

TeachNC Letter of Participation

Purpose of this document

The purpose of this document is to 1) provide an overview of the TeachNC initiative, 2) provide information on the benefits of partnership, and 3) lay out expectations for partnering schools and school districts.

TeachNC Overview

Purpose

Like many other states, North Carolina is facing a teacher shortage, especially in hard to fill content and geographical areas of the state. The state estimates that North Carolina schools face about 1,600 open teaching positions per year¹. TeachNC, a statewide initiative that leverages cross-sector collaboration and resources, aims to fill these gaps and achieve these three common goals:

1. Ignite interest in the teaching profession
2. Provide easy-to-use tools and resources that assist individuals in applying to North Carolina teacher preparation programs
3. Recruit a stronger, more diverse pool of applicants to North Carolina educator preparation programs to fill teaching positions in North Carolina public schools

BEST NC and DPI are the lead partners of TeachNC, providing resources and coordinating with other stakeholders around the state to ensure this effort is as impactful as possible. In addition to other EPPs and North Carolina school districts, TeachNC partners with technical service provider TEACH.org, a national nonprofit organization that brings first-class expertise in recruitment and digital marketing. To achieve our collective goal of adding more talent to the teacher pipeline, we are formally inviting school districts and local education agencies (LEAs) to work closely with us in this partnership.

What will TeachNC do?

TeachNC will provide marketing and technology systems to power a digital teacher recruitment infrastructure that ignites interest in teaching, dispels misperceptions, and guides people into the profession. This will be accomplished through:

- A statewide Public Service Advertising (PSA) campaign
- A direct outreach campaign with our partners on college and high school campuses

¹ Public Schools of North Carolina. Report to the North Carolina General Assembly: 2017-2018 State of the Teaching Profession in North Carolina. February 15, 2019. Retrieved from <http://www.ncpublicschools.org/docs/district-humanresources/surveys/leaving/2017-18-state-teaching-profession.pdf>

- A one-stop-shop web portal with digital media and online tools and resources for potential future teachers to learn about teaching and get support in entering the profession (i.e., get training, finance their training program, earn a professional credential, find a job)
- A "Talk-to-a-Teacher" program for potential future teachers to get one-on-one advice from someone in the job
- Partner-led events and programming that expose prospects to teaching

For a complete list of strategic activities that TeachNC will deploy to support and amplify recruitment efforts and increase the pipeline of future teachers, please see *Appendix A: TeachNC Chart of Contributions*.

The initiative is not meant to be a “quick fix.” It’s a long-term approach to cultivating the future pipeline. Our first year of partnership with LEAs will be about establishing the partnership and putting the building blocks in place to cultivate high school students, college students, current non-certified school or district staff, and career switchers to gradually build the talent pipeline into teaching. Each year, we will gather data for continuous improvement and we will evaluate the efficacy of the initiative at the end of year three.

Partnership Approach

Attracting more talent into the teaching profession requires cross-sector participation: EPPs, LEAs, government, philanthropy and the larger community. That is why we are taking a broad partnership approach, including statewide partners, LEAs and EPPs.

As an LEA, there is no cost to join TeachNC. You will simply need to review the partner expectations and responsibilities outlined in *Appendix B: LEA Chart of Contributions* and sign and return the participation agreement below.

The benefits for LEAs include the opportunity to increase the size and diversity of your applicant pools through statewide exposure; the opportunity to cultivate an interest in teaching with your students; support non-licensed staff in obtaining their licensure; and even attract out of state applicants. Partner LEAs will have profile pages highlighted on the statewide TeachNC web portal, which will serve as a resource to all North Carolinians and others outside of the state.

Letter of Participation

This letter of participation lays out expectations for how partnering LEAs can contribute to TeachNC to enable greater success of the initiative and more benefit to your LEA. It is not a binding agreement, but more meant to establish that the Superintendent and others in your LEA fully intend to participate and understand the expectations of being a good partner in the initiative - both the what and the why. We are also very happy to have one-on-one meetings with your point person to answer questions and delve into more specifics.

