



Report to the North Carolina General Assembly

TeachNC Recruitment Initiative Report
Session Law 2021-180 Section 7.20(a)

Date Due: March 15, 2023
DPI Chronological Schedule, 2022

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Legislation (NC Session Law 2021-180):

TEACHNC RECRUITMENT INITIATIVE

SECTION 7.20.(a) The Department of Public Instruction shall adopt the TeachNC recruitment initiative as a comprehensive web platform for future teachers to find information and connect with resources on (i) the teaching profession, (ii) opportunities for educators in North Carolina, and (iii) the process of obtaining an educator's license in the State.

SECTION 7.20.(b) The Department shall report to the Senate Appropriations Committee on Education/Higher Education, the House Appropriations Committee on Education, the Fiscal Research Division, and the Joint Legislative Education Oversight Committee by March 15, 2023, and annually thereafter, on implementation of the platform, including integration of the technology with outside entities, such as educator preparation programs (EPPs) and businesses, and data on user outcomes, including at least the following:

- (1) The number of user accounts, visitors to the website, and web-initiated chats.
- (2) The number of users who were seeking teacher licensure who applied to institutions with an EPP after visiting the TeachNC web platform and, of those users, the number of users who successfully enrolled into institutions with an EPP and who completed teacher licensure programs.
- (3) The number of users who applied for employment in public schools after visiting the TeachNC web platform and the number of teachers who continue to teach in the public schools after finding employment utilizing TeachNC. The report submitted by March 15, 2023, shall also include any recommendations by the Department on potential cost-sharing arrangements or public-private partnerships with outside entities for ongoing sustainability or continued growth of the recruitment initiative.

Section 1: Website Data

Teach.org has gathered data related to the number of individuals who have created a user account on the TeachNC website, how many visitors have accessed the TeachNC website, and how many chat sessions have been conducted by visitors to the website. This data is reported below in Table 1 by academic year. For the purposes of this report, TeachNC defines an academic year as the period of September 1st to August 31st of the following year.

TeachNC continues to be a trusted source of information for aspiring educators in North Carolina. This year, TeachNC added over 12,500 registered users to the database (which now totals more than 21,000) and helped over 1,700 people successfully apply to North Carolina Educator Preparation Programs (EPPs). In addition to the support prospective teachers receive, TeachNC's platform and programs provide value to EPPs and Public School Units (PSUs) looking to gain exposure and recruitment capacity.

Table 1. Website Data

Table 1: Website Usage Data				
	2019-2020 AY	2020-2021 AY	2021-2022 AY	Total
Cumulative Number of User Accounts	4,195	8,329	9,917	21,666
Unique Visitors to the Website	59,904	114,037	142,403	316,344
Web-initiated Chats	868	3,240	2,766	6,874

From Table 1, one can see that the number of new users has continued to grow from the initial program year to last year's count of 9,917. Similarly, unique visitors to the TeachNC.org website has increased by nearly 25 percent from AY 2020-2021 and over 137% from the initial program year. These strong increases in web traffic are an indication that the TeachNC program continues to gain recognition with potential educators entering the teaching profession in North Carolina.

Table 2. Applicants to North Carolina EPPs supported by TeachNC since 2019

TeachNC provides value to EPPs across North Carolina. Specifically, **TeachNC supported more than 30% of the total number of applicants to 24 partner EPP programs.** *Note: This data is based on EPP applicant data and does not yet include data on the number of students who enrolled in EPPs. These are number of individual applicants. Some of these individuals may have submitted applications to multiple EPPs, but the individual was only counted once. TeachNC supported 1,722 **applicants** who then submitted 1,904 **applications**.*

Table 2: EPP Applicants Supported By TeachNC Over Time			
AY 2019-202	AY 2020-2021	AY 2021-2022	Cumulative Total
529	1,436	1,722	3,687

Each year, TeachNC has increased the number of applicants supported in applying to North Carolina Educator Preparation Programs. The number of TeachNC supported applicants in AY 2021-2022 is more than triple that of AY 2019-2020.

Table 3. POC Applicants to North Carolina EPPs supported by TeachNC since 2019

In addition to increasing the total number of supported applicants to North Carolina EPPs since AY 2019-2020, the number of TeachNC-supported applicants who identify as a Person of Color has increased by over 300%.

Table 3: Applicants of Color Supported by TeachNC			
AY 2019-202	AY 2020-2021	AY 2021-2022	Cumulative Total
249	718	792	1,759

Based on the applicant data provided by North Carolina teacher preparation programs, 49% of TeachNC users who applied to a North Carolina EPP indicated an intent to pursue licensure in a shortage subject area.

*Applicants who did *not* use TeachNC resources (i.e. non-matched applicants) were less likely to apply to a licensure program in a shortage area subject (43%).

*58 out of 98 partner EPP programs submitted data to TeachNC for 2021-2022 results counting. Of those, 42 submitted intended licensure area data for applicants. Each institution can have multiple EPP programs (tradition, residency, MAT). Each program is counted as separate. In results counting, some institutions did not send applicant data to all programs.

Table 4. School-Based Personnel (SBP) Survey

Last year, TeachNC launched a School-Based Personnel (SBP) Survey that was distributed to LEAs to administer within their districts to identify non-licensed school personnel who are interested in becoming licensed teachers. 25 LEAs participated in administering the survey which resulted in a total of 414 survey responses. Out of the responses collected, 84.5% (n=350) indicated an interest in becoming a licensed NC educator. These respondents were then connected to TeachNC resources, including customized webinars on how to become a teacher.

