

Middle Tennessee Summer Leadership Academy

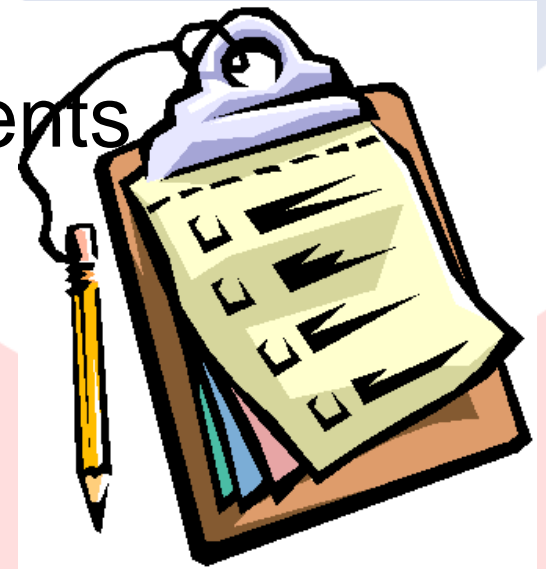
Regional Officers Training

Day 2

Regional Officers Training

New Teacher Recruitment & Engagement

- Organizing a local iTeam
- Strategies to engage millennials and the selfie generation
- Successful new teacher events
 - Access
 - No Access
- Share success stories



5 Lessons from the Millennial Generation

What is the iTeam

- iTeam - Innovative Teachers Engaging All Members
- Purpose is to build involvement of early career educators
- TEA conducted focus groups and gathered information and data on what was most important to beginning teachers
 - See education as a “calling,” not a job or a profession.
 - Value unions; working together
 - Don’t necessarily see TEA/NEA as a union as unions have power and fight for members.
 - Teachers feel disrespected
 - See attack on and problems associated with public education as a manufactured crisis
 - They want to fight, engage parents / community

What Does the iTeam Do?

- Functions as a resource and support network for new teachers
- Assists at various TEA functions
 - New Teacher Workshops
 - Spring Symposium
 - TUEAC
 - STEA Conference
 - Panel of early career educators conducted a session on what to do and what not to do
 - Passing on their experiences to others



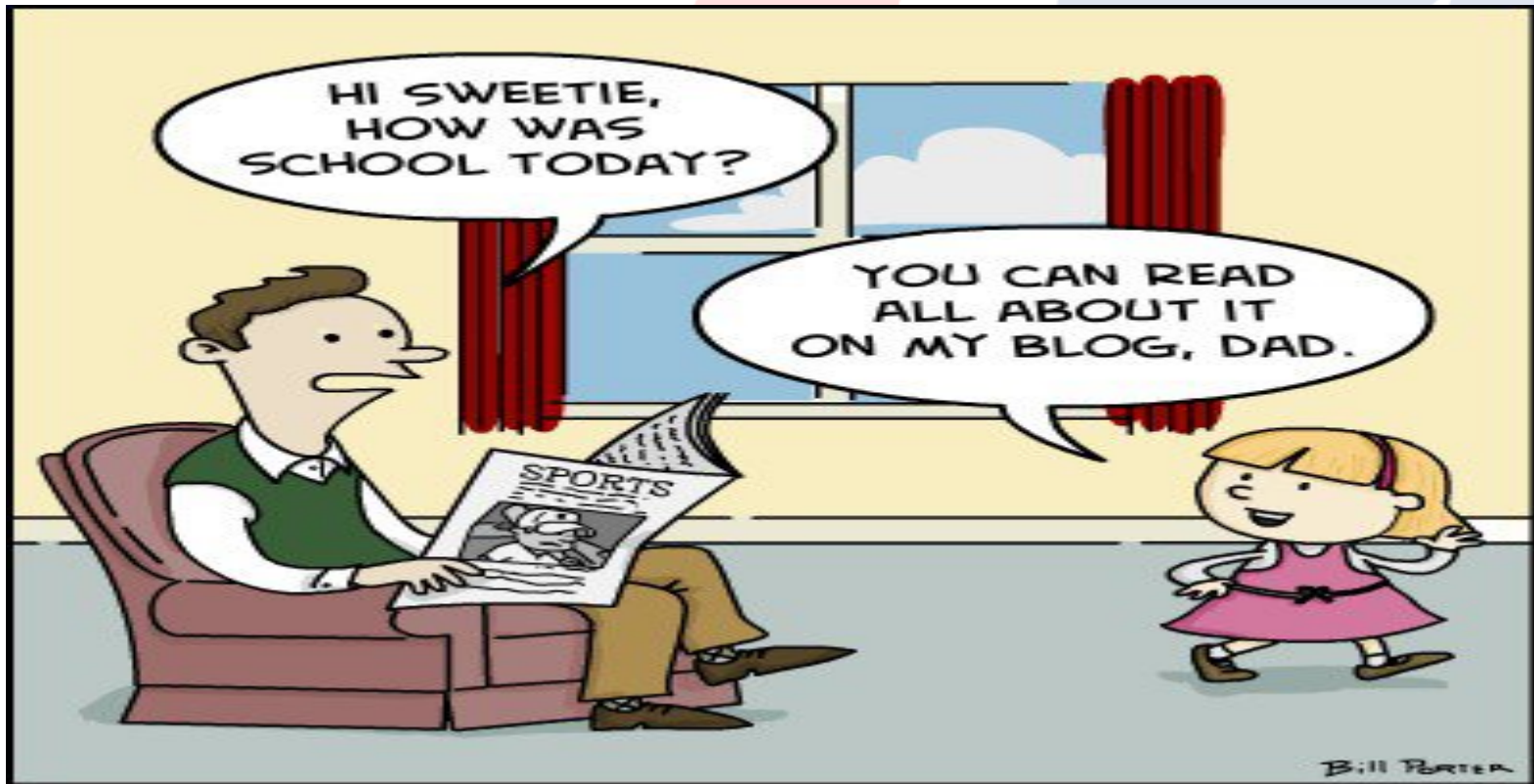
What Does the iTeam Do?

