

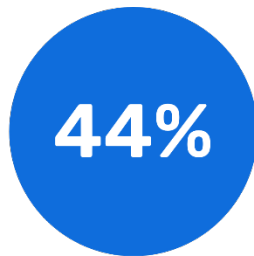
Recruitment Campaign Guidance

THINKING DIFFERENTLY

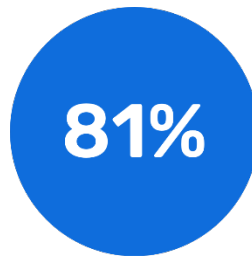
How can we think differently about how we approach teacher recruitment? This document is a suggestive guide to help inform how to significantly expand teacher candidate pools, with an express focus on increasing the numbers of aspiring teachers who reflect the backgrounds of the students they serve and who are likely to stay in the profession.

This past year, for example, the state of New Mexico saw a positive shift in recruitment due to innovative local recruitment strategies, including leveraging existing relationships, prioritizing high-need placement locations, using inclusive language, targeting community-serving groups, and investing in direct local marketing. In just one year of thinking differently about recruitment, New Mexico filled 100% (35/35) of Bilingual/TESOL Residency seats and 97% (65/67) of SPED Residency seats across institutions.

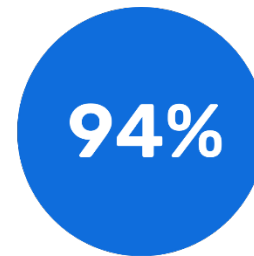
Additionally, Central New Mexico Community College's recruitment efforts for their special education program garnered these incredible outcomes:



Applicants who are
bilingual



Applicants that represent
the multicultural
landscape



Applicants that have
experience with students
with disabilities

More candidates representing the multicultural and multilingual landscape of the students they serve is a much-needed shift for the state of New Mexico.

With the right efforts, every state, program, and school can change the face of the teaching profession. This document shares promising recruitment activities to add to your toolkits so that we can continue to strengthen and, over time, learn from new recruitment approaches. Such efforts will be integral to cultivating well-equipped teachers who remain in the profession within their own communities, raising student success for years to come.

Recruiting a diverse group of future teachers requires outreach strategies that touch potential candidates from all backgrounds. Centering key local spaces and the people who frequent those spaces is a great way to reach a wide range of potential teachers. As you plan your recruitment approaches, begin with the classroom and branch out into broader spaces, focusing on reaching people with existing connections to the community (see Figure 1). Of course, every community is different – in size, culture, languages, and so much more – so use this graphic as a jumping-off point to apply to your context.

Broader Spaces

- Parents
- External After School Program Staff
- Community Center Employees
- Library Staff
- Nurses
- Youth Serving Org. Employees

Student Spaces

- Undeclared & Declared College Students
- Transfer Students

K-12 Space

- Food Staff
- Security
- Bus Drivers
- Custodial & Maintenance Staff
- Admin Staff

Classroom Space

- Paraprofessionals
- Classroom Aids
- High School Students

PLANNING NEW RECRUITMENT ACTIVITIES

An individual organization in the partnership could take sole responsibility for recruitment activities but collaborating and/or consulting with partners will yield stronger results. Each entity involved in residencies—preparation programs, districts, schools, and state departments of education—can all bring unique perspectives and strengths to this new approach to thinking about recruitment. Keep in mind that different recruitment spaces might lend themselves to different kinds of recruitment activities. Also, offering recruitment materials in multiple languages ensures a wider reach in your community.

Table 1 presents potential outreach spaces and populations, along with sample activities that can help broaden recruitment outreach and success. Activities are described in more detail in the following section.

Table 1: Recruitment Activities

Recruitment Spaces	Potential Applicants	Possible Activities
Classroom Space	<ul style="list-style-type: none"> Paraprofessionals Classroom Aids High School Students 	<ul style="list-style-type: none"> Staff Analysis Survey Tailored Certification Pathways (Informed by Staff Analysis) Info Poster/Pamphlet Email List Collection Resident Sharing Opportunity to Their Students
K-12 Staff Spaces	<ul style="list-style-type: none"> Food Staff Bus Drivers Administrative Staff Security Custodial and Maintenance Staff 	<ul style="list-style-type: none"> Staff Analysis Survey Tailored Certification Pathways (Informed by Staff Analysis) In-House Job Fair Info Poster/Pamphlet Email List Collection
University Spaces	<ul style="list-style-type: none"> Undeclared & Declared College Students Transfer Students 	<ul style="list-style-type: none"> Website Redesign College Student Clubs/Athletics Visits First-Year Orientation & Experiences GYO High School Classes Open Houses/Tour Info Poster/Pamphlet Email List Collection Word of Mouth
Broader Spaces	<ul style="list-style-type: none"> Parents Nurses External After School Program Staff Librarians and others in the Library Space Youth Serving Org. Employees Community Center Employees 	<ul style="list-style-type: none"> Website Redesign Parent/Family Communication Yard Signs Billboards Local Ads and Commercials Video Projects Social Media Info Poster/Pamphlet Email List Collection

