

TeachNC

Strengthening & diversifying the NC teacher workforce

LEA Communication Leaders Meeting | December 15, 2020

Agenda

1. **Overview:** Who is TeachNC?
2. **Leveraging the partnership:**
What do LEAs get from partnering with TeachNC?
3. **Questions & next steps:**
Where do we go from here?



Overview

What TeachNC is all about

A robust statewide initiative

TeachNC is a multi-stakeholder partnership to recruit the next generation of North Carolina teachers.

54

Educator Preparation Programs
(EPPs)



2600+

K-12 Schools/Districts
(LEAs)



More

Teachers, Education Stakeholder
Groups, State Partners



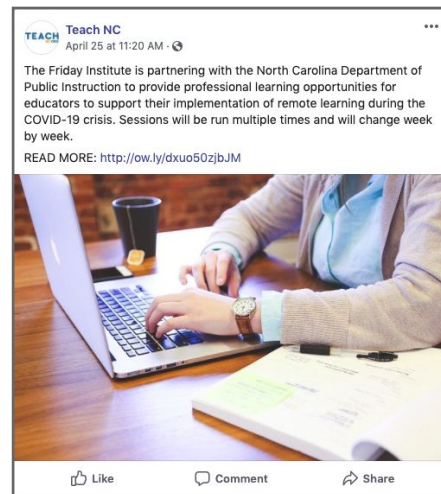
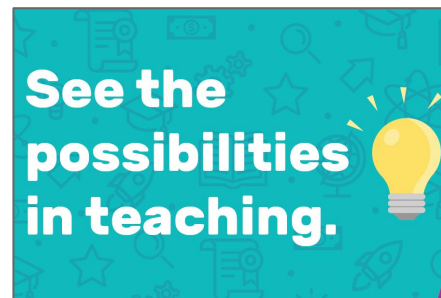
Our charge: Increase the quantity, quality, and diversity of the NC teaching workforce

By elevating the teaching profession and recruiting top talent, TeachNC strives to shape perception, inspire action, and improve student outcomes.









How does TeachNC find future teachers?

- ✓ **Digital advertisements** on websites, search engines and social media
- ✓ **Marketing** through Public Service Announcement ads (TV/radio)
- ✓ **Job boards** like LinkedIn & Indeed
- ✓ **Social media** posts and multi-partner campaigns on various platforms
- ✓ **Partnerships** with school districts, educator preparation programs, others



Free resources and support from TEACH

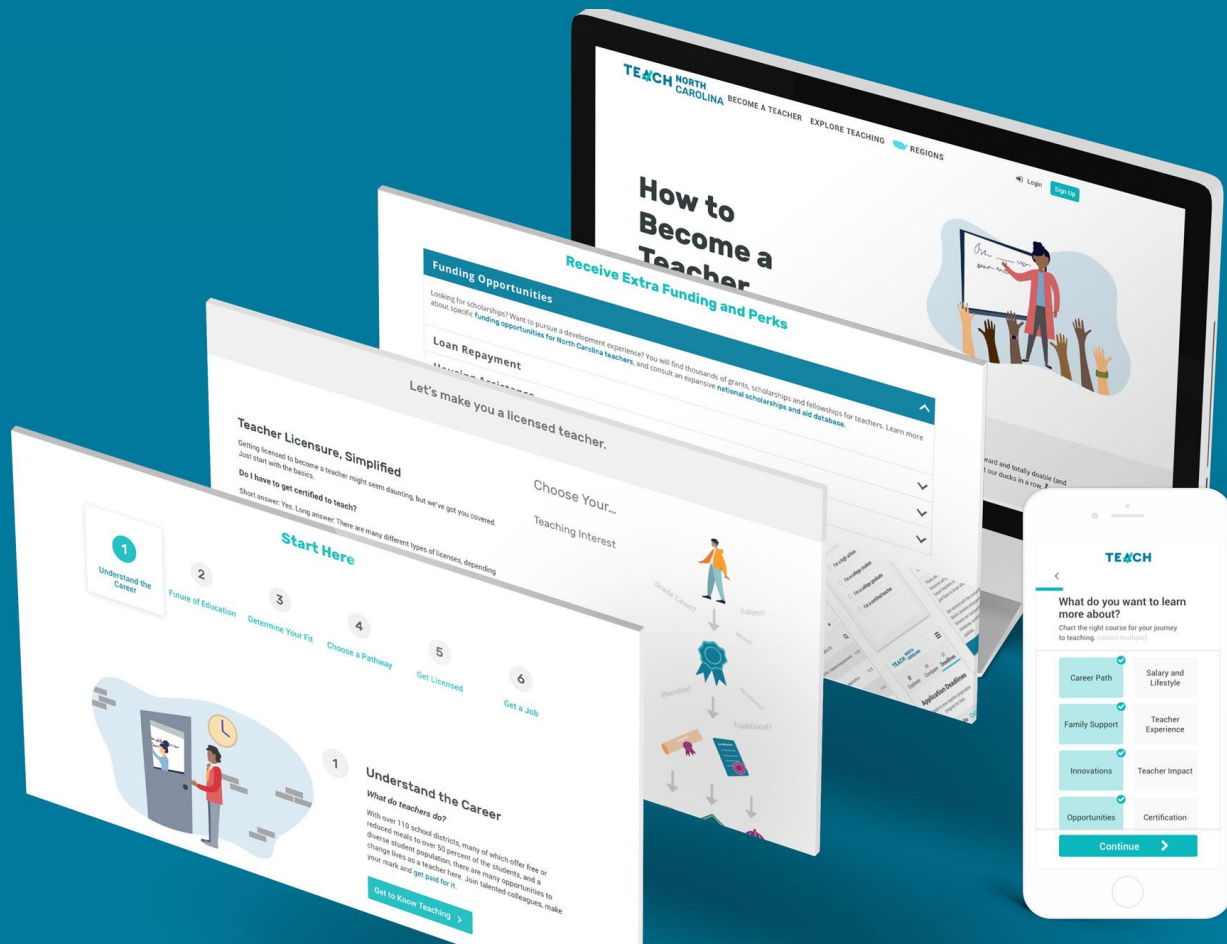
-  Talk to a Teacher
-  Financial Aid Explorer
-  1-on-1 Coaching to find the right teacher prep program
-  Step-by-step application guides
-  Money back on application fees
-  Scholarship opportunities

