



# TeachNC

Supporting and strengthening North Carolina's teacher recruitment pipeline

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North Carolina State Board Meeting: April 2024

# Agenda

- **What is TeachNC?**
- How we work
- Results to date
- The future

# TeachNC is a **robust** teacher recruitment initiative.

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## Our charge

To increase the quantity & diversity of the teachers entering North Carolina's teacher pipeline



### Identify

potential future teachers where they are



### Cultivate

aspiring educators to follow through on their path



### Support

prospects to overcome entry barriers

# How TeachNC recruits new teachers

TeachNC.org is a centralized hub for prospective teachers to explore the profession and get free support on their journey to the classroom.

1

Elevate the image of the teaching profession



- Radio & TV PSA ads
- Targeted digital ads
- Print collateral

2

Identify & subscribe potential future teachers through TeachNC.org



- Social media campaigns
- Surveys and outreach
- Recruitment events & inspirational content

3

Get future teachers excited about the career, especially people of color and in shortage areas



- One-on-one advising
- Editorial campaigns
- Event promotion
- Email marketing
- Information on EPPs

4

Support future teachers in applying to prep programs by reducing known barriers to entry



- How-to guides
- Application checklists
- Fee reimbursements
- Scholarships

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# A Robust, Tech-Centered Approach

TeachNC offers a comprehensive, wrap-around system for ongoing prospect communication and engagement.



# Robust platform, local partnerships and implementation: **Districts**

## Identifying potential future teachers and supporting grow-your-own initiatives

**You'd make a great teacher!**

Calling all paraprofessionals, substitutes, support staff and school volunteers

You already have classroom experience and a commitment to education—that makes you uniquely qualified to become a teacher.

**Free, One-Stop Shop**

Sign up for a TeachNC account to get:

- 1-on-1 advice tailored to the needs of school staff and volunteers.
- Custom tips and how-to guides for finding the right educator preparation program.
- Interactive checklists to help with your educator preparation program applications.
- \$100 fee reimbursements when it comes time to apply.
- Exclusive \$1,000 scholarship opportunity and other financial aid resources.

**Get Started:** [ontch.org/futureteacherc](https://ontch.org/futureteacherc)

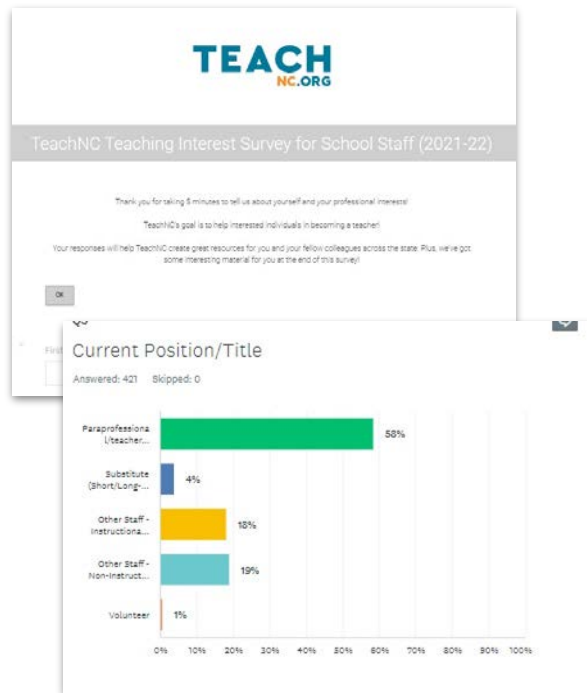
**Tips for Non-Licensed Educators**

- Need an undergraduate degree?** Explore educator preparation programs that allow you to earn your degree and teacher certification endorsement at the same time.
- Already have a degree?** Consider specialized post-baccalaureate programs for current school employees, career changers or military service members.
- Consider a shortage area** With a Bachelor's degree, you may qualify for a permit to teach while you complete your program in bilingual or special education, or other in-demand areas.
- Use your benefits** Many schools and districts offer tuition reimbursement or professional development time/leave for taking courses to advance your career.