LEA Partner Contributions & Expectations

Many aspects of TeachNC will be powered by the partners that will execute the statewide PSA campaign, create a one-stop-shop web portal, provide all the technology systems, and coordinate the initiative. Your LEA will benefit from participation in tangible ways (outlined in *Appendices A & B*) in exchange for your contributions and modest time commitment to the partnership. The spirit of partnership is that everyone can play a role to contribute to the success of TeachNC, and the more you put in, the more you can benefit.

As a partner LEA, you will designate a point person to be the main TeachNC liaison and the person who will either carry out your contributions or work with colleagues to complete them. The partner contributions are estimated to require about 30 hours of staff time over the course of the year, which will be mostly spent by the point person but may be spread out over other staff who the point person involves.

Next Steps

Ready to partner? Please email Princess Brown, Communications and Engagement Coordinator with BEST NC at princess@teachnc.org with a signed copy of this Letter of Participation.

Have questions? Contact Princess Brown at princess@teachnc.org to schedule a time to chat more about TeachNC and becoming a partner.

For more information on TeachNC, visit: <https://northcarolina.teach.org/about-teachnc>

LEA Partnership Participation Form

As a member in this partnership, (LEA) _____ understands the benefits and requirements of this partnership. While the statewide partners will be completing a majority of the work, this partnership will require all partners to do their part to ensure that this effort is successful. As such, our LEA confirms that it has reviewed and is willing to perform all LEA responsibilities outlined in *Appendix B: LEA Chart of Contributions*.

District Leader

Signature provided by the LEA Superintendent or a direct report of the Superintendent, who will become the "Executive Sponsor" of the initiative, providing high-level support to the Point Person if necessary.

Signature

Printed Name

Title

Date

Primary Contact (Point Person)

This is typically the senior-most person responsible for teacher recruitment.

Signature

Printed Name

Title

Email

Phone

Date

Appendix A

TeachNC Chart of Contributions

In order to support and amplify recruitment efforts, and increase the pipeline of future teachers, TeachNC deploys the following strategic activities in partnership with Educator Preparation Programs (EPPs) and K-12 School Districts (LEAs). Based on 2018-19 results, TeachNC will continue to optimize these tactics and test new ones.

Services	Description
Identify new aspiring educators (Marketing & Lead Generation)	
Online Platform: Design & Maintenance	<ul style="list-style-type: none"> ✓ Design, build, and maintain the TeachNC web portal, a one-stop-shop for anyone considering a career in teaching ✓ Ensure strong brand, page load times, data security, user-friendly navigation that is optimized for mobile, tablet, and desktop viewing
Advertising Campaigns: PSA and Out-of-Home Ads	<ul style="list-style-type: none"> ✓ Produce and manage a statewide TV, radio, and digital media Public Service Awareness (PSA) advertising campaign ✓ Inform media outlets about the PSA ads and initiative ✓ Design and place out-of-home ads, such as billboards, bus shelters, etc.
Digital Marketing: Social media, search engines, and other digital advertisements	<ul style="list-style-type: none"> ✓ Implement and manage paid advertising for Google AdWords (SEM) ✓ Research and optimize TeachNC platform to rank higher on searches to increase web traffic from search (SEO) ✓ Produce, implement, and manage paid advertising on social media and other platforms (e.g., Google Display Network) ✓ Manage TeachNC social media accounts to drive traffic to the website through posts and cultivating a community of followers ✓ Provide social media templates to partners to share TeachNC content and resources with their own networks
Activate existing networks to surface aspiring educators (Surveys & Referrals)	
College Campus Outreach and Strategic Communications	<ul style="list-style-type: none"> ✓ Provide surveys and related analysis to identify enrolled students with an interest in teaching for continued cultivation ✓ Provide direct outreach materials: soft copy files of posters, flyers, email templates, other materials for partners to print/distribute
High School Student Survey: Survey, Analysis, and Strategic Communications	<ul style="list-style-type: none"> ✓ Provide a survey for high school students to indicate their interest level in teaching and subscribe to TeachNC if interested ✓ Provide partner LEAs with annual reports regarding student responses and subsequent engagement with TeachNC and over time ✓ Provide digital communication opportunities to allow partners to recruit alumni back

