



TRINETTE WALLACE

Recruiting & Retaining Minority Educators



Introduction to the Louisiana Public Interest Fellowship Program

In 2018, the Department, in partnership with the Louisiana State Board of Elementary and Secondary Education, launched the inaugural Louisiana Teacher Public Interest Fellowship. The fellowship allows recipients to spend the upcoming school year advocating for a key education initiative of their choosing. These initiatives are aligned to the Department's priorities. Winners are chosen from the previous year's list of Louisiana Teacher of the Year Finalists. The fellowship is supported by a stipend of state funding that is utilized to offset the costs incurred while conducting the work of the fellowship.

“The PUBLIC INTEREST FELLOWSHIP is another important program helping to drive educational progress in our state, enabling selected Teacher of the Year finalists to focus their talents on the initiatives they are most passionate about. By investing in some of our best and brightest professionals in this manner, we are able to support their involvement and influence in projects that will have a positive impact for Louisiana students and schools. - Sandy Holloway, BESE Board Member”



Bridget Berry
2021 Public Interest Fellow



Trinette Wallace
2021 Public Interest Fellow



Jessica Borland
2020 Public Interest Fellow



Christopher Dier
2020 Public Interest Fellow



Tasha Jolivet-Jones
2019 Public Interest Fellow



Kimberly Eckert
2018 Public Interest Fellow



Meet the Fellow

Trinette L. Wallace is a Master Teacher at West Thibodaux Middle in Lafourche Parish. She is the daughter of a 33 year veteran educator who was hired as the first black administrator at a predominately white school in Assumption Parish. Wallace began her teaching career as a substitute teacher. From the moment she entered the classroom, she knew teaching was her calling. Subsequently, Wallace enrolled in Nicholls State University’s Alternative Teacher Certification Program, ultimately obtaining 30 hours in Educational Leadership. In 2017, Wallace was selected as a Lafourche School District Curriculum Development Think Tank for Social Studies member. Successfully implementing Kagan Strategies and Responsive Classroom techniques, she shares her expertise with all stakeholders. Wallace has served as a supervising teacher for Nicholls State University since 2014 and as an Louisiana Department of Education Mentor Teacher since 2018. As the 2021 Louisiana State Middle School Teacher of the Year, Trinette has worked passionately to promote the hiring and retention of a more diverse workforce in public education.



The Initiative

In the 2019-2020 school year, 56.2 percent of the student population in Louisiana were minorities. At the same time, minority educators consisted of only 26.9 percent of Louisiana’s education workforce. There have been numerous studies on the importance of having minority educators in classrooms across the state and country. Therefore, Trinette Wallace proposed to develop and implement *Choose to Teach*, a multi-faceted campaign focused on recruiting minority educators.



Overarching Fellowship Goals

The overall vision of Trinette’s work is to create a campaign that will recruit minority educators into Louisiana’s public schools. This campaign will use a combination of social media outlets, speaking engagements, recruitment events and advertisements to highlight the need for a diverse teacher workforce along with focusing on recruiting future educators. The social media campaign, *Choose to Teach*, will feature educators of diversity currently working in school systems using both their picture and a short description on why they choose to teach. The goal is for others to identify with the educators used in the campaign. In turn, this will help others to see themselves serving as an educator.

Team Members

TEAM MEMBER	TITLE	ROLE
Trinette Wallace	Fellow	Coordinate campaign, presenter
Lataina Young	Principal at West Thibodaux Middle School	Advisor
Kenny Delcrambe	Director of Secondary Education	Advisor
Bernita Deville	Director of Human Resources	Mentor
Robby Lee	Supervisor of Human Resources	Mentor

Fellowship Social Media





Budget

Billboards Throughout School System	\$2,000.00
Promotional Items	\$2,190.28
New Teacher Books	\$1,223.00
Radio Commercials	\$300.00
In State Travel for Recruitment Fairs	\$325.67
Total.....	\$6,038.95

Timeline



Pre-Implementation Planning

ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE
Conduct research on recruitment as it relates to teachers of diversity	T. Wallace	June/July
Identify people for the fellowship team	T. Wallace	June/July
Begin developing a budget for the fellowship	T. Wallace	July
Create a calendar of events/timeline for implementation of fellowship	T. Wallace	June/July

Resources Used for Research and Planning

- [Pennsylvania Educator Diversity Consortium Website](#)
- [Ascension Parish Teacher Recruitment Campaign](#)
- [Learning Policy Institute Report](#)
- [The Education Trust](#)



Phase One

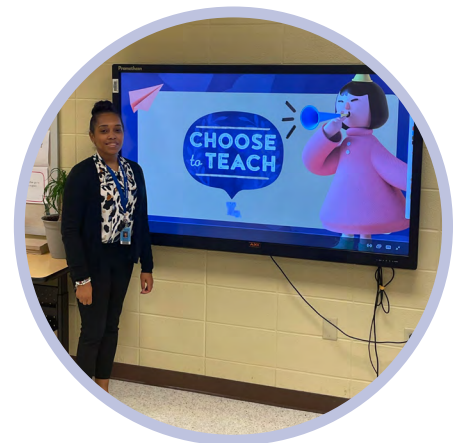
Goals

- Identify and contact individuals to take part in the campaign.
- Get social media graphic and logo created, set up *Choose to Teach* pages for Twitter, Instagram, and Facebook, and begin the campaign on social media outlets.
- Complete at least two speaking engagements at a high school or university.

