Education Council
&
Committee on Education Appropriations

Joint Meeting

Thursday, January 26, 2006
3:45 p.m. - 5:45 p.m.
Morris Hall

Allan Bense
Speaker

Representative Baxley
Council Chairman

Representative Pickens
Committee Chairman

Florida House of Representatives

Education Council

&

Education Appropriations Committee

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Agenda
Date: Thursday, January 26, 2006
Location: Morris Hall
Time: 3:45 p.m. – 5:45 p.m.

I. Call to Order

II. Opening Remarks

III. Teacher Recruitment & Retention

a. Dr. Cheri Pierson Yecke, Chancellor, K-12 Education

b. Ira Paul, Vice President, Independent Voices for Better Education Inc.; Teacher, Hialeah-Miami Lakes Sr.

c. Karen Tuttle, Teacher, Pelican Marsh Elementary

d. Segal Sanchez, Teacher, Pelican Marsh Elementary

IV. Closing Remarks

V. Adjournment

402 South Monroe Street, Tallahassee, Florida 32399-1300 (850) 488-6204 and (850) 488-7451

Florida's 2006-07 Teacher Recruitment and Retention Action Plan

House of Representatives Education Council and Education Appropriations Joint Meeting

January 26, 2006

Dr. Cheri Pierson Yecke
K-12 Chancellor

Our Challenge:

- Maintaining the *quality* of Florida's teaching force while increasing the *quantity* of our teaching force.

Action Plan:

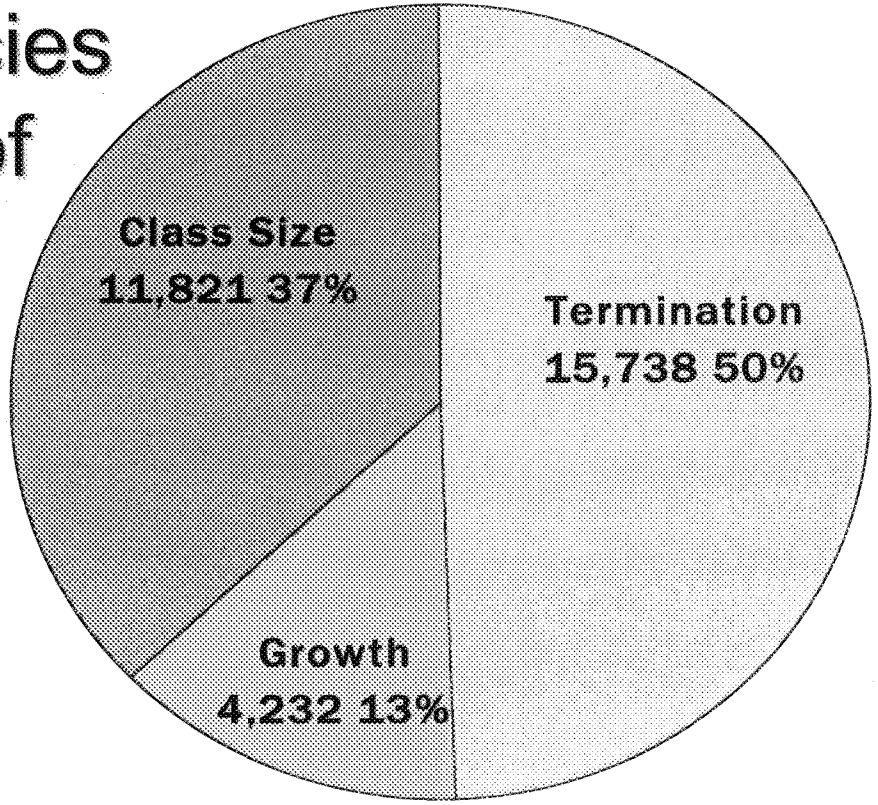
- Aggressively pursue highly effective teachers through strategic recruitment and retention.

Our Challenge: Maintaining Teacher Quality

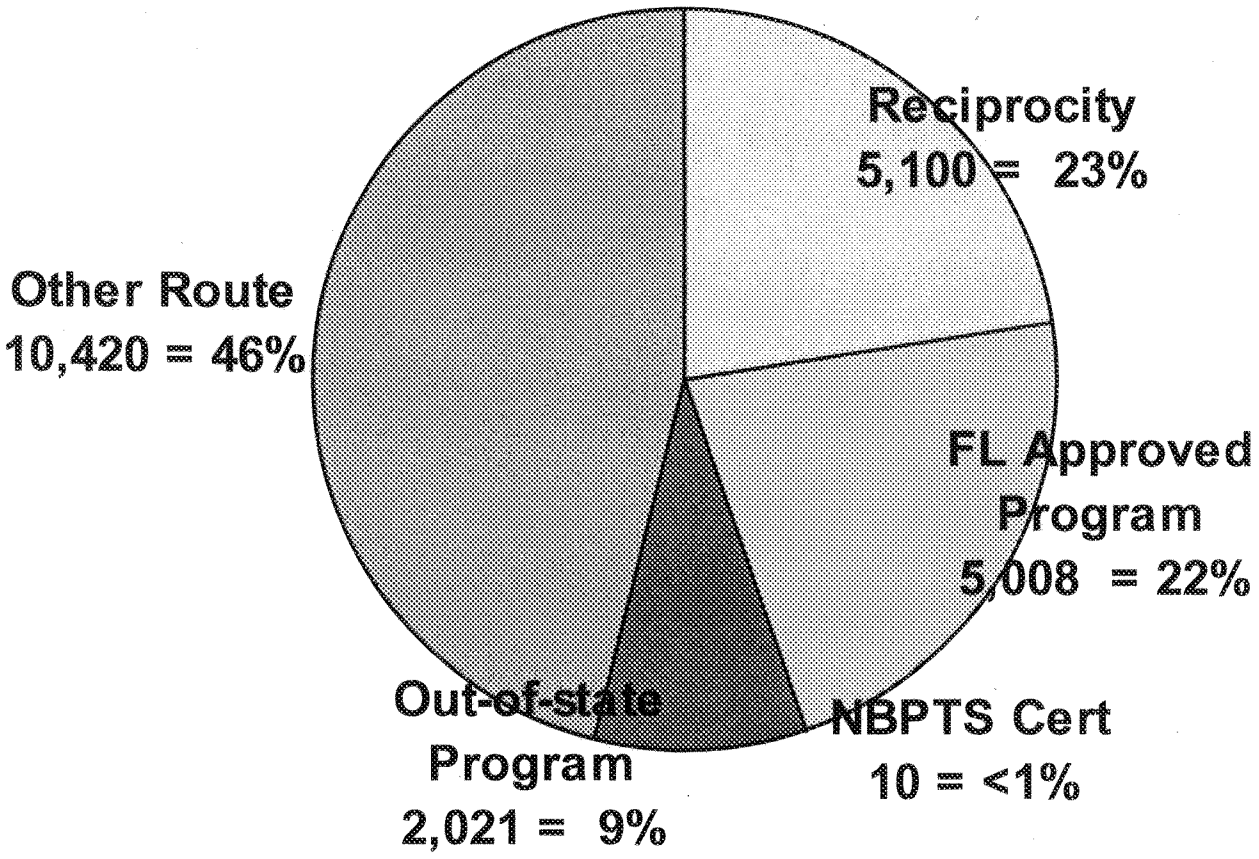
- …more can be done to improve education by improving the effectiveness of teachers than by any other single factor – *Sanders, Wright, et al, 1997*
- A Sanders and Rivers study from 1996 showed that children assigned to three ***effective teachers*** in a row scored at the 83rd percentile in math at the end of 5th grade, while children assigned to three ***ineffective teachers*** in a row scored at the 29th percentile.
- The residual effects of both very effective and ineffective teachers were measurable two years later – *Sanders and Horn, 1998*

