



Building A Future that is for Everyone



**Update on the Implementation of the Blueprint for
Maryland's Future Grant Programs – October 29, 2019**

Presented By

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State Superintendent of Schools

Bridge to Kirwan – HB 1415 of 2018



OVERVIEW



MSDE awarded 34 grants to Local School Systems and partnerships to implement House Bill 1415 of 2018, aligning with the Maryland Commission on Innovation & Excellence in Education.



Grant Awards focus on:

- Learning in Extended Academic Programs (LEAP)
- Early Literacy
- Career and Technical Education Innovation



Teacher Outreach and Digital Recruitment

MSDE established a digital recruitment platform to improve the public perception of the teaching profession and encourage individuals to pursue a Maryland teaching certificate.

MSDE hosted a Teach MD Rising Toward Excellence Conference aim at recruiting Maryland high school students in an effort to attract a diverse population of individuals to the teaching profession.



Grant Awards: Learning in Extended Academic Programs (LEAP)



The Learning in Extended Academic Programs Grant provides grants to certain public schools for extended academic programming to students who are at risk of falling behind academically.

Eligible Local School Systems:

12 local school systems

Total Awards Granted:

FY 2019 - \$4.5 million | FY 2020 - \$4.3 million

Grant Awards: Early Literacy



The Maryland Early Literacy Initiative Grant provides grants to Title I Schools to implement a literacy program that works with students to meet certain literacy targets.

Eligible Local School Systems:

5 local school systems

Total Awards Granted:

FY 2019 - \$2.4 million | FY 2020 - \$2.4 million

Grant Awards: Career and Technical Education Innovation



The Career and Technical Education Innovation Grant funds partnerships between county boards of education, community colleges, and industry partners to develop and implement innovative CTE curriculum frameworks.

Applications Funded: 17

Total Awards Granted: \$2 million

Teacher Outreach and Digital Recruitment – 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 unrepresented 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 Resources Community and a representative from Teacher Academy of Maryland Programs.

Social Media

Along with scores of different ad types, like video ads, the level of granularity available with Facebook targeting capabilities is unparalleled. You can target the exact user, whether it be by behaviors, interests, demographics, connections, age ranges, languages, or locations.

MSDE will use the targeting capabilities of Facebook/Instagram.

- Top 25% of high school students
- Students with interests in:
 - Certain universities and colleges
 - Travel, or students who are frequent travelers
 - Charities & volunteering
 - Education & teaching
- Parents of high school students
- Teachers in NY, PA, VA, NJ, NY, DC
- College students seeking career fields in education
- Community college students
- Events attended by students and teachers



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Maryland State Department of Education
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Looking for a career with a strong work/life balance, predictable schedule, and great benefits, while working for one of the most progressive education programs in the region?

#TEACHMD is Maryland's statewide campaign to elevate the teaching profession and recruit the next generation of educators.

Learn how you can make a difference in Maryland.

