

## VCSU NCATE Recruitment Update 7-8-14

### Science Olympiad

Approximately 300 North Dakota middle and high school students attended the Southeast Regional Science Olympiad held at Valley City State University (VCSU) on Thursday, March 27, 2014. Jamie Wirth, VCSU Math Professor and Valley Partnership Representative, presented on the need for K-12 teachers in the math and science content areas.

### K-12 School Banners and Postcards

The Valley Partnership cross-institutional recruitment work group designed and ordered school spirit banners to be displayed in a high traffic area in ten of our K-12 partner school buildings. Postcards were designed and ordered for distribution to every grade 10 through grade 12 student enrolled in those buildings with website information to encourage the best students to consider teaching as a career choice. It was intended that these tools would be shared during a visit with partner school administrators emphasizing teacher recruitment as an integral facet and intentional practice of the Teacher Effectiveness Initiative.

### Website and Videos

A website was designed and is maintained by the Valley Partnership cross-institutional work group and coordinator that emphasizes teaching as a necessary and fulfilling profession. Website includes profiles and testimonials from current teacher education candidates and educators already in the classroom, information on Valley Partnership teacher education preparation programs and course offerings, financial aid and career information, lesson plans and teaching strategies, job openings, current events and upcoming workshops and activities. The website also includes two video productions that were completed by the Valley Partnership recruitment work group in collaboration with area K-12 partner districts to provide a glimpse into and information about teaching in the elementary and secondary classroom.

### Recruitment Fair

Jamie Wirth, VCSU Math Professor and Valley Partnership Representative accompanied VCSU enrollment services admissions counselor, Jeremy Wiebe to the Future Educators Association (FEA) annual conference in Minneapolis, MN April 10-12, 2014. Hundreds of middle and high school students from all over the country who had shown in an interest in education careers attended the conference, which included multiple competitions and exhibits. The VCSU booth was located in a

high traffic area where Wirth and Wiebe were able to interact with many students, providing recruitment information about VCSU and its education degree opportunities.

## Diversity Recruitment

Together with the 14 partner institutions in the Teacher Effectiveness Initiative (TEI), VCSU has embarked on a strategic plan to increase the recruitment and retention of minority student populations including persons of color, the economically challenged, non-traditional students and those changing career fields. A subgroup has been formed to address concerns and develop a strategic plan for diversity recruitment at each of the 14 partner institutions with initial recommendations as follows:

- Collected discussion points have been categorized into three objectives:
  - Proactive recruitment
  - Holistic admissions process
  - Support for students from recruitment through preparation to help with retention and meeting market needs

A recent National Education Association article pointed to the discrepancy between the numbers of people of color who are increasing so rapidly in our K-12 student populations and the number of teachers of color available to serve them. The representation of teachers of color in our K-12 classrooms is lagging far behind. (NEA, p.3 & 4).

The TEI recruitment subgroup is drafting a plan of action that will provide direction to each partner institution teacher education program in developing its own strategies and activities for recruitment based on individual program needs and area population indicators. The strategic plan will be a template for developing goals and outcomes that are supported by data and evaluated for achievement.