Table 4: 2021-2022 TeachNC School-Based Personnel Survey Summary		
Number of participating LEAs	Number of respondents	Percentage of respondents interested in becoming a licensed teacher
25	414	84.5%

Table 5. AY 2021-2022 Highlights

Each year, TeachNC implements a variety of strategies to elevate the perception of the teaching profession in North Carolina and support potential future teachers in taking the step to apply to an EPP. The table below highlights *some* of the initiatives of the 2021-2022 AY.

Table 5: TeachNC AY2021-2022 Highlights	
2021-2022 AY Activity	Details
Teach.org PSA	The Teach.org PSA received more than 5,600 airings on TV and radio across the state, representing \$350,906 in donated media value.
Exclusive TeachNC Scholarships	More than 900 applicants to North Carolina EPPs submitted a scholarship application. TeachNC awarded a total of \$25,929 in scholarships, including launching five \$10,000 scholarships. Four of them were disbursed, but the amount needed for each individual was less than \$10,000. The amount awarded for those scholarships ranged from \$4,290 to \$6,850. Scholarships awarded for 2021-2022 are as follows: 1) Future Black Teacher: \$5,915 2) Future Latinx Teacher: \$5,874 3) School Based Personnel: \$4,290 4) Future Shortage Area Teacher: \$6,850 5) Winter Classic 2021-2022: \$1,000 6) Spring Classic 2022: \$1,000 7) Summer Classic 2022: \$1,000 Scholarship recipients are randomly selected. Upon being selected, they must confirm that they have <i>enrolled</i> in an EPP. If they could not show proof of enrollment, another recipient was selected. For those who were selected for the large dollar scholarships listed above in bold, the larger dollar scholarships were paid directly to the institutions' financial aid offices. The Community College Pathway Scholarship (which was 1 of the \$10k scholarships) was disbursed, but in 2022-2023 AY due to challenges confirming enrollment for previously selected recipients. Therefore, that scholarship amount was not included in the report. This recipient was awarded the full \$10,000.

LEA School-Based Personnel Survey	To support LEAs in identifying and supporting individuals within their district, TeachNC implemented a School-Based Personnel Survey (see Table 5). Respondents were invited to free webinars to help them navigate their path to licensure.
Future Teacher Webinars	TeachNC hosted webinars to guide interested EPP applicants in applying to partner programs.
Co-hosted EPP Webinars	TeachNC hosted webinars in partnership with North Carolina EPPs to increase the likelihood that prospects apply to their program(s).
Up-to-date information on licensure, salary & benefits, available jobs, program explorer & scholarships	TeachNC consistently updated and optimized information on the TeachNC.org platform to: 1) accurately reflect the licensure process in North Carolina; 2) provide resources for potential future teachers; 3) assist interested candidates in identifying classroom vacancies; and 4) assist prospective EPP applicants in finding programs that fit their needs.
User Feedback Survey	TeachNC disseminated a survey to all users to collect feedback and better understand the value TeachNC provides to prospective EPP applicants. Results showed that 65 percent of survey respondents had an increased interest in teaching after using TeachNC resources and 57 percent indicated they may not have applied to an EPP if not for the resources provided by TeachNC.

Section 2: NC Educator Preparation Program Application, Enrollment, and Completion

The TeachNC program is designed to attract potential candidates to the teaching profession in North Carolina. It is critical to understand the extent to which these marketing efforts materialize in their users applying to, enrolling in, and ultimately completing a North Carolina educator preparation program (EPP). Currently, TeachNC has supported 709 applicants who enrolled in an EPP; however, enrollment data will not be complete as this was not a required field in our End of Year (EOY) Results Counting data request—as the primary focus was to collect *applicant* data. Some EPPs indicated which applicants ultimately enrolled, but not all. As with previous reporting years, meeting the annual deadline for reporting of March 15th in law is not attainable given when EPP enrollment verification data is not submitted to DPI until May per state statute. TeachNC collects EPP enrollment data between September and December prior to the following April/May collection period for DPI. In order to provide a comprehensive report, TeachNC will provide the North Carolina Department of Public Instruction (NCDPI) with a list of their users who applied to and/or enrolled in an EPP after having interacted with the TeachNC platform. Once the NCDPI receives the state mandated EPP enrollment verification, this number will serve as the basis for determining how many of the TeachNC users went on to enroll in an EPP, and in the next section, how many obtained a license and employment in North Carolina. Upon approval, this report will then be updated to reflect the findings and be submitted to the Joint Legislative Education Oversight Committee.

Section 3: Licensing and Employment

At this time, TeachNC is unable to provide licensing and employment reporting, as these fields have not been received and verified by the NCDPI. Once the NCDPI receives the state mandated EPP enrollment verification, this number will serve as the basis for determining how many of the TeachNC users went on to enroll in an EPP, and in the next section, how many obtained a license and employment in North Carolina. Upon approval, this report will then be updated to reflect the findings and be submitted to the Joint Legislative Education Oversight Committee.

Section 4: Opportunities for Growth and Partnerships

There are emerging opportunities that will continue to support teacher recruitment efforts. These opportunities will include potential enhancements of the current tuition reimbursement opportunities provided through TeachNC, in addition to an increased number of potential scholarship opportunities that are provided to interested teachers enrolling in a North Carolina EPP.