

PELSB Teacher Recruitment and Marketing Campaign

Project Overview



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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



**HIGH SCHOOL
STUDENTS**

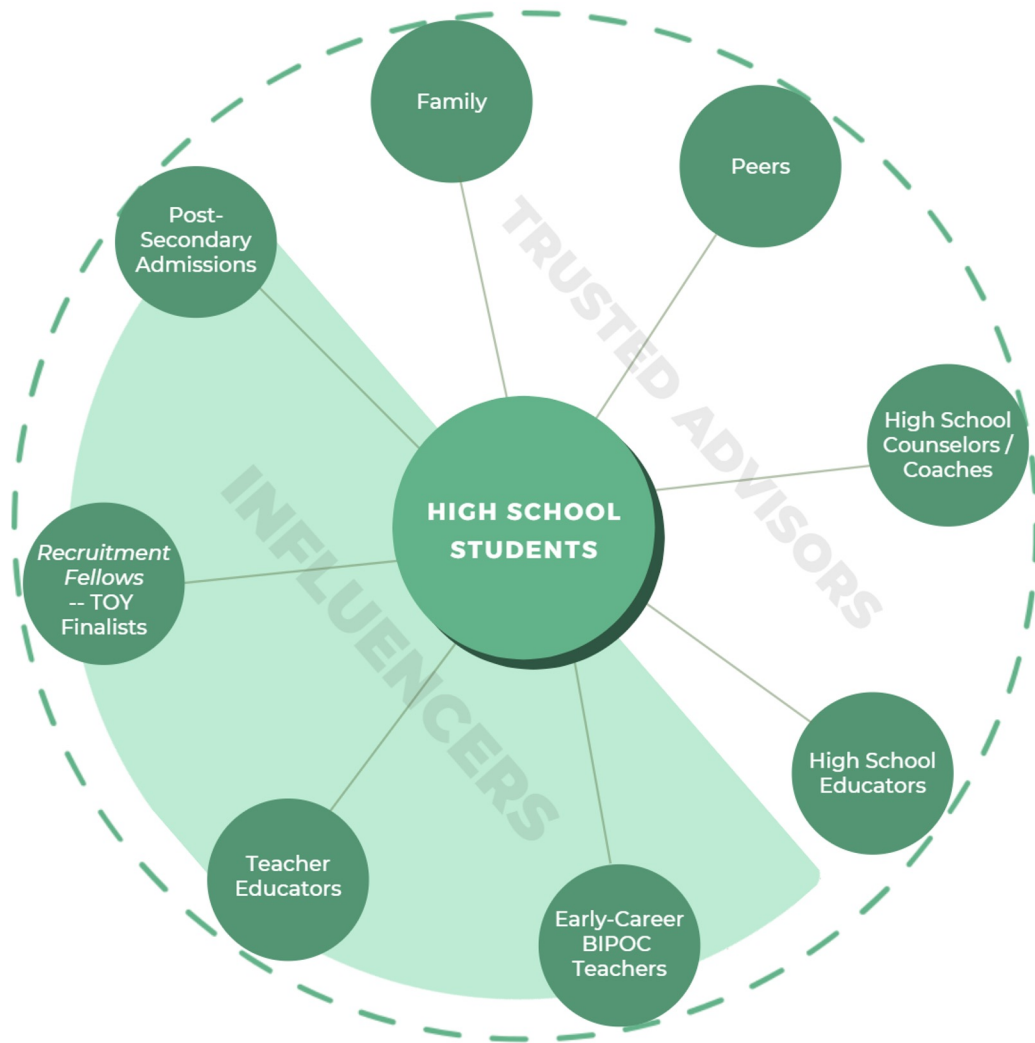
**UNDECIDED
COLLEGE
STUDENTS**

**CAREER
TRANSITIONERS**

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




Elevating the Teaching Profession	Bridging: pathways to be a teacher		
Action Network(s) Model	Guidance / Navigation	- Mentoring	- Leadership
<ul style="list-style-type: none"> - Convenings - Barriers & Solutions 	- To Preparation	- Orientation /	- Professional
- Message development	- To Work-based programs	- Affinity Groups	- Advanced Degree
Story Telling	- To Financial support	- Cohorts	-
Advertising Campaign	- Through Licensing and Testing	- Tenure Process	
Connecting to ToY Finalists			

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.

Action Network



Aug 17

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

by [PELSB's Teacher Recruitment and
Marketing Campaign](#)

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Free

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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



Join Us!

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.**