

California Teacher Recruitment: CalTeach

Nancy Brownell, Director
(916.278.4600 or nbrownell@calstate.edu)



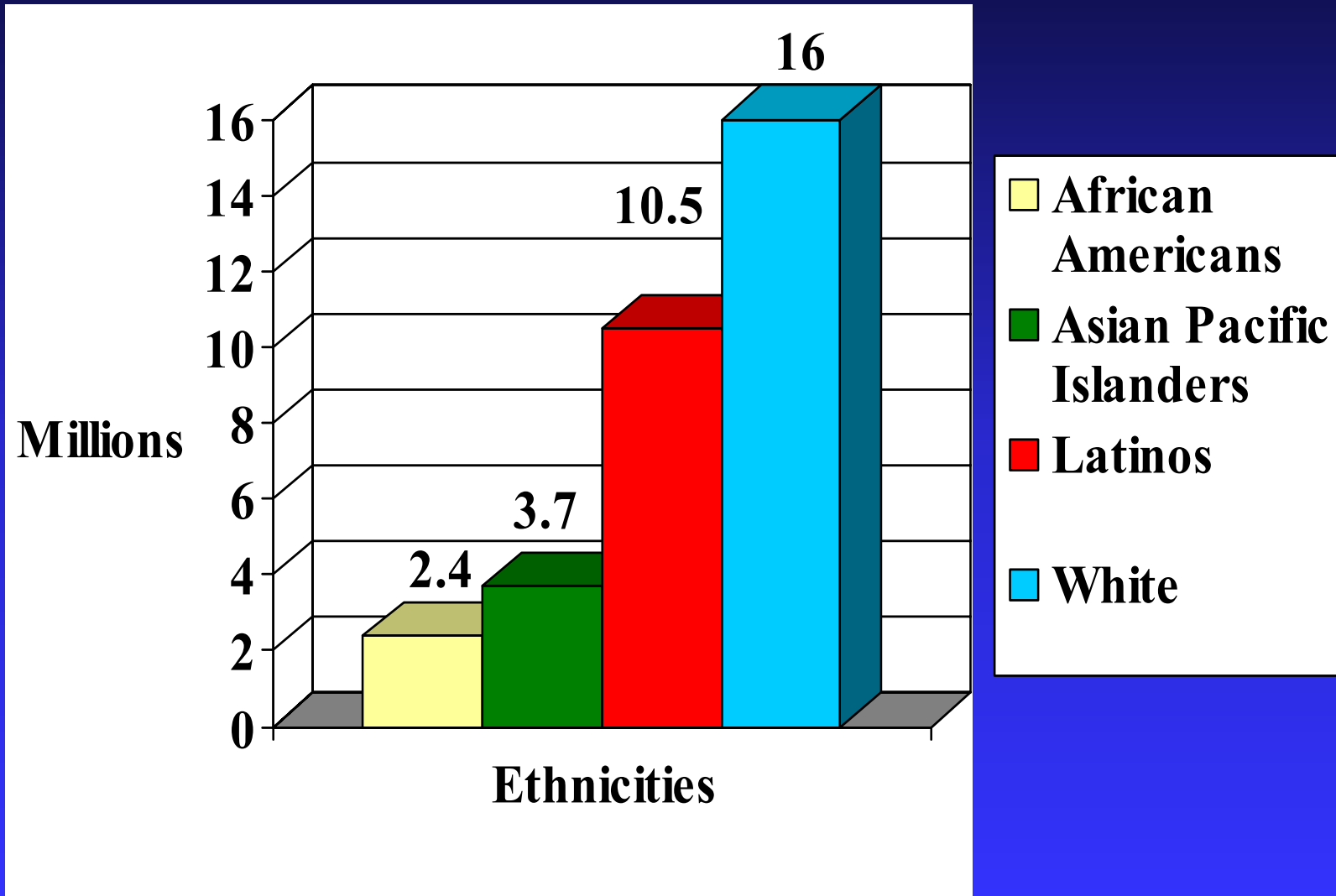
California Center for Teaching Careers
CSU Office of the Chancellor

California Context

- 6 million students
 - ◆ 1.4 of whom speak a language other than English
- 310,000 teachers
- 1000+ school districts
- State Board of Education, Elected State Superintendent, Department of Education, University of California, California State University, Commission on Teacher Credentialing (Professional Standards Board) policy pressures



California Demographics



Student, Teacher, Administrator Historical Data

	1997-98			2000-01		
	Students	Teachers	Administrators	Students	Teachers	Administrators
American Indian or Alaska Native	0.9%	0.8%	0.7%	0.9%	0.7%	0.7%
Asian	8.1%	3.9%	2.8%	8.0%	4.2%	3.0%
Pacific Islander	0.6%	0.2%	0.2%	0.6%	0.2%	0.2%
Filipino	2.4%	0.8%	0.5%	2.4%	1.0%	0.5%
Hispanic or Latino	40.5%	11.5%	12.2%	43.2%	12.9%	12.9%
African American	8.8%	5.1%	8.1%	8.4%	5.1%	7.9%
White (Not Hispanic)	38.8%	77.2%	75.1%	35.9%	74.5%	73.7%
Multiple or No Response		0.6%	0.5%		1.5%	1.2%

Statewide Strategy

- One-stop information, referral and recruitment (on-line and call center)
- Links to other agencies and Teacher Recruitment Centers
- Advertising Campaign (\$9 million in state, \$2 million out-of-state) two levels
 - ◆ Raise the profile of teachers and send people to the recruitment centers for job information
- Brochures, ads, collateral material
- (mouse pads, stress apples, rulers, pens)



Out-of-State Strategy

- Recruiters (“Road Scholars”) and 5 SUVs, 130 campuses
- States with Reciprocal Programs
- Golden Opportunity Days in selected cities (for experienced teachers and newly certified)
- Print, radio and television ads



Incentives: Educational, Hiring, and Retention

- Teacher Tax Credit
- Increased Entry-Level Salaries
- Certification Bonuses
- Teaching as a Priority Block Grants
- Home Purchase Discounts
- Financial Aid



Community Based Outreach and Advertising

- Community Organizations
- Social Marketing (increase awareness of need and help everyone see the value of teachers to the state and the nation, both economically and democratically)
- Ethnic and General Media
- Diversify the teaching profession to better represent student demographics



What have we learned?

- Make the pitch, tell the truth!
- Face-to-face interactions along with written information
- Long-term strategies, social marketing and expanding the pipeline, clear routes to teaching
- Short-term strategies, streamline hiring practices, hire early
- Location, location, location matters
 - ◆ (urban, rural, suburban districts)



Ethnic Media

- Over 3000 Ethnic Media Organizations in California
 - ◆ Foreign and English-language Print and Broadcast
 - ◆ Over 30 Ethnic Groups Represented
- Ties with Community Organizations



Priorities and Next Steps

- 1000+ School Districts
- Business and Community Partnerships
- Long- and Short-Term Recruitment Goals
- Increasing the Diversity of the Teaching Force
- Public Perceptions

