

# Louisiana Believes

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## Louisiana Teacher Recruitment Campaign



***“Teaching is the one profession that creates all other professions.”***

**- Unknown**

The work of a classroom teacher is dynamic and challenging, and provides the opportunity to lead and shape a students' futures.

Teaching can provide a lifetime of fulfillment through innovation, autonomy, relationship-building and professional growth.

The Louisiana Department of Education is committed to elevating the teaching profession in our state in order to increase interest in the most noble of professions, teaching.

# The Need for Teachers

In order for Louisiana students to succeed, they must have ongoing access to effective educators. However, **schools and school systems across Louisiana struggle to recruit and retain high quality teachers.**

These **issues are more acute in school systems with high percentages of economically disadvantaged students.**

In **school systems with the highest concentrations of economically disadvantaged students, nearly 16 percent of teachers are teaching outside of their certification area** as compared to 10 percent statewide.

# Campaign Purpose

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***“It’s so important that we continue to attract the best talent to take care of our nation’s most precious resources: the children who will become tomorrow’s leaders.”***

Kimberly Eckert, 2018  
Louisiana State Teacher  
of the Year

Given the importance of attracting potential educators into the teaching profession, **the Department contracted with Zehnder Communications to develop a statewide teacher recruitment campaign** that elevates the teaching profession and increases the number of high school graduates and college students who enroll in an undergraduate teacher preparation program.

## **Target Audience:**

- Primary: high school juniors and seniors and college freshmen and sophomores who are in the prime stages of future career selection
- Secondary: influencers of the target audience such as parents, teachers, professors, and guidance counselors who can encourage students to consider a career in teaching

**Duration:** February - April 2018

# Pre-Campaign Research

Prior to designing the campaign, **the Department conducted research with current teachers and high school and college students to better understand the perceptions of the teaching profession and the motivating factors of why people choose their career pathway.**

In a survey of current teachers, the Department found that **teachers chose teaching as their profession primarily due to their desire to make an impact.**

In a survey of of high school and college students, the Department found that:

- **13 percent of high school and college students are currently considering teaching** as a potential profession;
- **students' career decisions are most influenced by parents and family members;** and
- **students rely primarily on the internet and social media for information on careers.**

# Campaign Strategy

The target audience for the campaign is 16-20-year-olds (Generation Z), who are pursuing or plan to pursue a bachelor's degree. Below are characteristics that define this generation and, therefore, inform the campaign:

- They are risk-averse, practical, and pragmatic.
- They believe “if you want it done right, then do it yourself.”
- They are attracted to jobs in growing, less-automatable fields like education, medicine, and sales.
- They are selective about how they spend their time and have an “eight second filter,” meaning an advertiser has less than 10 seconds to grab their attention before they decide to move on to something else.

**Therefore this campaign is designed to:**

- Immediately grab Gen Z's attention;
- Influence their decision prior to declaring a major; and
- Speak to Gen Z in a way that will be memorable.

# Campaign Strategy

The campaign will run statewide in each of the following markets: Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, Shreveport.

The campaign will feature:

- Radio and television advertisements
- Outdoor billboards
- Website banners, pre-roll videos
- Social media advertisements
- Earned Media: news releases, news stories, and Op-Eds
- Public Relations: through campaign “champions” and education advocates

# Campaign Content

- All of the video was shot in local schools. Many thanks to Benjamin Franklin High School and Samuel L. Greene Elementary.
- Virtually all of the “actors” appearing in the videos are Louisiana students and teachers.



# Campaign Launch

The Department will launch the campaign on February 19. At that time, we will share the videos and social media graphics with a broad range of stakeholders to help us promote the campaign including:

- Teachers
- School and school system leaders
- BESE members
- Education advocates

The Department encourages everyone to join in the campaign and help us elevate the teaching profession by sharing inspirational stories and messages on social media about teachers using the hashtag #BeATeacherLA.

**Please help us promote the most prestigious of professions: TEACHING!**