

*“Ensure a High Quality Pool
through Modernized Teacher
Recruitment”*

Presentation to Maryland Commission
on Innovation and Excellence in
Education

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*Rebranding teaching and
rethinking recruitment*



Today's presentation ties to Building Block 5

Top-performing systems believe it will be impossible to deliver to all their students the kind and quality of education formerly reserved for their elites unless they are able to put a highly skilled teacher in front of all their students.

In order to ensure that all teachers in a system are highly skilled, and that qualification systems prepare teachers who can do what is described above, top-performing systems put policies in place to:

- Ensure a high quality of pool of aspirants for admittance to schools of education;
- Ensure that their teacher preparation educates teachers so that they have a sound understanding of the content and structure of the subjects they will teach, and the craft of teaching those subjects; and,
- Ensure that all teachers exit preparation and enter their professions having met the same high standards for preparation.

Three take-aways from today's presentation

1. The UK, the Army, and other best practice research on recruitment provide valuable lessons about how to modernize teacher recruitment
2. Modernizing recruitment will involve both marketing and technology
3. State has a role to play in enabling a modern recruitment system in MD, due to scale barriers and scale benefits related to the marketing and technology

TEACH has conducted 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 do you increase quantity, quality, diversity of new teachers?

1

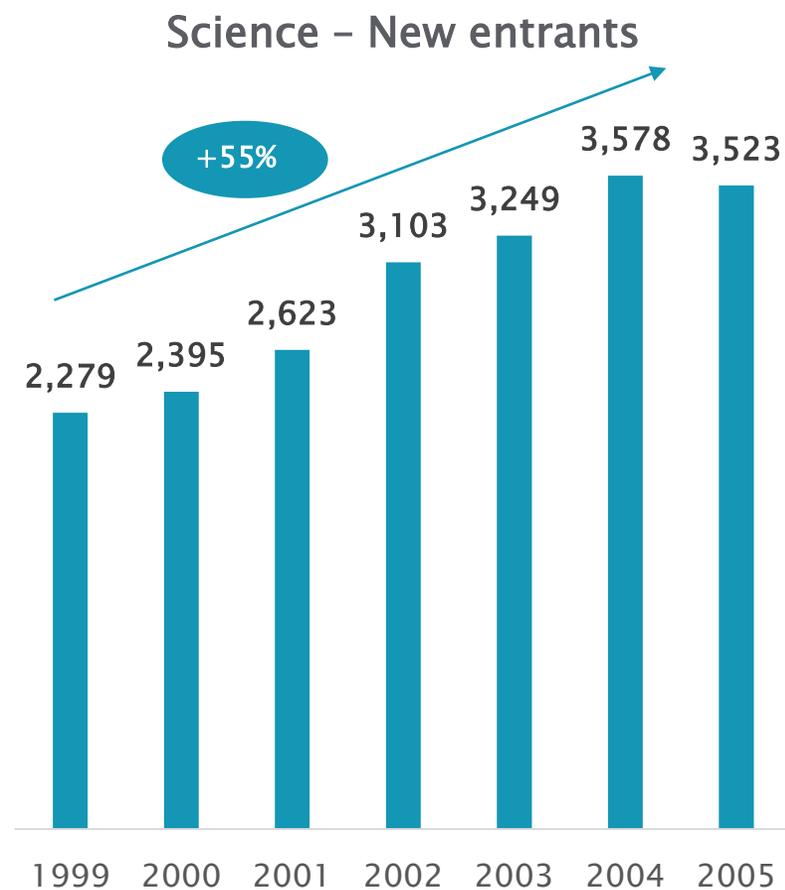
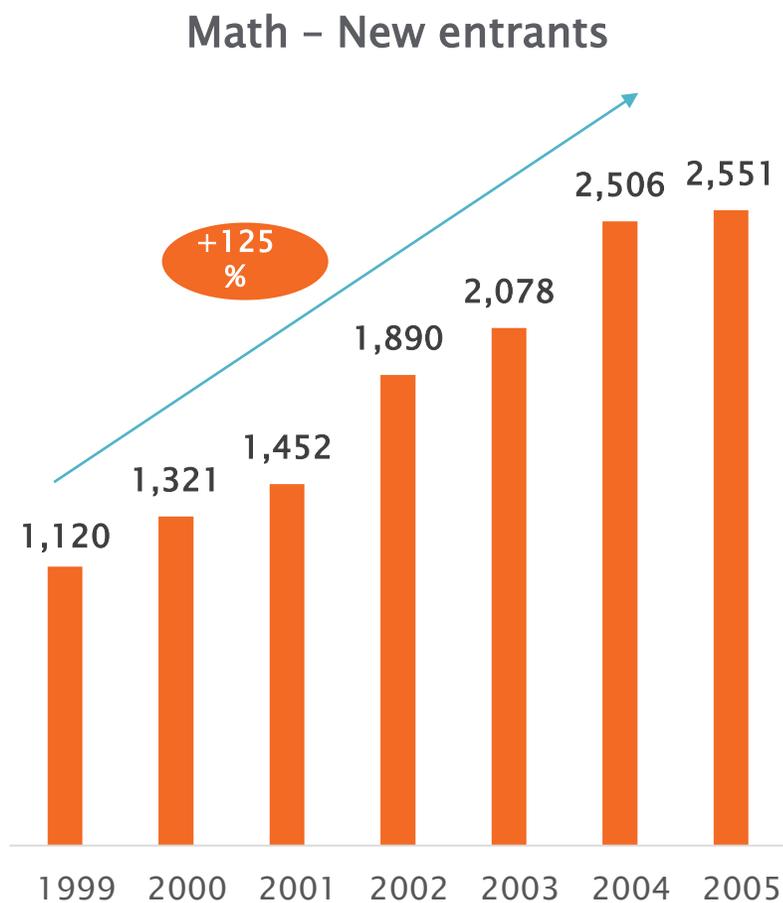
Best practices in recruitment



