PUBLIC SCHOOLS OF NORTH CAROLINA
State Board of Education | Department of Public Instruction

Report to the North Carolina General Assembly

TeachNC Recruitment Initiative Report

Session Law 2021-180 Section 7.20(a)

Date Due: March 15, 2023

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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 17,400 registered users to the database (which now totals more than 39,000), and helped nearly 2,300 people successfully apply to a North Carolina Educator Preparation Program (EPP). In addition to the support prospective teachers receive, TeachNC's platform and programs provide free support and promotion to EPPs and public school units hoping to gain exposure and recruitment capacity.

Table I. Website Data

Table 1: Website Usage Data					
	AY 2019-2020	AY 2020-2021	AY 2021-2022	AY 2022-2023	Total
Number of User Accounts Created	4,195	8,329	9,917	17,495	39,441
Unique Visitors to the Website	59,904	114,037	142,403	151,607	467,951
Web-initiated Chats	868	3,240	2,766	2,691	9,565

The number of new users visiting TeachNC.org has continued to grow from the initial program year to last year's count of 17,495. Similarly, unique visitors to the TeachNC.org website have increased by more than 6 percent from AY 2021-2022 and over 153% from the initial program year. These increases in web traffic are an indication that the TeachNC program continues to gain exposure and recognition with potential educators entering the teaching profession in North Carolina.

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

Table 2: EPP Applicants Supported By TeachNC				
AY 2019-202	AY 2020-2021	AY 2021-2022	AY 2022-2023	Total

529	1,436	1,722	2,298	5,973

Each year, TeachNC has increased the number of applicants supported in applying to North Carolina educator preparation programs (EPPs). **In AY 2022-2023, TeachNC supported 2,298 applicants in applying to North Carolina EPPs, more than four times the number supported in AY 2019-2020.**

TeachNC delivers research-based interventions and supports that help reduce the barriers to applying to an education preparation program. The following free resources are available to anyone in North Carolina who may be considering entering the teaching profession:

- 1-on-1 coaching from current educators
- Profiles of educator preparation programs
- Application checklists
- Application fee reimbursements
- Scholarships
- Guides on testing, finances, resumes, cover letters, application essays, and more
- Customized emails that deliver resources and next steps
- Digital marketing and TV/radio ads
- Promotion of educator preparation programs and educator stories on social media
- Information for veterans, alternative certification, and more

Importantly, 90% of TeachNC-supported applicants first accessed TeachNC.org from a source other than the preparation program to which they applied (i.e., TeachNC's paid marketing campaign attracted the candidate to the TeachNC website, and then the resources provided helped convert the candidate to an EPP applicant).

For the AY 2022-2023, 65 out of 98 partner EPPs submitted data to TeachNC for results counting (an 11% increase from last year). Thirty-three EPPs did not submit applicant data – while TeachNC likely supported additional applicants who applied to those EPPs, TeachNC was unable to count those applicants toward the initiative's results. Please note that each institution can have multiple EPPs (e.g., traditional, residency, MAT, etc.). Each program is counted as separate, and some institutions did not submit applicant data for all their programs.

In AY 2022-23, TeachNC supported 13% of the **total** applications submitted to the programs that provided applicant data to TeachNC. For many programs, TeachNC supported more than 1/3 of their total applicant pool. *Note: TeachNC supported 2,298* ***applicants*** *who submitted 2,809* ***applications*** *to a teacher preparation program (as some applicants applied to more than one program).*

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

In AY 2022-2023, 946 TeachNC-supported applicants identified as people of color (POC). This represents a 279% increase over AY 2019-20. In AY 2022-2023, 51% of the applicants who TeachNC supported identified as POC. Since its inception, TeachNC has supported 2,706 people of color in applying to a North Carolina EPP.

Table 3: EPP Applicants of Color Supported by TeachNC				
AY 2019-2020	AY 2020-2021	AY 2021-2022	AY 2022-2023	Total
249	718	792	947	2,706

Table 4. School-Based Personnel (SBP) Survey

In AY 2022-2023, 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. Twenty-two LEAs administered the survey, which resulted in a total of 528 survey responses. Out of the responses collected, 88% of non-licensed school personnel 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: AY 2022-2023 TeachNC School-Based Personnel Survey Summary		
Number of participating LEAs	**Number of respondents**	**Percentage of respondents interested in becoming a licensed teacher**
22	528	88% (464)

Table 5. AY 2022-2023 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 AY 2022-2023.

Table 5: TeachNC AY 2022-2023 Highlights	
AY 2022-2023 Activity	Details
TEACH.org Public Service Announcement Campaign	In AY 2022-2023, the TEACH.org public service announcement (PSA) received nearly $200K in donated media value. Overall, since the PSA launched in early 2021, it has received more than 12,500 airings on TV and radio across North Carolina, generating more than 18 million impressions and representing $758,161 in donated media value. Additionally, TEACH.org launched a new PSA in November 2023, highlighting the extensive skills and talents that educators bring to the classroom.

