



## **Academic Services**

# **TEACHER CANDIDATE RECRUITMENT PLAN**

*The Urban Educator: Reflective, Innovative, and Committed to Diversity.*

### INTRODUCTION

The College of Education (COE) is dedicated to the charge of preparing quality teacher candidates. Since 2012, the COE has formally admitted into the initial teacher preparation program a total of 1,416 candidates. Of those admitted, 30 percent were from underrepresented populations. This is significantly different from the demographics of the city of Detroit, the urban center EPP serves, where 89.4% of the population is minority as per the 2010 Census data. The COE continues to be committed to recruiting students interested in teaching in high need content areas.

Our dedication to preparing future educators comes with great responsibility. To that extent, EPP's Academic Services with support of faculty developed a plan with goals to assure the recruitment of diverse candidates. The Teacher Candidate Recruitment Plan is an all-inclusive process developed to support the COE in achieving two overarching recruitment goals:

1. Increase teacher candidate diversity
2. Maintain levels of recruitment of candidates for high need content areas

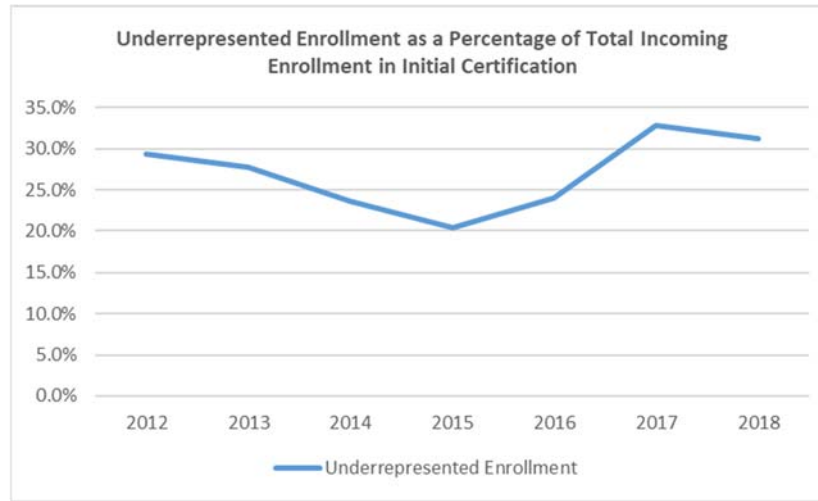
We obtain these goals through improved marketing and communications management.

This plan is informed by a variety of resources, including prospective student and applicant information collected from web-based applications; survey results from faculty, staff and students (current and prospective); local, state and national reporting trends regarding the teaching profession; community college student organizations; high school Young Educator Societies; and EPP enrollment data. The information was reviewed, analyzed and discussed among key stakeholders involved in recruitment during the division's August 2018 Recruitment Retreat where the two overarching goals were developed. The plan includes provisions to expand racial and ethnic diversity while persisting in efforts to supply the profession with candidates pursuing certification in high need content areas.

### BASELINE DATA

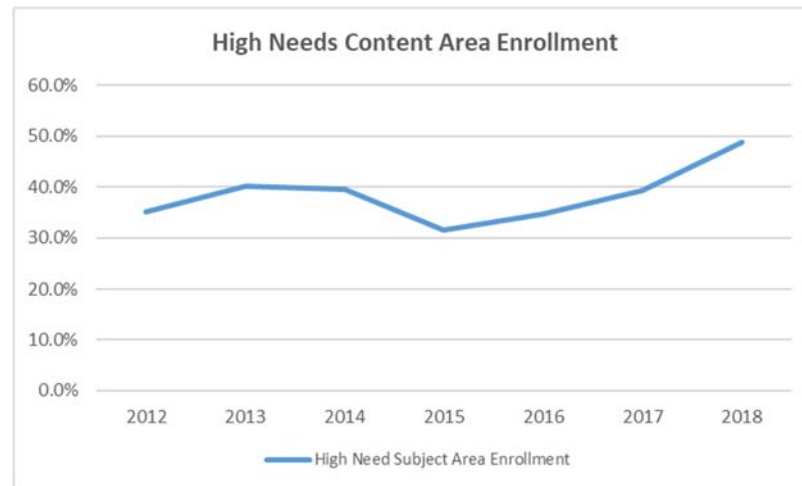
From academic years 2012 through 2017 underrepresented candidates have made up, on average, 27% of the total enrollment of each incoming class of initial certification candidates. We have seen both upward and downward trends during that period.

