

**Teacher Recruitment
Update
State Board of
Education
April 18, 2006**

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Update Overview

- Places We Have Been – People We Have Recruited
- Marketing our Great State in Print, in Pictures, and on the Internet
- Places We Have Yet to Go
- The Great Florida Teach-In

Overview of Previous Reports

- NABE – Bilingual Educators (150)
- NMSA – Regional Middle School Educators (75)
- PittConn – Chemists (150)
- TESOL – ESOL (80)
- Illinois Job Fair Circuit – Colleges of Education (300)

Overview of Previous Reports

- Pros expressed by candidates
 - Academics
 - Variety of places to live
 - No state income tax
 - Our streamlined certification process
 - Our great need for teachers
 - Cultural diversity
 - Better weather
 - Comparable salaries to other states

Overview of Previous Reports

- Cons expressed by candidates
 - Hurricanes
 - Difficulty leaving family
 - Other states' loan forgiveness programs are more extensive than Florida's

Places and People

- ITEA – Technical Educators Conference
 - 120 recruitment contacts made
 - **Florida pros**: No state income tax, jobs available actually in technical education
 - **Florida cons**: Hurricanes, too hot and humid, limited repayment of student loans

Places and People

- Minority Expo
 - 200 recruitment contacts made
 - **Florida pros**: no state income tax, streamlined certification process, great weather, lower property tax, lower utility costs, Florida is not NJ or NY, Florida schools are newer and have windows
 - **Florida cons**: Hurricanes, lower pay, no seasons, unions not as active

Places and People

- American Chemical Society
 - 52 recruitment contacts made
 - **Florida pros**: no state income tax, lower utility costs, great weather, lower property tax costs
 - **Florida cons**: prefer to teach at college level

Places and People

- New York Job Fair Circuit
 - 75 recruitment contacts made
 - **Florida pros**: no state income tax, no tax on food, lower sales tax, option to join the union, more quickly vested in retirement, great weather, certification reciprocity
 - **Florida cons**: unions are not strong, lower pay, no significant assistance with loan repayment, high cost of housing, state is too conservative

Places and People

- NSTA – National Science Teachers Association
 - 180 recruitment contacts made
 - **Florida pros**: no state income tax, great weather, lower taxes on everything, not being forced to join the union, retirement system, new school buildings, great need for teachers
 - **Florida cons**: Hurricanes, less active unions, no statewide signing bonus

Internet Opportunities

- Website Redesign
- Teachers-Teachers.com subscription
 - Access to over 300,000 teachers throughout the country who indicate they want to move
- Careerbuilder.com
 - Promoting Florida to over 400,000 individuals visiting Career Builder
 - Looking for jobs in education nationwide
 - New graduates looking in Florida
 - Career changers in math and science fields

Internet Opportunities

- YahooHotjobs.com
 - Targeted, four-month campaign based on Yahoo! user profiles
 - Direct e-mail campaign to 175,000 people with a teaching background
 - 150,000 HotJobs homepage “Now Hiring” page views
 - One-month sponsorship of searches for the keyword “Teacher”

Advertising in Print

- Newspaper ads
 - Have ads in college newspaper in:
 - Alabama, Kentucky, Michigan and Indiana
 - Will be placing ads in college newspapers in:
 - New York and Ohio
- Posters going to Florida campuses on Friday, April 21
- Magazines
 - Advertised in *Black College Today*, *JobPostings*, *National Minority Update*, and *Language Magazine*

Future Conferences

- National Council of Teachers of Math – St. Louis, MO; April 25-29
- International Reading Association Annual Conference – Chicago, IL; April 29-May 4
- Society of Industrial and Applied Mathematicians – Boston, MA; July 10-14

Future Job Fairs

- Minnesota Colleges of Education
- Michigan Colleges of Education
- Great Florida Teach-In
 - Tampa Convention Center
 - June 7-8
 - Registration began on March 30
 - 212 Registered to date
 - Will stay active through end of May
 - Onsite registration as well