DATE	MEETING TITLE/TOPIC
July 19, 2021	Team meeting to discuss campaign and identify initial educators to be featured
July 22, 2021	Present fellowship initiative to Lafourche Parish School Board
August, 2021	Graphic design team at the Louisiana Department of Education creates campaign logo
August, 2021	Create template for social media posts using Canva
August 17, 2021	Speak with Nicholls State University's education department about the initiative

Phase One Reflection

During the first phase of the fellowship, much of the focus was on networking with local educators, district leaders and staff from Nicholls State University's education department. The discussions centered on the importance of the initiative and laid the groundwork for future work for the fellowship. At the same time, educators were identified to be featured with the *Choose to Teach* campaign.





Phase Two

Goals

- Continue social media campaign
- Complete three or more speaking engagements
- Initiate process for creating radio commercial

DATE	MEETING TITLE/TOPIC
Bi-Monthly	<i>Choose to Teach</i> post on social media
November 4, 2021	Nicholls State University Education Recruitment Fair
November 18, 2021	Presentation for Lafourche Parish Career Magnet School
December 15, 2021	Presentation to BESE regarding fellowship progress
December 20, 2021	Speak with Radio Station KKAY 1590 regarding advertisement and becoming a vendor for school system

Phase Two Reflection

The *Choose to Teach* social media campaign began to gain momentum during the second phase of the fellowship with receiving over 10,000 likes for the posts. A highlight during this phase is that a paraprofessional was recruited to pursue a teaching career. Also during this phase, the communications and collaboration between Nicholls State University and the Lafourche Parish School Board continued to grow.





Phase Three

Goals

- Use billboards or other media outlets to bring more awareness to the *Choose to Teach* campaign.
- Attend speaking engagements at various universities and organizations.
- Begin the process for starting an Educators Rising (EdRising) Club in Lafourche Parish.

DATE	MEETING TITLE/TOPIC
Bi-Monthly	Zoom meeting with members of the education department from Nicholls State University to discuss creating a “Grow Your Own” dual-enrollment program and establishing diversity recruitment initiatives for the education department and the Lafourche Parish School System
February 18, 2022	Zoom meeting with Blake Noel from Reach University to discuss how Reach University can potentially help recruit and retain interested candidates by providing support for the Praxis exam and assisting with acceptance in an Alternative Certification program
February 23, 2022	Strategic meeting with leaders of the Lafourche Parish School System and the education department from Nicholls State University to discuss forming a partnership between the university and the school district, creating EdRising programs at three high schools next year and creating a virtual mentoring program next year for providing support for new teachers
March 4, 2022	Meeting with Lafourche Parish School District’s Human Resources Department to discuss strategies for recruiting a diverse population to teach in Lafourche Parish, plan upcoming recruiting engagements at local universities, discuss the design for billboards for recruiting educators and begin planning for virtual mentoring program for next school year
March 7, 2022	Meeting with the Lafourche Parish School District’s Technology Department to discuss the design for billboards for recruiting educators
March 15, 2022	Meeting with Faran Clark, Director of CROWN, a mentoring organization with the mission to help retain minority men at Nicholls State University, to discuss strategies to encourage black men to pursue the education profession and organize CROWN mentees to volunteer tutoring students at local middle schools
March 21-25	Meeting with the Class Measures team for Nicholls State University to discuss EdRising and recruiting efforts with the fellowship



DATE	MEETING TITLE/TOPIC
April 4, 2022	Assist Lafourche Parish School District's Human Resources Department with recruiting educators at University of Louisiana at Lafayette
April 5, 2022	Assist Lafourche Parish School District's Human Resources Department with recruiting educators at Louisiana State University
April 11, 2022	Assist Lafourche Parish School District's Human Resources Department with recruiting educators at McNeese State University
May 1, 2022	Speak to teen girls about the teaching profession and why they should choose to teach at the Pancakes and Pajamas Teen Empowerment Brunch
June 1, 2022	Panel Host for <i>Choose to Teach</i> session at Teacher Leader Summit

Phase Three Reflection

The *Choose to Teach* billboards were posted throughout Lafourche Parish. The feedback received from the public was positive regarding the billboards. During this phase, the radio ad for *Choose to Teach* also began to air.





In Conclusion

While the social media campaign, billboards and radio advertisements were positively received, these were found to be only one of the components that is needed in recruiting a diverse workforce. Throughout the fellowship initiative, a large focus was on building relationships. Through speaking with various organizations, university leaders and community members, relationships were built that strengthened the impact of the campaign. One of the most successful outcomes of building relationships and the fellowship is that the Lafourche Parish School District has now partnered with Nicholls State University to begin an EdRising program in three high schools across the district next year. Students that participate in the EdRising program will receive credit for beginning level education courses at Nicholls State University. Through this partnership, the goal to recruit and cultivate highly skilled educators for Lafourche Parish will be realized.

At the onset of the fellowship, Trinette Wallace knew that the recruitment measures would only be part of the solution for the diverse workforce shortage. It is imperative that school systems also put in place effective strategies and support systems in order to retain the educators that are recruited. Mentorship is a successful practice that has been shown to positively impact educator retention. Therefore, Trinette Wallace and the Lafourche Parish School District will be implementing mentorship programs along with continuing their recruitment efforts next year.

Contact Information

Trinette Wallace, 2021 Louisiana Public Interest Fellow

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School System: Lafourche Parish School Board

School Name: West Thibodaux Middle School