- “Outreach to Teach” Project
 - Metro Nashville school project before the RA
 - Painted cafeteria and raised money for stage curtains
- Social clubs such as ChalkTalk in Memphis, Club 615 in Metro or Club 30 in Knoxville

Organizing a Local iTeam

- Tap into STEA network and local college/university campuses
- Each AR identify an early career educator in the building
- Invite to use social media and blog to network with others
- After-school “club” such as Club 30 or Club 423

Millennials: The next generation of teachers



Millennials will comprise 50% of the workforce by 2020



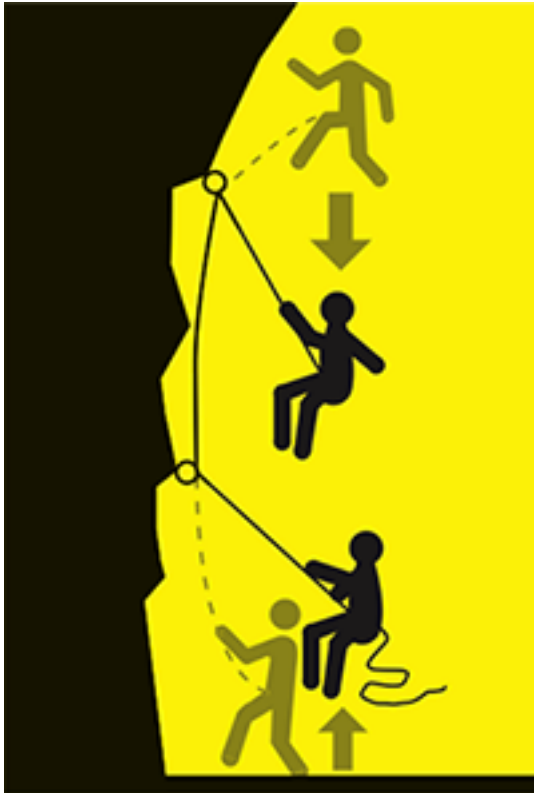
Millennial Teachers are Unique

- The average Millennial will change jobs 7 times before the age of 30.
- But unlike other Millennials, young teachers are not likely to change careers



Greatest Challenges

Frustrated by “educational policies that don’t make sense for our students.”



- Class size
- Too many standardized tests
- Lack of resources to address students’ mental health and behavioral issues
- Narrowing of the curriculum
- Ever-increasing work load

What do you want education advocates to do to help?

“End the testing mania and put power back into the hands of teachers.”

- *Retain Good Teachers*
- *Protect Classroom Time*
- *Fewer Tests*

- *Broad Curriculum, Flexibility*
- *Allow for Creativity*
- *Less Paperwork*



Understanding Millennials & How to Engage Generation Y

- Want information to find them rather than searching for information
- Need the market to be relevant to them but have little confidence that marketers “get” them
- Respond to mission-focused messages
- The “civic” generation

The Millennial Rebuttal

Messaging to Millennials



- Don't use scare tactics
 - “You need protection.”
 - “You never know what can happen.”
- Explain the values of the organization
 - Advancing the profession
 - Advocating for our students
 - We believe in partnerships, equal opportunity for all and a just society
 - Go beyond the membership form

New Teacher Events

Access

Opening In-Service
New Teacher Orientation
New Teacher Luncheon
New Teacher Workshop

Access Denied

Host off-site
New Teacher Luncheon
New Teacher Workshop
Tea Time
Coffee Break



Tactics and Strategies

- Know your audience
- TEA video – “Together We Win”
- Have your “elevator” pitch
 - You should be able to talk about the benefits of joining in 60 seconds or less---the length of an elevator ride



Tactics and Strategies

- Work the room
 - Low recruiter to potential ratio
 - Have documents pre-populated with dues, local association etc.
 - Make it personal; make a connection



Activity Time & Wrap Up

Activity 1 - share success stories

Activity 2 (time permitting)

New Teacher Event Planning document