

South Carolina Department of Education

Recruitment Plan 2011-2016

Deborah Anderson, Omari Dyson, Gloria Hayes-Smith, Albert Hayward, Reinell Thomas-Myers, Bessie Powell, William Pruitt
Reginald Williams (Chairperson)

GOAL: TO INCREASE THE NUMBER OF DEPARTMENT OF EDUCATION MAJORS BETWEEN 2011-2016

Strategy 1: Department of Education Faculty Members will attend ED-OP Recruitment College Sessions to help with recruitment of Students. The schedule and information for ED-OP can be found here: <http://www.cacrao.org/SCEdOp2011/SCEdOp-index.htm>. Each committee member would choose a recruitment area/date which the SCSU admissions/recruitment office as designated to go as a representative of SCSU's Department of Teacher Education.

Action Step 1: DOE faculty members will attend an ED-OP Recruitment College Session in the Fall Semester of each academic year.

COST ANALYSIS: Standard Rate For Mileage/Meals For Each Faculty Member Traveling to Recruitment Visit

1. Devise a process where faculty can receive the schedule for ED-OP recruitment days.
(Responsible Persons: Recruitment Committee)
2. Have faculty members sign up for their preferred recruitment visit day
(Responsible Person: _____)
3. Faculty members complete their recruitment visits and report back to next immediate faculty meeting what they have gained

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<p>information-wise (Responsible Person: _____)</p> <p>4. Obtain list of contact students at end of ED-OP visits (Responsible Person: _____)</p> <p>5. Divide up contact information by program, (Responsible Person: _____)</p> <p>6. Have program faculty contact/correspond with prospects (Responsible Persons: Program Coordinators)</p>		
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<p>Strategy 2: The Department of Education will increase the number of Education majors by 20% by the 2015-2016 using the Pre-Education Clubs (BETA Clubs) as a recruitment focus within the middle schools along with focusing on Pro-Team programs in selected schools.</p>		
<p>Action Step 1: <u>Using the BETA Clubs, National Honor Society, and Pro-Teams to give monthly co-presentations with teaching fellows, teacher cadets in local high schools, and Call me M.I.S.T.E.R. scholars.</u></p> <p>COST ANALYSIS—At least \$1,500: Standard Rate For Mileage/Meals For Each Faculty Member Traveling to Recruitment Visit, Copies of Brochures (\$500.00), LCD Projectors and Laptops (\$1,000 if DOE equipment must be replaced).</p> <ol style="list-style-type: none"> 1. Meet with the teaching fellows, teacher cadets, and Call Me M.I.S.T.E.R. advisors to discuss how to give collaborative presentations to these pre-education clubs in an effective manner about majoring in an education discipline in matriculating to SC State. <i>(Responsible Person:_____)</i> 2. The DOE Recruitment Committee and the scholars program advisors will create a plan and schedule for meeting with each of the 	<p>Action Step 2: <u>Using the BETA Clubs, National Honor Society, and Pro-Teams to give once a semester professional development with teaching fellows, teacher cadets in local high schools, and Call me M.I.S.T.E.R. scholars.</u></p> <p>COST ANALYSIS: (\$3,000 at minimum) to include food for students, presentation supplies, meeting space, and possible payment for staffers to work overtime.</p> <ol style="list-style-type: none"> 1. The DOE Recruitment Committee will work with district principals/super to establish a date on which the PD day will take place and how long <i>(Responsible Person:_____)</i> 2. Meet with the teaching fellows, teacher cadets, and Call Me 	<p>Action Step 3: <u>Using the BETA Clubs, National Honor Society, and Pro-Teams to survey student interest on why they would choose education as a career thus applying that data to future advertizing efforts</u></p> <p>COST ANALYSIS: (\$100 at minimum) for travel to schools if necessary.</p> <ol style="list-style-type: none"> 1. DOE Recruitment Committee works with principal to survey students in Spring Semester via computers on scheduled days. <i>(Responsible Person:_____)</i> 2. DOE Committee works with Research Committee to create a survey focusing on gathering information on why students would like/would not like to be teachers. <i>(Responsible Person:_____)</i> 3. DOE Committee presents survey to faculty who vet it. Survey is revised in conjunction with Research Committee until approved by faculty.

