

Website Outline

A Recruitment Framework

For prospective students, your website serves as an introduction to your program. The way information is organized can shape how easily they understand the experience and see themselves in it. Thoughtfully structuring content around their needs can support clearer navigation and more informed decisions to become teachers through your program.

Grounding Principles Introduced in the [Teacher Residency Website Guidance Deck](#):

- The website is easy to find, navigate, and comprehend.
- The structure centers what's important to prospective applicants such as affordability.
- The content is inspiring and authentic.

The Story Your Website Tells

When determining the content and structure of the website, first consider the story you want to tell. **Think of your teacher residency site as a story a prospective resident can see themselves in.** For example, "You can become a well-prepared teacher, and we will invest in your success every step the way!" Think of the kinds of information a reader would need to believe that story.

A website grounded in the needs of a prospective applicant will be more engaging for the reader, versus what might naturally be top of mind for the program. For example, the phrase "the state is facing a teacher shortage" does not communicate as strongly as "help solve the teacher shortage **without going into debt.**"

What are the most important pieces of information for prospective residents to understand your program and see themselves in it? **Ask yourself, "Do those topics help people become teachers through this program?"** These topics will become the main sections of your website. Topics may include financial information, residency program information, contact information for residency program staff & faculty, an in-depth FAQ page, testimonials from past and current residents, career opportunities, etc.

Consider ordering the topics based on what is the most important information to encourage a prospective applicant to apply to your program. To help inform your website structure, it can be helpful to ask a current or former resident what their major considerations were when applying. **A key consideration for many applicants is the affordability of a program. If prospective applicants don't think they can afford your program, they won't keep reading.** Detailing ways to offset costs such as field work stipends, scholarships, work study opportunities, and loan options paints a realistic and hopeful financial picture for the reader.

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Use the table below to organize existing information and incorporate new information on your website. **How can you frame each topic in relation to your story?**

The Story You Want to Tell		
<i>Ex: "You can become a well-prepared teacher, and we will support you along the way!"</i>		
Topic	Information Within Topic	Message Conveyed to Prospective Applicant
<i>Ex: Residency Stipend</i>	<i>Ex: "Become a teacher without going into debt" Stipend amount, payment frequency (bi-annually, monthly, bi-weekly), scholarships, tax information, etc.</i>	<i>Ex: I can afford to complete this program.</i>



Topic Order & Structure		
Whether multiple pages or one long page, build out your website page(s) in a logical progression of information from the audience's point of view, making sure affordability is centered!		
Order	Topic	Structural & Design Notes (visuals, text boxes, etc.)
1		
2		
3		
4		
5		
6		

For more ideas, check out our other website resources: [Teacher Residency Website Guidance](#), [Teacher Residency Webpage Audit](#), and [Welcoming Language for Resident Recruitment](#).

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