

PRRMT

Expansion Plan of Action

South Carolina Program for the Recruitment and Retention of Minority Teachers

Reinell Thomas-Myers, Program Manager

September 2013

SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS EXPANSION PLAN OF ACTION

To continue to address the state's teacher shortage, as part of its overall expansion initiatives PRRMT plans to establish, and maintain Satellite Teacher Education Program (off-campus) sites in the Midlands, PeeDee and Piedmont areas. Expanding into these areas will increase enrollment, thereby increasing the number of graduates.

Although these areas are critical geographic areas of the state, programs offered at these sites will include at least three state-declared critical need subject areas. Enrollees (non-traditional students) meeting entry and award requirements will be given a forgivable loan award to assist with expenses while obtaining a baccalaureate degree in teacher education. Awards are used to help cover tuition, fees, and educational materials.

The program plans to continue to produce quality teachers for South Carolina's teaching force. The return on the investment to educate these non-traditional students has a positive outcome. Our graduates, the majority of whom are paraeducators-to-teachers, have been placed in 43 school districts throughout the state. Their commitment to both the teaching profession and the communities in which they live is evidenced by the longevity of their continued employment beyond their contractual teaching requirements.

To aid in this expansion, PRRMT will continue to market and promote the teaching profession and its benefits to South Carolina school districts and personnel by developing promotional materials to increase statewide awareness, and to establish partnerships with the major targeted areas. Current budget allocations limit the number of Satellite Teacher Education Programs sites PRRMT and establish and maintain, as well as the number of students the program can award assistance. **To expand to additional sites for AY 2015-2016 and subsequent years, the program will need additional funding.**

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**Cost Analysis Per Student
2013-2014**

Fall 2013

Tuition Fees and Books/Educational Materials (30 students)	\$2,964.76
Marketing initiatives	40.00
Recruitment (Strategic Plan)	33.33
Recruitment (Selection Criteria)	308.33
Praxis I Preparation Sessions (15 Non-Traditional Students)	300.00
Praxis I Materials	60.00
TOTAL	\$3,706.42

Projected Cost Analysis Per Student

Spring 2014

Tuition Fees and Books/Educational Materials (40 students)	\$1,620.00
Marketing initiatives	30.00
Recruitment (Strategic Plan)	25.00
Recruitment (Selection Criteria)	231.25
Praxis I Preparation Sessions (25 Non-Traditional Students)	180.00
Praxis I Materials	60.00
TOTAL	\$2,146.25

Note: The above totals represent an average cost per student. Many of the students do not qualify for other types of financial aid and must receive full funding to participate in the program. Other participants require only partial funding.

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**SUMMARY
of
Projected Cost Analysis
Projected Expansion Plan of Action
Projected Costs Per Site Spring 2014
(Berkeley, Richland 1, Georgetown and Williamsburg)**

Personnel	\$20,000.00	(Instructors for Four (4) sites)
	2,400.00	(Technical Support Distance Education)
Fringes	<u>3,700.00</u>	
TOTAL	\$26,100.00	
Travel	3,000.32	(Instructors and Administrative travel to sites)
Instructors Materials	1,550.00	
Facilities Usage	472.50	
TOTAL	\$31,122.82	

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**Projected Cost Analysis
Projected Expansion Plan of Action
Projected Costs For Site Spring 2014
N=4**

<u>Sites</u>	<u>Cost Per Site</u>	
Berkeley	Instructor's Salary (Instructor on-site)	\$2,500.00 x 4 = \$10,000.00
	Fringes	1,850.00
	Instructor's Travel	1,200.00
	Instructor's Materials	800.00
	Administrative Travel	167.56
	Facilities Usage	<u>472.50</u>
	Sub Total	\$14,490.06
Columbia (Richland I)	Instructor's Salary (Distance Education)	\$3,333.00 (1/3 Cost)
	Fringes	618.00
	Technical Support	2,400.00
	Instructor's Travel	1,082.00
	Instructor's Materials	250.00
	Administrative Travel	<u>125.00</u>
	Sub-Total	\$7,808.00
Georgetown	Instructor's Salary (Distance Education)	\$3,333.00 (1/3 Cost)
	Fringes	616.00
	Instructor's Materials	250.00
	Administrative Travel	<u>256.54</u>
	Sub-Total	\$4,455.54
Williamsburg	Instructor's Salary (Distance Education)	\$3,334.00 (1/3 Cost)
	Fringes	616.00
	Instructor's Materials	250.00
	Administrative Travel	<u>169.22</u>
	Sub-Total	\$4,369.22
GRAND TOTAL		\$31,122.82