Our Challenge: Increasing the Number of Teachers

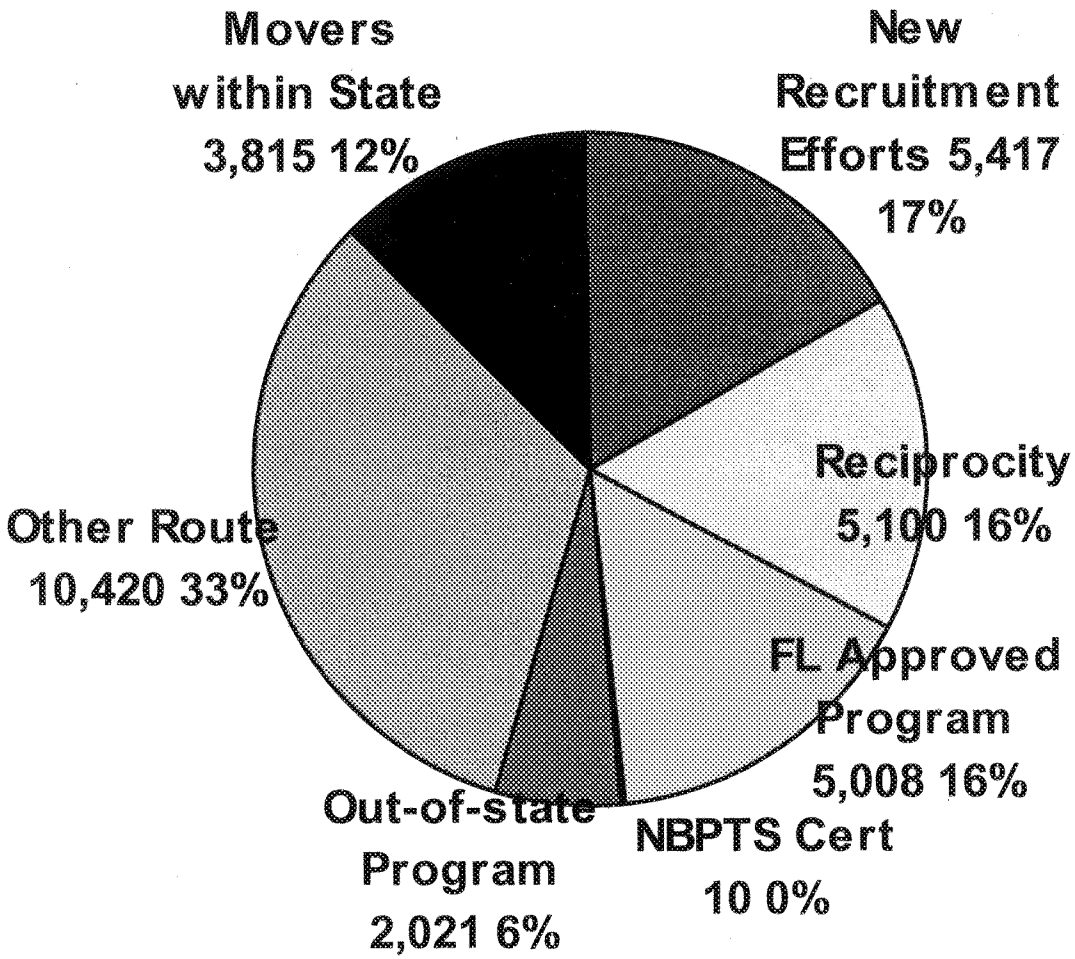
Based upon current projections **Florida needs 31,791 teachers** to fill vacancies at the start of the 2006-07 school year.



In 2004-05 DOE issued 22,617 brand new certificates to teachers who earned their certification training through these routes:



Applying the same teacher sources from 2004-05 to the 31,791 vacancies to be filled, **5,417 Vacancies** must be addressed through ***NEW*** recruitment and retention efforts.



TEACHER RECRUITMENT

Recruitment:
Data-driven Decision Making

- Most teachers enter the profession primarily because of a desire to teach
  – Florida Teacher Survey, Spring 2005
- [A] rapidly aging population of teachers who are retiring at increasing rates …are increasingly being replaced by adults coming into teaching from other careers, who view education and teaching quite differently – Feistritzer, NCEI Survey, 2005

Research on Recruitment Tells Us….

