



Implementation of TeachSC “Certification Interest Survey” for School-Based Personnel (2022)

Why should my district implement the survey?

Supporting your non-certified school employees (e.g. paraeducators, substitutes, office staff) in becoming teachers is a great way to “grow your own” by tapping into adults already connected and dedicated to your school community. Based on 2021 surveys conducted by the same initiative in North Carolina (TeachNC), **between 78% and 95% of non-certified school employees are interested in becoming certified teachers**, but many aren’t sure how to do so. Many of those interested already have a bachelor’s degree, want to teach a shortage area, identify as a person of color, and hope to get started quickly.

You have an opportunity to utilize TeachSC resources to support your employees interested in becoming teachers, starting with the [Certification Interest Survey for School-Based Personnel](#). The five-minute online survey will help your district identify which of your employees are interested in advancing their career through teacher certification, and what challenges they face in doing so. It also provides an option for your employees to learn more and get additional support from TeachSC to find and apply to a preparation program.

This document, the Implementation Toolkit, may be used as you see fit (in whole or in part) to administer the survey effectively within your district. It has resources for your district colleagues to introduce the survey and generate buy-in, and to administer the survey to your non-certified staff members.

Bonus: This year, we are also offering a \$1,000 scholarship to *one survey respondent*! In June 2022, we will randomly select a respondent (from all surveys across all participating districts) and, if he or she has gone on to apply to an educator preparation program, we will award them \$1,000 towards their tuition. Note: If they are planning to apply to an EPP but the deadline is after June, we will still work with the candidate.

What happens after the survey is administered?

Report: The results of your district’s survey will be shared back with you via an emailed report and serve as a tool to help you see trends amongst your staff as well as gain access to a list of specific individuals who express an interest in becoming certified.

Events: For districts with large participation numbers, there may be an opportunity to work with TeachSC to co-host virtual or in-person events for interested employees to learn more about how the initiative, and your district, will continue to support their pathway to teacher certification. At the time of your report receipt, someone from TeachSC will reach out to you about this opportunity.

Other: Your district is welcome to use the survey results however you see fit. For example, it could help inform the development of partnerships (e.g. with preparation programs), incentives (e.g. financial support), or other programs to provide ongoing support for employees who are interested in becoming certified teachers. TeachSC is happy to be a thought partner with you on these endeavors.



Survey Implementation Resources

Survey implementation email (initial send)

Copy the below email and send to your non-certified staff

Email Subject Line: Are you ready for your next career at [District Name]? Free career support inside (and some potential \$\$)!

Email body: [Greeting,]

At [District Name], we value the contribution of each and every one of our staff members, mentors and volunteers. We also want to support each of you in fulfilling your career goals.

As critical members of our school community, you already have a tremendous impact on our students. If you've ever considered taking the next step to becoming a certified teacher, we're here to help!

Will you take just a few minutes to [share your career aspirations with us](#), so we can best support you in meeting your goals?

One lucky survey respondent will be selected to win a \$1,000 scholarship from our partners at TeachSC, should they go on to enroll in an educator preparation program. This could be you!

So, go ahead and take the [5-minute survey](#)! You'll also gain access to free tools and resources from TeachSC designed to help you find your pathway to become a full-time classroom teacher. They include:

- 1-on-1 expert advice for any question along the way from teachers who've been in your shoes
- Step-by-step guides and checklists that breakdown the process of applying
- \$100 fee reimbursements towards application and testing expenses, and more!

We're looking for dedicated staff members like you, who already know and serve our students so well, to consider taking the next step in their career. Are you up for the challenge? We can't wait to hear from you!

The deadline for completing the survey - and being eligible for the \$1,000 scholarship - is **May 20, 2022!**

Thanks for all that you already do for our students,

[Signature]

Survey link

In addition to or instead of using the email template, you may share this survey link with your staff in another way (e.g. in a slide deck, meeting, or memo).

bit.ly/scsbpsurvey22



Reminder Email (can be sent 2-3 weeks after initial send)

Email Subject Line: REMINDER: Get free career support for your next career at [District Name]!

Email body: [Greeting,]

This is a reminder to take a few minutes to [share your career aspirations with us](#), so we can best support you in meeting your goals!

As a critical member of the [District name] community, you already have a tremendous impact on our students. If you have ever considered becoming a certified teacher, we're here to make that process easier so you can get into the classroom and continue to lead our students as a future teacher.

By completing this survey, you will automatically be entered to win a \$1,000 scholarship from our partners at TeachSC, should you go on to enroll in an educator preparation program. So go ahead and take the [5 minute survey](#) to get started!

TeachSC will help you find your pathway to become a full-time classroom teacher by providing:

- 1-on-1 expert advice for any question along the way from teachers who've been in your shoes
- Step-by-step guides and checklists that breakdown the process of applying
- \$100 fee reimbursements towards application and testing expenses, and more!

The deadline for completing the survey - and being eligible for the \$1,000 scholarship - is **May 20, 2022!** Don't miss out!

Thanks for all that you already do for our students,

[Signature]