NC DPI Response to PED Report on Teacher Diversity

Presented by
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and
Brenda Berg, Executive Director of BEST NC

NCGA Program Evaluation Committee
November 9, 2020
Summary of Response

• North Carolina has been proactive and innovative in our efforts to recruit and retain educators from all backgrounds over the past few years

• NC DPI would greatly appreciate recommendations for proven initiatives from other states to enhance our approach

• It is important to recognize that hiring decisions are local, and state initiatives cannot and should not replace local efforts

• Appreciate PED including NCDPI’s request that alternative licensure pathways be considered, but have some concerns about the specifics of that recommendation
State Board of Education Goal 3: Increase educator preparedness to meet the needs of every student by 2025

- NC DPI and other partners are focusing strategically on eliminating barriers to entering and staying in the teaching profession.

- Most initiatives are not exclusively targeted at specific demographic groups. However, these groups are disproportionately impacted by, and therefore disproportionately benefit from, elimination of these barriers.

- Most initiatives are not legislatively directed and/or do not have dedicated, recurring funding. NCDPI has benefited greatly from partnerships with other state entities, associations, and nonprofit organizations.
Current State-Level Initiatives

State Board of Education Goal 3: Increase educator preparedness to meet the needs of every student by 2025

TEACH NC: Coordinated, interactive virtual one-stop shop for teacher recruitment at all steps in the process (more on this in later slides)

Nationwide Jobs Board: New ability for districts to identify interested candidates across the country and advertise openings nationwide

EPP Dashboard: Identifies how to help candidates successfully complete the requirements of educator preparation programs and become teachers

DRIVE: “Developing a Representative & Inclusive Vision for Education” is the Governor’s Task Force established by Executive Order specifically “to tackle the issue” raised in this report.
New Education Preparation Program Dashboards

- Assist teacher candidates in making informed choices
- Enable policy makers and stakeholders to hold Education Preparation Programs accountable on key metrics

bit.ly/nceppdashboard
Our Partners

We are not alone in this work. We know that recruiting the next generation of teachers is done best when it’s done together.

Our Funders

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

TeachNC is a statewide teacher recruitment initiative that employs a broad media campaign and a robust web platform with one-to-one supports that help teacher candidates in their quest to become a teacher.
Why TeachNC?

Critical Vacancies in Hard-to-Staff Schools & Subjects

High-Poverty Students Have Less Access to Effective Educators

Lack of Diversity in the Teaching Profession
% of Teachers who are not Fully Licensed (CPL),
by LEA (2018-2019)

Range: 7.2% (Camden) to 54% (Halifax)
Teacher Effectiveness Distributions, by EDS Status (2018-19)
Teacher vs Student Demographics in North Carolina K-12 Public Schools (2018-19)

K-12 Public School Teachers and Students, by Race/Ethnicity (2018-19)

Source: NC DPI 2018-19 State of the Teaching Profession Report

DIVERSITY
NC Educator Career Support Hub

- Licensure
- Teacher Preparation
- Scholarships & Financial Assistance
- Dispel Myths & “Try it on” Experiences
- Career Interest & Awareness
- Job Placement

- Educator Prep Programs (IHEs and Alternative)
- NC DPI’s EPP Dashboard
- TeachNC Job Board
- Exploring Career Pathways & Career Mgmt (Gr 6-12)
- CTE & Local Teacher Cadet Programs
- Scholarship & Forgivable Loan Programs

Fragmented Resources

- DPI
- PeopleAdmin
- PANC
- College Foundation of North Carolina
- NCcareers

TeachNC

North Carolina Teaching Fellows
THE LEAKY pipeline

Of those with initial interest, lose ~60%

Of “Decideds”, lose additional ~50%
TeachNC
Theory of Action

- Misconceptions of the Profession
- Fragmented Resources on Licensure, Prep & Openings
- Lack of Support for Teacher Candidates
TIMELINE

Spring/Summer 2018
Letters of Support from NC Education Cabinet Members

February 2019
TeachNC Announced as part of NC2030

Summer 2019
Educator Prep Program Recruitment & Engagement

Winter 2020
Chat Function Added
40+ LEA profiles live on TeachNC.org

September 2020
Exceeded First Year Goals (2-3x)

May 2019
Soft Launch

August 2019
Official Launch with EPP profiles and checklists live on TeachNC.org

Spring 2020
Statewide Jobs Board Launched
Troops to Teachers and other Resources Added

December 2019
North Carolina Partners with TEACH

February 2020
Official Launch with EPP profiles and checklists live on TeachNC.org

