Recruiting T&E Teachers: A Collaborative Effort

Presentation Goals

1. Bring various stakeholders together.
2. Provide ideas/methods for recruitment.
3. Share your recruitment experiences.
4. Encourage making recruitment a priority.
Teacher Preparation Challenges

• Increased retirements yet growing K-12 enrollment
• Declining program enrollments since 2010
  • Reported 53% in CA, 20% in NC
• Less faculty and increased responsibilities
• Stricter accreditation requirements
  • 3.0 GPA
  • Praxis Exams
  • Validation of data, instruments

Current T&E Ed Graduation Trends

• Ernst & Williams (2015)
  • About 55,000 T&E teachers in U.S.
  • *NSF reports about 211,000 science teachers (grades 7-12) in U.S.
• Love, Love & Love (2016)
  • Programs: 203 in 1970 to 43 in 2015
  • Graduates: 6,368 in 1970 to 245 in 2015
• Moye (2017)
  • Graduates: 815 in 1996 to 206 in 2016
  • >50% reported 4 or less graduates
Who Are the Most Influential Recruiters?

- Love (2014) [6 point Likert scale]

1. MS/HS T&E teachers (5.29)
2. Alumni (4.76)
3. Family Members (3.10)
4. Current T&E Undergrad Student (2.94)
5. Friends/Peers (2.59)
6. High School Counselors (2.20)
7. University Recruiter (1.47)

*Especially those from underrepresented populations

A Concerted Effort

*The earlier the better!

*Always expressing positive views about the profession is critical!
Suggested Recruitment Method 1

- **Publicize Programs/Student Work**
  - Among the school district
  - Among the community
  - Among the state
  - FREE!
  - Involve students as part of their Communication Technology projects
  - Caccavale (2016)
Method 1 Continued

- **Publicize Programs/Student Work**
  - Publish in various journals and newspapers
  - Social media pages
  - School website (ex. UMES)
    - How do I draw traffic to my webpage?
  - Semester Newsletters
  - Brochures, Postcards, & Posters
  - You Tube channel
  - Video – What is T&E Ed, Why Become a T&E Teacher? (ex. Millersville)
  - College recruitment fairs

Suggested Recruitment Method 2

- **Advertise Nearby College Programs**
  - Posters
    - ITEEA poster released in 2016
  - Brochures/Flyers
  - Visits from college faculty and students
  - Invite faculty as EbD and PLTW project mentors
Suggested Recruitment Method 3

• **Collaborate with STEM Programs and Community Colleges**
  • Good pathway to pursue STEM degree
  • Lead into teaching interest, young role models
  • Provide special expertise and equipment

Suggested Recruitment Method 4

• **Articulation Agreements**
  • State Department of Education
    • PLTW and EbD pathways = 3-6 college credits
    • EbD articulations very successful in Kansas
  • Community Colleges
    • **Program is listed in CC course catalog**
    • Official articulation agreement process
    • Suggested course lists
      • ex. **UMES**
Suggested Recruitment Method 5

• **Attracting Students from Other Majors**
  • Other Teacher Education students
  • General Education/Undecided students
  • Engineering students
    • *Must meet CAEP requirements for GPA*
  • Technological Literacy/Tech and Society class offered as a gen ed to all majors
    • Hook students with hands-on STEM
    • ex. ODU and UTEACH model

Suggested Recruitment Method 6

• **Collaborate with School Counselors**
  • Preble (2016)
  • Communicating what are T&E courses and their goals
  • Inviting counselors to come witness classes or see design solutions
  • Developing cohorts
  • Provide materials to present to parents
Suggested Recruitment Method 7

- **Communicate Opportunities to Parents**
  - Summer Camps
  - Community STEM nights
  - Host community STEM competitions
    - (ex. TEAMS)
  - Back to School and Parent Conferences
  - Call/email parents when student shows significant progress
  - Emphasize demand and benefits

Suggested Recruitment Method 8

- **Lessons/Research Projects on T&E Education Careers**
  - Incorporate as part of career research assignments
  - Incorporate multiple times throughout the year
  - Interview other teachers and college faculty
  - Field trip to a university program
Suggested Recruitment Method 9

• **Allow Students to Teach**
  • Give students experiences teaching and leading
    • Elementary, Middle and High School level
    • Helping at STEM nights and events
  • HS students teaching a MS or ES STEM activity
  • Provide non-evaluative, encouraging feedback

Suggested Recruitment Method 10

• **Take Students to Conferences/Events**
  • Present with them
    • Showcase class projects
  • Encourage them to participate
  • Interact with other teachers/students
Suggested Recruitment Method 11

- **After School STEM Clubs, Makerspaces**
  - TSA, SkillsUSA, 4H, etc.
  - Encourage students to explore their interests
  - Judge at these events to meet/recruit students

Suggested Recruitment Method 12

- **Educators Rising Club**
  - After school clubs and pre-teaching CTE pathway
  - Encourage students to join
  - Present to students in these clubs
Suggested Recruitment Method 13

• **Local Engineering Clubs**
  - More T&E educators = more advocates for majoring in STEM/engineering fields
  - Invite as EbD and PLTW project mentors
  - Possible funding and scholarships

Suggested Recruitment Method 14

• **Industry and Military Collaborations**
  - Ritz et al. (1999)
  - Seeking skilled professionals prepared by T&E programs
  - Invite as project mentors, guest speakers
  - Possible funding and scholarships
  - Recruit for alternative licensure
    - ex. SNAME & Crab Boat Competitions
Suggested Recruitment Method 15

• **CTE Program Collaborations**
  • Show relevant STEM connections
  • Collaborate on class projects
  • Interest students in teaching technical content
    • Let the CTE students present to T&E students

Suggested Recruitment Method 16

• **Stay in Contact with Former Students**
  • Students unsure of career plans after HS graduation
  • Students unsure of major after attending college
  • Suggest T&E teacher prep programs!
They’re Accepted! Now What?

**Follow Up Steps**
- Athletic recruit mentality (Daugherty, 1998)
- Personalized letter and program materials
- Email from current T&E education student
- Phone call from faculty member
- Facility tour, open house event
- Contact General Education students via email

Future Steps to Improve Recruitment

- Advertising programs to counselors, parents, students, and the community
- Research needed:
  - Why do students not want to major in T&E education?
  - Alternative preparation for industry professionals and veterans?
- Online or satellite campus undergrad T&E education programs?
Thank You!

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References