

Karen B. Salmon, Ph.D.
State Superintendent of Schools

TO: Members of the Maryland State Board of Education

FROM: Karen B. Salmon, Ph.D.

DATE: October 22, 2019

SUBJECT: Digital Recruitment Platform Update

PURPOSE:

The purpose of this item is to provide an update regarding the Maryland State Department of Education's (MSDE) progress in implementing the requirements of Education Article §2-306. This law requires the MSDE to establish a comprehensive recruitment and outreach in consultation with the Digital Recruitment Steering Committee in an effort to increase and diversify the education workforce.

HISTORICAL BACKGROUND:

During the 2018 Legislative Session, House Bill 1415 passed, requiring the MSDE to establish a Digital Recruitment Steering Committee in an effort to recruit the top 25 percent of Maryland high school students into the teaching profession, as well as, diversify the teaching workforce in Maryland. An amount of \$250,000 was appropriated to launch this effort. Based on recommendations made by MSDE, and agreed upon by the Steering Committee, the MSDE has launched two initiatives to achieve this goal.

First, the MSDE established a digital recruitment platform to improve the public perception of the teaching profession and encourage individuals to pursue a Maryland professional teaching certificate. This platform includes a combination of free public service media and paid media, both online and print, as well as, a social media campaign using Facebook. Additionally, a website has been developed as a central information point for anyone interested in teaching in Maryland. This website includes information about Maryland teacher preparation programs, state certification, incentives and scholarships, and links to each of the Maryland local school systems.

Secondly, the MSDE is hosting an inaugural Teach MD Rising Toward Excellence Conference, aimed at recruiting Maryland high school students in an effort to attract a diverse population of individuals into the teaching profession. The conference presentations focus on career preparedness, critical shortage areas, teaching with cultural competence, technology in teaching, and the benefits of teaching in Maryland.

EXECUTIVE SUMMARY:

This update provides information regarding the recent accomplishments pertaining to the digital recruitment platform. The goal of these initiatives is to increase and diversify the education workforce.

ACTION:

For discussion only.

KBS: sds



Teacher Outreach and Digital Recruitment in Maryland

MSDE's Initiatives to Increase the Educator Workforce in Maryland

Teacher Outreach and Digital Recruitment Program

The Maryland General Assembly has provided
\$250,000 to launch this effort.



MSDE's Charge

MSDE, in collaboration with other stakeholders, must establish:

1. An **outreach program** intended to encourage the top 25% of high school students from each local school system to consider pursuing a Maryland professional teacher's certificate; and
2. A **digital recruitment platform** that is aimed at encouraging individuals to enter the teaching profession in Maryland.

Before implementing these outreach and recruitment efforts, MSDE must form and fully consult with a steering committee that includes a diverse group of stakeholders.

- The stakeholders must include faculty and student representatives of historically black colleges and universities and other institutions of higher education who are from unrepresented ethnic, racial, gender, and other demographic groups.
- In addition to the statutorily mandated members of the steering committee, MSDE believes it is critically important to include representatives from the K-12 Human Resources Community and a representative from Teacher Academy of Maryland Programs.



What We Have Already Accomplished

Prior to the enactment of HB 1415 of 2018, MSDE began efforts to attract and retain high-quality teachers to the State. The Division of Educator Certification and Program Approval and the Office of Communications and Partnerships has developed the following initiatives:

- **MSDE Website:** MSDE has redesigned its recruiting website to be more interactive and user-friendly. The certification website has been streamlined to assist those interested in teaching in Maryland.
- **Social Media:** Example of Success – MSDE posted information promoting Maryland Education Recruitment Consortium’s (MERC) Tenth Annual Recruitment event on the official MSDE Facebook page. That post potentially reached an audience of up to 6,000 people.
- **Facilitation:** MSDE has facilitated meetings between HR representatives from local school systems and nonpublic schools and the deans and directors of institutions of higher education.
- **Recruitment:** MSDE has provided support at various teacher recruitment fairs, such as the Frederick County Recruitment Fair, and the Maryland Educator Recruitment Consortium.

Steering Committee

Steering Committee Membership

Sarah Spross,
Chair

Kelly Meadows,
Co-Chair

Dana Edwards,
Public School Superintendents Association
of Maryland (PSSAM)

James Fielder and Rhonda Wardlaw,
Maryland Higher Education Commission (MHEC)

Megan Quinn,
Maryland Association of School Personnel
Administrators (MASPA)

Cynthia Miller,
Maryland Office of Tourism

Atiyah Robin-Okanlawon,
Student, Bowie State University

Julius Davis,
Bowie State University

Simone Gibson,
Morgan State University

MSDE Staff

Jean-Marie Holly

Amy Horan

Catherine Shoup

Christy Shockley

Traci Verzi

Social Media: Campaign Timeline

Social media marketing campaign timeline that outlines the activities scheduled to create a well-integrated campaign that will deliver the best results.

The following timeline provides an overview of the progression of the campaign.



Social Media: Targeting

Along with scores of different ad types, like video ads, the level of granularity available with Facebook targeting capabilities is unparalleled. You can target the exact user, whether it be by behaviors, interests, demographics, connections, age ranges, languages, or locations.