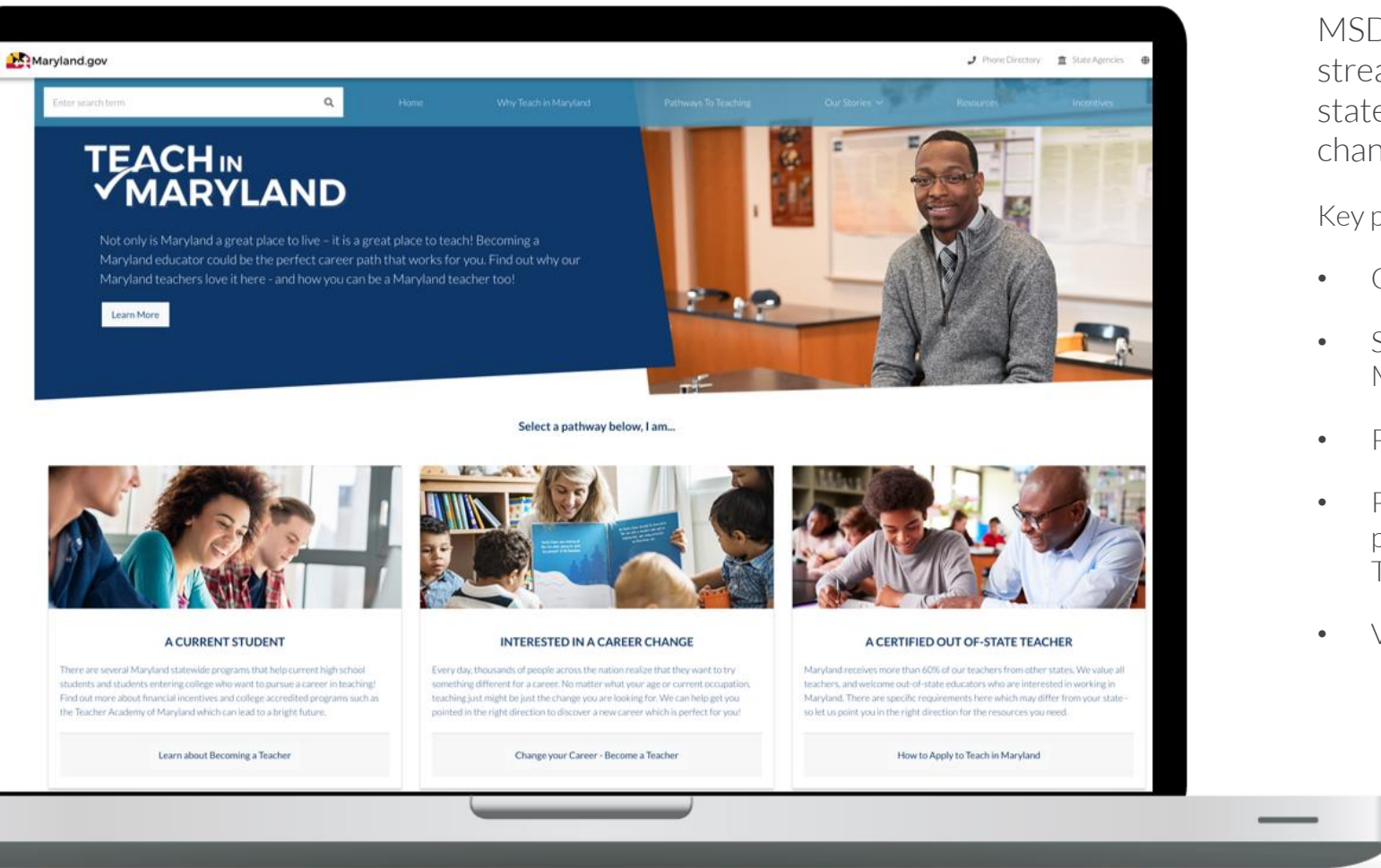
Marylandpublicschools.org
Teach In Maryland

RECRUITING THE NEXT GENERATION OF EDUCATORS [Learn More](#)

20 562 Comments 311 Shares

Like Comment Share

Teach in Maryland Website



MSDE launched a Teacher Recruitment website that streamlines helpful resources for students, licensed out-of-state teachers, and individuals who are seeking a career change.

Key pages include:

- Clear pathway resources to Maryland educator certification
- Stories from current and past Maryland Teachers of the Year, Milken Teachers, Teacher Academy of Maryland Teachers, etc.
- Points of contact for all 24 local school systems (LSS)
- Points of contact for 23 traditional educator preparation programs, 13 alternative preparation, and 16 Associate of Arts in Teaching programs in Maryland
- Videos featuring real Maryland teachers

teach.in.maryland.gov

Radio One Ads



- ✓ The Radio One Campaign will focus on two major groups: Students (both HS and college) and adults considering a career change from another profession.
- ✓ The Campaign will feature five different “Did you know...” statements highlighting reasons to become a teacher in MD, or switch to a career in teaching.
- ✓ These ads will be promoted on-air on WERQ-FM (92Q) and on the 92Q social media sites, utilizing station personalities Persia Nicole and Pork Chop as spokespeople.
- ✓ The ad will run 104 times on-air in October and will be posted 16 times on social media. About **592,000** listeners will hear the ads and more than **46,300** social media followers will see them.