- **Current Obstacles to Teacher Recruitment:**
  - Lengthy timeline – Delays in knowledge of vacancies can cause the application timeline to lengthen into late summer
  - Lack of school-level contact – Prospective applicants are more likely to accept an offer if made by a personal connection at a school site
  - Unclear process – Frustration with district or state processes can deter applicants
  - Unfocused recruitment – Targeted recruitment is a better use of limited recruitment resources, but takes time and management

- Source: The New Teacher Project, quoted from *How to Find and Support Tomorrow's Teachers*, National Evaluation Systems, Inc., 2002

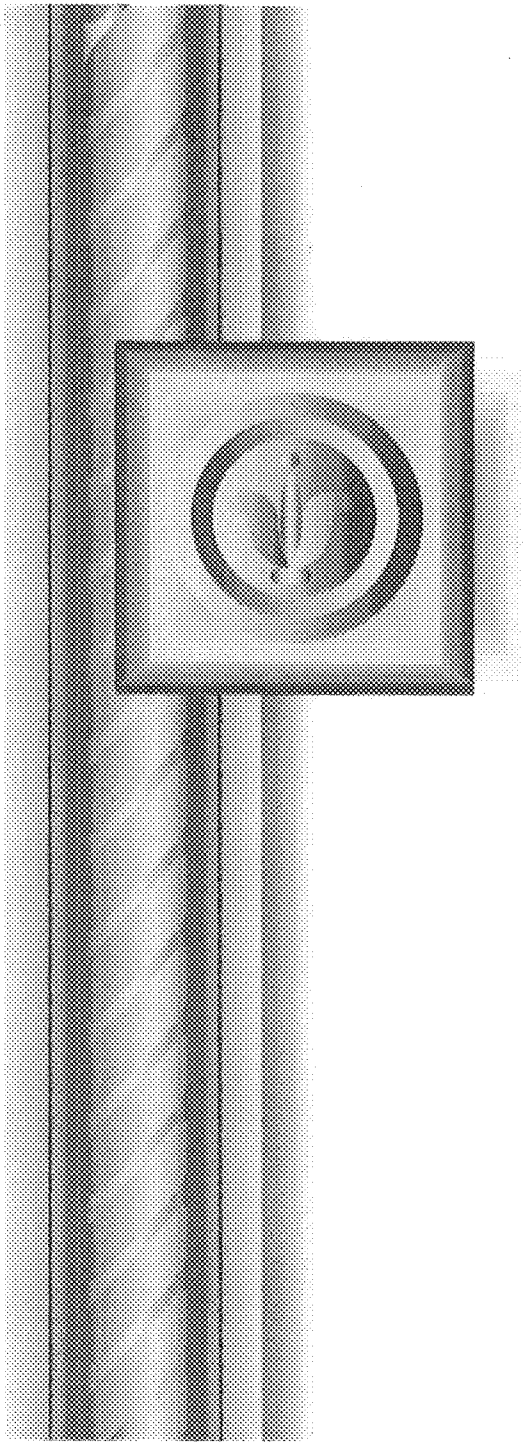
Research on Recruitment Tells Us….

- Florida school districts hired 20,010 teachers to fill vacancies in fall of 2004, higher than any previous year.
  - Only 10.7% of those positions were filled with teachers teaching out of field, the lowest percentage since 1991
  - 16-19% taught in another Florida school district the previous year
  - The number of Elementary Education Teachers hired jumped from 5,000 in 2002 to over 7,000 in 2003 and 2004, largely due to class size requirements

-- Bureau of Evaluation and Reporting, 2005

Recruitment Action Plan

1. Public Awareness Campaign
2. "People Recruit People"
3. Seamless e-Transition into Teaching
4. Expanding Opportunities



1 Public Awareness Campaign

Public Awareness Campaign

- CooperDDB has developed a marketing plan
  - o Target audiences
  - o Creative strategy that begins to build a Florida Education Brand
  - o Advertising plan
    - Communication Strategies
    - Communication Vehicles

Public Awareness Campaign

- **Target Audiences:**
  - **Future Teachers** (Colleges of Education)
  - **Current Teachers** (from other states)
  - **Retired Teachers** (in/outside Florida)
  - **Potential Teachers** (career changers, Arts and Sciences graduates, military personnel)

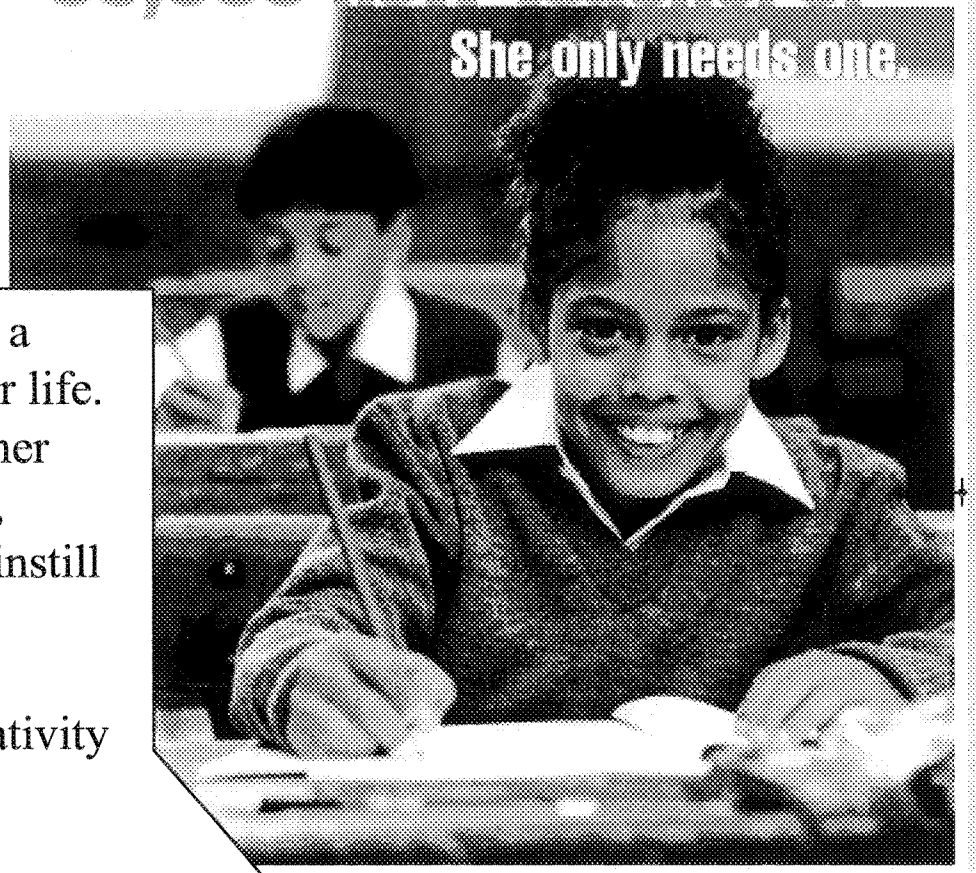
Public Awareness Campaign

- **Creative Strategy**

  Florida is the destination for teachers who want to make a real difference – to be part of major reforms and improvements in the quality of education.

Florida needs 30,000 new teachers.

She only needs one.



