

Developing Recruitment Messages, Materials, and Strategies for Undergraduate Teacher Education Candidates

A Defined Opportunity for Innovation
Teacher Education Initiative Request for Proposals 2007-2008

General Instructions

This sketch is intended to provide a frame that defines an opportunity for innovation in a particular facet of the TEI. Should you be interested in undertaking work described in this sketch, please submit a completed Concept paper, not more than 4 pages, to TEI Project Manager Francesca Forzani (fforzani@umich.edu). Members of the TEI Steering Group will respond to your concept paper within three weeks. If your concept paper is accepted, you will be asked to develop a Logistics and Products plan detailing your vision of a timeline for this project. If your concept paper is not accepted, you may arrange to meet with one of the Steering Group members to discuss your proposal and the possibility of resubmission.

Summary: The vision of the TEI hinges on recruiting a diverse, highly qualified group of students who bring to the work of teaching a range of experiences. We also want these candidates to be attracted to the new designs for learning to teach that will make up the new program. Currently, there are many overlapping messages about the work of teaching: In the larger LS&A undergraduate community, for example, we know that *Teach For America* is very popular, and its messages of generational service and social change seem to resonate widely. Also in the last few years, faculty and staff members in our teacher education programs have experimented with different strategies for reaching potential undergraduate (and graduate) candidates, and have tried out different ways of framing the current programs. And the work of recruiting "preferred admit" undergraduates and community college transfer students has also introduced new ideas about how to frame our programs to potential applicants. Meanwhile, as our work to redesign our program progresses, we need to consider how we can market exciting aspects of our program. All of this points to the need to examine more closely what our overall recruitment messages and strategies should be, how we can create more cogent and coherent messages, and how we can target a more diverse range of potential undergraduate applicants.

We request proposals for plans to develop or reframe recruitment messages and materials, and to create more aggressive and wide-ranging plans to recruit applicants to our program. Successful proposals will outline clear plans for reviewing and possibly building on work that faculty, staff, and students in the current teacher education programs have already begun around recruitment issues, and for close consideration of the Teacher Education Initiative's goals and how we might market our new program to applicants.

Purposes:

- To review the messages of other teacher education programs with an eye to how they position the work of teaching and the professional education they offer
- To gather impressions from undergraduate groups and other constituencies (e.g. "preferred admit" undergraduates and community college transfer students) about they view teaching and the SOE programs
- To develop and propose a coherent set of messages about what teaching is and can be, and what it means to learn to teach through the SOE, which in essence a response to the questions: *Why teach?* and *Why learn to teach at the SOE?*
- To do the thinking that will provide a basis for new marketing materials, and more strategic and focused plans for recruiting applicants

Participants: Faculty, lecturers, graduate and undergraduate students in the SOE (or perhaps other faculties with interest in the problem), as well as SOE staff involved and/or interested in recruitment issues.

Opportunities to learn the work of teaching:

Successful proposals will offer the opportunity for participants to examine how the work of teaching can be reframed so that it is compelling and attractive to potential teachers, and more competitive among various professional options.

Potential resource requests: No major resources are envisioned.