



COLORADO
Department of Education
Commissioner of Education

201 East Colfax Avenue
Denver, CO 80203-1799

May 23, 2019

Dear Superintendents and BOCES Directors,

I hope you are doing well and that everything is going smoothly as you wrap up your school year. Thank you for all the amazing work you have put in over the last year!

I am very pleased to announce the creation of TEACH Colorado and invite you to join us in this innovative and collaborative multi-year partnership designed to elevate the image of teaching, recruit more applicants to educator prep programs (EPPs), and, over time, increase the quantity, quality, and diversity of talent coming to your schools and all our K-12 public schools throughout the state.

TEACH Colorado will create a public service advertising (PSA) campaign and a cutting-edge digital recruitment platform. The initiative is further described in the attached "TEACH Colorado Overview & Letter of Agreement" document.

TEACH Colorado will benefit all school districts and charters (LEA) in the state, as well as all educator preparation programs, who choose to join. I am excited to invite you build the teacher talent pipeline into your schools for many years by joining TEACH Colorado as a partner LEA. There is no financial cost to you or your district to join us in this important endeavor.

The statewide partners that have worked together to bring TEACH to Colorado are the Colorado Department of Education (CDE), Colorado Department of Higher Education (CDHE), Colorado Education Association (CEA), Colorado Education Initiative (CEI), Colorado Workforce Development Council (CWDC), Landed, Public Education Business Coalition (PEBC), Rose Community Foundation, and TEACH.

While TEACH Colorado aims to have *all* LEAs in the state participate, we will begin with an initial cohort of partners that will be featured on a statewide web portal for teaching. To be included in this initial cohort, the following is required. All deadlines must be met if you would like to be an active partner at launch.

To be included in this initial cohort, please review the attached "TEACH Colorado Overview & Letter of Agreement" for additional information about TEACH Colorado as well as your required commitments. LEAs who return a signed copy of the LOA by June 15, 2019 will be eligible for Cohort 1.



The initiative will proceed according to the following high-level timeline. The summer will include planning and preparation for a fall launch.

May 2019	Introduction to TEACH Colorado and Invitation to Participate
June 15	Deadline for joining initial cohort of partner EPPs
Summer	Prepare the TEACH Colorado web portal and PSA ad campaign
Fall semester	TEACH Colorado web portal and PSA campaign launches

A webinar for our districts, BOCES and charter schools was conducted last week. You can [review that webinar and recording](#) online any time to learn more.

If you have any questions or feedback, you may reach out to Brit Havey (bhavey@teachcolorado.org), our TEACH Colorado Lead.

Best to you each,



Katy Anthes, Ph.D.
Commissioner



TEACH Colorado Overview & Letter of Agreement

TEACH Colorado Overview

Purpose

Like many other states, Colorado is facing a teacher shortage, especially in hard to fill content and geographical areas of the state. The state estimates that Colorado schools face about 9,000 open teaching positions per year, with approximately 1,400 of those positions needing to be filled by non-traditional educators (including alternative, emergency, or long-term substitutes). Given that the total number of candidates enrolled in all educator preparation programs in the state is lower than the number of open teaching positions, strengthening recruitment and retention are critical.

Through recommendations from the 2017 Colorado Educator Shortages report, the 2018 work of the Education Leadership Council, and ongoing feedback from education stakeholders across the state, the need for a single source of support arose. Tackling Colorado's teacher shortage concerns requires a coordinated effort of stakeholders across the pipeline and the larger education community. In response, stakeholders have come together to help create the TEACH Colorado initiative.

TEACH Colorado is a statewide effort that leverages cross-sector collaboration, collective resources, and innovation to achieve three common goals:

1. Ignite interest in the teaching profession
2. Recruit a stronger, more diverse pool of applicants to Colorado educator preparation programs
3. Increase the diversity and number of highly knowledgeable, credentialed teachers seeking jobs in Colorado public schools

What will TEACH Colorado do?