Visit teachnc.org to see these and other great tools!



52%

of applicants said they were unsure if they would have applied to an EPP without the support of TeachNC tools



How we promote LEAs

Ways LEAs can leverage their partnership with TeachNC

Increased marketing & exposure to job seekers

Quick Job Search

Select a region...

Select a category...

FIND JOBS

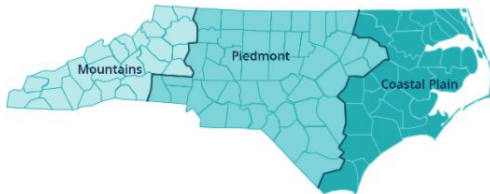
Advanced Search >>

Search by Employer

Select an employer...

Only districts and charter schools with open positions are listed.

Go



TEACH NORTH CAROLINA

BECOME A TEACHER

EXPLORE TEACHING

REGIONS

Search Jobs

Whether you're looking for a teaching position, a support staff role or an opening in your local district, there's a place for you in North Carolina Schools.



Columbus County Schools

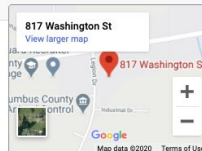
Visit Website >



About

The mission of Columbus County Schools is to instill in students the academic and social skills essential for responsible and productive citizenship in a global society. Columbus County Schools is a rural school system that serves a diverse group of approximately 5,500 students in Pre-K through 12th grade.

[Read More >](#)



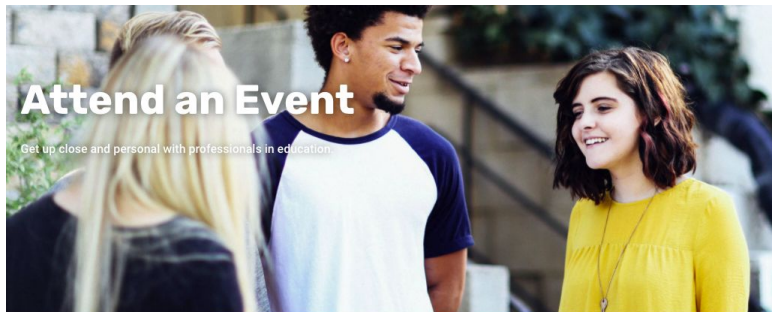
School District

Whiteville, NC

northcarolina.teach.org/jobs

[northcarolina.teach.org/
schools-community](https://northcarolina.teach.org/schools-community)

Promotion of events aimed at future teachers



Upcoming Events

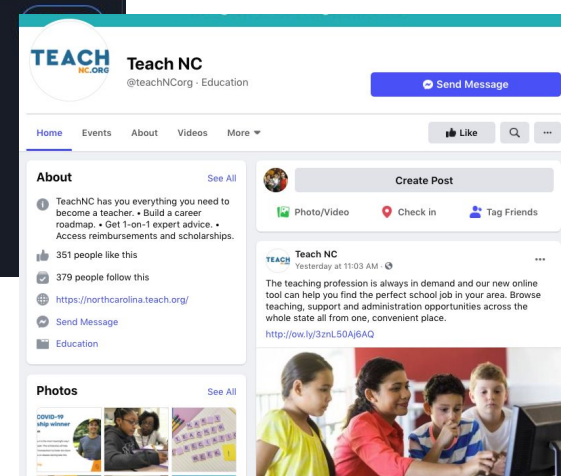


CCTI July Info Sessions

Jul. 7, 2020-Jul. 28, 2020 4:00 PM-5:00 PM

Join Central Carolina Teaching Initiative every Tuesday in July at 4:00pm to learn more about their accelerated, NC-approved teacher educator prep program. Choose from course delivery options and achieve success with direct facilitator and coaching support....

