Elevate Teaching Movement

PELSB Teacher Marketing and Outreach Campaign (TMOC)

Context, Progress and Call to Action

Dr. Rose Wan-Mui Chu
rose@pbs-rose.com

AMSD Board of Directors Meeting
4 October 2024

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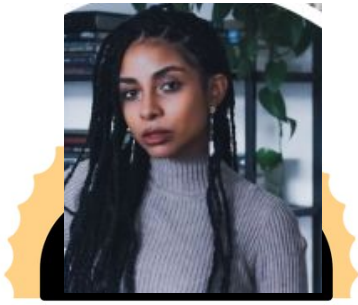
Elevate Teaching Team

Plum Blossom Strategy & Collectivity

Dr. Rose Wan-Mui Chu

Alex Liuzzi

Sophia Reese



Jasmine Castañeda

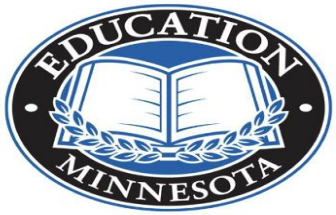
Shehla Mushtaq

Scott Cole

Zara Zanussi

Anna Sibley

Growing List of Supporters and Partners



Case for and Context of Elevate Teaching and TMOC

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"Our greatest contribution is to be sure there is a teacher in every classroom who cares that every student, every day learns and grows and feels like a real human being."

~ Dr. Don O. Clifton, father of strengths psychology, grandfather of positive psychology, founder of Gallup's CliftonStrengths

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Teachers and the teaching profession

What are you hearing?

- From students?
- From parents/families?
- From educators?
- From the community?

Other Resources:

- https://www.ascd.org/el/articles/elevating-the-teaching-profession
- https://www.mneep.org/research/sococai-case-study-3-5-teachmn-20-20/
- https://educatorsrising.org/pr-2024-pdk-poll/
- https://learningforward.org/2024/08/21/the-2024-pdk-poll-attracting-retaining-good-teachers-matters-to-americans-who-say-they-will-vote-their-convictions-in-november/
- https://www.the74million.org/article/wrong-ideas-about-teacher-pay-happiness-may-keep-students-from-the-profession/

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Rebranding the Teaching Profession

Vision of Elevate Teaching

- *Elevate Teaching* is a movement that seeks to activate a network of champions for the teaching profession and shift how we view, talk about and relate to the profession to include the profound impact teachers have in our society.
- *Elevate Teaching* is part of the solution to attract more to the profession especially from communities of color and American Indian communities.
- *Elevate Teaching* envisions a teaching profession that is highly regarded and prestigious in our society, starting in Minnesota.

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TMOC High Level Campaign Goals

1. Elevate the teaching profession
    - Engagement and outreach
2. Attract teachers (especially from communities of color and American Indian communities)
    - Marketing and visibility
    - Bridging from inspiration to becoming