TEACH Colorado will provide marketing and technology systems to power a digital teacher recruitment infrastructure that ignites interest in teaching, dispels misperceptions, and guides people into the profession. This will be accomplished through:

- A statewide Public Service Advertising (PSA) campaign
- A direct outreach campaign with our partners on college and high school campuses
- A one-stop-shop web portal with digital media and online tools and resources for potential future teachers to learn about teaching and get support in entering the profession (i.e., get training, finance their training program, earn a professional credential, find a job)
- A "Talk-to-a-Teacher" program for potential future teachers to get one-on-one advice from someone in the job
- Partner-led events and programming that expose prospects to teaching

The initiative is not meant to be a “quick fix.” It’s a long-term approach to cultivating the future pipeline. Our first year will be about establishing the partnership and putting the building blocks in place to cultivate high school students, college students, and career switchers to gradually build the talent pipeline into teaching. Each year, we will gather data for continuous improvement and we will evaluate the efficacy of the initiative at the end of year three.

Partnership Approach

Attracting more talent into the teaching profession requires cross-sector participation: educator prep programs (EPPs), school districts, government, philanthropy and the larger community. That is why we are taking a broad partnership approach, including statewide partners, LEAs and EPPs.

TEACH Colorado’s statewide partners include the Colorado Department of Education (CDE), Colorado Department of Higher Education (CDHE), Colorado Association of School Executives (CASE), Colorado Education Association (CEA), Colorado Education Initiative (CEI), Colorado Workforce Development Council (CWDC), Landed, Public Education Business Coalition (PEBC), Rose Community Foundation and TEACH.



All Colorado Local Education Agencies (LEAs), Charter Management Organizations (CMO’s), and Educator Preparation Programs (EPPs) are invited to join the TEACH Colorado partnership. As an LEA, there is no cost to join TEACH Colorado. You will simply need to review the partner expectations and responsibilities below and sign and return the agreement form below.

The benefits for LEAs include the opportunity to increase the size and diversity of your applicant pools through statewide exposure; the opportunity to grow your own alumni and grow your own paraprofessionals; and even attract out of state applicants. Partner LEAs will have their profiles posted on the statewide TEACH Colorado web portal, to which all Coloradans considering teaching will be directed.

Proof of Concept

The TEACH Colorado model, described above, has been tested by TEACH, a national nonprofit that brings first-class expertise to our recruitment and advertising efforts, in the Dallas-Fort

Worth metro area. The model is expanding to other regions, and Colorado is excited to be one of those regions. In its first year, the Dallas initiative reported:

- 3,000 subscribers interested in teaching
- 60% of surveyed subscribers reporting a moderate or significant increase in their interest in teaching, in end-of-year survey
- Subscribers who used the "Become a Teacher" tools and services were 39% more likely to submit an application to an educator preparation provider (EPP)
- 380 submitted applications to EPPs in Dall-Fort Worth in year 1 with an expected growing number in year 2 and year 3

Letter of Agreement

Purpose of this document

The purpose of this document is to clearly lay out expectations for how partnering LEAs can contribute to TEACH Colorado to enable greater success of the initiative and more benefit to your LEA. It is not a binding agreement, but more meant to establish that the Superintendent and others in your LEA fully intend to participate and understand the expectations of being a good partner in the initiative - both the what and the why. We are also very happy to have one-on-one meetings with your point person to answer questions and delve into more specifics.

LEA Partner Contributions & Expectations

Many aspects of TEACH Colorado will be powered by the statewide partners that will execute the statewide PSA campaign, create a one-stop-shop web portal, provide all the technology systems, and coordinate the initiative. Your LEA will benefit from participation in tangible ways, outlined below, in exchange for your contributions and modest time commitment to the partnership. . The spirit of partnership is that everyone can play a role to contribute to the success of TEACH Colorado, and the more you put in, the more you can benefit.

As a partner LEA, you will designate a point person to be the main TEACH Colorado liaison and the person who will either carry out your contributions or work with colleagues to complete them. The partner contributions are estimated to require about 30 hours of staff time over the course of the year, which will be mostly spent by the point person but may be spread out over other staff who the point person involves.