ASU researcher conducted study on improving US teacher recruitment

- ✓ Enlist blue-chip ad agencies → inform with in-depth research of target audience
- ✓ Recruitment is a long-term multiple touch process
- ✓ Database and digital communication tools to track and enable multi-touch over time
- ✓ Three types of touches persuade prospects: info & messaging, role models, experiences

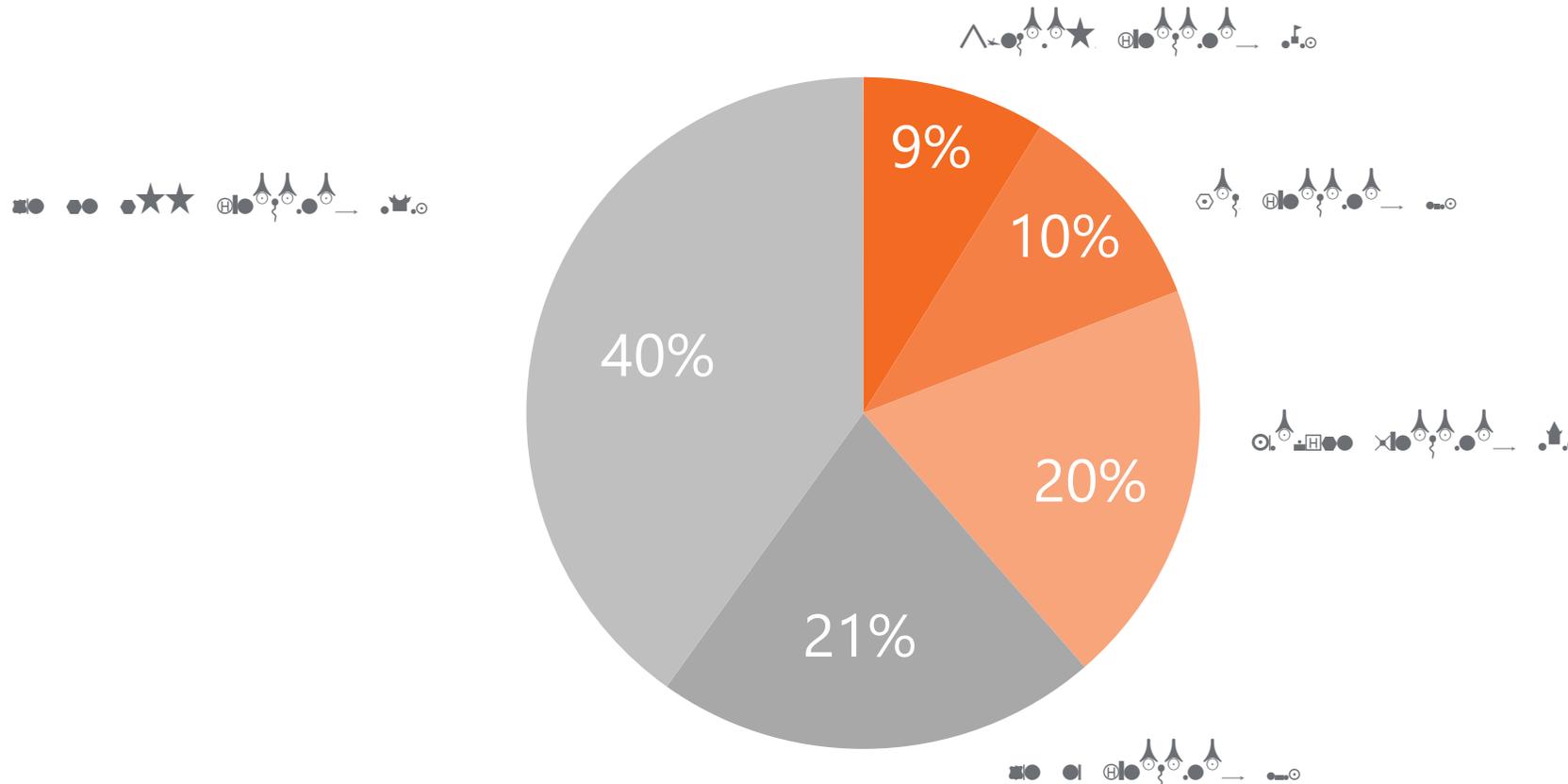
UK teacher recruitment campaign



2

40% interested = major opportunity

Interest in Teaching among College Students



3

Perception barriers

% 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%	*

1.5-2x
more likely to have positive perceptions

3

Changing perceptions to rebrand teaching

MARTYR

Babysitting

Not "smart"

Repetitious

Stuck in one job forever

Isolation

ENTREPRENEURIAL LEADER

Leadership

Intellectually challenging

Entrepreneurial, creative

Growth, career path options

Collaborate w/ cool co-workers

4

Entry barriers: Four sources of friction

1. Teacher prep programs: Difficulty researching teacher prep programs and finding one that meets needs
2. Financial: Perceived unaffordability of teacher prep programs
3. Credential process: Not understanding or being on top of the process to apply to TPPs and get credentialed
4. Licensure exams: Not passing the licensure exams

Multiple touches occur over three stages: "The Recruitment Funnel"

IDENTIFY & INSPIRE*

Identify the 40% interested prospects
Inspire them and subscribe them to email

Key metric:
of subscribers

CULTIVATE*

Cultivate their interest
Overcome perception barriers

Key metric:
increased interest
in teaching

CONVERT*

Convert to teacher prep program applicants
Reduce entry friction

Key metric:
new pre-service
teachers

* Priority placed on recruiting diverse new teacher supply and high-need subjects

Three stages happen via PSA + DRP + OTG

PSA campaign (PSA)