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@TeachNCorg @TeachNCorg @TEACH.org

Fliers: Distribute to staff, via College counselors, or at Career Fair nights



School-based personnel survey and data reports

**Have you ever considered teaching?**

Someone thinks you might be the **GOAT** (Greatest Teacher of All Time)

It takes a special person to become a teacher. You've been nominated because of your outstanding qualities. North Carolina needs future teachers like you! Inspire the next generation, make a real difference in this world.

**TBH** \_\_\_\_\_  
(nominator's name)

**thinks you've got what it takes.**

**TEACH**  
NC.ORG

TeachNC has everything you need to get you into a teaching program!

- ✓ 1-on-1 advice
- ✓ Financial aid support
- ✓ Checklists to help you apply

Guidance to find the best teaching program for you!

QR Code

Photo of a man and a woman looking at a document.

Spot A Teacher Campaign: Allowing students to nominate themselves and their peers as future teachers!

# Robust platform, local partnerships and implementation: **Districts**

## Removing barriers to entry & expanding support capacity

### Becoming a NC Teacher

Selecting & Applying to a Teacher Prep Program

An initiative of the North Carolina Department of Public Instruction

Tuesday, March 26

## Your Path to Licensure: Selecting & Applying to a Teacher Prep Program 101

Free

Get tickets

Ready to apply? Clear all

Regional Partners

North Carolina

Program Type

I want to receive my:

- Bachelor's and licensure
- Licensure only program\*
- Master's and licensure\*\*

\*The teacher's degree required

Program Format

- In-person
- Online
- Hybrid

Certifications

Endorsements

Grade Level

Birth

In State Tuition

Appalachian State University	Barton College	Belmont Abbey College
State, NC	Wake, NC	Belmont, NC
<b>Bachelor's and licensure</b>	<b>Bachelor's and licensure</b>	<b>Bachelor's and licensure</b>
Undergraduate Teacher Education Program	Undergraduate Teacher Education Licensure Program	The State's Christine Bach Department of Education
\$7,400 Jan 04, 2023	\$16,200 Jan 04, 2023	\$16,200 Aug 01, 2023
48 months	48 months	48 months
Program Format: In-person	Program Format: Hybrid	Program Format: Hybrid

Brevard College	Campbell University	Catawba College
Swain, NC	Swain County, NC	Salisbury, NC
<b>Bachelor's and licensure</b>	<b>Bachelor's and licensure</b>	<b>Bachelor's and licensure</b>
Teacher Education/Licensure Program	Professional Education Program	Bachelor's program

Matt Scaldone

### Advising Coach: Matthew

20 min

I teach high school English and Civic Engagement in Wake County, NC. The challenge and payoff of helping young people reach their potential drives my teaching.

### Select a Date & Time

September 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

### Find Education Jobs

Click the map to visit our partner SchoolSpring's job board. There you can apply to North Carolina schools that are currently hiring teachers, support staff, administrators and many more positions.

The Future Depends on Teachers. Become a North Carolina educator today.

Click the About tab below to learn more about how to earn your North Carolina teaching license and get \$100 back for applying to a teacher preparation program.

Worried about your licensure exam? We got you.

Last Name \*

Email \*

Sign Up

Our Partners

Get up to \$500 of your testing costs covered.

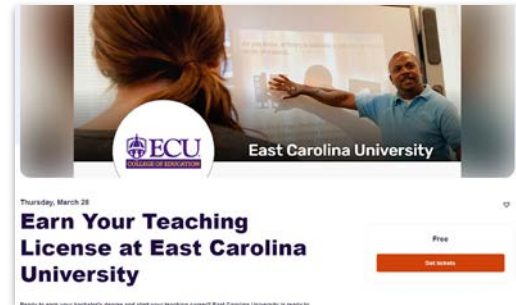
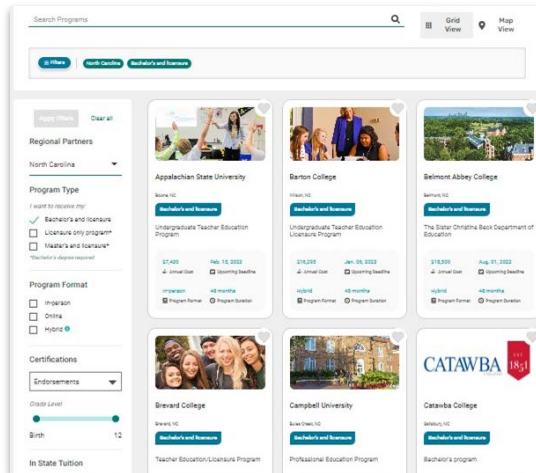
TEACH and Governor Roy Cooper are awarding more than \$500 in fully paid exam reductions – just like you – up to \$500 to prepare and pay for North Carolina teacher licensure exams. Now you spend it in monthly up to you, but here are some ideas to get you started.

