Louisiana Believes

Building a Strong Educator Workforce: Engaging High School Students in the Teaching Profession
Objectives

Participants will:

• Explore the benefit of engaging high school students in the teaching profession and guiding them on a path to becoming a teacher.

• Learn about current pilot programs in Louisiana and network with others considering this strategy.

• Determine ways to engage in recruiting high school or early college students into the teaching profession.
Agenda

- Be A Teacher LA Campaign (10 min)
- Northwestern University PORS Program (10 min)
- LSU - Alexandria’s Rising Educator Clubs (10 min)
- Panel Discussion (45min)
Louisiana’s Commitment to Building a Strong Educator Workforce

**Full Preparation for Louisiana’s Teachers:** Prepare Louisiana’s teachers for their first years in the classroom through competency-based preparation programs with yearlong residencies, as piloted through [Believe and Prepare](#). Facilitate strong partnerships between educator preparation providers and school systems.

**Continuum of Leadership Roles:** Establish [content-specific roles](#) and [training](#) for expert teachers who are equipped to support and prepare new teachers, and provide curriculum-specific professional learning.

**Informed Workforce Decisions:** Publish [educator workforce data](#) that informs decisions related to educator compensation, placement, recruiting and hiring practices, as well as supports for struggling schools to ensure that all students have access to excellent educators.
Louisiana’s Educator Workforce Needs
Why Recruit to the Profession

- Other than a student’s family, excellent teachers are one of the most important factors affecting student achievement.

- In order for Louisiana students to succeed, they must have access to fully prepared, certified educators. However, schools and school systems across Louisiana struggle to recruit and retain high quality teachers.

- These challenges 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.
Currently, **6 percent** of Louisiana’s classes are taught by an **uncertified teacher**, and **10 percent** are taught by a teacher who is **not certified in their content area**. Certain subject areas see even higher rates of classrooms being taught by uncertified or out of field teachers.

There is a great need to recruit Louisiana’s brightest students into the field of education to ensure we have outstanding teachers in all classrooms for years to come.
The Next Generation of Educators

The Department conducted research with current teachers, high school students, 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 more than 500 Louisiana high school and college students, the Department found:

- **13 percent** of respondents 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.

In addition, market research characterizes the target audience as pragmatic, independent, and drawn to career fields that are less likely to be automated. This group is also selective in how they spend their time.
Be a Teacher LA Campaign
Be A Teacher LA Campaign

As a result of this research, the Department launched a statewide teacher recruitment campaign, Be A Teacher LA, designed to elevate the teaching profession and increase the number of high school graduates and college students who enroll in an undergraduate teacher preparation program.

In the News:

WBRZ: Department of Education launches campaign to celebrate educators, recruit next generation
WAFB: LDOE launches campaign to recruit next generation of teachers
The Advertiser: Louisiana launches new teacher recruitment campaign
The Advocate: Louisiana looks to Generation Z with new campaign to boost teaching profession
Campaign Purpose

The Department contracted with Zehnder Communications to develop the campaign.

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 - May 2018

“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
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 launched on February 21st, and ran statewide in each of the following markets: Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, New Orleans, and Shreveport.

The campaign features:

- Public Service Announcements on radio and television
- Donated outdoor billboards
- Social media advertisements
- Earned Media: news releases, news stories, and Op-Eds
- Public Relations: through campaign “champions” like Louisiana Teacher of the Year Kim Eckert
Providing Opportunities for Rural Students
Northwestern University
Providing Opportunities for Rural Students (PORS)

Northwestern State University (NSU) is partnering with seven rural school districts to encourage high school students to choose the field of education as a career path in hopes they will return to their home communities to live and work.

Through **Dual Enrollment**, NSU and the seven districts are collaborating to offer Education courses to high school junior and seniors. The classes are delivered electronically or face-to-face at district schools.

NSU provides training and instructional materials for the high school teachers identified to teach and/or facilitate the classes on their respective campuses. High schools offering the courses are encouraged to establish **Educators Rising clubs** to provide additional learning experiences and mentoring for students interested in becoming teachers.
LSU - Alexandria’s Rising Educators
Panel Discussion
Panelists

Katherine Andry, Zehnder Communications

Dr. Arlene Duos, LSU- Alexandria

Dr. April Giddens, Northwestern State University

Principal, Rapides Parish

Teacher, Rising Educators Sponsor, Rapides Parish
Panel Questions

What messages about the profession do you believe are most compelling to this generation?

Given what we know about Generation Z, what strategies do you believe are most promising in recruiting students into education?

What are some misconceptions you believe high school students have about teaching that we should be mindful of as we develop recruitment strategies?

What steps can others take to help recruit high school students into the field of education?
Question and Answers

For further details about the Be a Teacher LA campaign, please visit Be A Teacher LA.