*Powered by \$20 million+ in donated media:
TV, radio, outdoor, digital, social media*

Digital Recruitment Platform (DRP)

*Cutting-edge digital technology to track,
communicate with, persuade prospects, and
connect them to TPPs and school employers*

On-the-ground activities (OTG)

SEAs, LEAs, IHEs, nonprofits, and other stakeholders provide in-person and on-the-ground activities

Three stages happen via PSA + DRP + OTG

LEGEND

- = PSA
- = DRP
- = On-the-ground

IDENTIFY & INSPIRE*

Traditional media

- TV
- Radio
- Out-of-home

New media

- Social media
- Web & mobile phone ads
- Search engines

Direct outreach

- Survey of HS students
- Campus outreach
- Teacher nominations

CULTIVATE*

Info & messaging

- Multimedia & video
- Interactive online exercises
- Webinars

Role models

- Talk-to-a-Teacher
- Teacher panels
- Film screenings (TEACH documentary)

Experiences

- Summer internships
- Extracurriculars
- Gateway coursework

CONVERT*

Overall process

- Steps required
- Timeline
- Personalized to-do list & alerts

Teacher prep & affordability

- National TPP Directory
- How to choose
- Financial aid tools

Credential & Job

- Credential requirements
- Test prep for license exams
- Connections to employers

* Priority placed on recruiting diverse new teacher supply and high-need subjects

PUBLIC SERVICE AWARENESS (PSA) CAMPAIGN

First campaign results

REACH

\$90 million+
donated media

14 billion+
impressions

AWARENESS

46%
recognition

IMPACT

7 million+
website sessions

72%
makes profession
more attractive

Traditional Media

TV



Radio



Out-of-home

Billboards



Bus shelters



Digital/social media

CAROUSEL AD
Unit retargets video viewers, using multiple photos to deliver the "I dare you" messaging in sequence.

Teach.org
September 8 · 🌐

Have you ever considered becoming a teacher?
Yes, you.

I dare you
Teaching changes lives. Especially yours.

to be my teacher
You Could Blow Their Minds
One good teacher makes all the difference.

and change
You Could Make A Real Impact
You might be the teacher they'll never forget.

the whole dang world.
You Could Teach Them
Just think about it. You could be amazing.

facebook



Instagram

LinkedIn

World-class marketing agencies



The nation's pre-eminent producer of public service announcement campaigns for the past 70 years.

Strong connections to media outlets in all 50 states and national media partners.



DigitasLBi

Ranked as one of the top 10 marketing agencies in the world.

Client list includes American Express, Whirlpool, Taco Bell, and Sony.

National media partnerships



Promote TEACH PSA assets in games, through broadcast partners, through web and social media properties



Provide donations and strategies for TEACH to reach Facebook users through Facebook ads; enables targeting of people of color



