

PELSB Teacher Recruitment & Marketing Campaign

Project Overview

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Dr. Rose W. Chu

Plum Blossom Strategy
rose@pbs-rose.com

Collectivity

Scott Cole, Shehla Mushtaq
Additional Project Team Members:
Zara Zanussi, Anna Sibley

We are also grateful to be guided by a 40-member Advisory Council

Continued national research and evidence:
Teachers of Color and American Indian
Teachers **positively impact** ALL students,
especially Students of Color and American
Indian Students.



- Nationally:
 - Students of Color and American Indian Students: ~53%
 - Teachers of Color and American Indian Teachers: ~20%
- In Minnesota:
 - Students of Color and American Indian Students: ~38%
 - Teachers of Color and American Indian Teachers: ~7%

- In the 2021 Minnesota legislative session, efforts with ITCA (Increase Teachers of Color Act) yielded state appropriation over 2022-2023 for PELSB to contract on the development & implementation of a teacher recruitment and marketing campaign.
- First time in the state funding is dedicated to such a campaign.
- After a long and rigorous RFP process, Final contract with Plum Blossom Strategy signed with the state February 2022.
- Highlights and Requirements of Project
 - 2 main campaign goals and 3 specific target populations
 - Collaboration with teacher preparation programs
 - Engaging Teacher of the Year finalists through Education Minnesota
 - Leveraging funding sources and partnerships



High Level Campaign Goals

1. Elevate the teaching profession
2. Recruit teachers (especially from communities of color and American Indian communities)

Primary Audiences



**HIGH SCHOOL
STUDENTS**

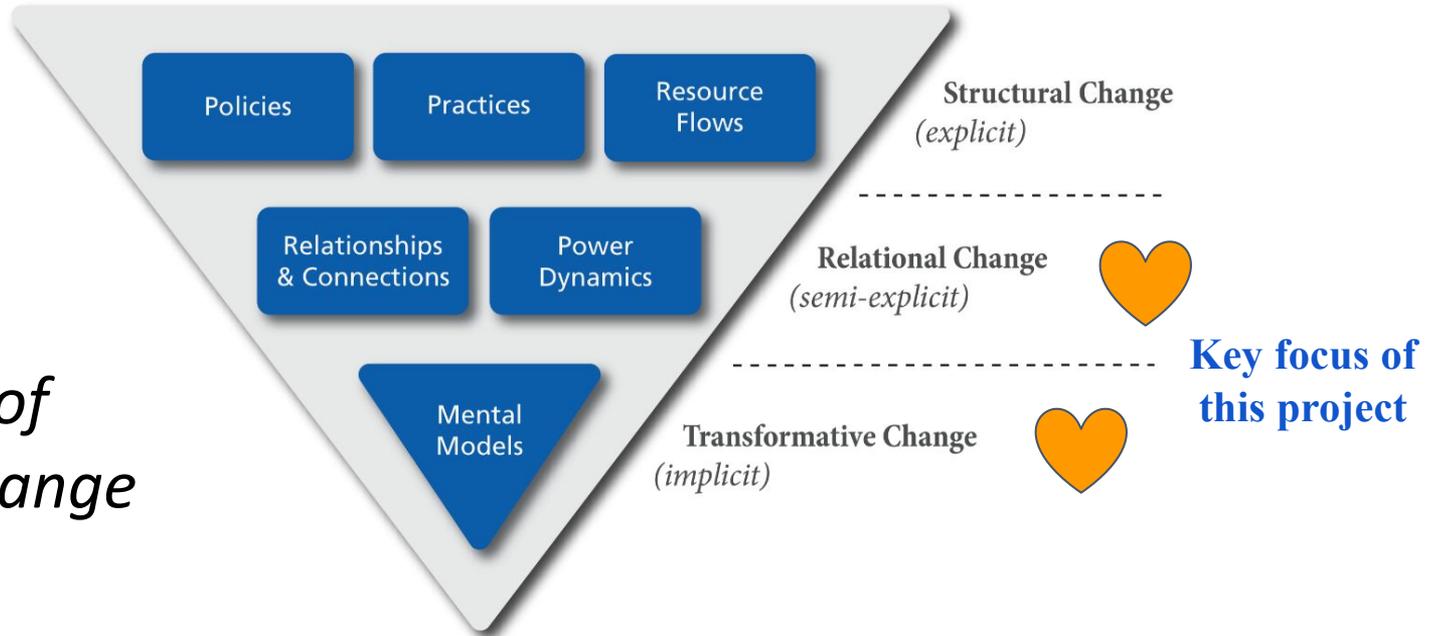
**UNDECIDED
COLLEGE
STUDENTS**

**CAREER
TRANSITIONERS**

Especially individuals of color and American Indian individuals.