One teacher who will make a lasting impression on her for life.
One teacher who will help her sharpen her academic skills, expand her confidence and instill in her a love of learning.
One teacher with enough enthusiasm, energy and creativity to make a real difference.

If that one teacher is you, you belong in Florida where we're as dedicated to education as you are.

Make a difference in Florida

Public Awareness Campaign

- **Branding**

  "Make a difference in Florida."

- **Setting Florida apart**
  - Recruitment incentives
  - Retention programs
  - No state income tax and other economic advantages
  - Teacher benefits packages
  - Florida is a great place to live and work

Make a difference in Florida.

Public Awareness Campaign

- Multimedia opportunities for getting the message to prospective teachers

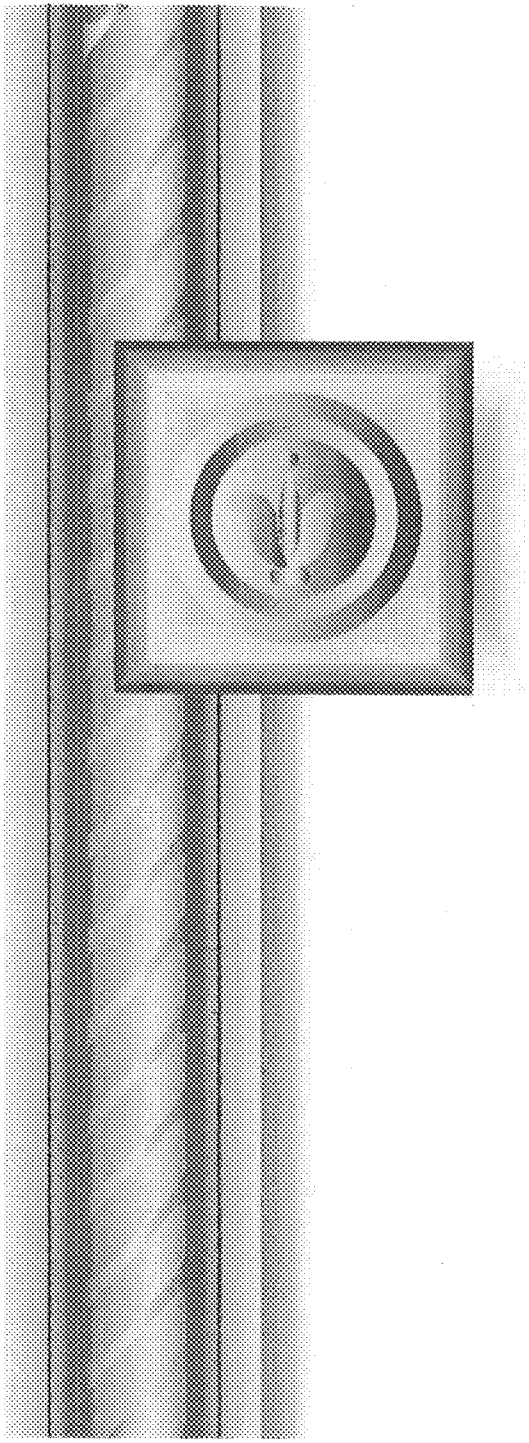
Make a difference in Florida.

Public Awareness Campaign

- **Communication Strategies**
  - **Print Media**
    - Utilize print as an efficient and effective medium to reach very specific targets
    - Prioritization of Colleges, job fairs, media markets
  - **Internet Marketing**
    - Establish a presence where job seekers can learn more about teaching in the state
  - **Press Releases (DOE)**

Public Awareness Campaign

- **Communication Vehicles**
  - College publications, trade magazines for educators and selected professional fields, military publications
  - Direct emailing, college Internet-based media, website banner
  - Strategic publication opportunities leading up to the Great Florida Teach-In
  - "Collateral materials" developed for face-to-face recruiting and web/hard copy advertisements - All can be brought to life in video