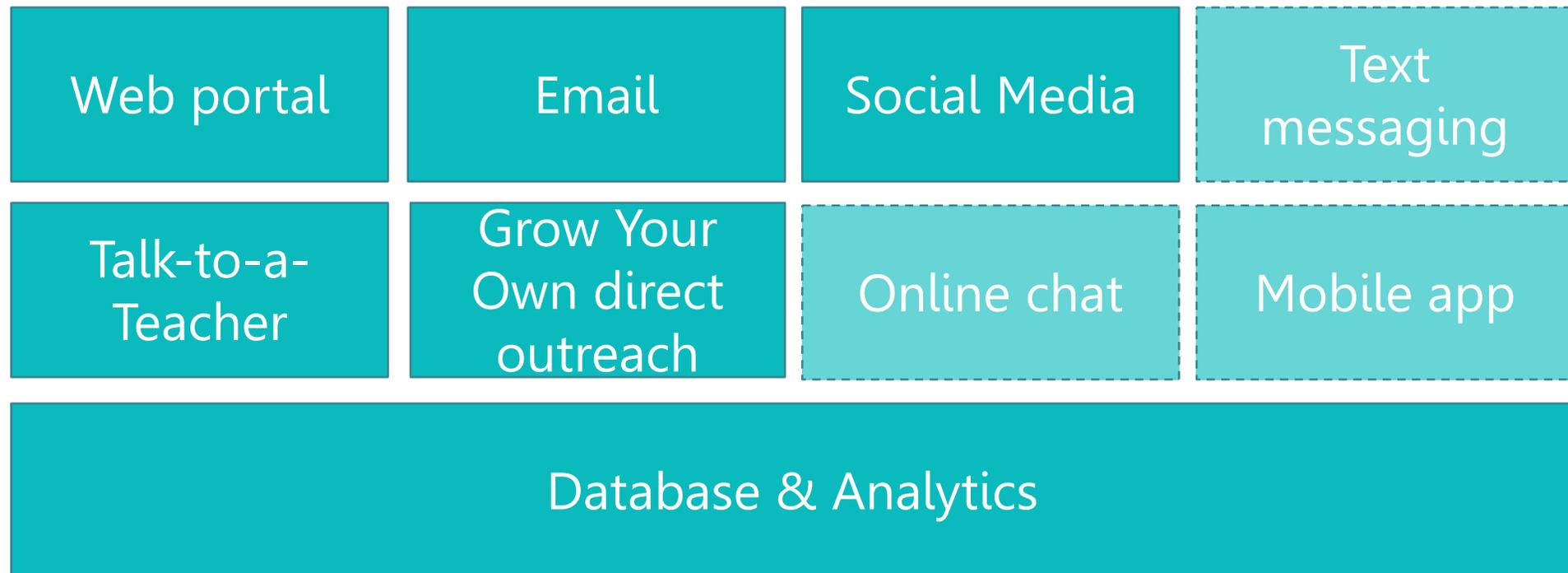
Provide donations for TEACH to reach LinkedIn users through LinkedIn ads



Promote TEACH PSA ads through their stations; overindexes in Latino audiences

DIGITAL RECRUITING PLATFORM (DRP)

DRP is a set of integrated technologies...



... that accomplish cultivate/convert objectives

Web	Email	Social Media	Text msg	Data-base
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Capture contact info of people who see ads or receive direct outreach



Engage prospects with multimedia and messaging to cultivate their interest – target the key barriers



Connect prospects with role model teachers (e.g. Talk to a Teacher)



