

TeachSC

TeachSC is a new, statewide initiative committed to elevating the perception of the teaching profession and developing a statewide teacher recruitment system to attract the next generation of South Carolina teachers. The initiative is being led by the South Carolina Department of Education in collaboration with education institutions, government agencies, associations, community organizations, and nonprofit stakeholders.

TeachSC officially launched in March of 2022. All South Carolina educator preparation programs (EPPs), local education agencies (LEAs), and mission-aligned organizations are invited to join this collaborative effort to increase the quantity, quality and diversity of the South Carolina teacher pipeline.

Together, this coalition will recruit the next generation of teachers, especially in subject shortage areas, and help to ensure that the teacher workforce matches the racial, ethnic and linguistic diversity of South Carolina's students.

How will TeachSC Recruit the Next Generation of Teachers?

Over the next three years, the state is investing significantly in teacher recruitment. As a part of this commitment, the South Carolina Department of Education is partnering with a national nonprofit called TEACH, that specializes in supporting states to build out comprehensive, technology-driven solutions to attracting and cultivating future teachers.

At the center of this initiative is a digital recruitment platform which, together with SCDE and local stakeholders, TEACH will tailor to meet South Carolina's specific needs. This platform, www.TeachSC.org, will serve as a centralized hub for prospective teachers to explore the profession and find support on their pathway, all for free. Specifically, this includes:

- Inspirational content (e.g., motivational videos and stories from other South Carolina educators)
- Comprehensive resources (e.g., Step-by-Step Guides) that demystify the certification process
- A searchable database of SC EPPs that supports prospects in finding the best fit program for their needs
- Interactive EPP application checklists that detail the process, track progress and send reminders
- 1:1 coaching that provides personalized guidance and meets candidates where they are
- Financial incentives, including fee reimbursements and TeachSC scholarships, plus access to financial aid libraries
- Frequent email and SMS messages to inform prospects of important dates and deadlines, events, stories and more

Complimenting the recruitment platform, there is a statewide Public Service Advertising (PSA) and coordinated digital marketing campaigns. TV, radio, and online ads will work to elevate the perception of the teaching profession, generate interest among future teachers, and drive prospective candidates to www.TeachSC.org.

Additionally, TeachSC will coordinate offline programs to support the recruitment efforts of both EPPs and LEAs. In other regions, this has taken the shape of on-campus info sessions, career fair tabling, application office hours, complementary Grow Your Own supports, collaboration with workforce development centers, and more.

TeachSC is being built on a foundation of success. In other states where TEACH operates, these initiatives have supported upwards of 1,000 future teachers (annually) in successfully applying to local EPPs. Additionally, in many cases, these candidates are more likely to identify as a person of color, adding diversity to the teacher pipeline.

Why is TeachSC Needed?

South Carolina is currently faced with a teacher recruitment and retention crisis that has been exacerbated by the COVID-19 pandemic. Data from the Center for Educator Recruitment Retention and Advancement shows that over the past five years, completers of an initial educator preparation program has remained stagnant while those leaving the profession has continued to grow.

Becoming a TeachSC Partner

There is currently no cost to participate in TeachSC, which is being fully funded by SCDE. All South Carolina EPPs and LEAs are invited to join TeachSC. Organizations and businesses that are mission-aligned are also invited to participate. In the future, they may be paid opportunities for self-selecting partners to deepen their engagement and enhance their recruitment results in partnership with TEACH.

Benefit to Educator Preparation Providers & K-12 Schools

EPPs can increase the size and diversity of their applicant pools through statewide exposure of their programs *and* increase their application submission and enrollment rates by connecting their prospective candidates with free TeachSC resources (e.g., fee reimbursements, application checklists). Partner EPPs will have a school profile featured on www.TeachSC.org and be given tools to connect candidates with proven interventions.

TeachSC also provides tools and resources to support LEAs in identifying and cultivating the interest of their students and staff. Through surveys, outreach materials, and events, TeachSC will help connect prospective teachers from your school communities to free resources on TeachSC.org that can assist them on their journey to the classroom.

Join Today!

For more information or to find out how you can become a TeachSC partner, please contact: Katie Crews, Senior Program Manager for TeachSC, kcrews@teach.org.