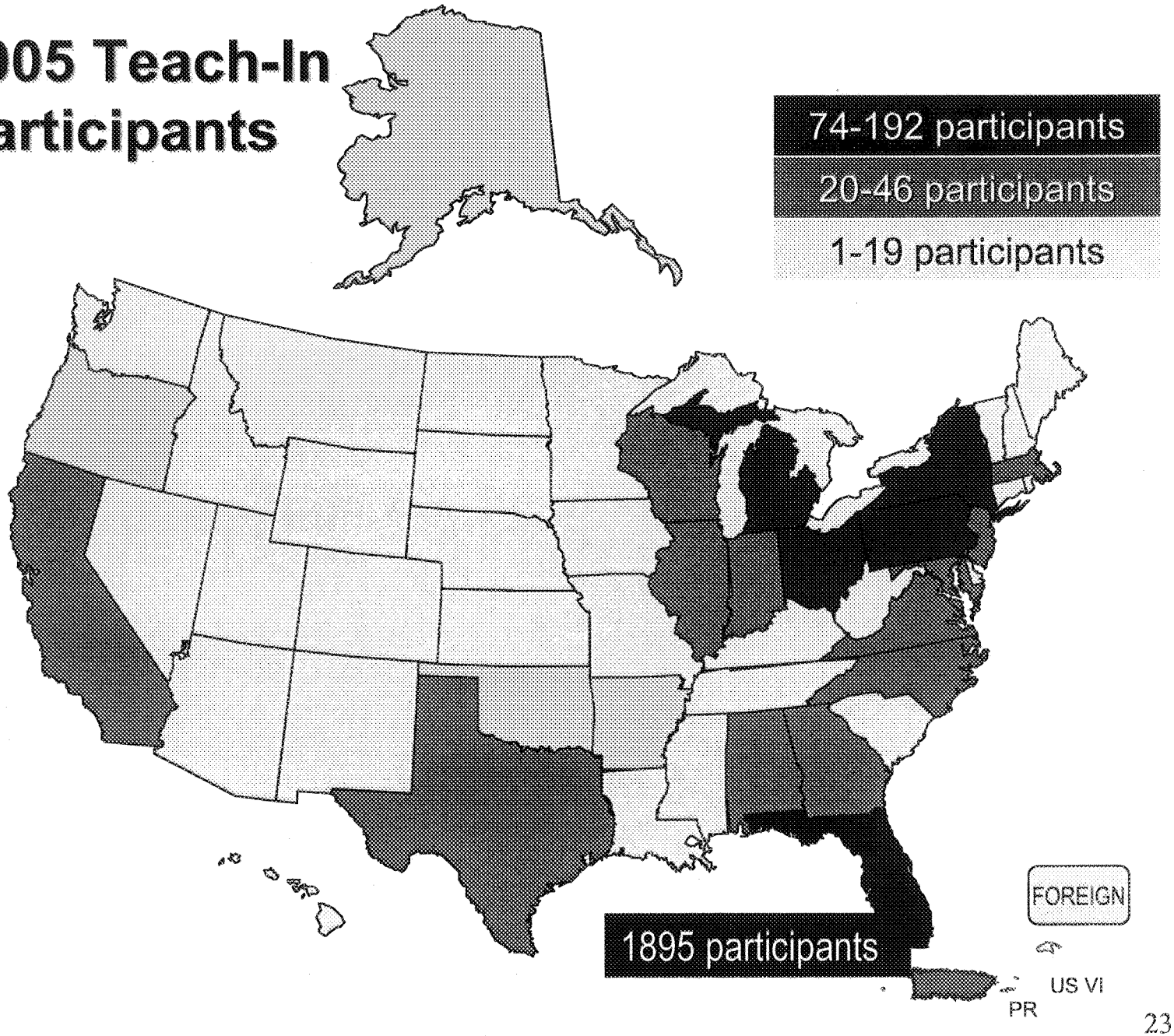


2 "People Recruit People"

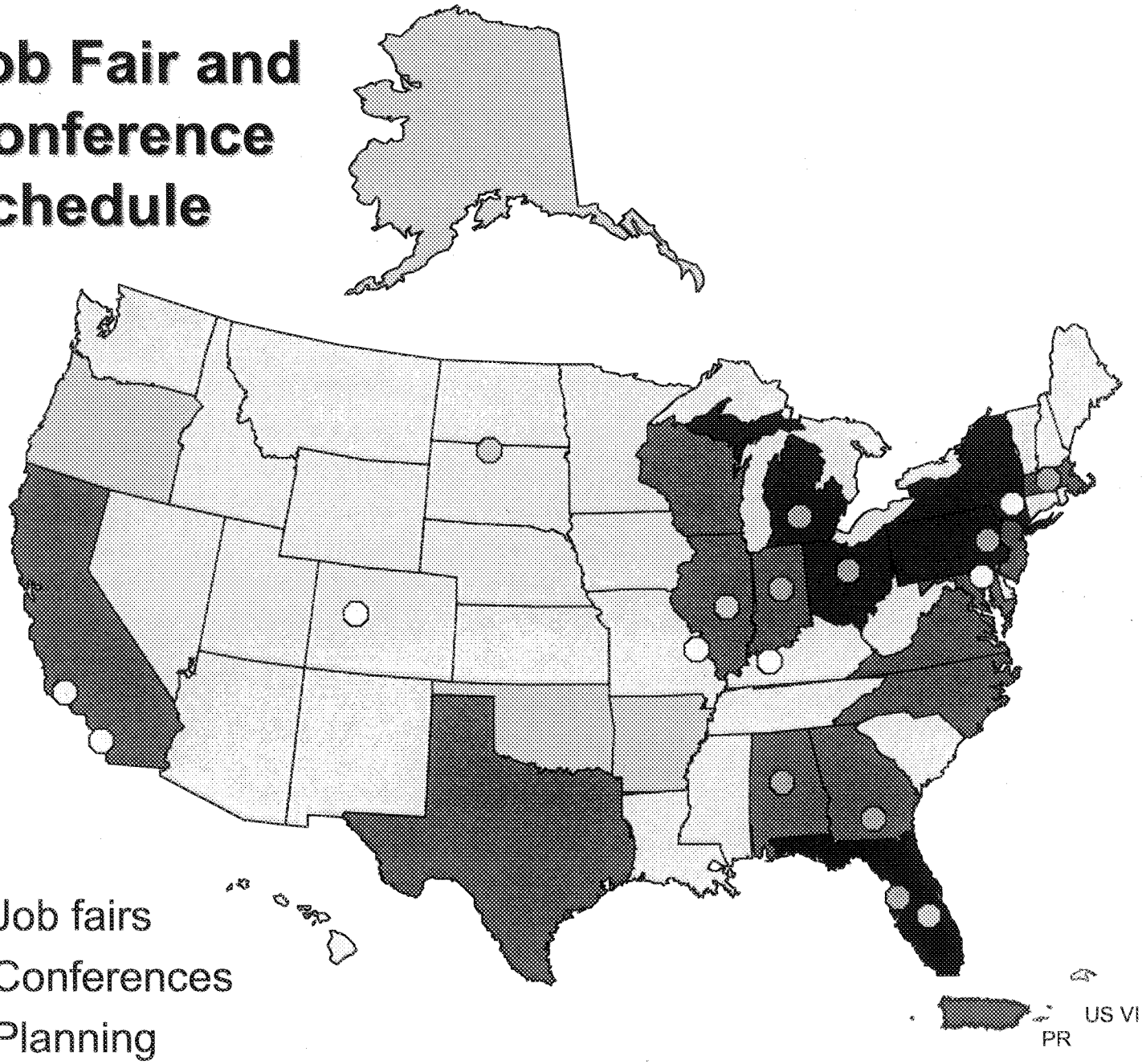
2 "People Recruit People"

- The Florida Delegation is made up of top district recruiters, DOE's Ambassador Teacher and Recruitment staff, and the Teacher of the Year
- The Delegation will attend conferences targeted to critical shortage subject teachers and minority educators, and to other venues for professionals in those fields to encourage career changers
- Promotional materials will come from those created through CooperDDB
- Recruitment staff will go with districts to major job fairs to provide support, coordination, and messaging for the state as a whole

