PELSB Teacher Recruitment and Marketing Campaign

Project Overview

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MINNESOTA PROFESSIONAL EDUCATOR LICENSING AND STANDARDS BOARD
Teacher Recruitment and Marketing Campaign

Context

- 2021 legislative appropriation from ITCA efforts
- Highlights/Requirements of Project
  - 2 main campaign goals and 3 specific target populations
  - Collaboration with teacher preparation programs
  - Leveraging funding sources and partnerships
  - Engaging Teacher of the Year finalists
Teacher Recruitment and Marketing Campaign

HIGH LEVEL GOALS:

1. To elevate the teaching profession
2. To recruit teachers especially from BIPOC communities

Progress to date –

Project Outcomes, Project Charter & Plan, Advisory Council: Roster and Kickoff Meeting, Barriers Inventory, ElevateTeaching.us, Project Approach Refined, Connections, Collaborations, Partnerships
High Level Campaign Goals

1. Elevate the teaching profession.
2. Recruit teachers, especially BIPOC teachers
Primary Audiences

Especially individuals of color and American Indian individuals.
Secondary Audiences

Example of the Influencers and Trusted Advisors for High School Students
### The Teacher Journey: TRMC Focus

**EXPLORE**
- Action Network(s) Model
  - Convenings
  - Barriers & Solutions
- Message development

**BECOME**
- Guidance / Navigation
  - To Preparation
  - Orientation / Professional
  - Affinity Groups
- To Work-based programs

**GROW**
- Mentoring
- Leadership
- Advanced Degree
- Tenure Process

**THRIVE**
- Cohorts

### Elevating the Teaching Profession

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<th>Bridging: pathways to be a teacher</th>
<th>Action Network(s) Model</th>
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### Story Telling

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### Connecting to ToY Finalists

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Grounding Approach: Beyond a Campaign

- This campaign is situated within the broader ecosystem of a teacher’s journey, from exploring to thriving.
- More than ever, there is a need to strengthen the teaching profession:
  - Elevating, demystifying, diversifying
- Through deep community engagement activities, we create a communication campaign to shift the narratives, messages and ultimately behaviors about the profession.
- In the process, we create capacity in players and stakeholders (esp those impacted the most) to become the “messengers”, “champions”, and “changemakers” themselves.
- By definition, movement building is the process of organizing and helping to activate the will and capacity of people and organizations to work individually or collectively toward a vision they all share.
- Long view beyond this campaign: Build a social movement to transform the public narrative about the teaching profession.
An Action Network virtual event to champion teacher diversity and equity in Minnesota

About this event

Please join Dr. Rose Wan-Mui Chu and the Teacher Recruitment Marketing Campaign project team as we share an overview of the work that we're engaging in, and to help build a network of champions passionate about the teaching profession and equity in Minnesota.

Date and time

Wed, August 17, 2022
2:00 PM – 4:00 PM CDT

Location

Online event

Elevate Teaching, August 17th, First Virtual Action Network Convening

by PELSB’s Teacher Recruitment and Marketing Campaign

13 followers

Free

Register

Questions/Comments?

yes@ElevateTeaching.us

OR

Contact Dr. Rose Chu

rose@pbs-rose.com
We’d Love Your Input and Participation!

Sign up to stay connected with this work!

Sign up to be part of the solution and share with your networks!

https://www.ElevateTeaching.us

Please contact us:

yes@elevateteaching.us OR

Dr. Rose Chu at rose@pbs-rose.com

Please scan this code to join our work and be part of the solution.