## 5.1.13



EPP's goal is to increase the underrepresented candidate population by 5% through academic year 2022.

From academic years 2012 through 2017 enrollment in high needs content areas averaged 35.1%. We have seen it climb to 48.8% in academic year 2017. It is our intention to maintain current recruitment initiatives as it relates to enrolled candidates interested in teaching in high needs content areas.



Moving forward, enrollment statistics on teacher candidate diversity and interest in high need content areas will be reviewed by Academic Services each semester to determine whether recruitment goals have been met.

### RECRUITMENT PARTNERS

- College of Education faculty members
- Community Colleges
- Education Scholars Alliance Student Organization
- TED 2250 Learning Community
- COE Student Ambassadors
- Dream Keepers
- TeachDetroit
- Troops 2 Teachers
- Young Educators Society/Teacher Cadets

### AREAS to PROMOTE

- Scholarships and Student Loan Forgiveness for Teachers
- The Profession of Teaching
- Wayne State University including Safety and Housing
- Detroit Revival

### PRIMARY RECRUITING PLATFORMS

- Social Media Connections
- Printed Promotional Materials
- WSU College of Education Web Site

### INITIAL TEACHER CERTIFICATION RECRUITMENT TARGETS

- High School: connect with counselors, school leaders, and organizers of after-school activities including Future Teacher Organizations
- Community College: connect with student organizations
- WSU: connect with advisors and academic resource units across campus as well as student organizations
- Substitute teaching organizations: connect with substitute teachers to complete their degrees or obtain a Master of Arts in Teaching

### RECRUITMENT STRATEGIES

- Invite a wide range of prospective students from diverse backgrounds to campus for specialized events
- Promote and cultivate members of our internal recruitment partners (e.g. Student Ambassadors, Education Scholars Alliance)
- Target high schools with a high level of diversity
- Promote “adding” teacher certification to majors within WSU or returning to WSU after degree completion for a Master of Arts in Teaching
- Target STEM fields to address shortage areas and high need fields
- Promote job opportunities due to national teacher shortages
- Promote Teach Detroit and WSU Dream Keepers
- Target non-certified teachers in Detroit Public Schools Community District (DPSCD)
- Recruit non-traditional students

### PIPELINES TO WAYNE STATE UNIVERSITY

- Top feeder community colleges with an underrepresented population from 24% to 32%.
  - Henry Ford College; Arab Student Organization, Early Childhood Club, Future Teachers Association, Science Association
  - Schoolcraft College; Math and Physics Clubs
  - Oakland Community College; Man Up, National Leadership Society of Success, STEMulated, Jewish Student Organization
  - Macomb Community College, Gay Straight Alliance, Phi Theta Kappa Honor Society
  - Wayne County Community College, Phi Theta Kappa, Beta Beta Beta (Tribeta Club)
- Top feeder high schools
  - Eisenhower High School (Utica District)
  - Marysville High School (Marysville District)
  - Utica High School (Utica District)
  - Renaissance High School (DPSCD)
  - Anchor Bay High School (Anchor Bay School District)
  - Cass Technical High School (DPSCD)
  - Lake Shore High School (Lake Shore District)

### MARKETING AND COMMUNICATIONS MANAGEMENT

- Increase program enrollment through improved marketing and communications management and increasing general knowledge of and access to COE undergraduate and graduate initial certification information
- Stream transition from high school or community college to EPP by promoting WSU campus visits and tours
- Attend high school and community college recruiting fairs in targeted areas
- Build on existing resources to increase exposure and access to prospective students
- Deliver presentations at community colleges in their “Introduction to Education” courses
- Increase the number of articulation agreements with community college partners
- Promote the Michigan Transfer Agreement (MTA) and new WSU General Education equivalency model
- Email links and resources to prospective teacher candidates and community college partners informing them of updates/events on social media pages

### CANDIDATE PRE-ENROLLMENT EXPERIENCE

- Create streamlined materials to enhance student understanding of applications and timelines
- Utilize student ambassadors to connect with students who have applied to the EPP
- Increase faculty participation in Open Houses, Cornerstone Welcome, and campus visits

### STAFF INITIATIVES FOR STRENGTHENING RECRUITMENT

Staff addressing recruitment with special attention to candidate selectivity:

- Undergraduate Recruitment Coordinator, position filled April 2018
- Undergraduate Success Coach, position filled September 2018
- Graduate Recruitment Specialist; anticipated December 2018