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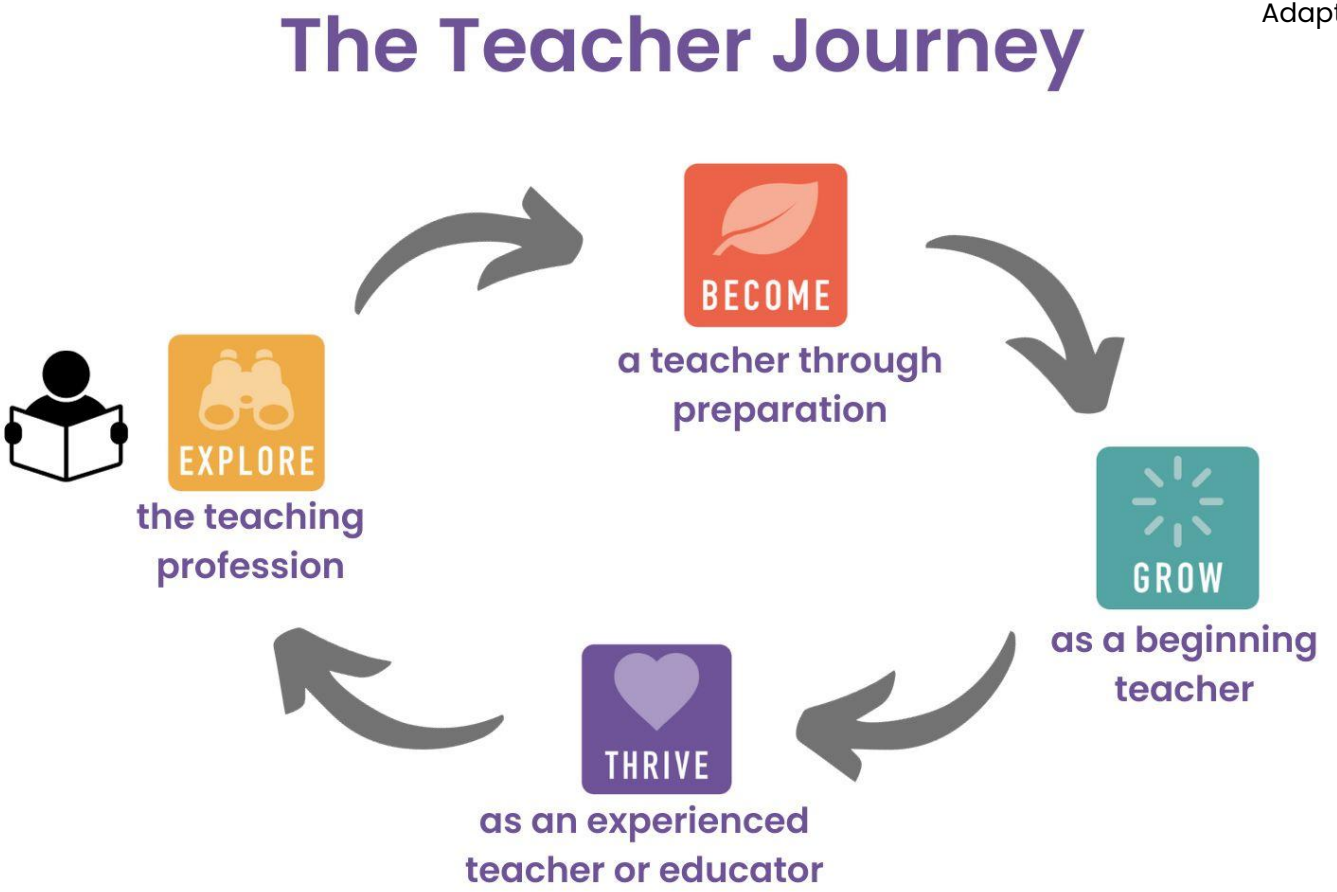
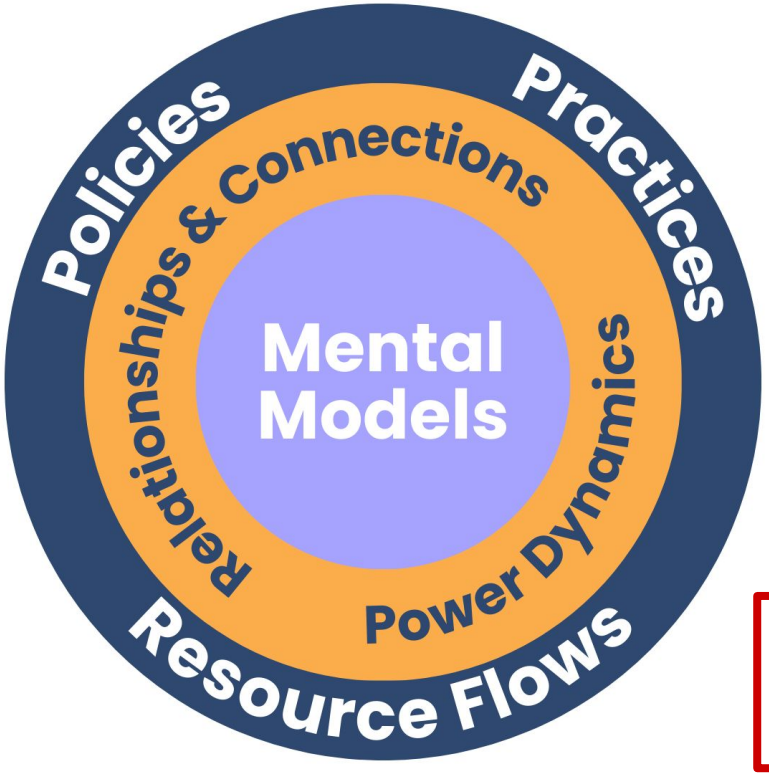
Framing the Teaching Profession:

Adapted from ImprintU.org



Grounding Our Approach: Systems change is about advancing equity by shifting the conditions that hold a problem in place

Six Conditions of Systems Change



Structural Change

Relational Change

Transformative Change

Adapted from *The Water of Systems Change,* FSG.org

Context and Timeline

TeachMN20/20 (MnEEP)

2016–2021

- Qtrly Convenings
- EBGT framework

ELEVATE TEACHING

PHASE 1

Feb ‘22 – June ‘23

PELSB-TRMC

- ImprintU.org
- Tiers w/o Fear

- ANET convenings & Circles
- Message toolkit

June ‘23 – Jan ‘24

Kit Distribution, Outreach & Convenings (Graves Fdn)

- Branding, website, social media
- Initial bridging solutions

Sept ‘23 to May/June ‘24

Youth as Champions (Mpls Fdn)

MN STEM Project: Feb ‘23 to Aug ‘24 (TA from Smithsonian SEC)

PHASE 2

Feb ‘24 – June ‘25

PELSB-TMOC

- Outreach & Marketing
- Bridging: Initial navigation resource

Primary Audiences

- High School Students
- Undecided College Students
- Career Transitioners

Secondary Audiences

- Coordinators of Grow Your Own or other career pathways programs
- High school counselors or college admission counselors
- Faculty and staff in teacher preparation programs
- Teachers and educators
- Parents and families
- Principals and system leaders
- Community and business leaders
- Teacher candidates in teacher preparation programs

ETC ETC ...

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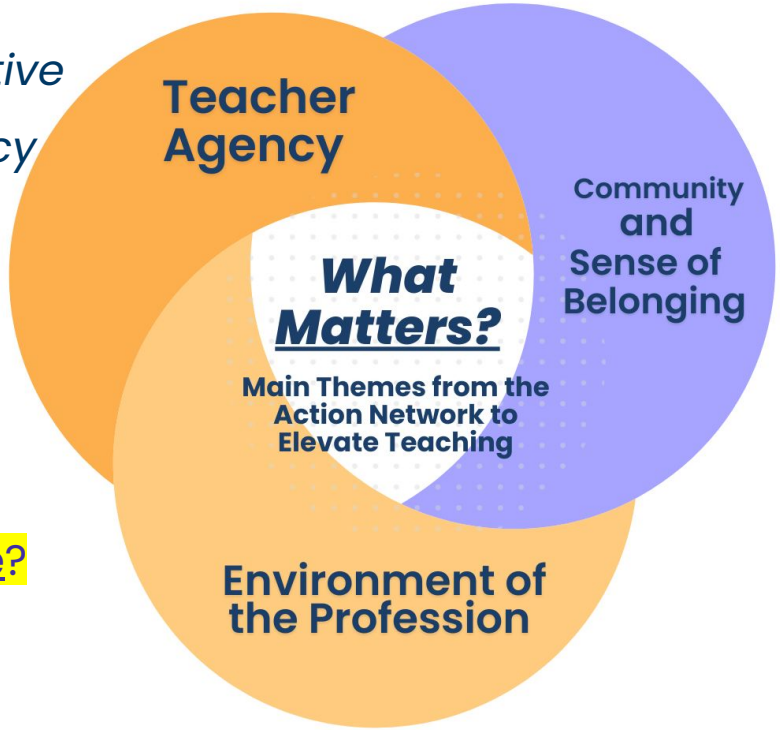
Three Themes & Six Key Messages/"Tenets"