Grounding Our Approach: Systems change is about advancing equity by shifting the conditions that hold a problem in place

Six Conditions of Systems Change



From
*The Water of
Systems Change*
FSG.org



Semi-Explicit Level: Relational Change

Relationships & Connections: Quality of connections and communication occurring among actors in the system, especially among those with differing histories and viewpoints.

Power Dynamics: The distribution of decision-making power, authority, and both formal and informal influence among individuals and organizations.

Transforming a system is really about transforming the relationships between people who make up the system.



Implicit Level: Transformational Change

Mental Models: Habits of thought—deeply held beliefs and assumptions and taken-for-granted ways of operating that influence how we think, what we do, and how we talk.

“Mental models and social narrative work in a bi-directional way. Narratives are shaped by mental models, but narratives also, over time, shape the mental models we have.”

— Nat Kendall-Taylor, CEO, Frameworks Institute



Implicit Level: Transformational Change (cont'd)

Challenges to racial equity show up throughout all three levels of systems change. There are inequalities at every level of systems change ...

... Each of the six conditions interact and are intertwined, perpetuating a system that can reinforce inequity and any “-ism” such as racism, sexism or ableism.

Shifting a narrative with a long history of legitimacy is the domain of movements. Whether a narrative shifts can depend on how an issue is framed and by whom.

