TeachNC began as a public-private partnership with the goal of providing proof of concept for a statewide teacher recruitment resource and messaging campaign.

Launched in 2019 with support from the NC Education Cabinet.

What is TeachNC?

TeachNC is a statewide teacher recruitment initiative that employs both a broad media campaign and a robust web platform to support teacher candidates in their quest to become a teacher.

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Why TeachNC?

Critical Vacancies in Hard-to-Staff Schools & Subjects

Declining Interest in the Teaching Profession

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Aligning Efforts

TEACH NC: HOW WE GOT HERE

2018
-Letters of Support from Key Stakeholders

-3-Year Runway Strategy Established

2019: Year 1
-Public-Private Partnership Established

-TEACHNC kickoff August 2019

2020: Year 2
-Jobs Board & Chat Function Added

-First full-year metrics indicate 3x goals met

2021: Year 3
-Continuous Enhancements & Partnerships

-New PSA Launched

TeachNC Year 1 Performance

- Website visits: **81,249**

- Total emails captured: **4,920**

- Application Checklists Created: **1,321**

- Advising calls with NC teachers: **586**

- Online Chats: **868***

- EPP Applications Submitted: **675****

*Launched in March 2020
**Results Counting Ongoing

46.5%
EPP applicants identified as People of Color

Goal	FY20 Target	FY20 Actuals	% of Goal
# EPP applications by August 2020	235	675*	287%
# TeachNC sign-ups	2,000	~4,900	245%
# EPPs profiled on site by August 2020	55	55	100%
# LEAs profiled on site by March 2020	40	43	107%

KEY GOALS & OUTCOMES

*Our analysis of results is ongoing! This is a snapshot of our results and KPIs to date.

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YEAR OVER YEAR PERFORMANCE

	February 2021	March 2021	April 2021	Latest Quarter	Same Quarter Last Year
Website Traffic (sessions)	11,271	17,902	16,854	46,027	12,912
Website Traffic (users)	9,295	11,871	13,162	34,328	10,532
# Web Chats	271	332	329	932	152
# Talk to a Teacher Calls	79	90	68	237	127
Total Current TeachNC Users	**7,507**	**8,167**	**8,854**	**8,854**	**3,100**

"Teachers Have Better Work Stories" highlights the ways in which the teaching profession is challenging, fulfilling and constantly evolving.

TEACHERS HAVE BETTER WORK STORIES
TEACH.ORG
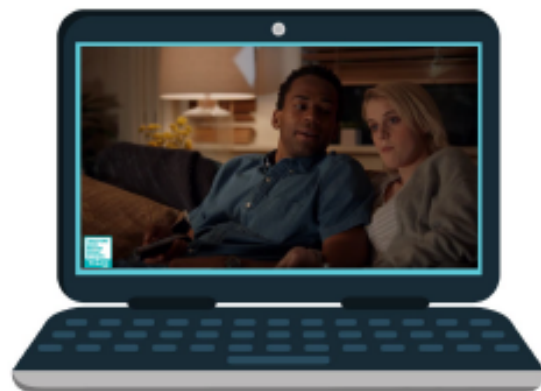
Media Campaign

Value from January 2020 to February 2021
Radio: **$19,880** (412 placements)
TV: **$434,822** (3,163 placements)

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LESSONS LEARNED

- NC has so much to offer! We have a wide range of recruitment efforts from high schools to school districts to IHEs. Having it all in one place is critical for answering questions and identifying the possibilities.

- Thousands of qualified candidates are already interested! Most TeachNC subscribers already have a college degree. They don't need to be convinced, they need information and support.

- Licensure and preparation are confusing, so 1:1 supports are critically important. Non-traditional candidates need help navigating these complex systems. TeachNC helps mitigate this problem, but more can be done.

- Removing uncertainty is critical. The Jobs Board is an important driver of subscribers and interest. We believe a 'Licensure Wizard' will be similarly important, particularly for Residency Pathway candidates.

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What's next?

NEW PSA CAMPAIGN – TEACHERS SHAPE THE FUTURE

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NEW CONTENT & ENGAGEMENT EFFORTS

WEBSITE ADDITIONS

- All Remaining LEA Profiles
- Teacher of the Year Ambassadors
- NC Teaching Fellows
- NC Community Colleges
- Teach for America
- Troops to Teachers
- Black Educators Hub
- EPP Dashboard

CAMPAIGN ADDITIONS

- Introduction Kits to High School Counselors
- High School Interest Survey
- Non-Licensed Staff Interest Survey
- New PSA Campaign
- Additional TeachNC Scholarships added in response to COVID

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TeachNC's Goals

2020 — Comprehensive resource to **support candidates**

2022 — Improvement in **public perception** of educators and interest in teaching
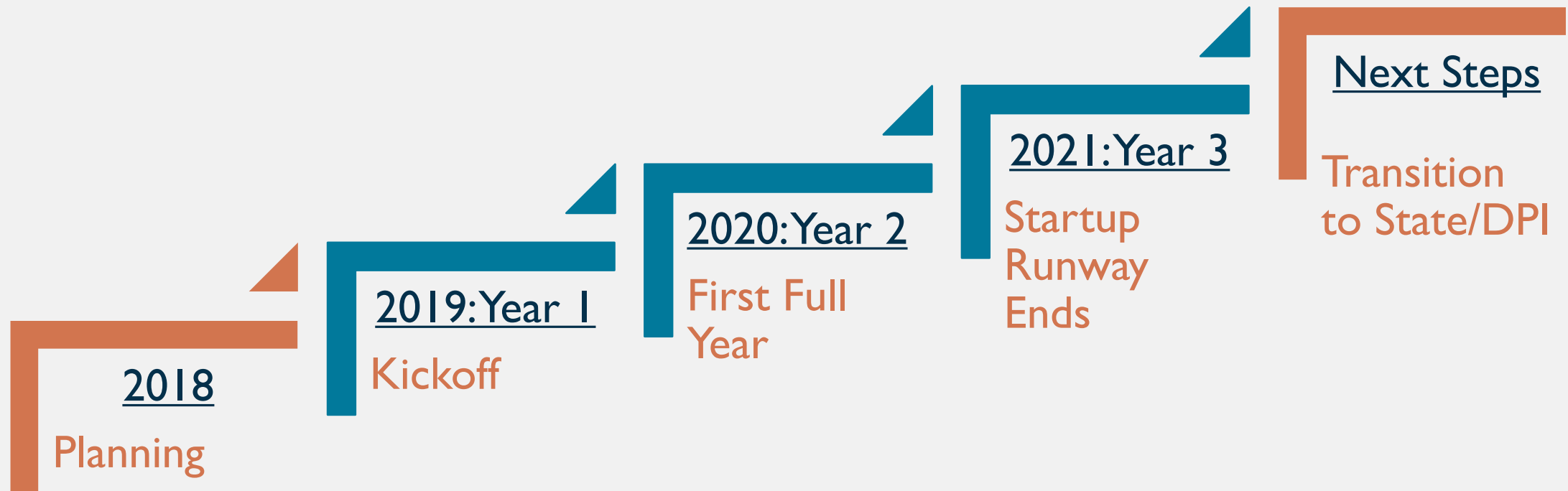
2025 — Significant improvement in **filled vacancies** in hard-to-staff schools and subjects

2030 — Measurable impact on **student achievement**

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TeachNC Sponsors

We are grateful to the following sponsors for making TeachNC possible.

Spark Interest > Provide Information > Remove Barriers

Questions?

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