Chop, a seasoned veteran of the 92Q DJ's, is well known and well liked by the listeners of the station, particularly young listeners. He is live weeknights from 7pm – midnight with his sidekick, Squirrel.



Persia Nicole has been dominating the airwaves for over 10 years. She is a powerful influencer, and is the top Mid-Day Personality every weekday from 10am-2pm.





Print/Digital Media

Along with Social Media, MSDE has reserved several additional outlets to promote Teacher Recruitment throughout the State. Below are some examples:

DIGITAL BILLBOARD

A Digital Billboard at the Bay Bridge will allow MSDE to reach Maryland residents and tourists on the way to Ocean City.



Capitol Billboard Campaign



MTA

Utilizing public transportation in Maryland, some key locations will capitalize on Maryland tourist locations such as Ocean City and Camden Yards.



Utilizing MTA Light Rail, Buses, and Metro.

#TeachinMD: Rising Toward Excellence Inaugural Conference Overview

Date: October 17, 2019

Location: Maritime Conference Center

Target Audience: High school students

Conference Format: Keynote speaker and concurrent breakout sessions

Strands for Concurrent Sessions:

- Career Preparedness
- Recruiting for Critical Shortage Areas
- Teaching with Cultural Competence
- Technology in Teaching
- Teaching in Maryland



