Applications (RFA) for the early literacy grant program.

Learning in Extended Academic Program (LEAP)

- ✓ Fiscal Year 2019 Funding: \$4.5 million (\$202,500 reserved for MSDE to hire staff to implement the program)

Learning in Extended Academic Program (LEAP)

MSDE's Charge

MSDE is required to develop and administer the Learning in Extended Academic Program (LEAP), which is intended to provide a grant to public schools in which at least 80% of students qualify for free and reduced-price meals to provide extended academic programming to students who are at risk of falling behind academically. MSDE must report to the Governor and General Assembly on the implementation of the LEAP grant program.

MSDE's Progress

The Division of Student Support, Academic Enrichment, and Educational Policy is in the process of obtaining final internal approval of the Request for Proposals (RFP). The Division plans to disseminate the RFP on July 19, 2018 and will conduct a Pre-Proposal conference.

Career and Technology Education (CTE) Innovation Grant

- ✓ Fiscal Year 2019 Funding: \$2 million (\$60,000 reserved for MSDE to hire staff to implement the program)

Career and Technology Education (CTE) Innovation Grant

MSDE's Charge

MSDE is required to administer a CTE Education Innovation Grant Program to fund partnerships between at least one county board of education, community college, and industry partner to develop and implement an innovative CTE curriculum framework and pathway.

MSDE's Progress

As of July 13, 2018, the Division of Career and College Readiness is in the process of obtaining final internal approval of the Request for Proposals (RFP). The Division has not yet developed a roll-out timeline, however, the RFP will be posted for at least 45 days to allow time for applicants to complete their applications.

- The Division believes that it may need two RFP cycles if enough applications are not received the first time.

Special Education Adequacy Study

✓ Fiscal Year 2019 Funding: \$121,000

Special Education Adequacy Study

MSDE's Charge

Chapter 715 of 2017 required MSDE, in consultation with the Department of Budget and Management (DBM) and the Department of Legislative Services (DLS), to contract with a private entity to conduct an independent study of the IEP process in the State by July 1, 2018. HB 1415 of 2018 changed the date by which MSDE, DBM, and DLS must contract with the entity from July 1, 2018 to September 1, 2018. HB 1415 also added some additional requirements that the study must look into.

MSDE's Progress

The Division of Early Intervention and Special Education Services drafted the original Request for Proposals (RFP) in December 2017 and recently updated the RFP to reflect the additional requirements set forth in HB 1415. As of July 13, 2018, the most recent draft of the RFP is being reviewed by MSDE, DBM, and DLS.