

## Recruitment Material Collection

### Capturing What Makes Your Program Special

Throughout the school year, there are many opportunities to collect materials that can be used to spread the word about your program. By planning material collection in advance for the entire year, the process becomes an efficient and fluent part of your regular programmatic routines. Effective recruitment materials help prospective residents see themselves in your program, understand its value, and feel confident taking the next step.

**Below are some materials and artifacts that you can collect throughout the year and use when spreading the word about your teacher preparation program.**

#### Photos & Videos

Photos and videos paint a picture of what life is like as a teacher candidate and bring the program to life. Look ahead to resident events or schedule time in schools to capture residents in action.

- Film and photograph events
- Schedule photo/filming days
  - Teacher resident and students
  - Teacher resident and mentors/supervisors
  - Teacher resident learning in the college/university
  - Teacher residents building community together
- Create short video edits
- Collect screenshots from footage for additional photos

\*Note: When capturing photos or videos, it's important to obtain consent from those you are photographing or filming. In a school setting, release forms for adults and children should be handed out, signed, and returned prior to filming or photography. At an event, post a sign at the entrance indicating that photography will take place and providing contact information for those who do not wish to be featured.



*Luis C., 2024-25 Teacher Resident*



*Jennifer B., Mentor Teacher; Ilene G., 2024-25 Teacher Resident*

## Quotes

Quotes provide potential applicants with tangible insight from the perspective of someone who is in or has completed your program. Invite current and graduated residents to share what it's like to be in your residency program and in the classroom. When gathering quotes, offering participants compensation (a small stipend, gift card, or raffle entry) shows you value their time and makes them more likely to participate.

- Ways to gather quotes:
  - In-person interviews
  - Recorded Zoom meetings
  - Online surveys/forms with targeted, open-ended questions
- Topic Ideas:
  - Benefits of a yearlong residency
  - Benefits of having a mentor teacher
  - Feeling of belonging in the school community as a resident
  - Building confidence as a teacher
  - Support networks within the program and school
  - Benefits of receiving a stipend during the residency year
  - Learning in program courses
  - How mentors view their residents' contribution to the classroom

"I have so much in my toolbox that I can definitely use, and yes, I am confident to lead a classroom. This program has been a great step for me."

- Lana N.

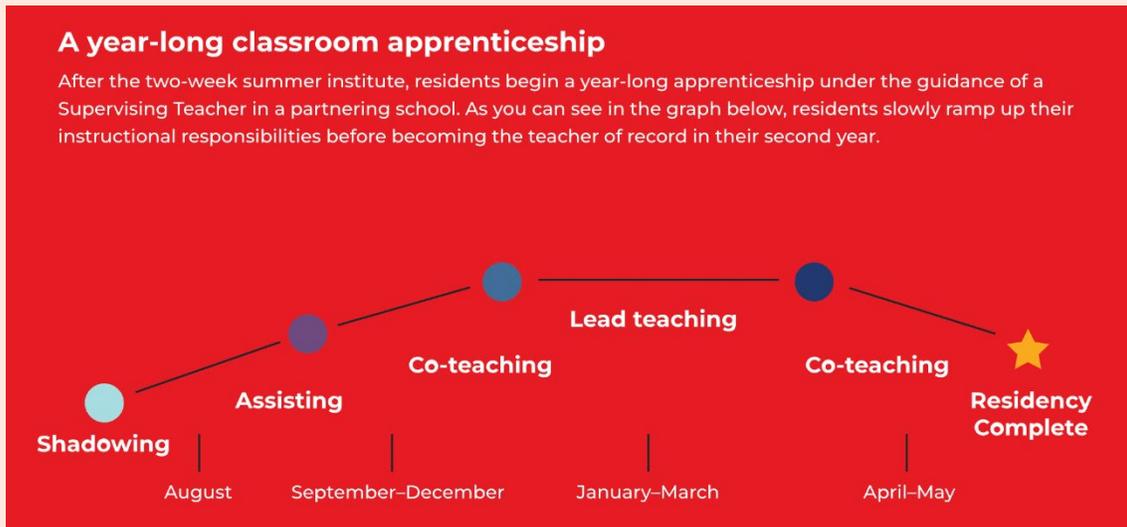
*Teacher Resident, San Juan College  
2024-25*

## Infographics

Infographics are excellent tools to summarize a wealth of information into a succinct visual format. Review your current recruitment materials and website: are there any large chunks of text that could benefit from a visual summary?

- Visualization of program pathways
  - Program trajectory from enrollment to graduation
  - Multiple entry points into the program

- Bird's-eye view of clinical practice year



- Visual breakdown of all available tuition assistance
- Maps
  - Campus map
  - Map of transit options to and from residency school sites

## Data

Data provides a birds-eye view of your program and its impact. When presenting data, include clear framing or a narrative description so viewers can quickly understand the message you are communicating.

- Teacher resident data
  - Demographics
  - Graduation rates
  - Percentage of residents hired in placement school or district
  - Retention rates

### Placement and Retention

*“Without BTR I would not still be here, in BPS” – BTR grad*

- 71% of our graduates remain teaching in BPS through year six, compared with 51% of their peers.
- 37% of graduates teach special education or English as a Second Language.
- 55% of secondary graduates teach secondary math or science.

Boston Teacher Residency, [Impact Page](#)

- P-12 student data
  - Student outcomes in classes with teacher residents
  - Student demographics in partnering districts
  - Quotes from students about having a teacher resident in their classroom

**These materials can be used and reused in a multitude of ways.** Think broadly about how you can promote your program through your website, social media, brochures, YouTube videos, and more!

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