Contribution	What	Benefits	Hours / year
Designate a point person	Designate a point person who will contribute time by fulfilling information requests, participating in meetings (1-3 per year), communicating with TEACH	Stay informed, up-to-date, and contribute to the initiative overall project	10 hours

	Colorado in between meetings, and providing feedback as we learn and grow		
Complete your profile and link to the TEACH Colorado one-stop-shop online portal	Provide information, via a template, about your LEA to generate a profile page to be featured on the TEACH Colorado web portal Link to the TEACH Colorado one-stop-shop online portal	Gain applicants by creating a rich profile page of your LEA to be featured on the TEACH Colorado statewide portal, which will mostly attract Coloradans, but can also attract out-of-state applicants	5 hours
Grow Your Own: Questionnaire to identify students in your district with an interest in teaching	Invite high school principals to distribute a short 10-minute questionnaire to their students to ascertain who is considering a career in teaching, so we can connect them to career resources – and so we can help you cultivate and track your alumni over time	Typically, we find that at least 30% of students are open to the idea of teaching. If you help us identify these students, we will cultivate them and track them through college and an educator preparation program and help you recruit them back	5 hours
Grow Your Own: Outreach to paraprofessionals and uncertified adults	We provide an email outreach template that you can edit and send to paraprofessionals, substitutes, and other uncertified adults in your schools to find out who is interested in teaching and to connect them to resources that will jumpstart their process	Many of the adults who already work in your building can be great teachers, but need prodding and support. TEACH Colorado will help provide that support, including 1-on-1 advising and connections to preparation pathways and financial assistance	2-4 hours
Grow Your Own: Other methods to promote teaching as a career	Print and distribute outreach materials provided by TEACH Colorado – both hard copies and emails/digital copies – designed to identify students interested in teaching and subscribe them to TEACH Colorado. This could be posters or flyers. It could be materials for High School Guidance Counselors	By promoting the teaching profession, you can identify and inspire more of your own students to consider teaching, which boosts your Grow Your Own pipeline	3-5 hours
Submit events/programs & announcements	If you know of any events or programming or announcements that would be relevant to potential future teachers, please submit them to TEACH Colorado, so we can feature them with prospects. For instance, is there an info session or event hosted by your district? Do you have opportunities to teach summer school or tutor in your districts? Do you have a deadline, scholarship, or other opportunity that you want prospects to know about?	Help TEACH Colorado know about deadlines, announcements, or happenings in your area, so we can publicize them to teaching prospects and cause more of them to choose teaching and apply to your district	3-4 hours
Other	There will be other optional ways to contribute that we will suggest and that	These additional opportunities will be ways for you to further	TBD

	<p>your point person can decide to take part in, if it makes sense and is beneficial for your program</p>	<p>increase the quantity, quality, and diversity of your applicant pool</p> <p>We expect TEACH Colorado to be learning, evolving, and innovating over 3 years and beyond</p>	
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Ready to partner?

Please complete the agreement form below and send to Brit Havey, TEACH Colorado Lead (bhavey@teachcolorado.org). We will be in touch soon with next steps.

Have questions?

Contact Brit Havey, TEACH Colorado Lead (bhavey@teachcolorado.org) to schedule a time to chat more about TEACH Colorado and becoming a partner.

For more information on TEACH Colorado, visit: <https://rcfdenver.org/what-we-do/programs-and-initiatives/teach-colorado/>

LEA Partnership Agreement Form

As a member in this partnership, [insert LEA name] understands the benefits and requirements of this partnership. While the statewide partners 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, [insert LEA name] confirms that it has reviewed the above mentioned responsibilities and is willing to perform all LEA responsibilities requested.

Signature provided by Superintendent or a direct report of the Superintendent, who will become the "Executive Sponsor" of the initiative, providing high-level support to the Point Person if necessary.

Signature

Date

Name

Title

Primary Contact (Point Person):

This is typically the senior-most person responsible for teacher recruitment

Name

Title

Email

Phone

Secondary Contact:

This is typically anyone you think will want to be involved, along with the Point Person

Name

Title

Email

Phone