Governor's Emergency Education Relief Fund Test Prep Initiative	TeachNC has partnered with the Office of Governor Roy Cooper to disperse $3M in Governor's Emergency Education Relief (GEER) funding to prospective educators seeking a professional license. This initiative is designed to 1) reduce the financial burden prospective teachers face as they prepare and pay for their required licensure exams, and 2) support prospective and beginning teachers in preparing for and passing their exams. Through this initiative, TeachNC provides free access to Study.com's robust test preparation materials, vouchers for Praxis exams, and reimbursement for test-related expenses. Prospective and current educators are able to receive up to $500 in test prep support including: ● Access to a Study.com account to prepare for the Praxis exam of their choice; ● ETS voucher(s) to cover their Praxis registration fee; and/or ● Reimbursement to cover the cost of any other required North Carolina licensure exam or associated study materials. Those interested are able to easily request these supports by visiting ontch.org/TestPrepTeachNC. So far, nearly 3,500 prospective and current North Carolina EPP students, as well as current classroom educators in North Carolina serving under a temporary license, have received support through this initiative. According to one participant, "The reimbursement for exams was so helpful because I have already spent so much for textbooks and classes, plus all the normal expenses of managing my family. It was also helpful since I am now having to pay for edTPA submission as well. Having some of the money back is greatly appreciated due to all the other costs that occur throughout the process."
One-on-one licensure advising sessions	In AY 2022-2023, TeachNC coaches hosted 897 licensure advising sessions with prospective North Carolina educators. According to one call participant, "[My TeachNC coach] was insanely helpful in guiding me down the paths that I have available and giving me step by step guidance on the pathway we decided was best based on the credentials I already have."

TeachNC Scholarships	In AY 2022-2023, TeachNC also awarded 21 scholarships, totaling $22,500 to prospective teachers across North Carolina. More than 602 applicants to North Carolina EPPs submitted a scholarship application in AY 2022-2023. Scholarships included: 1. **Future Black Teacher Scholarship:** $1,500 2. **Future Latinx Teacher Scholarship**: $1,500 3. **Future Dope Teacher Scholarship:** $1,500 4. **Winter Classic Scholarship:** $1,000 5. **Spring Classic Scholarship:** $1,000 6. **Summer Classic Scholarship:** $1,000 7. **15 Impact Scholarships to HBCU / MSI Students:** $1,000 (each) Scholarship recipients are randomly selected. Upon being selected, they must confirm that they have *enrolled* in an EPP. If the recipient could not show proof of enrollment, another recipient was selected.
TeachNC EPP Application Fee Reimbursements	In AY 2022-2023, more than 244 applicants to North Carolina EPPs submitted for and received an EPP application fee reimbursement. TeachNC application fee reimbursements can cover up to $100 of an applicant's costs associated with applying to a North Carolina teacher preparation program. As with scholarships, upon being selected, applicants must confirm that they have *enrolled* in an EPP.
TeachNC Future Teacher Webinars	This year, TeachNC hosted webinars to guide interested EPP applicants in applying to partner programs. These "Future Teacher: Licensure 101" webinars are hosted monthly, and promoted widely via TeachNC, NCDPI, and EPP and district partners. More than 220 prospective educators attended these webinars in AY 2022-2023.
Co-hosted EPP Webinars	TeachNC also hosted more than 10 webinars in partnership with North Carolina EPPs to increase the likelihood that prospects apply to their program(s). More than 600 prospective educators attended these webinars in AY 2022-2023.
Updated information on licensure, salary & benefits, available jobs, program explorer & scholarships	This year, TeachNC regularly 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. Additionally, TeachNC launched a redesigned homepage, which allows users to experience a more personalized site – providing them content that is specific to their journey to the classroom.

TeachNC User Feedback Survey	In AY 2022-2023, TeachNC disseminated a survey to all users to collect feedback and better understand the value TeachNC provides to prospective EPP applicants. Results showed that: - 56% of survey respondents had an increased interest in teaching after using TeachNC resources, and - 48% 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. TeachNC's end-of-year results counting data process requests that EPPs submit their programs' *applicant* data. Some EPPs indicated which applicants ultimately enrolled, but not all. TeachNC collects applicant data between September and December each year, prior to the following April - May period when NCDPI collects enrollment data from EPPs. Because of these two distinct data collection processes, TeachNC and NCDPI have encountered obstacles in tracking the rate at which TeachNC supported-applicants enroll in and graduate from North Carolina teacher preparation programs.

TeachNC, NCDPI, and TeachNC's EPP partners are working together to improve and align data collection efforts. Beginning in 2025, we plan to combine the data requests made by NCDPI and TeachNC, allowing for a more streamlined data submission process for EPPs, and an increased ability to assess the percentage of applicants supported by TeachNC who go on to enroll and graduate from an North Carolina EPP. This will also allow us to measure the extent to which TeachNC-supported candidates go on to gain licensure and employment in North Carolina public schools. We hope to include these additional data points in the March 2026 legislative report.

Section 3: Licensing and Employment

Due to the data collection challenges mentioned above, at this time, TeachNC and NCDPI are unable to provide information on the rate at which TeachNC-supported-applicants pursue licensure and employment. That said, of the 2,809 applications to North Carolina EPPs that TeachNC supported in AY 2022-2023, 48 percent (1,350) were submitted to alternative licensure programs – demonstrating an immediate impact on North Carolina district staffing capabilities. In other words, TeachNC supported 1,350 applications to programs that allow educators to complete their preparation *while* they are employed as a full-time classroom educator. As described in Section 2, we hope to align data collection processes to better collect this data in the future.

Section 4: Opportunities for Growth and Partnerships

In AY 2023-2024, there are several opportunities for TeachNC to grow its support of aspiring educators. These opportunities will include improvements to TeachNC's group coaching sessions, additional support of prospective international and bilingual teachers, and continued optimization of TeachNC's test preparation resources and tools. Additionally, TeachNC looks forward to collaborating with other organizations with aligned missions, including College Advising Corps, North Carolina Teaching Fellows, and emerging grow-your-own programs across the state.