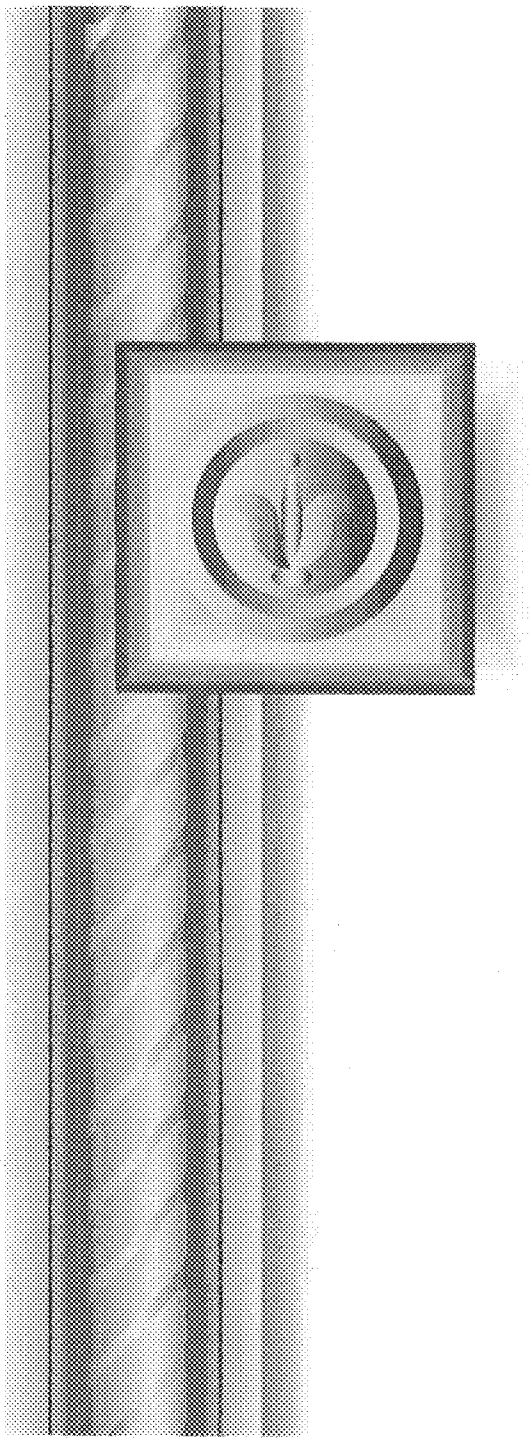
2005 Teach-In Participants



Job Fair and Conference Schedule



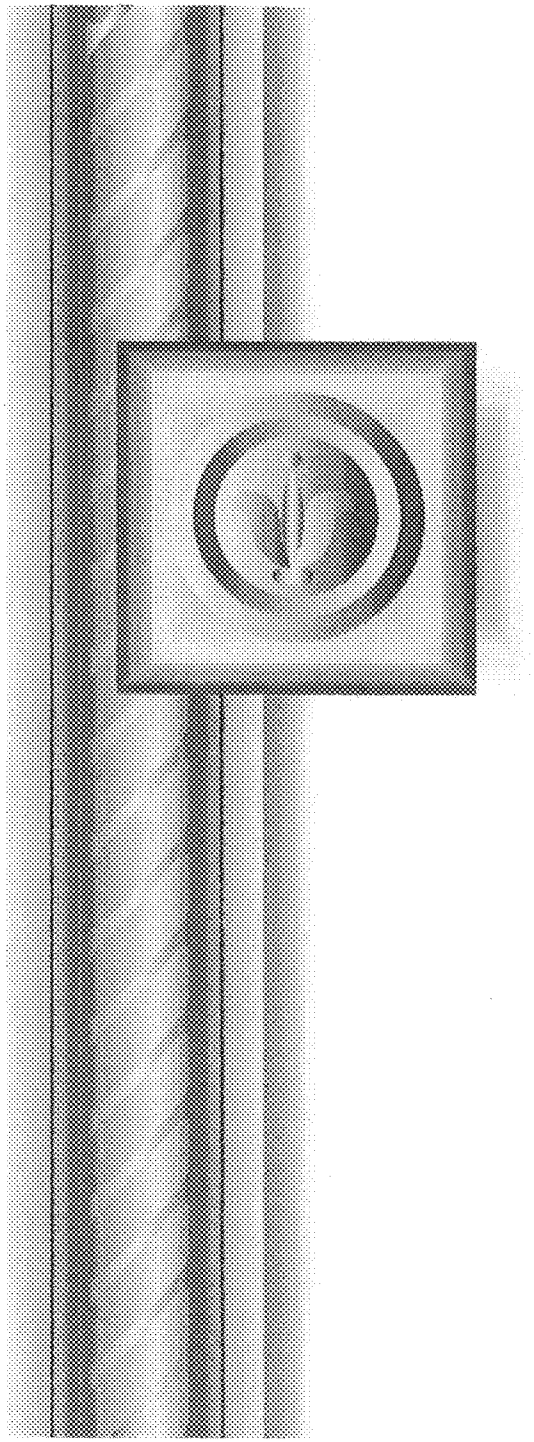
- Job fairs
- Conferences
- Planning



3 Seamless e-Transition into Teaching

Seamless e-Transition into Teaching

- **www.TeachinFlorida.com enhancements**
  - **A clean, fresh look that facilitates prospective teachers accessing information**
    - Specific vacancy information – all districts
    - The advantages to teaching in *Florida*
  - **Improved two-way access between Florida districts and potential teachers**
    - Multiple vacancy postings for districts
    - Single "entry point" screening application for teachers
    - Direct emails to large nationwide teacher database
    - National advertising in newspapers and magazines (websites)
  - **Promote teacher training options for career changers and students interested in teaching**



4 Expanding Opportunities

4 Expanding Opportunities

- **Revisions to Teacher Preparation Rule 6A-5.066, FAC**
  - Shift program focus and determination of success from training processes to competencies and student outcomes
  - Provide for an approved Professional Training Option (minor in education) for content area majors
  - Opportunities for Floridians from a variety of backgrounds to participate in teacher training and enter Florida classrooms ready to succeed

4 Expanding Opportunities

- **Increased connections to military personnel and their spouses**
  - www.militaryonesource.com
  - Proactively making connections for incoming personnel resulting from BRAC (Base Realignment and Closure)
  - Continue to support Troops to Teachers and Spouses to Teachers Programs

Recruitment
Funding Requirements

Category	Amount	Responsible Parties
Message production	$155K – $540K	FEF, DOE
Message delivery	$558K – $1.64M	FEF, DOE
Website	$239K	DOE
TOTAL	$952,000 – $2,500,000	

Supporting Teacher Recruitment

The Florida Education Foundation is committed to raising private funds to support the plan's execution.

TEACHER RETENTION

Retention

Data-driven Decision Making

- **Teacher Input:**
  - o Florida Teacher Survey – Spring 2005
  - o Teacher of the Year Roundtables
  - o Paperwork Reduction Taskforce
  - o Teacher Focus Groups
- **Department Data:**
  - o Vacancy Estimations
  - o Great Florida Teach-In Statistics

Teacher Input on Retention Tells Us….

The most effective recruitment and retention initiatives:

- o Improve salaries
- o Recognize excellence
- o Improve and support good working conditions
  - Reducing "paper" work
  - Improving/supporting the quality of the administration's instructional leadership

Research on Retention Tells Us....