Grounding our Approach: Framing the the Teaching Profession

The Teacher Journey



EXPLORE the teaching profession

BECOME a teacher through preparation

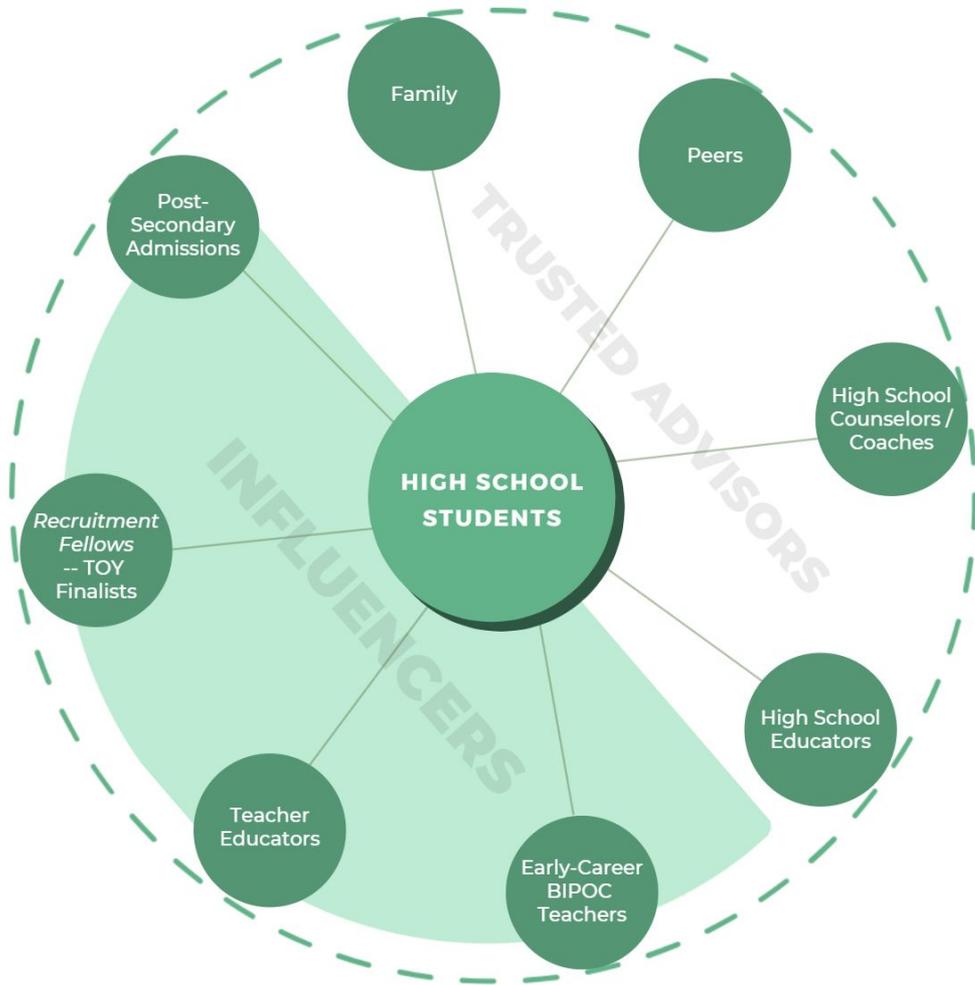
GROW as a beginning teacher

THRIVE as an experienced teacher or educator

10



Minnesota
Education Equity
Partnership



Grounding Our Approach: Secondary Audiences

Example of the Influencers and Trusted Advisors for High School Students

Grounding Our Approach: Beyond a Campaign

- This campaign is situated within the broader ecosystem of a teacher’s journey, from “Explore, Become, Grow to Thrive”.
- **More than ever, there is a need to strengthen the teaching profession:**
 - **Elevating, demystifying, diversifying**
- Through deep community engagement activities, we create a communication campaign to shift the narratives, messages and ultimately behaviors about the profession.
- In the process, we create **capacity** in players and stakeholders (esp those impacted the most) to become the “conveyors/messengers”, “connectors”, and “collaborators/activators” themselves.
- By definition, **movement building** is the process of organizing and helping to activate the will and capacity of people and organizations to work individually or collectively toward a vision they all share.
- Long view beyond this campaign: Build a social movement to transform the public narrative about the teaching profession.

OUR GOALS

- ★ **Elevate** the teaching profession
- ★ **Attract** more young people from diverse backgrounds to become teachers



Social media



eNewsletter



Tools &
Resources

COMMUNICATING IMPACTFUL NARRATIVES ABOUT TEACHING

Infuse impactful and inspiring stories and messages to affirm the immeasurable role of teaching to advance a society.



Identify
barriers



Develop
solutions



Create
resources

BRIDGING THE GAP

Support future teachers who are ready to take the next step.



Large Action Network
to Elevate Teaching
(ANET) Convenings



Small ANET Circle
Conversations

CREATING A COMMUNITY OF CHAMPIONS FOR THE TEACHING PROFESSION

Hold space for a learning community to share and explore solutions, and to serve as a feedback loop to the communication strategies, messages and tools developed.



JOIN OUR MOVEMENT

BE A CONVEYOR ●○○

- ✓ Reshare our posts on social media
- ✓ Forward our communications to your networks

BE A CONNECTOR ●●○

- ✓ Connect with us on social media
- ✓ Connect us to other stories, efforts, networks and champions

BE A COLLABORATOR ●●●

- ✓ Support us to plan, design and/or implement activities
- ✓ Partner with us on communications, community engagement and/or bridging

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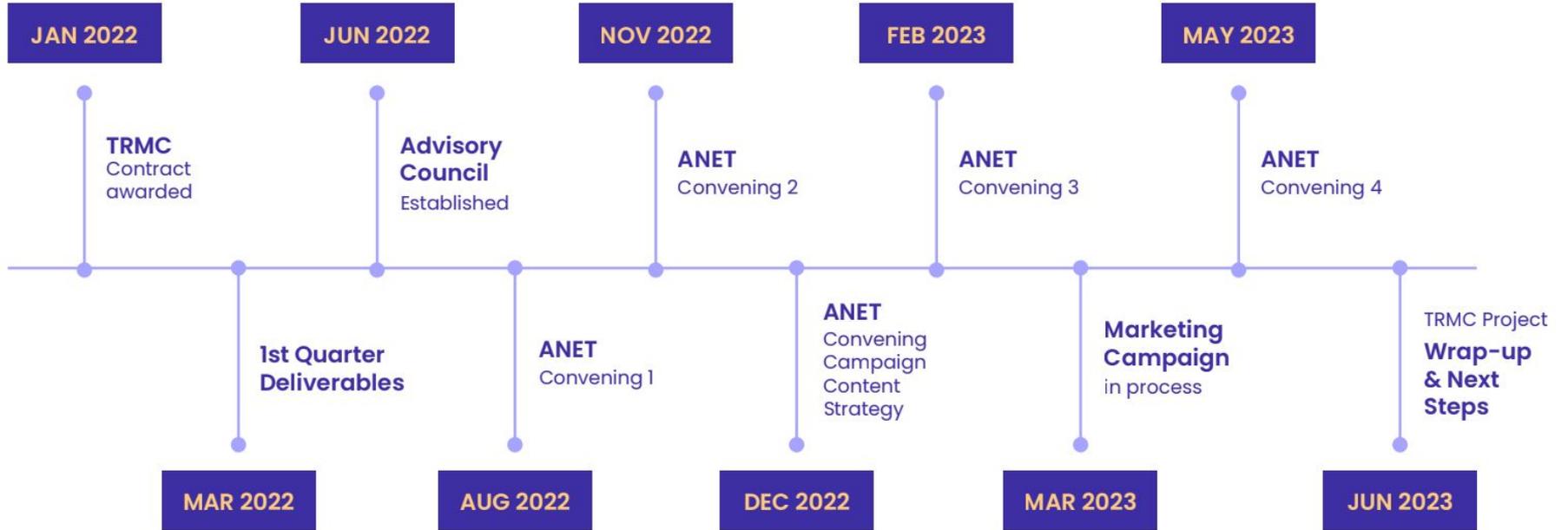
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Progress to Date

Project Outcomes

Project Charter & Plan

Advisory Council: Roster, Kickoff Meeting

Barriers Inventory

Explainer Video

ElevateTeaching.us

Project Approach Refined

ANET and Bridging Approach Documents

ANET Circles FAQ & Facilitation Guide

Marketing and Communications Plan Overview

Draft Bridging Design Document

Draft Updated ANET Findings Document

Draft Marketing Campaign Strategy Document

Connections, Collaborations, Partnerships and more ...