August 2019
Official Launch with EPP profiles and checklists live on TeachNC.org
## SHIFTING PERCEPTIONS

<table>
<thead>
<tr>
<th>MARTYR</th>
<th>ENTREPRENEURIAL LEADER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babysitting</td>
<td>Leadership &amp; expertise</td>
</tr>
<tr>
<td>Not stimulating</td>
<td>Intellectually challenging</td>
</tr>
<tr>
<td>Repetitious</td>
<td>Entrepreneurial, creative</td>
</tr>
<tr>
<td>Stuck in one job forever</td>
<td>Growth, career path options</td>
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<tr>
<td>Isolation</td>
<td>Collaborate w/ cool co-workers</td>
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Messaging: Test Marketing by Race/Ethnicity & Generation

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black - Millennial</td>
<td>32%</td>
<td>13%</td>
<td>20%</td>
<td>17%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Black - Gen Z</td>
<td>26%</td>
<td>22%</td>
<td>17%</td>
<td>11%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Latino - Millennial</td>
<td>29%</td>
<td>25%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Latino - Gen Z</td>
<td>47%</td>
<td>20%</td>
<td>6%</td>
<td>6%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>White - Millennial</td>
<td>31%</td>
<td>24%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>White - Gen Z</td>
<td>38%</td>
<td>27%</td>
<td>11%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

- **Message A**: Our future depends on our teachers
- **Message B**: Teachers are re-inventing education
- **Message C**: Teachers are always in demand
- **Message D**: Teachers are on the front-lines
- **Message E**: Amazing careers start in the classroom
- **Message F**: Teachers are * experts
ROLE MODELS
1-on-1 coaching and personalized advice from teachers

70%+ much more interested in teaching

83% Extremely Helpful

100% Would Recommend Talk-to-a-Teacher to a Friend

Barbara Ellis
Matt Scialdone
Glasher Robinson
David Johnson
FOUR MAIN ENTRY BARRIERS

TeachNC provides supports to address each barrier

1. Choosing Ed Prep Program
   “I can’t find quality EPP that meet my needs”

2. Financial
   “I don’t think I can afford to go to an EPP”

3. Application Process
   “I don’t understand the application process... I haven’t been able to stay on top of it”

4. Licensure Exams
   “I can’t pass my licensure exams on first attempt; exam fees”
EPP Partners
Performance in Year 1

- Website visits: 81,249
- Total Captured: 4,920
- EPP Application Submitted: 675**
- Advising Calls with NC Teachers: 586
- Online Chats: 868*
- EPP Application Submitted: 675**

*Launched in March 2020
**Results Counting Ongoing

46.5% EPP applicants identified as People of Color
**STRONG INTEREST IN HIGH-NEED LICENSURE AREAS**

<table>
<thead>
<tr>
<th>Licensure Area</th>
<th>% of responses</th>
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<tbody>
<tr>
<td>Early Childhood Education</td>
<td>13.1%</td>
</tr>
<tr>
<td>Elementary Education</td>
<td>51.2%</td>
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<tr>
<td>Biology</td>
<td>4.2%</td>
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<tr>
<td>Chemistry</td>
<td>1.4%</td>
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<tr>
<td>Computer Science</td>
<td>2.3%</td>
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<tr>
<td>English Language Arts</td>
<td>9.9%</td>
</tr>
<tr>
<td>World / Foreign Language</td>
<td>3.8%</td>
</tr>
<tr>
<td>History / Social Studies</td>
<td>10.3%</td>
</tr>
<tr>
<td>Math</td>
<td>9.9%</td>
</tr>
<tr>
<td>Science (General / Other)</td>
<td>8.0%</td>
</tr>
<tr>
<td>P.E., Art, Music, Library Studies</td>
<td>3.8%</td>
</tr>
<tr>
<td>Physics</td>
<td>1.4%</td>
</tr>
<tr>
<td>Technical / Career Education</td>
<td>6.6%</td>
</tr>
<tr>
<td><strong>Special Education</strong></td>
<td>21.6%</td>
</tr>
<tr>
<td><strong>ELL / Bilingual Education</strong></td>
<td>6.1%</td>
</tr>
<tr>
<td>Other / I'm not sure</td>
<td>3.8%</td>
</tr>
<tr>
<td><strong>Total STEM</strong></td>
<td>27.23%</td>
</tr>
</tbody>
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*Reported planned licensure area of recent applicants / enrollees (N = 213)
Recommendations

- Support, Codify & Leverage TeachNC
- Start Sooner: CTE, CCP, Cadet Programs
- Focus on Hard-to-Staff Subjects & Spaces
- Reimagine Licensure
Questions?