- **New teachers are the most apt to quit**. Other than those who retire, the largest number of teachers who leave the profession do so in the first 5 years of teaching
- **Job dissatisfaction** is the primary reason listed for teachers leaving (not retirements) – Ingersoll, 2003
- **Teacher attrition** is 50% higher in poor schools than in wealthier ones – National Center for Educational Statistics, 1998
- **Improving teacher performance the first year will improve retention.** Less effective teachers move, while more effective teachers stay, including first year teachers – Ross, Sanders, Stringfield, 1999

The Costs of Recruiting and Retaining Teachers - Examples

	Recruitment Cost per Teacher	Total Replacement Cost per Teacher	4-Year Retention Rate (01-04)
St. Lucie County	$2,292	$4,631	45%
Broward County	$3,288	$12,652	73%

- It is highly inefficient to have to replace teachers
- Districts that invest in teacher support programs significantly increase their rate of retention

Retention Action Plan

1. Performance pay plans
2. Teacher support programs
3. Developing Educational Leaders for Tomorrow's Achievers (DELTA)
4. Extended DROP provision for teachers
5. The "Teaching Advantage" legislative appropriation request

Teacher Recognition and Rewards

Florida values teachers and the important role that they serve, and recognizes and rewards them in many ways.

Recognizing and Rewarding Excellence

*$67.7 mil
NBPTS Bonuses (Dale Hickman)

*$11k
Teacher/ Principal of the Year Programs

*$68 mil
AP, IB, and AICE Bonus Programs

School Recognition
*$117 mil

Awards for Performance

Tuition Reimbursement/ Loan Forgiveness
*$1.7 mil

Superintendent Performance Bonuses
*$75k

Milken Awards
*$75k

Advanced Degrees
Locally determined

Florida recognizes and rewards teachers in many different ways.

- Increase Funding for Existing Programs
- Funded through Existing Funds
- Funded through Special Appropriations

*2004 – 2005 Spending

Pay for Performance

- Rule revision for Personnel Assessment Systems will provide structure enabling district salary schedules to be linked to teacher performance
- Compensation linked to individual performance completes the picture for rewarding excellence in Florida's school system

Teacher Support Programs

- Current RFP is funding targeted programs in selected districts to support teachers new to high need schools and/or subject areas through mentoring and professional development
- Districts must have a support program in place for teachers recruited through the Matching Grant Program to participate in the Program
- Data from results of the RFP districts will be provided to all districts

DELTA

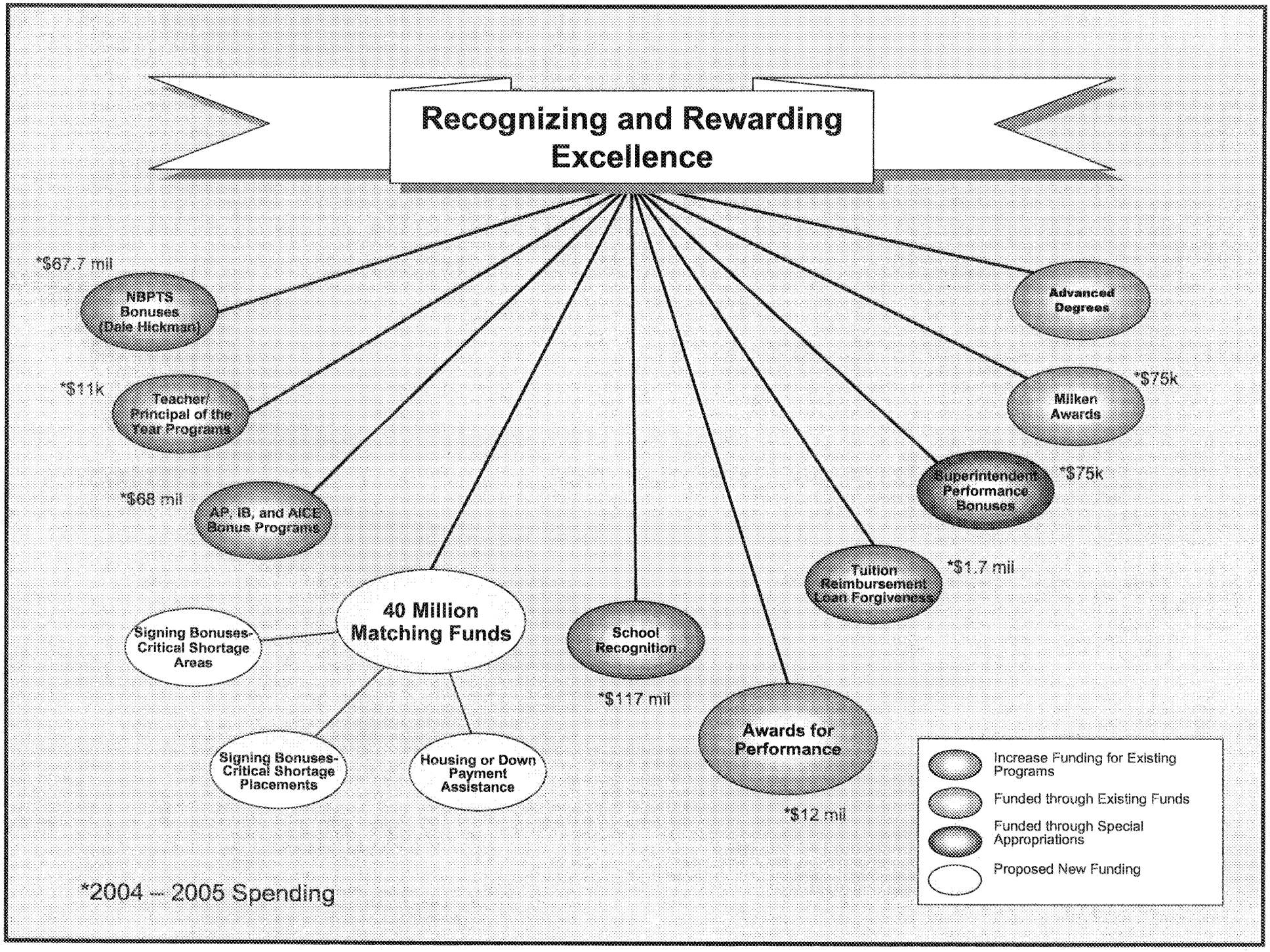
- The quality of the principal's instructional leadership is key to recruiting/retaining high performing teachers and sustaining student achievement
- DELTA is Professional Development for current and aspiring principals
  - High-quality, sustained, job-integrated
  - Supports each of the new leadership standards
  - Multiple delivery methods and partners
- Legislative budget request for $4 million