Teaching is Creative

Teaching is Legacy

"You matter"



Teaching is Teamwork

Teaching is Community Building

"We see you"

How we got here? (Data Walk)

"We got you"

Teaching is Opportunity

Teaching is Evolving

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Key Messages Champion Toolkit

[Link to Toolkit on Website]

teaching is community building

teaching is opportunity

teaching is evolving

teaching is creative

teaching is legacy

teaching is teamwork

TMOC Approach Framework

TMOC: Outreach

- **Quarterly Convenings of ANET**
- **Youth Engagement Plan**
- **Collaborative/Intentional Community Partnerships**
- **Community Action Champions**
- **Updated Champion Toolkits**
  - Refined design
  - Translated text in Spanish, Somali and Hmong
- **Advisory working groups (e.g. Bridging)**
- **MN STEM Project**

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Highlight: Youth as Champions to Elevate Teaching: YAC 1.0

Three youth-serving organizations were selected to implement the YAC pilot, receiving financial and technical support from Elevate Teaching. The program was delivered through asynchronous online modules, tailored to each organization's unique context. Topics included the ET key message framework, movement building, social media, and content creation.

Youth as Champions Pilot Goals

1. Create social media content with the purpose being, to change youth perspectives and create champions for the teaching profession.
2. Identify young "influencers" to promote targeted content.
3. Reach high school and college students without a declared major statewide.
4. Boost Elevate Teaching's online presence among youth.

	Introduction to the Elevate Teaching Movement			***Social Media Skill Building***		***Content Creation #1***		***Content Creation #2***		***Completion***
	Module 1	*Module 2*	*Module 3*	*Module 4*	*Module 5*	*Module 6*	*Module 7*	*Module 8*	*Module 9*	*Module 10*
YAC Modules	Introduction	The Six Key Messages to Elevate the Teaching Profession	What is Movement Building? Systems Change 101	Finding Your Voice Online	Create Content Not Art	Content Creation #1	Gallery Walk #1	Content Creation #2	Gallery Walk #2	Celebration and Contest!*

Champion “Spotlights”

- Minn State Mankato
- Science Museum of MN - Kitty Anderson Youth Science Center
- Anoka Ramsey Community College - Be a Teacher event
- NWSISD - Youth Leadership Conference
- St. Cloud State/St Cloud School District - Mentor Camp 2024
- SPPS - St. Thomas, GYO, HR
- MPS - CTE pathway
- ISD 287 - apprenticeship cohort

And many more …

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TMOC: Marketing

- Expanding Digital Marketing Channels
- Teacher Stories
- Out of Home Advertising
- Merchandise

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Current Resources

DOWNLOAD OUR **TOOLKIT**

Use this messaging toolkit to explore what it means to be a teacher today. Here you will find more ideas on how to use the kit.

GRAB OUR **SOCIAL MEDIA** GRAPHICS

Share your favorite message on social media or use them all! Be sure to tag us @elevateteachingmn.

FOLLOW US ON **SOCIAL MEDIA**

Take your pick of Instagram, Twitter, Facebook or LinkedIn, or follow us everywhere. Share teacher stories and expand the movement.

PRINT OUT A **POSTER**

Download this poster in a 8.5 x 11 in size for your office or other visible location to stay inspired.

Social Media @ElevateTeachingMN

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Teacher Stories

“It wasn’t until I did some self-reflection after I was named Teacher of the Year that community was the sole reason for that I was able to get to where I am today.”