EPP Application Checklist Links	<ul style="list-style-type: none"> ✓ Support partners in cross-linking to their Application Checklist, hosted on TeachNC, from their own website to capture the contact information of more leads earlier
“Grow Your Own” District Outreach Templates and Strategic Communications	<ul style="list-style-type: none"> ✓ Provide email templates and other direct outreach materials (e.g. flyers) to invite various LEA constituencies to inspire & support them in getting certified to teach in their schools (e.g. non-certified staff, volunteers) ✓ Provide resources and supports to those constituencies to help them find a pathway to certification
Cultivate the interest of aspiring educators (Programs & Resources)	
Partner Profiles: EPP and LEA profile pages	<ul style="list-style-type: none"> ✓ Provide an in-depth profile page for partners to help interested individuals become aware of the partner and gain an enriched understanding of all the partner has to offer ✓ Link to partner’s website, application, and contact information
Editorial Content Creation	<ul style="list-style-type: none"> ✓ Implement and update content strategy focused on key beliefs and core messages required to cultivate and support individuals in their journey to become a teacher ✓ Author, update content pages on TeachNC as needed ✓ Research, draft, and publish new editorial content articles to keep users engaged and to reinforce messaging
1-on-1 Calls: Talk to a Teacher and Advising Call Programs	<ul style="list-style-type: none"> ✓ Provide programs for potential applicants to connect with educators and experts to learn about the profession, identify good fit preparation programs, and navigate the application process ✓ Oversee coach recruitment, training, support, results analysis, and implementation of online appointment scheduling system
Event Promotion	<ul style="list-style-type: none"> ✓ Publicize partner information sessions, events, deadlines, and announcements related to attracting future teachers on the TeachNC platform, as well as through email and social media
Convert interested individuals into educator preparation program (EPP) applicants (Tools & Services)	
Become a Teacher tools and content	<ul style="list-style-type: none"> ✓ Implement and maintain tools to explore certification pathways, educator preparation programs, application deadlines ✓ Implement and maintain an interactive, program-specific checklist tool for users to more easily navigate the EPP application process
Financial Support to reduce cost-associated barriers to entry	<ul style="list-style-type: none"> ✓ Offer, promote, process, and pay TeachNC scholarship opportunities (\$1,000/winner) to offset program-related expenses (e.g. tuition) ✓ Offer, promote, process, and pay TeachNC fee reimbursement opportunities to offset application-related expenses (e.g. application processing, test registration) ✓ Maintain tools and resources to promote local and national scholarship opportunities and best practices in financing education costs
1-on-1 Follow-up:	<ul style="list-style-type: none"> ✓ Offer real-time, online LiveChat during most business hours. During off hours, solicit and respond to offline messages.

LiveChat Support, Email and SMS Marketing	<ul style="list-style-type: none"> ✓ Send research-backed content via email, web, and social media to dispel misperceptions, answer questions, and inspire greater interest ✓ Send multiple custom, automated email drip series, one-off broadcast campaigns on key messages, and increasingly tailored messages based on user demographics and interests
Continually Improve and Maximize Impact	
Strategic Planning & Analysis	<ul style="list-style-type: none"> ✓ Conduct ongoing user research to ensure that the services offered will best meet the needs of aspiring teachers and partners ✓ Host meetings to gather feedback, discuss progress, and determine next steps with partners ✓ Facilitate collaboration among partners to develop and pilot the best strategies for maximizing impact of the initiative (i.e. lead generation, e.g. surveys; lead cultivation, e.g. test prep.) ✓ Collaborate with partners to measure and report year-over-year results

Appendix B

LEA Chart of Contributions: Making the Most of TeachNC

In order to support and amplify your recruitment efforts, TeachNC has identified the following activities and engagement opportunities on which to collaborate with your LEA.