- Cover your test prep: Get unlimited access to ProProfs test prep materials through Study.com.
- Cover your testing fees: Register as ProProfs user so you can register for the test for free (test retakes, too!).
- Cover additional exams and study materials: Enrollment for exams like the Pearson or ETEPA, or study skills that suit your learning style.

# Robust platform, local partnerships and implementation: EPPs

## Supporting their existing recruitment pipeline & adding potential prospects

- Making it easy for prospects to find their programs
- Adding to their recruitment pipeline by co-hosting and marketing info sessions
- Eliminating the financial barrier of applying to their institution
- Providing scholarship opportunities to prospective applicants

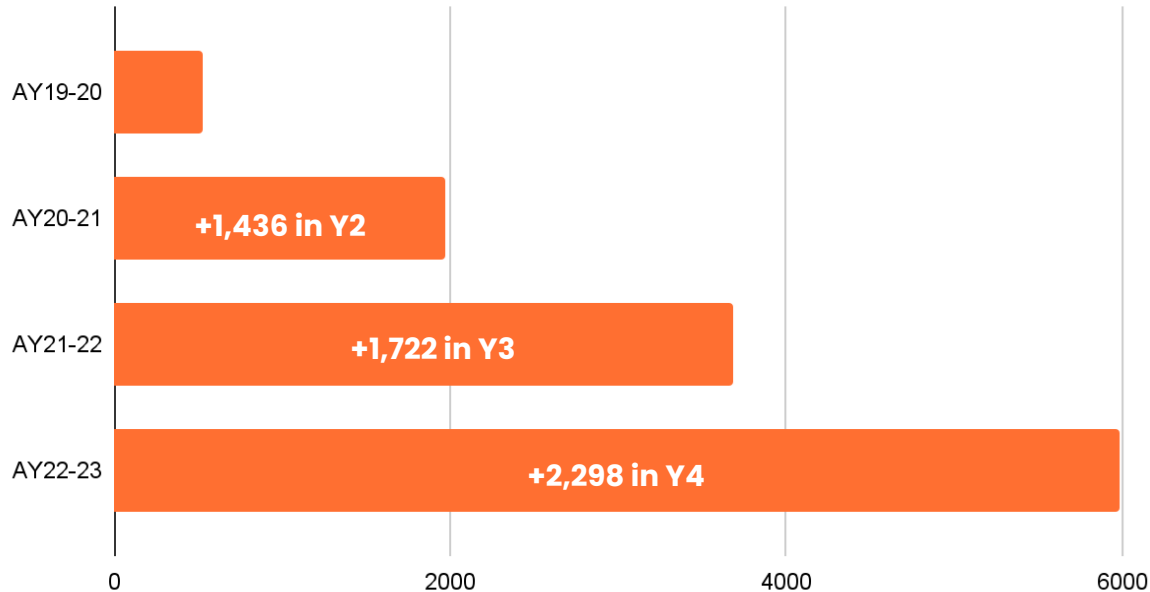


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# Supporting 5,985 future teachers since 2019

## Total Applicants Supported, Growing Year-over-Year



Year over year, TeachNC has increased the number of applicants we have supported in applying to NC Educator Prep Programs.

This number of supported applicants has more than quadrupled from Year 1.