Creating
a Community of Champions
for the
Teaching Profession

ANET: What Is It?

ANET stands for **Action Network to Elevate Teaching**. To realize our vision, we are “activating the base” by creating Action Network(s) of individuals and organizations committed to elevating the teaching profession through a process of continuous engagement.

The two primary activities for ANET include:

- Quarterly ANET Convenings (100+)
- Ongoing ANET Circles (10-12)

ANET Circles Update

- Affinity space, “sacred” space to reflect, to share, to “solution”.
- Conducted 15 circles from October to Dec 2022
 - In-person and virtual
 - Students, parents, teachers, teacher educators etc.
 - 10+ more scheduled for 2023 in January to February
- Contact zara@collectivity.coop if you’d like to host a circle or would like more information

ANET Convenings Update

- Cross-sector, cross functional community connections, learning space for content development/feedback, for problem solving
- Third virtual Convening scheduled for February 15, 2023
 - 2 offerings: 10am or 3pm
 - Register at ElevateTeaching.US under Events



Communicating
Impactful Narratives
about
Teaching

Towards a Marketing Campaign Strategy

- Website developed - ElevateTeaching.US
 - Explainer Video done
 - Expanded content in progress! (e.g. stories, blogpost, resources etc)
- Statement of Work Specifications defined - needed to seek agency partnerships
- Branding developed - new logo established, Style Guide and Branding Toolkit completed
- Social Media Presence established - FOLLOW US!
 - Facebook - Elevate Teaching, @elevateteachingmn
 - Instagram - Elevate Teaching, @elevateteachingmn
 - Sharing early messaging ideas, stories, resources

Towards a Marketing Campaign Strategy

- Promotional graphic developed to frame project approach
- Initial audience identification and review
- Additional agency partnerships secured for:
 - Research & Content Curation for social media
 - Messaging, Storytelling, Campaign Toolkit
 - Overall Marketing Campaign Strategy and Implementation
 - Qualitative data analysis and synthesis for message development

Bridging the Gap:
Supporting Future Educators
from
Interest to Commitment

Towards a Bridging Design

While there are independent approaches to helping prospective teachers to navigate the various barriers, there is not yet an easy, comprehensive approach that truly solves the problem. This gap, between being **interested** in and being **committed** to teaching, is the space that is referred to as **“Bridging”**.

- Held several 1-on-1 conversations, with “Bridging” voices in the Elevate Teaching network about challenges in the “Bridging” space
- Held two meetings with “Bridging” voices in the Elevate Teaching network to discuss challenges and prioritize potential solutions and strategies
- Developed a draft design approach to the “Bridging” challenge with a combination of technology functions and human interactions
- Beyond scope of current project budget and timeline

It is going to take ALL of us!

- This is a movement for the long haul - “Generations”
- Sign up at <https://www.elevateteaching.us/> to stay in communication
- Follow us on social media
- Be part of the network of champion and join us on Feb 15 for the ANET convening
<https://www.elevateteaching.us/events>
- 3 C’s of engagement (next slide)

Engaging in the Movement

As a Conveyer/Messenger -

- Forward newsletters and emails regarding Elevate Teaching
- Share social media posts and resources with your network

As a Connector -

- Connect with us on social media
- Share an uplifting “teaching/teacher” story
- Share ideas that support the movement
- Invite others to tell their “teacher” stories
- Invite others to join the “elevate” conversation
- Connect us with other initiatives that will strengthen the campaign

CONTACT US!
Yes@ElevateTeaching.us

As a Collaborator/Activator -

- Work with us on a part of the movement that interests you
- Host an Action Network (ANET) Circle
- Contact us for other ways to strategically engage and collaborate

"Better than a thousand days of diligent study is one day with a great teacher." ~Japanese Proverb

"Our greatest contribution is to be sure there is a teacher in every classroom who cares that every student, every day learns and grows and feels like a real human being." ~Don Clifton

THANK YOU!

CONTACT US! Yes@ElevateTeaching.us

- **Facebook**
 - Elevate Teaching, @elevateteachingmn
- **Instagram**
 - Elevate Teaching, @elevateteachingmn

<https://ElevateTeaching.US/>