[Learn More](#) >



northcarolina.teach.org/events

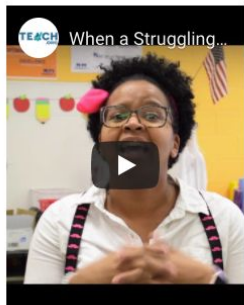
Sharing & celebrating current teachers' stories

NC teachers have lightbulb moments.

These North Carolina educators learn right alongside their students.

ShaLeka Covington

Her struggling reader just wasn't getting it. Then ShaLeka introduced the book *Espananza Rising* and made a breakthrough.



Matt Bristow Smith

Matt's student lost his home in Hurricane Floyd. Their relationship taught them both how to persevere and thrive.



Yanira Campos

From "Do we have to, Ms. Campos?" to "I got this!" Here's how Yanira used a simple tool to tailor the lesson and bring two-digit addition to life.




TEACH NORTH CAROLINA

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Teachers Build the Profession

Tell your story, share a teaching win, encourage a future educator and help build the profession with passionate educators, just like you. Welcome to the TeachNC community!

Share Your StoryGet Involved



northcarolina.teach.org/better-work-stories

Supplement capacity of counselors & HR staff



Connect interested potential hires with free “Become a Teacher” resources

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NC.ORG

Ready to take the next step?

Your dedication to our students and community is invaluable. In return, we're dedicated to supporting you in achieving your career goals!

No matter where you're starting from, there is a pathway for you to becoming a full-time, licensed teacher. Our partners at TeachNC will help you navigate the process, including a free 1-on-1 advising call to get you started!

Are you ready to take the impact you are making on our students to the next level? Sign up for a free TeachNC account to receive personalized advice, financial perks, and helpful tools that are designed to get you to the front of your own classroom.

Email*

First Name*

Last Name*

Support with “Grow Your Own” initiatives: outreach to unlicensed staff + high school student survey

Become a Teacher.
We have the tools you need to understand licensure, choose a program, apply to a program, and receive financial aid.

1-on-1 Coaching

Application Checklists

Fee Reimbursements

\$1,000 Scholarship

Guides

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College/career counselor toolkits

How YOU can connect future teachers to TeachNC

3 easy ways...



Franklin County Schools

Raising the BAR for Excellence in Education with Relationships that Matter

Home > Careers > Work for FCS > Why Work for FCS?

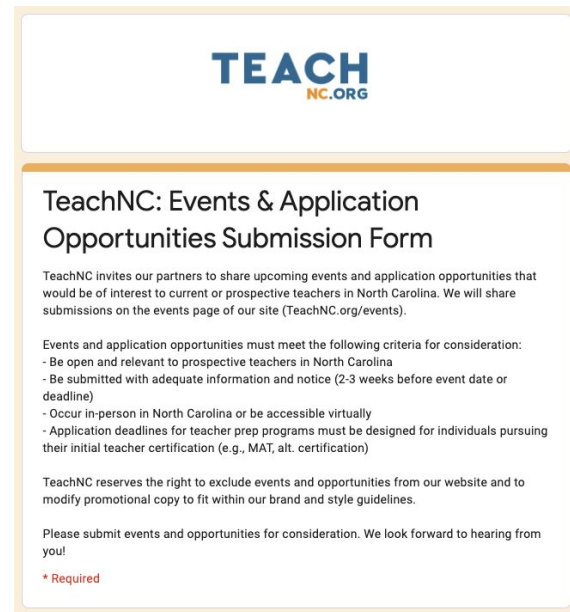
For Future NC Teachers

Are you interested in getting your teaching license? Our friends at TeachNC.org have lots of free tools and resources to help you get started.

- 1-on-1 advising calls to answer all your questions and choose an educator preparation program that's right for you
- how-to guides to demystify eligibility, testing, and financial aid
- interactive application checklists to keep you on track
- fee reimbursements to help cover licensure and testing expenses
- a \$2000 scholarship to help make your dream of becoming a teacher more economical

Franklin County Schools and TeachNC are committed to helping you achieve your dream of becoming a teacher! Sign up for a free TeachNC account today to get started.

<https://northcarolina.teachnc.org/>



1 LEA website (such as on HR/jobs page)

2 Social media cross-promotion (we'll send you a social toolkit!)

3 Share your LEA's event information

Questions & Next Steps



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@teach.org



@teachNCorg

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