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<p>organizations .The length and time would be established by contacting the middle school organization’s advisor (through the school’s principal). <i>(Responsible Person:_____)</i></p> <p>3. In the first faculty meeting for the school year, faculty members would sign up for the date that they wish to volunteer to do the presentation. That date would correspond with a particular middle school student group and an assigned Fellow, M.I.S.T.E.R., or Cadet. A count will also be made of the number of education students who are “declared education majors” for comparison when these same tallies are made in 2015. <i>(Responsible Person:_____)</i></p> <p>4. Faculty members will complete their assigned presentation dates for 2011-2012. <i>Person:_____)</i></p>	<p>M.I.S.T.E.R. advisors to discuss how to gain information from teachers about what education topics will engage children <i>(Responsible Person:_____)</i></p> <p>3. The DOE Recruitment Committee and the scholars program advisors will create a professional development day incorporating as many faculty as possible (through the school’s principal). <i>(Responsible Person:_____)</i></p> <p>4. In the first faculty meeting for the school year, faculty would be presented with the planned day and prospectively assigned parts. Modifications will be made within the first month until finalized. (Early Fall 2012). <i>(Responsible Person:_____)</i></p> <p>5. DOE Recruitment Committee will coordinate space, supplies, advertisement, and announcements at schools. (Early Fall) <i>(Responsible</i></p>	<p>4. Survey administered online (e.g. SureyMokey.com) with special sessions set up in coordination with school principals so that students can complete survey at their school’s cpu labs if necessary. <i>(Responsible Person:_____)</i></p> <p>5. Results are collected and analyzed. Ideas are drawn up on how to use the data to advertize to students as they progress from middle school to high school to graduation. <i>Responsible Person:_____)</i></p>
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	<p><i>Person: _____)</i></p> <p>6. PD will be conducted with survey data collected. (October 2012 Tentative) <i>(Responsible Person: _____)</i></p> <p>7. DOE Recruitment Committee will analyze results of data to plan for a more effective PD day the next year. (Mid Fall) <i>(Responsible Person: _____)</i></p>	
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<p>Strategy 3: The Department of Education will hold a reception for the undecided majors and make an effort to convince 15% of the attendees to declare Education as a major.</p>		
<p>Action Step 1: <u>Holding a reception for the undecided majors and make an effort to convince attendees to declare education as a major by holding a session with medium/light refreshments.</u></p> <p>COST ANALYSIS: (\$500.00) for refreshments, equipment.</p> <ol style="list-style-type: none"> 1. Get the list of Undecided Majors to be used to dictate how to execute the reception efficiently. <i>(Responsible Person: _____)</i> 2. Meeting with recruitment committee to decide (based on the number and demographics of the undecided students) on a time, the place (possibly the State Room), menu, advertizing plan, and available budget for the reception. Designate committee members to take 	<p>Action Step 2: <u>Creating a resource room/educational library in CARE CENTER where students can explore the education field, resources, and career choices</u></p> <p>COST ANALYSIS: (\$1,000 depending on types of resources)</p> <ol style="list-style-type: none"> 1. IF FUNDS AVAILABLE, DOE Recruitment Committee works with CARE Center Staff to assess what new resources and realistically be included in CARE Center and a budget. <i>(Responsible Person: _____)</i> 2. DOE Recruitment Committee will receive 	<p>Action Step 3: Updating the DOE website to include links to many different education related websites and testimonials on students who were once un-decided majors</p> <p>COST ANALYSIS: None(?)</p> <ol style="list-style-type: none"> 1. DOE Recruitment Committee brainstorms with faculty on possible additions to website (faculty contact info, testimonials, links, sample syllabi for classes, electronic PDF Program of Study Sheets). <i>(Responsible Person: _____)</i> 2. DOE Recruitment Committee creates a plan on how to upgrade website and presents to faculty. <i>(Responsible Person: _____)</i> 3. Committee works with SCSU webmaster to update system as requested. <i>(Responsible Person: _____)</i> 4. Website is upgraded and launched.

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<p>care of planning components. (Responsible Person:_____)</p> <p>3. At the event hand out TE brochures, program studies; have faculty members speak briefly on each area; answer questions; have students to sign a contact form; have change of major forms for students to complete on site. (Responsible Person:_____)</p> <p>4. After session, tally number of change of major forms completed and compare to total attendees to see if 15% of them have declared as education majors; follow-up with other students for the rest of the CURRENT semester. (Responsible Person:_____)</p>	<p>ideas from faculty on possible resources that could aid undecided students in choosing education or at least exploring the possibility. (Responsible Person:_____)</p> <p>3. DOE Recruitment Committee presents ideas to CARE Center which helps to identify what the center can handle space-wise. (Responsible Person:_____)</p> <p>4. DOE Recruitment Committee Presents final plan to faculty at last faculty meeting of semester. Faculty vets and approves plan with necessary changes. (Responsible Person:_____)</p> <p>5. DOE Committee gives</p>	<p>(Responsible Person:_____)</p>
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	<p>info to Chair to order materials. (<i>Responsible Person: _____</i>)</p> <p>6. Resources are integrated into CARE Center. (<i>Responsible Person: _____</i>)</p> <p>7. Resources are made available to students. (<i>Responsible</i></p>	
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Strategy 4: Expand the number of non-traditional enrollees by 25%.		
<p>Action Step 1: <u>SC-PRRMT makes contact with and visits school districts.</u></p> <p>COST ANALYSIS—At least \$1,500: Standard Rate For Mileage Traveling to school districts, copies of all marketing materials (\$500.00).</p> <ol style="list-style-type: none">1. Make Presentation2. Distribute marketing materials on the SC-PRRMT3. Distribute information from Admissions Office4. Distribute Financial aid information or Financial Aid Counselor will attend the visit to assist with Financial Aid information5. Process SC-PRRMT Personal Data Recruitment Forms	<p>Action Step 2: <u>Forward student's completed SC State Application and other required documents to Admissions Office for processing and evaluation.</u></p>	<p>Action Step 3: <u>Obtain Official Letter of Acceptance from Office of Admissions</u></p>

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<p>Action Step 4: <u>Obtain student's G.P.A., and if it meets the required minimum or above, and the student meets the specified standards for a program forgivable loan scholarship, forward the student an EIA Forgivable Loan Application Form..</u></p>	<p>Action Step 5: <u>Forward letter of inquiry and financial aid disclosure form to the Financial Aid Office regarding the student's financial status.</u></p>	<p>Action Step 6: <u>Process student for enrollment and determine EIA Forgivable Loan Award.</u></p>
<p>Action Step 7: <u>Schedule of Classes Prepared by Program Manager and Program Recruiter.</u></p>		