MSDE will use the targeting capabilities of Facebook/Instagram.

- Top 25% of high school students
- Students with interests in:
 - Certain universities and colleges
 - Travel, or students who are frequent travelers
 - Charities & volunteering
 - Education & teaching
- Parents of high school students
- Teachers in NY, PA, VA, NJ, NY, DC
- College students seeking career fields in education
- Community college students
- Events attended by students and teachers



Maryland State Department of Education
Sponsored

Looking for a career with a strong work/life balance, predictable schedule, and great benefits, while working for one of the most progressive education programs in the region?

#TEACHMD is Maryland's statewide campaign to elevate the teaching profession and recruit the next generation of educators.

Learn how you can make a difference in Maryland.



Marylandpublicschools.org
Teach In Maryland

RECRUITING THE NEXT GENERATION OF EDUCATORS

20 Likes 562 Comments 311 Shares

Like Comment Share

Social Media: Estimated Level of Engagement

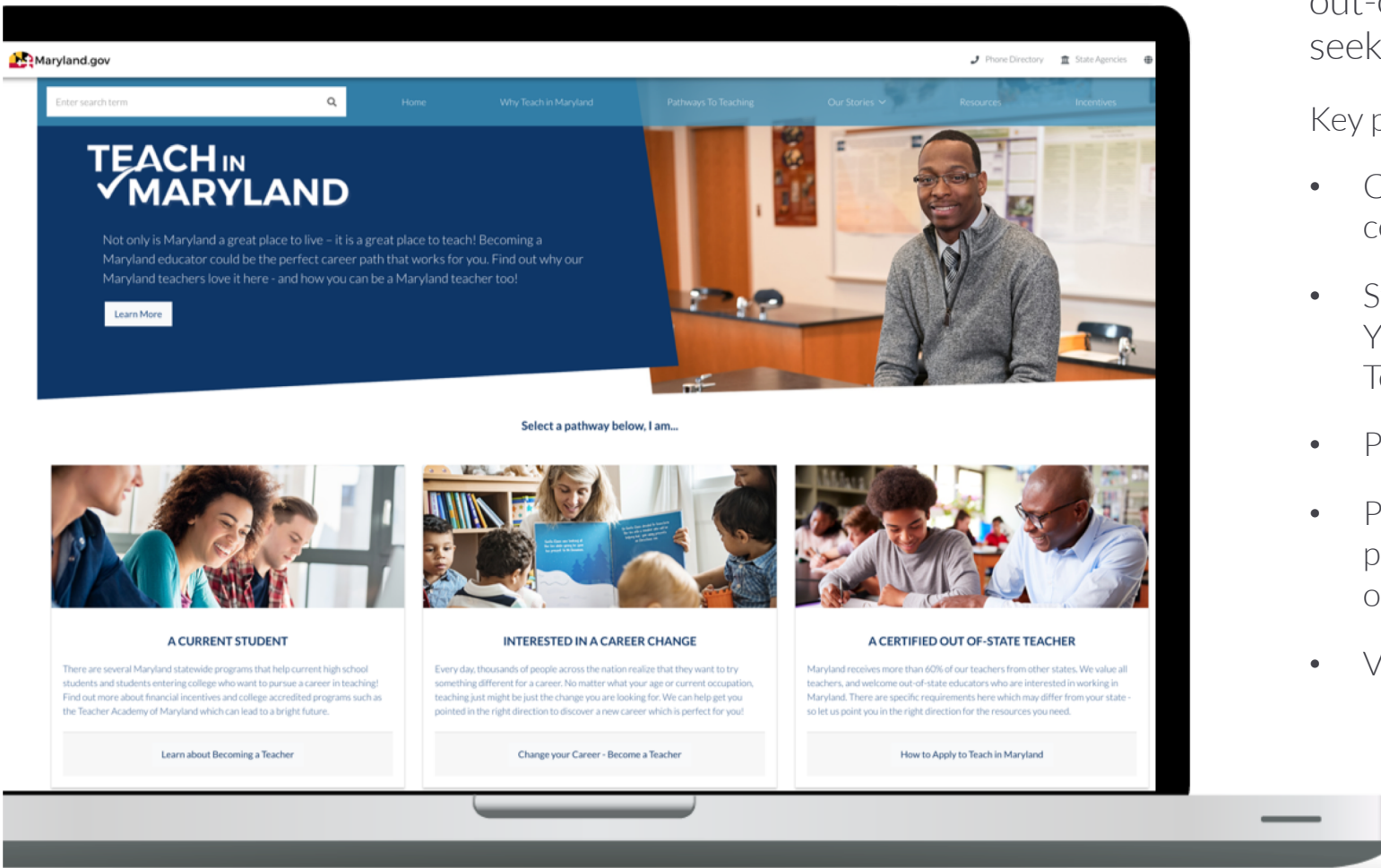
Network		Impressions Per Month	Clicks
	Facebook	55,000	1,725
	Instagram	15,000	961
MONTH TOTAL		70,000	2,686

Teach in Maryland Website

MSDE launched a Teacher Recruitment website that streamlines helpful resources for students, licensed out-of-state teachers, and individuals who are seeking a career change.