In AY22-23 alone, TeachNC supported 2,298 EPP applicants

# The Stages of TeachNC's Support

In AY22-23, TeachNC supported 2,298 aspiring educators to apply to an NC EPP

Inspire

566,709

Website visits to  
TeachNC.org

Identify

17,416

New signups

Cultivate

2,298

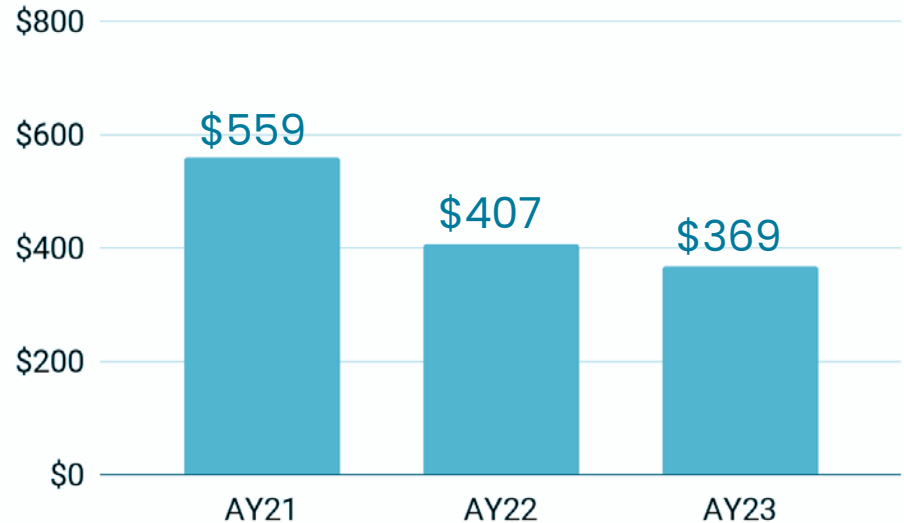
Supported  
EPP Applicants

TeachNC continues to be a **trusted source** of information for aspiring educators in NC. This year, we added over **17,416 new signups** to our database (which now totals more than 23k) and helped **2,298 people** successfully **apply to a NC EPP**. In addition to the support received by prospective teachers, TeachNC's platform and programs provide value to EPPs and LEAs looking to gain exposure and recruitment capacity.

# TeachNC's cost-per-applicant has decreased significantly as the initiative has scaled

In AY23, the cost-per-applicant was only \$369, which benchmarking suggests makes TEACH a **highly cost-effective** solution for bringing talent into teaching.

## TeachNC Cost-Per-Applicant



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# Building new **partnerships** with **aligned** programs

We are committed to **collaborating** with and **supporting** other CBOs, programs, and initiatives.

Identifying **potential future teachers**

*-wherever they are-*

and equipping them with the **resources** and **confidence** they need to apply to a NC **teacher prep program.**

**North Carolina Teaching Fellows**

**Future Teachers of North Carolina**

**College Advising Corps**

**TA to Teachers**

**College/University athletic departments**

**HS Career Development Coordinators**

# Deepening **support** of existing partnerships

Continuously **improving** our offerings and being **responsive** to partner needs.

- **Spot a Teacher Campaign**
- **Practical** virtual workshops to help prospects **complete the steps** of enrolling in an EPP
- **Expanding** support and scholarships for School-Based Personnel



**TeachNC Scholarship**

A TeachNC scholarship could help pay for your teacher preparation program. Find out how.

[Apply](#)

The graphic features a smiling man in a white shirt holding a check that says "To: You \$1000.00". The background is a light blue circle with radiating lines.



**Cost-Saving Opportunities**

**North Carolina Teaching Fellows**

- Forgivable loan of up to \$4,125 per semester at a partner institution
- This money can be used to cover tuition, fees, books, and related expenses to obtaining licensure
- The loan (& interest) may be forgiven if, after graduating, the Fellow serves as a teacher in a qualified position:
  - STEM, Special Education or Elementary Education licensure and
  - At a NC traditional or charter public school

[Learn more here!](#)

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The graphic includes a small screenshot of the North Carolina Teaching Fellows website, showing a navigation menu with four items: 1. Overview, 2. Requirements, 3. Application, and 4. FAQs. It also features a circular image of two people talking.



**Do you know a future GOAT?  
Greatest Of All Teachers,  
of course!**

Great teachers can change the world. Help us discover **students** in our school that would make excellent future teachers.

**Spotting a future teacher is easy – and who knows more about what makes a fantastic teacher than students?!**

The graphic shows a woman smiling and talking to a young boy at a desk. The background is a mix of white and orange geometric shapes.

# Questions?

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Gab Barnes

Sr. Program Manager, TeachNC