Engagement Opportunity	Description	Value to LEA	Timing Estimate	Approx. Hours/Year
Create & Maintain your LEA Profile Page	Provide about your LEA to generate a profile page. Submit periodic content updates & edits.	Increase district visibility for aspiring teachers and job seekers by highlighting compelling information about your school/district, including content from a featured Teacher Ambassador	Beginning Fall 2019 + Yearly edits	1 hour
Promote Your Events through TeachNC	Share upcoming events (e.g. career fairs) with the TeachNC team 2-3 weeks prior to event.	Increase visibility and attendance to your events when they're promoted on the TeachNC website, as well as through our email and social media channels	Ongoing (as applicable)	3-4 hours
"Grow Your Own" Students: Implement the TeachNC high school student survey	Have high school students complete a digital teaching career interest survey based on the resources provided by TeachNC	<p>Gauge overall interest in teaching among your current students and allow students to indicate their interest level in teaching and subscribe to TeachNC if interested to get career support.</p> <p>Receive annual reports regarding student responses over time for student interest cultivation purposes. Results could be used for career counseling; planning course, career pathway, or extracurricular offerings; and other student supports.</p> <p>Ongoing reports on subsequent student engagement with TeachNC will allow schools/districts to communicate with alumni and recruit alumni back to teach once they're certified.</p>	Spring 2020	5 hours
"Grow Your Own" School Community: Inspire your constituents to consider teaching using TeachNC (e.g. paras,	Add a link to TeachNC to your website	<p>You already have a group of engaged potential future teachers at your fingertips who are already dedicated to your community: uncertified staff and other members of your school community.</p> <p>TeachNC can provide them with the 1-on-1 support and tools they need to get certified and start teaching in your district</p>	Spring 2020	1 hour
	Conduct outbound communication to your constituents via online channels (e.g., email)		Winter-Spring 2019-20	2-4 hours
	Provide printed		Winter-	3-4 hours

volunteers, parents)	collateral and/or TeachNC sign-up sheets at events (e.g., Back to School night)	more immediately than your students. Targeted efforts in this area can fill critical shortage area vacancies and increase the diversity of teaching staff.	Spring 2019-20	
Engagement Opportunity	Description	Value to School/District	Timing Estimate	Approx Hours/Year
Activate your district staff to serve as teacher recruiters	Distribute printed collateral provided by TeachNC, to current students via career counselors, teachers, etc.	Sharing resources with career counselors, teachers, and other district staff so they can share them 1-on-1 with interested students and/or students who they think would make great teachers extends the reach of your student “grow your own” efforts while also helping shape a positive image of the teaching profession.	Ongoing (as applicable)	3-4 hours
Social Media Amplification	Share TeachNC campaigns (e.g., Hispanic Heritage Month) and content across your social channels	Increase access to high quality content that promotes the teaching profession and continue to grow your talent pool.	Ongoing (monthly)	5 hours
Data Validation	Collaborative data validation to measure the impact of TeachNC on your recruitment efforts	In order to evaluate the effectiveness of the partnership and set goals for subsequent years, we need a mechanism for counting the number of members of your community who are on their way to becoming teachers. This way, you can recruit them back to your district once they are certified.	Summer 2020	4 hours
Attend Convenings	Participate in digital and in-person gatherings of TeachNC partners	Network and brainstorm with other EPP and K-12 district partners in order to more deeply understand collective impact and identify new opportunities to collaborate	TBD	6 hours
Other/Piloting	In order to maximize impact for your school/district, engage with TeachNC to develop and pilot new strategies to identify, cultivate, and convert aspiring teachers as opportunities arise: <ul style="list-style-type: none"> • Partner with Educator Preparation Programs (EPPs) to host tours, events, and info. Sessions for your current students and staff • Host events for alumni who are currently teaching elsewhere or enrolled in EPPs to recruit them back to your district • Identifying EPP partners to collaborate on high school “grow your own” programs for students or non-certified staff (e.g. paraeducators) • Any other ideas you have! 			TBD