

## **Effective Recruitment through Comprehensive Outreach, Marketing and Communications, K-14 Partnerships, and Community Service**

### **CSU Channel Islands** - Lillian Castaneda, Department of Education/Teacher Recruitment Program

- Since it is a new university, faculty have a sense of ownership
- Work hand-in-hand with the County Office of Education and K-14 partners and create open lines of communication
- Good sources of identifying teachers:
  - Office of Student Services
  - California Teachers Association
  - Teacher Clubs
  - AVID students in high school
- Use of technology and direct access with a one-stop shop
- Recruit at local military bases

### **CSU Chico** – Bev Malcum, Hands-On Lab and Esther Laraocca, Teacher Recruitment Project

- Summer Institutes – one-week long during sophomore – junior year with an emphasis on multiple and single subject workshops and field trips for hands on experience
- Plans for a General Science ITEP program for middle/high schools
- Hands-On Lab provides early experiences in science, lesson plans and development process, analysis and investigation
- Hands-On Lab links undergraduates with in-service teachers

### **CSU Northridge** – Jerry Nader, Michael D. Eisner College of Education and Vicki Pedone, College of Science and Math

- Maximizing new and existing university resources
- Specialized and direct recruitment
- Assign a recruiter/advisor to focus on recruitment and retention
- Develop a strategic marketing plan
- Internal research – survey current college students on attitudes and interest in becoming teachers
- External research – survey high school students and teachers on attitudes and interest in science, math, and teaching as a career

### **Humboldt State**– Chris Hopper, College of Education and Jeffrey White, Biology Department

- Freshman Teacher Interest Group – 12 units of coursework
- Transfer Teacher Interest Group – 12 units of coursework
- Strong relationships with community college faculty in the science and math departments
- CSET preparation workshops
- Beginning Teacher Program – Redwood Literacy, Science, and Math Project

**CSU San Bernardino** – Herbert Brunkhorst, College of Education

- Streamline hiring process
- Bring retirees back into the system
- Enhance mobility within districts
- Improve working environment
- Have teachers as part of the conversations

**CSU Los Angeles** – Carlos Gutierrez, Professor of Chemistry and Biochemistry and Director, Minority Opportunities in Research Programs

- Increase minority students in Masters/Doctorate programs specifically in science and math

**San Jose State University** – Julie Silva and Amy Strage, Department of Child and Adolescent Development

- Immediate target area is the undergraduate pipeline
- Infuse a Service Learning Component of 20 hours into the 3 future teacher math courses
- Conduct pre/post experience surveys to target student retention

**CSU Stanislaus** – Tara Ribeiro, Administrative Director, Teacher Recruitment Project (TRP) & Math and Science Teacher Initiative

- Teacher Recruitment & Retention Office
- Outreach & Recruitment Strategies
  - Liberal Studies students for Foundational Level Credential
  - Target majors with strong math and/or science backgrounds
  - Target undeclared majors
  - Future Teacher Programs at local high schools
  - Campus clubs and organizations
- Partnership Development
  - Strong relationships with community colleges
  - Establish relationships with service area schools
- Financial Aid Support
  - Increase access
  - Provide more scholarship opportunities
- Advertising & Website Development
  - Develop a public service and advertising campaign
  - Interactive and attractive website for prospective candidates