

Highlight What Sets Your Program Apart

Traditional teacher preparation programs often focus on sharing requirements that result in filtering applicants. Another approach is to instead **focus on what makes a high-quality teacher residency program worth choosing**. Residencies offer a fundamentally different experience—paid, practice-based, and supported preparation. These differences should be clearly and consistently communicated across all recruitment materials. **Use the categories below to assess and strengthen how you communicate your program’s unique aspects on your website and recruitment materials.**

Grounded in Affordability	Clinical Practice Model	Mentorship & Support	Wraparound Supports	Flexible Program Structure	Career Outcomes & Job Security	Purpose & Impact
Candidates are often choosing between earning now vs preparing well. Make the financial case clear: “Get paid while you learn—not pay to learn.”	This is your strongest differentiator. Make it visible and concrete: “Learn by practicing teaching alongside a supportive mentor before entering the classroom alone.”	Candidates want to know: Will I be supported, or on my own? Make the support model clear: “You’re never teaching alone—support is built into the model.”	Wraparound supports remove barriers to entry, often a deciding factor for candidates. “We remove barriers so you can focus on becoming a great teacher.”	Make it clear how your program fits into real life—not just academic schedules. “A program designed for real life.”	Candidates want certainty, especially when choosing a longer pathway. “This pathway leads directly to a stable teaching career.”	This is especially powerful for mission-driven candidates. “Make a difference while building a career.”
<ul style="list-style-type: none"> • Clear affordability options visible on all recruitment materials • Stipend Amount • Apprenticeship • Earn-While-You-Learn Pathways • Benefits (Healthcare, Retirement etc.) • Signing bonuses or incentives • Total compensation package (not just stipend) 	<ul style="list-style-type: none"> • Full-year classroom placement (not short-term student teaching) • Co-teaching clinical model with a mentor teacher • Gradual release to lead teaching • Real classroom responsibility from day one 	<ul style="list-style-type: none"> • Dedicated mentor teacher (not just a supervisor) • Coaching cycles and feedback structures • Frequency of support (weekly, daily) • Access to faculty & program staff 	<ul style="list-style-type: none"> • Advising (Coursework & career pathways) • Background Check Support • Licensure and certification support • Childcare, transportation, or stipends for basic needs • Technology or materials support 	<ul style="list-style-type: none"> • Hybrid / online coursework options • Longer Format Classes • Evening or weekend classes • Flexible pacing (2–4-year pathways) • Clear articulation agreements (community college to university) 	<ul style="list-style-type: none"> • Employment pathways with partner districts • Priority hiring or guaranteed interviews • High placement rates • Long-term career growth opportunities 	<ul style="list-style-type: none"> • Serving local communities • Addressing teacher shortages in high-need areas • Equity and culturally responsive teaching

To explore more resources on Recruitment, visit Prepared To Teach’s Guided Toolkit, [Active Recruitment: The Promise of a Paid Residency Pathway](#).