Key pages include:

- Clear pathway resources to Maryland educator certification
- Stories from current and past Maryland Teachers of the Year, Milken Teachers, Teacher Academy of Maryland Teachers, etc.
- Points of contact for all 24 local school systems (LSS)
- Points of contact for 23 traditional educator preparation programs, 13 alternative preparation, and 16 Associate of Arts in Teaching programs in Maryland
- Videos featuring real Maryland teachers



teach.in.maryland.gov

Radio One Ads



- ✓ The Radio One Campaign will focus on two **major groups**: Students (both HS and college) and adults considering a career change from another profession.
- ✓ The Campaign will feature five different “**Did you know...**” statements highlighting reasons to become a teacher in MD, or switch to a career in teaching.
- ✓ These ads will be promoted **on-air** on WERQ-FM (92Q) and on the 92Q social media sites, utilizing station personalities Persia Nicole and Pork Chop as spokespeople.
- ✓ The ad will run **104 times on-air** in October and will be posted 16 times on social media. About **592,000** listeners will hear the ads and more than **46,300** social media followers will see them.

Chop, a seasoned veteran of the 92Q DJ's, is well known and well liked by the listeners of the station, particularly young listeners. He is live weeknights from 7pm – midnight with his sidekick, Squirrel.



Persia Nicole has been dominating the airwaves for over 10 years. She is a powerful influencer, and is the top Mid-Day Personality every weekday from 10am-2pm.



Teacher Recruitment Campaign: Print/Digital Media

Along with Social Media, MSDE has reserved several additional outlets to promote Teacher Recruitment throughout the State. Below are some examples:

DIGITAL BILLBOARD

A Digital Billboard at the Bay Bridge will allow MSDE to reach Maryland residents and tourists on the way to Ocean City.



Capitol Billboard Campaign

MTA

Utilizing public transportation in Maryland, some key locations will capitalize on Maryland tourist locations such as Ocean City and Camden Yards.



Utilizing MTA Light Rail, Buses, and Metro.

#TeachinMD: Rising Toward Excellence Inaugural Conference

Overview

Date: October 17, 2019

Location: Maritime Conference Center

Target Audience: High school students

Conference Format: Keynote speaker and concurrent breakout sessions

Strands for Concurrent Sessions:

- Career Preparedness
- Recruiting for Critical Shortage Areas
- Teaching with Cultural Competence
- Technology in Teaching
- Teaching in Maryland



#TeachinMD: Rising Toward Excellence Inaugural Conference

Strength in Numbers

253

High School Student
Participants

17

Local School Systems
in Attendance

55

Vendors representing LSSs,
IHEs and educational
organizations

45

Speakers offering 27
break out sessions

9

Sessions on Culturally
Responsive Practices

6

Sessions on Career
Preparedness

7

Sessions on Teaching in
Critical Shortage Areas

3

Sessions on Teaching in a
STEM field

5

Sessions on
Technology Education

#TeachinMD: Rising Toward Excellence Inaugural Conference

Heard and Noted

"I wasn't motivated to go to college or apply for scholarships until today."



"It has solidified the idea of me wanting to pursue this career."

"...the potential to fill our classrooms with highly qualified, competent, well-prepared educators resides right here within the state of Maryland. We have the wherewithal to realize this dream and this Conference was a significant step in that direction."

- Gary L. Thrift, Dean

School of Education, Notre Dame of Maryland University

"I want to increase the amount of black male teachers."



"Knowing that there are so many others who are interested in educating has truly inspired me...I want to be a part of making that change."



"This event has increased my interest in pursuing a career in teaching."

#TeachinMD: Rising Toward Excellence Inaugural Conference

Feedback

135

students completed or
partially completed
evaluations

105

participants indicated that
the conference increased
their interest in pursuing a
teaching career

71

participants indicated that
they would like to be
contacted by a Maryland
Teacher of the Year

77

participants indicated
that they are willing to be
contacted through 2025
by MSDE to determine if
they pursued a career in
education

Opening Session Rating:

106 Excellent 14 Satisfactory 0 Poor 0 NA

Keynote Rating:

111 Excellent 11 Satisfactory 1 Poor 0 NA

Breakout Presentations Rating:

99 Excellent 10 Satisfactory 1 Poor 0 NA

Vendor Exhibits Rating:

111 Excellent 11 Satisfactory 1 Poor 0 NA

Overall Conference Rating:

98 Excellent 5 Satisfactory 0 Poor 2 NA

#TeachinMD: Rising Toward Excellence Inaugural Conference

Student Voices



How We Will Measure Success

Social Media

Track engagement (reached/clicks) by utilizing Facebook analytics.

Teach in Maryland website

Track the number of visitors over the next year with Google analytics.

Radio One Ads

Review analytics from Radio One that will show listening numbers during the ad slots. Track social media engagement on Radio One platforms.

Rising Toward Excellence Conference

5 year follow-up to see how many students pursued a teaching career in Maryland. Measure percent of students attending conference that asked to be connected to a Teacher of the Year.