

TEACH

Background

The TEACH campaign will help increase awareness of teaching nationwide as a valuable and important profession that warrants serious consideration from competitive candidates when choosing a career path. Activities will be designed to increase the number, quality and diversity of candidates seeking to become teachers, particularly in high-need schools, fields, and subjects. The immediate target audience will be ages 19 to 25.

Why do this campaign

“Over 50 percent of the nation’s teachers and principals are Baby Boomers. During the next four years we could lose a third of our most accomplished educators to retirement. The wave of departures will peak during the 2010-11 school year, when over one hundred thousand veteran teachers could leave. In less than a decade more than half of today’s teachers—1.7 million—could be gone.” (Source: National Commission on Teaching and America’s Future, April 2008)

As a nation, we hire about 200,000 new teachers a year. Even in the toughest economic times, we hire between 80,000 and 120,000 new teachers every year. Only 4,500 of those hires are African American male. Only 7 percent of teachers are African American compared with 17 percent of the student body, and 7 percent of teachers are Latino, compared with 21 percent of the student body. We want to change this.

Additionally, teachers of math, science, special education and English language learners are the hardest new teachers to find. We want to encourage young people who have the most talent and skill in these subject areas to consider going into the teacher workforce.

The established goals for the campaign

- Increase the number, quality and diversity of people seeking to become teachers, particularly in high-need schools (rural and urban) and subject areas in greatest demand: Science, Technology, Engineering and Math (STEM), English Language Learners (ELL), and Special Education;
- Connect aspiring teachers with information about the pathways to teaching including preparation, certification, training and on-going support;
- Enhance the perception and professional status of teaching.

The core elements of the campaign

- **Brand development** – An enduring brand that will peak the interest of aspiring teachers and highlight the great sense of purpose that comes with the teaching profession. The brand will also assist in the effort to improve the perception of the teaching profession.
- **Market Research** – Research into prospective markets of aspiring teachers to direct all aspects of the campaign.
- **Media campaign** – A public service campaign that will call people to the profession of teaching.
- **Web portal** – A website that will serve as a portal and full-service support and information center for prospective teachers as well as teacher preparation programs, state licensing authorities and prospective employers (TEACH.gov)
- **Federal Incentives** – Coordinate resources that will help prospective teachers find Federal, State and local incentive packages that will work best for them.
- **Message amplification** – The Secretary will highlight the campaign in speeches and events; additional principal members of the Administration will also be engaged in the effort.