

Education Industry Workgroup 2013-2014

Summary of Goals and Successes

The mission of the **Education Industry Workgroup** is to address the workforce needs of local school districts by increasing the quantity and improving the quality of the workforce.



Through active participation of 15 of the region's school districts over the past year, the workgroup has:

- **Increased its active membership by 25%**, providing greater regional representation.
- Revised a **Regional Teacher Profile** and **Teacher Preparation Standards** to continue the work of establishing a higher standard for teachers including required knowledge, skills, and abilities.
- Developed a review draft of a comprehensive **Career Pathway for Certified Teachers** beginning with high school preparation and inclusive of adult education, veteran, and paraprofessional populations. The draft includes a pathway *through* career development to help in the development of a strategic approach to addressing the challenge of quality teacher retention.
- Initiated work addressing the gaps revealed by the **HR Practices for Hiring and Retention Survey**. The specific areas needing attention are Decision Making for Hiring, Terminations and Non-Renewals, and Conflict Management. These will be the areas of focus moving forward.
- Delivered the **2nd Annual Forum for Education Preparation Providers** (including **alternative teacher certification programs**) to improve the quality of the available instructional workforce.
- Finalized the physical collateral for a **Regional Marketing Campaign**, titled ***Tomorrow Needs Teachers Today***, targeting teaching areas of high need, including Bilingual Education, STEM, Special Education, and Career and Technical Education. The campaign will roll out in Fall 2014.

During 2014-15 the workgroup will:

- Continue the work described above by rolling out the Career Pathways project, expanding outreach and scope for the Forum, and initiating the *Tomorrow Needs Teachers Today* campaign.
- Identify opportunities for partnership between the workgroup and other entities with shared goals to support the industry's effort to improve teacher quality standards, specifically regarding the dissemination and buy-in of our existing collateral.
- Develop job profiles for relevant college majors to attract students who may not have initially considered teaching as a career option.

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