Connect prospects with hands-on experiences with teaching



Provide tools to reduce sources of friction



Connect prospects with teacher prep programs



TEACH

[STATE] .ORG

**Branded for
each state**

**Customized with content
specific to the state
(plus shared content)**

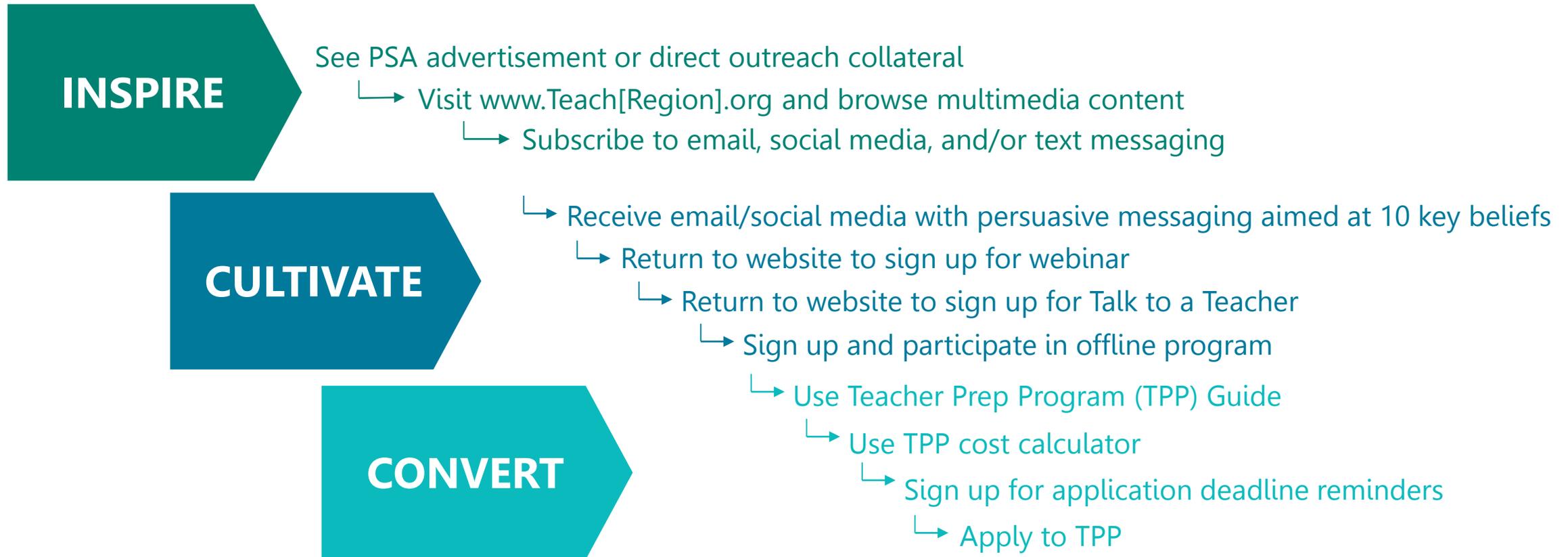
Built on a shared technical infrastructure to share costs

Scale Barriers and Benefits

- **Upfront investment and expertise to build technology and marketing campaign too large for school district, IHE, or teacher prep program**
- **States can provide marketing and technology to share statewide**
- **TEACH enables costs to be shared across states**

APPENDIX

Prospect's typical experience looks like...





Sample User Journey: High school to post-bac program

Carlos, 18 years old, Latino male, STEM major

Carlos is a senior in high school, when he completes the TEACH.org questionnaire, indicating that he is somewhat interested in teaching (3 on a 5-point scale). His number one career interest is becoming a doctor.

He attends UMD and, first semester, declares biology and starts the pre-med track. He receives emails from TEACH Louisiana once a month, but largely ignores all of them.

Then, sophomore year, he decides he no longer wants to be a doctor. He opens a TEACH email and it advertises a webinar entitled, "Sharing Your Passion for Science." He loves biology, so this webinar catches his interest. He signs up. After hearing how three biology teachers, one of them who has a Ph.D. in biology, are training the next generation of biologists, he starts thinking more seriously about teaching.

Next month, he receives an email about summer internships as a teacher. He doesn't have a summer internship and knows he needs one, so he signs up. He loves it and ends the summer convinced he wants to become a teacher.

He spends junior year holding firm, but by the time he gets to senior year, he has new reservations. His parents have not been supportive, and while he doesn't necessarily feel he needs their approval, some of their arguments about teachers not making enough money are causing Carlos to doubt his choice. He gets an email from TEACH about free one-on-one counseling and decides to sign up. He gets matched with a Latino biology teacher. He really clicks with this teacher, who relates to the parental pressure. Mr. Viejas tells Carlos that, while he sometimes wishes he made more money, he and his wife are able to raise two kids and feel like they have a good life. He loves his job for many reasons, including the fact that he gets to give back to the neighborhood where he grew up.

After the call, TEACH sends Carlos an email offering to help him plan out his "Senior Year Action Plan" for becoming a teacher. Carlos signs up, follows the action plan, and ends up enrolling in the UMD Master's program.

Digital tools which undergird this user journey:

- HS questionnaire
- Web portal
- Monthly emails
- Webinars
- Talk to a Teacher
- CRM database (stored information about Carlos and knew he was a senior who was highly interested in teaching, so sent him a timely "Senior Year Action Plan" email)