

TeachSC Letter of Participation

Purpose

TeachSC aims to help address the challenges South Carolina school districts face in recruiting teachers and achieve three common goals:

1. Ignite interest in the teaching profession
2. Provide easy-to-use tools and resources that assist individuals in applying to area educator preparation programs
3. Recruit a stronger, more diverse pool of applicants to educator preparation programs (EPPs) as the first step towards fill teaching positions in South Carolina schools

The South Carolina Department of Education has partnered with TEACH, a national nonprofit, to launch TeachSC. You are formally invited to join us in this partnership.

What will TeachSC do?

TeachSC strives to identify, cultivate and support the next generation of teachers in South Carolina. Through coordinated marketing efforts, on-the-ground partnerships, and a robust technical infrastructure, the initiative will increase interest in teaching, dispel misperceptions, and guide people into applying to local EPPs. At the center of this work is a one-stop-shop digital recruitment platform that contains myriad resources and is bolstered by offline programming and advertising, including:

- A statewide public service announcement (PSA) campaign, including TV and radio ads to elevate the perception of the teaching profession
- Year-round digital marketing campaigns to drive traffic to the platform
- Free 1-on-1 coaching with current South Carolina educators to offer tailored support to prospective EPP candidates, no matter what stage of the journey they're in
- Financial incentives, including fee reimbursements, unique scholarships, and access to a large database of aid
- Comprehensive guides and other information to help demystify the process of becoming a teacher
- Interactive EPP application checklists to support prospects each step of the way, including automated reminders
- Promotion of partner events, information sessions, and important deadlines to ensure important news is shared
- Offline programming (e.g., on-campus presentations, job fairs, workforce development center meetings, etc.) to meet prospects where they are
- Ongoing email, text and social media messaging to support prospects along the way

LEA Partner Contributions & Expectations

The benefits for LEAs include the opportunity to enhance the ability to “grow your own” teaching workforce amongst your community as well as attract new candidates to your open positions. Partner LEAs will be provided tools and resources to help identify and cultivate district talent (from high school students to non-certified staff) and receive free promotion of job openings and events that help fill more immediate staffing needs. LEA responsibilities are outlined in the Partner Contributions and Expectations appendix.

Next Steps

Ready to partner or have questions? Please email Katie Crews, Senior Program Manager with TeachSC, at kcrews@teachsc.org.

For more information on TeachSC, visit www.TeachSC.org

LEA Partnership Participation Form

As a member in this partnership, (LEA) _____ understands the benefits and requirements of this partnership. While TeachSC will be completing a majority of the work, this partnership will require all partners to do their part to ensure that this effort is successful. As such, our LEA confirms that it has reviewed and is willing to perform all LEA responsibilities outlined in **Appendix A: LEA Partner Contribution Chart**.

For Superintendent or Designee to Complete:

Signature (From Superintendent or Director)

Printed Name

Title

Date

Primary Contact (Point Person)

Signature

Printed Name

Title

Email