ACTIVITY DESCRIPTIONS

We have divided these activity descriptions into four types: Data-informed recruitment efforts, virtual communications, advertisements, and on-the-ground efforts. These brief descriptions are intended to spark ideas; take them as a starting point to build a creative, locally adapted recruitment plan.

While planning activities, it is essential to consider the time of year to implement each activity. Maintaining a constant recruitment presence throughout the year is beneficial, and even more so if you optimize your efforts by strategically deciding when to engage in each recruitment activity. Also, consider local organizations you can partner with to deepen your community outreach.

Finally, regardless of what recruitment activities you use, one rule applies universally in efforts to recruit historically under-represented individuals into teaching: **Affordability is the most important information to include in every resource and outreach effort!**



DATA-INFORMED RECRUITMENT

While locally focused recruitment often succeeds through principles like social networking and saturating a community with information, there are ways to use data to identify high-potential individuals and better understand what recruitment efforts persuade hearts and minds to explore residencies.

FOCUSED OUTREACH TO CLASSIFIED STAFF – District human resources records are a great starting point to identify individuals employed by the school who might already hold a bachelor's degree and be interested in pursuing a residency. Residency programs have found that many individuals—often paraprofessionals, but also those who work in offices, facilities, transportation, food services, and other areas—have always had a desire to teach but couldn't afford to enroll in a program that would ensure they were prepared. Outreach to those individuals inviting them to an information session can yield many promising candidates.

In addition, many who initially were hired in schools in classified staff roles may have since completed a bachelor's degree, but HR records may not reflect their accomplishments. The residency partnership can conduct a brief survey—of all classified staff or just those with no record of a bachelor's degree—to determine their educational background and whether they would be interested in becoming a certified teacher.

Here are a couple of examples of simple email outreach approaches:

- *Have you ever wanted to become a teacher but time and/or money held you back? We have good news! XYZ district has a paid teacher residency partnership with ABC (and DEF) colleges, and we would love our staff to be among the first to engage this opportunity to help us grow an amazing teacher workforce. [Click here](#) to be included in our outreach about the program.*
- *XYZ district would like to update our records so that we can appropriately include employees in opportunities for exciting career opportunities as they arise, like the paid teacher residency partnership we currently have with ABC (and DEF) colleges.*

We would appreciate your taking a few minutes to update our records and let us know if you might be interested in becoming part of the district's wonderful teacher workforce.

A lot of survey software allows organizations to send out emails that automatically link respondents to identifying information—such as name, email, staff ID numbers, and position. Such software will allow you to exclude identifying questions, reducing the effort required to complete the survey, which yields a higher completion rate. In addition to capturing identifying information, surveys should ask questions on educational attainment and interest in teaching. Interest and attainment together will let you target communications for immediate residency enrollment. Educational attainment data, when individuals are interested but do not have bachelors' degrees, will help your partnership plan a long-term strategy for creating accessible and affordable new pathways that can support those individuals through tailored programs you co-design. Here are two sample questions:

- *What is your highest educational degree?*
- *Do you want to learn more about becoming a teacher through a paid teacher residency, where you would work alongside a classroom teacher for a year while completing your program coursework?*

QR CODE TRACKING – Embedding QR codes into promotional materials and event information links is an easy way to better understand your recruitment pool. QR codes can help track who is interested, who applies, and to what programs. Create specific QR codes per recruitment material to learn where the QR code was scanned (ex: different codes for yard signs, fliers, in-person events, etc.). We anticipate learning what kinds of recruitment activities yield the most interest.

APPLICATION PAGE TRACKING – Cumbersome application processes can deter candidates from completing the application process. Using website analytics to track how users are interacting with each page of your application will help you identify areas of improvement for your application process.



VIRTUAL COMMUNICATION

WEBPAGE REDESIGN – Your teacher residency webpage is a key part of your recruitment strategy, as it is where people will come to learn about and apply to your program. Make sure it centers affordability, is easy to find, easy to navigate, and has content and visuals that are inspiring and exciting!

EMAIL LIST COLLECTION – Gathering emails from people who may be interested in applying to your program is a great strategy to connect directly with future applicants. Consider adding a QR code that links to an email sign-up form on all your recruitment materials such as flyers, pamphlets, social media, etc.