-Michael Houston

Teaching is community building

TMOC Marketing Deliverables

Published Newsletters (2024)

- June Newsletter
- July Newsletter
- August/Sept Newsletter

Newsletter Archive

Advertising Marketing Update

Marketing and Advertising Agency: Neka Creative

BRAND CONCEPT (SOCIAL)

Design Concepts

- Outreach feedback in progress
  - Ex: MASA, EdMN, Coalition to Incre
    TOCAIT, TNEC, and MACTE
- Focus groups to review content with high school and college youth in October.

Think about the difference you can make as a teacher. Learn more at elevateteaching.us

Campaign Strategy

- Strategy drafted
- Timeline established - launch Jan - May 2025

BRAND CONCEPT (SOCIAL)

Think about the difference you can make as a teacher. Learn more at elevateteaching.us

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TMOC: Bridging

- **Bridging Requirements** (***in progress,*** *continuous*)
- **Bridging Architecture** (***in progress,*** *to complete FY2Q2*)
- **Tiers without Fear** (***in progress,*** *to complete FY2Q2*)
- **Bridging Pilot** (***in progress,*** *continuous*)

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Bridging

Roadmap

Phase 1

Physical Document: Steps to become a teacher

Profile

Phase 2

Us Creative

Web-based tool: Questions lead to resources

Navigators

Phase 3

Human support: Targeted and ongoing support

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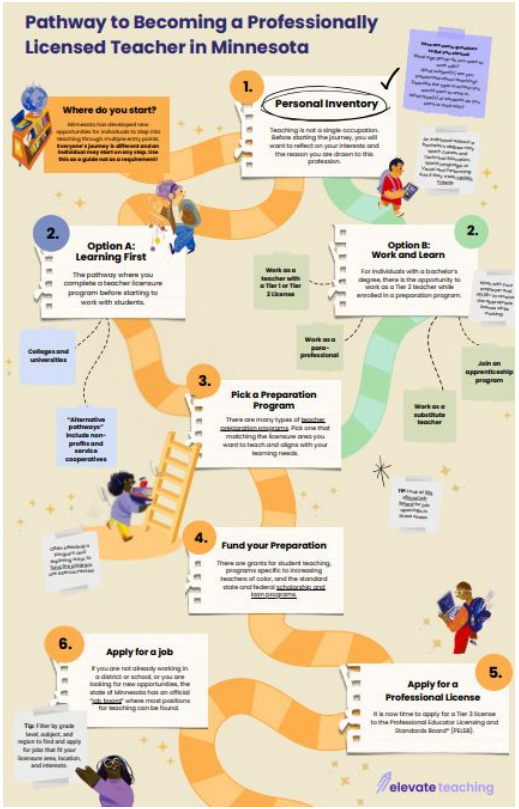
Marketing / Bridging Assets

How to Become a Teacher Roadmap

- Digital and Physical “Roadmap”
  - Big picture “map”
  - Detailed/links (reverse side)
- Guides the other elements of Bridging design

https://www.elevateteaching.us/become-a-teacher



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Looking Ahead- Campaign Milestones

- **Community Action Champions**
  - Identify design workgroup members
  - Resources designed by FY2Q3
- **Youth Engagement**
  - Launch Youth Advisory Council FY2Q2
  - Youth as Champions 2.0 launching FY2Q2
- **Tiers without Fear**
  - Quality assurance testing and live updates by mid FY2Q2
- **Web-based tool- Profile**
  - Pilot by FY2Q3
- **Campaign Strategy**
  - Public Launch January-May 2025

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Let's DO THIS! CALL TO ACTION

Scan the QR Code to engage with Elevate Teaching

Contact us for more intentional partnership opportunities.
See some options here.

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THANK YOU!

Yes@ElevateTeaching.us

@elevateteachingmn

@elevateteachingmn

https://ElevateTeaching.US/

@elevate-teaching-us

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Reflection and Questions

- What resonated with you about the Elevate Teaching movement?
- What resonated with you about the PELSB Teacher Marketing and Outreach Campaign?
- How are you or might you be leveraging the “assets” created to advance your work at the local level?
- How can the ET Team support you to be part of the solution?
- Other insights? Concerns? Wonderings? Noticings?

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