#TeachinMD: Rising Toward Excellence Inaugural

Strength in Numbers

253

High School Student
Participants

17

Local School Systems
in Attendance

55

Vendors representing LSSs,
IHEs and educational
organizations

45

Speakers offering 27
break out sessions

9

Sessions on Culturally
Responsive Practices

6

Sessions on Career
Preparedness

7

Sessions on Teaching
in Critical Shortage
Areas

3

Sessions on Teaching in a
STEM field

5

Sessions on
Technology Education

Blueprint for Maryland's Future - SB 1030



OVERVIEW

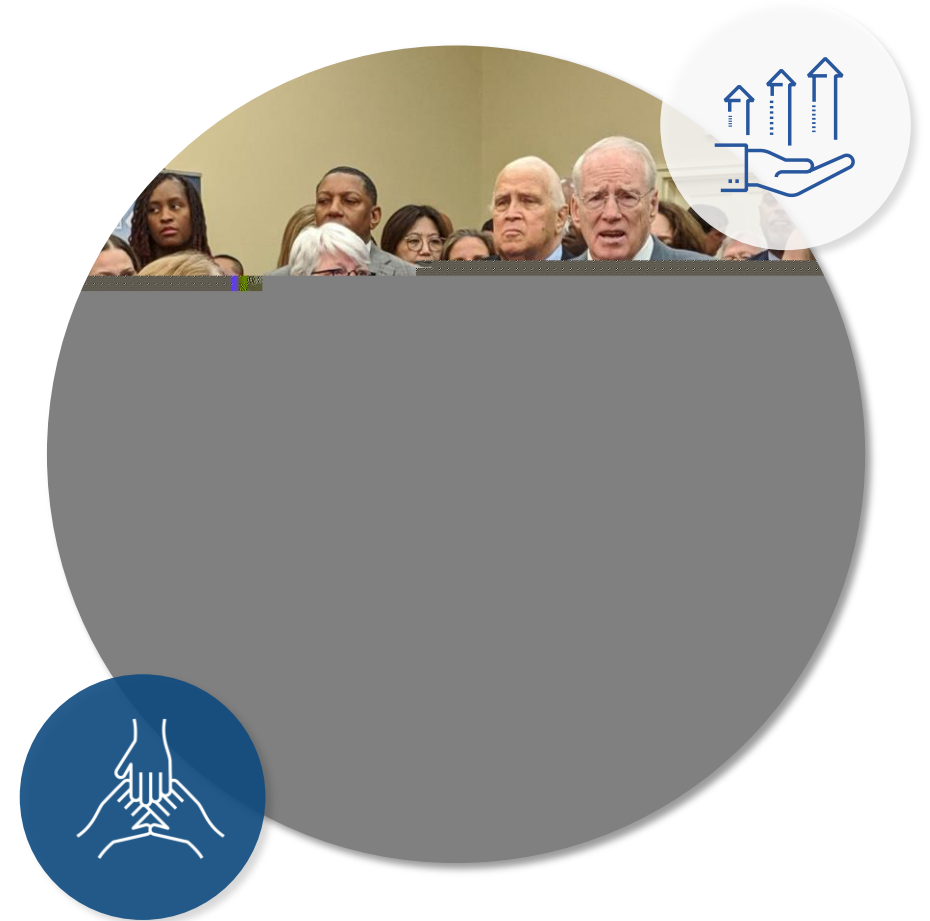


MSDE awarded 150 grants to Local School Systems to implement Senate Bill 1030, aligning with the Maryland Commission on Innovation & Excellence in Education.



Grant Awards focus on:

- Concentration of Poverty
- Supplemental Prekindergarten
- Teacher Salary Incentives
- Students with Disabilities
- Transitional Supplemental Instruction for Struggling Learners
- Mental Health Coordinators
- Teacher Collaboratives



Grant Awards: Transitional Supplemental Instruction for Struggling Learners, Concentration of Poverty, Students with Disabilities and Mental Health Coordinators



Concentration of Poverty Grant – provides grants to public schools in which at least 80% of the students were eligible for free and reduced priced meals. Twelve local school systems qualified for the grant.

Total appropriated: \$54.5 million

Transitional Supplemental Instruction Grant – provides grants to county boards for the provision of additional academic support using evidence-based programs and strategies for struggling learners.

Total appropriated: \$23 million

Students with Disabilities Grant – provides grants to each local school systems to provide special education services for students with disabilities.

Total appropriated: \$65.5 million

Mental Health Coordinator Grant – provides grants to each local school system to fund the mental health services coordinator that each local school system must hire in accordance with the Safe to Learn Act of 2018.

Total appropriated: \$2 million

Grant Awards: Supplemental Prekindergarten



Supplemental Prekindergarten Grants are expanded to include State funding to a local school system based on every 4-year old in full day prekindergarten as of September 30 of each year, regardless of whether full day services are available to all 4 year olds in the county's prekindergarten program.

Eligible Local School Systems:

18 local school systems

Total Awards Granted:

FY 2020 - \$31.7 million

Grant Awards: Teacher Salary Incentives



The Teacher Salary Incentive Grant Program provides grants to county boards of education to increase salaries to improve recruitment and retention of high quality teachers.

Eligible Local School Systems:

24 local school systems

Total Appropriation:

FY 2020 - \$75 million

Grant Awards: Teacher Collaboratives



The Teacher Collaborative Grant Program gives grants to a collaborative to design and implement at least two of the following:

- A 21st century practicum for teacher candidates to gain teaching experience in the classroom;
- A professional development program; or
- A peer assistance and review program.

Awards Granted:

Six applications have been received. We are in the process of making awards.

Total Appropriated:

FY 2020 - \$2.5 million

A collage of diverse children's faces, including a young boy with dark skin and a girl with blonde hair, all smiling and looking upwards. The image is overlaid with a central blue rectangular box containing white text. The text reads "Building A Future" in a large serif font, followed by "that is for" in a smaller font, and "Everyone" in a large serif font. The background is a warm, golden light.

Building A Future that is for Everyone