PARENT & FAMILY COMMUNICATION – Parents and families can be an overlooked population that may aspire to be teachers! Promote your program in family email

communications from the school, pamphlets in schools' front offices, and flyers in the halls. Roles such as family liaisons and community coordinators can help with these efforts.

SOCIAL MEDIA – Many of your future applicants spend time on and get their information from social media. Keep social media accounts (Instagram, Tik Tok, LinkedIn, X, etc.) active with photos, quotes, snapshots of teacher residents, program information, themed weeks, day in the life content, etc. The goal is to convey excitement about your program! Don't forget to highlight great news associated with your program, such as when residents present to legislators, get awards, and engage in community service. [Read more about social media and communications strategy here.](#)



MEDIA

POSTERS & PAMPHLETS – Hang posters and display pamphlets in places throughout your community where you think potential future educators might frequent (refer to the “widen the net” graphic for ideas and think about specific places in your local context). Include key program information (affordability, stipend, length of program, degree/certification, etc.), engaging pictures and visuals, and a QR code linking to your residency website or email list sign-up. Also, be sure to offer posters and pamphlets in multiple languages to reach all members of your community. Websites such as [Canva](#) are a great resource for free graphic design templates that you can use to make your content pop.

YARD SIGNS – Create yard signs advertising your residency program to people who live in the community. Make them easy to read quickly with a hook or slogan and some basic information about the program. Signs can be posted in the yards of program, school, and district faculty if they choose. Be sure to include some method of contact— such as an easy website address, an email or phone number, or a QR code.

BILLBOARDS – Billboards are a great way to get a ton of eyes on your program. Include engaging visuals (your logo, pictures of residents or students, etc.), your website, and a catchy line about affordability that folks will remember long after they're off the road.

LOCAL ADS & COMMERCIALS – Collaborate across your program, district, and schools to create local ads (for television, LinkedIn, Meta, streaming platforms, etc.) that showcase your teacher residency. Reach out to public radio, television stations, and news reporters from local outlets. Video in particular is a great medium to convey what it's like to be in your teacher residency program and generate excitement. Consider getting footage of residents and mentors in the classroom and quotes from residents and program faculty. Remember, affordability will be your advertisement's strongest angle!

Make a plan with site coordinators to distribute and collect release forms from all participants, especially children, that grant permission to use the material to promote the teacher residency.

VIDEO PROJECTS – A video project is similar to a local ad, but it can be longer and serve a variety of purposes. Show your video at a conference or talk to promote the program, at

freshman orientation to spark ideas for undeclared students, to the school board to deepen their understanding of the residency, or to local legislators who may consider funding for your program. Highlighting how stipends and aid relieve resident's financial burdens serves as a great strategy and topic.



ON THE GROUND

IN-HOUSE JOB FAIR - Host a teacher recruitment fair for staff already working in the district. Many classified staff may want to get certified but are unaware of the options and financial supports available. An In-House Job Fair is the perfect opportunity to communicate that your program can work with them to achieve their goals without compromising their financial security.

COLLEGE STUDENT CLUBS/ATHLETICS VISITS - Visiting college groups is a great way to connect with people with common interests who may be interested in teaching. Visits allow a real person from your program to talk from the heart about why they think your teacher residency is a worthwhile opportunity. Consider who might effectively get folks excited during a visit, such as a current teacher resident, a mentor, a principal, or program faculty.

FIRST-YEAR ORIENTATION/EXPERIENCE COURSE - First-year college students are exploring opportunities, and both orientation and First Year Experience courses offer opportunities to connect with freshmen. Consider what would attract undecided students and what could sway potential candidates who left high school with a specific degree in mind.

OPEN HOUSES & TOURS - Open Houses and Tours are another great opportunity for cross-collaboration. This would occur prior to entrance to a teacher preparation program and would potentially give a preview to both future resident classrooms and university class areas. Design according to your community's unique needs.

GYO HIGH SCHOOL CLASSES - Many high schools have education-focused dual credit programs and specialized clubs like [Educators Rising](#) as part of a long-term Grow Your Own effort. These classes can give students a taste of what a career in teaching is like. Many schools incorporate community-based social justice projects into the curriculum, which is a big draw for students who might not yet be interested in teaching but are excited about making a difference in their communities.

WORD OF MOUTH - Word of mouth is a powerful form of recruitment that comes from current residents genuinely appreciating their residency experiences and the communities they are a part of. Creating events and celebration ceremonies for current residents can help them be ambassadors of the program, sparking conversation about and interest in the program.