4 Extended DROP

- Encourage superintendents to remind principals to utilize extended Deferred Retirement Option Program (DROP) for teachers
- May help to ease vacancy pressure in this pivotal year
- Commissioner will address superintendents at next March meeting

The "Teaching Advantage" Legislative Appropriation Request

Recognizing and Rewarding Excellence



*2004 – 2005 Spending

The "Teaching Advantage"

- $40 million request

1. District Matching Grant Program
   - District must have 1:1 matching funds
   - District must have a support program for teachers recruited through the program
   - Funds may be used for a variety of recruiting options – housing purchasing power, signing bonuses, targeting critical shortage placements

Retention
Funding Requirements

Category	Amount	Responsible Parties
Differentiated Pay: critical shortage areas (subjects)	• $40 million from the state… • matched by $40 million from local districts	• Legislature • Governor • Local Districts
Differentiated Pay: critical shortage areas (placement)		
Housing or down payment assistance		
TOTAL	**$40 million**	

The "Teaching Advantage"

5

2. **Fully fund critical shortage tuition programs**
   - Increase funding by 7.9 million
   - Loan forgiveness programs
   - Tuition reimbursement programs
3. **Differentiated and incentive pay**
4. **Laptops for Teachers**
5. **DELTA Professional Development**

T^3 Technology Tools for Teachers

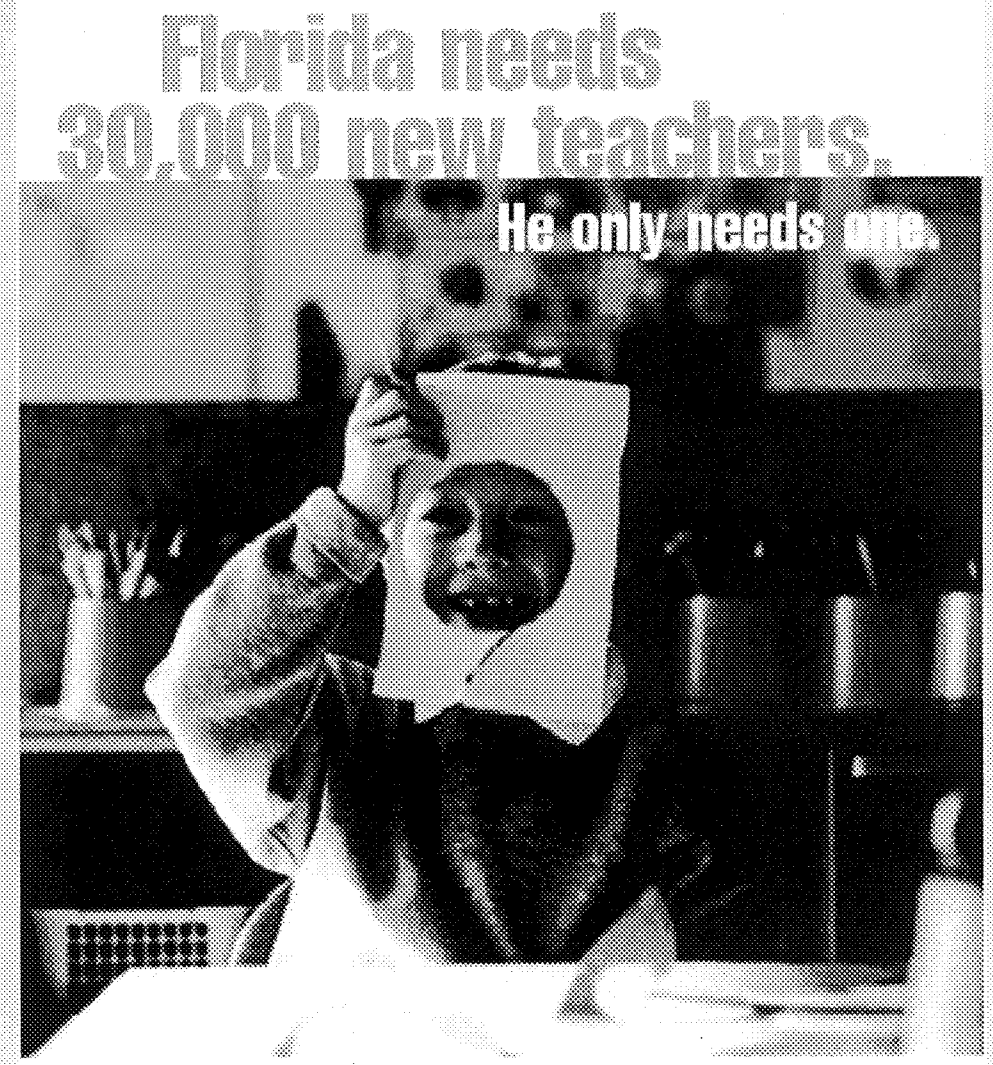
- $188 million, in non-recurring slot revenue, to fund T^3 (Technology Tools for Teachers), which will provide every teacher in Florida with a laptop computer to ensure more time is spent with students and less time on paperwork.
- Laptop computers will allow each teacher to access Sunshine Connections - a web-based system that provides teachers with quick and easy access to classroom-management tools and links them to student data, curricular materials, and other educators around the state.
- The DOE will work with all districts to evaluate their individual needs, negotiate the purchase of the laptop computers and provide support and maintenance when necessary.

21st Century Tools for Educators

- Sunshine Connections
- Online Lesson Plans
- NEW! Laptops for Teachers
  - T3 Technology Tools for Teachers
- Online Professional Development
  - Online PD for Teachers
  - Delta Online for Principals
- Other Resources

Recruitment and Retention Funding Requirements

Category	Amount	Responsible Parties
Matching Grant	• $40 million new request	• Legislature • Governor • Local Districts
DELTA	• $4 million new request	
Critical Shortage Tuition Programs	• $7.9 million increase	
Technology Tools for Teachers – T^3	• $188 million new request	
Great Florida Teach-In TeachinFlorida.com	• $1.3 million new request	
Dale Hickam Program	• $15.4 million increase	
TOTAL OF NEW FUNDING	**$256.6 million**	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30,000 new teachers.
He only needs one.

Make a difference in Florida

Teach in Florida

...a calling to excellence.