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

***Tentative Schedule of Classes
Spring 2014***

Berkeley County School District

<u>Course</u>	<u>Credit</u>	<u>Date/Time</u>	<u>Location</u>
RED 206 -44 Integrating Lang. Arts & Lit. Meth	3	Monday 5:00 – 7:30 pm	St. Stephen Elementary Sch. St. Stephen, SC
CS 150 -44 Computer Science	3	Tuesday 5:00 – 7:30 pm	St. Stephen Elementary Sch. St. Stephen, SC
PS 252-44 American Government	3	Wednesday 5:00 – 7:30 pm	St. Stephen Elementary Sch. St. Stephen, SC
M 150-44 Quantitive Reasoning – Math	3	Thursday 5:30 - 8:00 pm	St. Stephen Elementary Sch. St. Stephen, SC

***Proposed Schedule of Classes
Spring 2014***

Richland District #1 / Georgetown County / Williamsburg County

<u>Course</u>	<u>Credit</u>	<u>Date/Time</u>	<u>Location</u>
E 150 English Composition	3	Monday 5:00 – 7:30 pm	TBD
EPSY 250 Human Growth and Development	3	Tuesday 5:00 – 7:30 pm	TBD
ED 206 Foundations of Education	3	Wednesday 5:00 – 7:30 pm	TBD
M 150 Quantitative Reasoning – Math	3	Thursday 5:30 - 8:00 pm	TBD

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

Mission: The South Carolina Program for the Recruitment and Retention of Minority Teachers (SC-PRRMT) seeks to promote teaching as a career choice by publicizing the many career opportunities and benefits in the field of education in the State of South Carolina. The mission of the program is to increase the pool of minority teachers in the State by making education accessible to non-traditional students (teacher assistants, career path changers, and technical college transfer students) and by providing an academic support system to help students meet entry, retention, and exit program requirements.

A Purpose Number 1

To increase the pool of teachers in the State.

B. Specific Objective Number 1

To increase enrollment by expanding beyond the geographic areas it currently serves, to increase on-line classes offered, and to implement classes by video conference. Increasing enrollment will increase graduation rates. Based on the matriculation of the population of students served by the program, to experience maximum effects using this mode of delivery, approximately five years of implementation is needed.

C. Performance Evaluation Measure: Increased enrollment resulting in an increase in the number of graduates.

Ongoing (Fall 2013 – Spring 2018)

1.1 Recruitment and expansion activities will remain ongoing (Fall 2013 – Spring 2018)

Spring 2014 the program plans to continue classes at the Berkeley site and establish sites in the following counties:

Columbia (Richland District #1)

Georgetown

Williamsburg

- a. Contact district personnel and set up initial visit
- b. Provide marketing materials to district to determine interest
- c. Meet with instructional assistants (teacher aides)
- d. Disseminate and assist in the completion of necessary admissions and financial aid documents
- e. Follow-up with applicants and district personnel – to include telephone calls, mailings, etc.
- f. Emphasis will be placed on enrolling participants in state-declared critical need subject areas
- g. Analyze applicants transcripts to determine eligibility
- h. Process students for enrollment

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

1.2 Maintain current sites and establish additional sites

Selected sites and areas will be charged with assisting to locate qualified instructors in the area

- a. Coordinate with district personnel to determine infrastructure currently in place
- b. Review participants transcripts to determine courses needed
- c. Prepare a schedule of classes
- d. Contract instructors
- e. Implement instruction by virtual delivery
 - 1). Online classes
 - 2). Video Conferencing
 - 3). Combine sites for classes
- f. Although video conferencing reduces teacher costs, an on-site technician will be needed at each location to provide technical support
- g. Facilities Usage Fee
- h. Budget reductions limit the number of satellite teacher education program sites PRRMT can maintain

2014-2015

Establish sites in the following counties:

Columbia (Richland #2)

Fairfield

Florence

2015-2016

Establish sites in the following counties:

Horry

Marion

Marlboro

2016-2017

Establish sites in the following counties:

Beaufort

Hampton

Jasper

2017-2018

Establish sites in the following counties:

Allendale

Bamberg

Barnwell

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

1.3 Award Forgivable Loan

Determine if student meets the requirements for a forgivable loan award

So that funds may reach more participants, awards will be based on need

The served population is non-traditional students and many do not qualify for other types of financial aid

Budget reductions also limit the number of students the program can award assistance to

1.4 Increase the number of program graduates

The increase in the number of Satellite Teacher Education Program sites, the increase in online courses, and the implementation of classes by video conferencing will also increase student enrollment.

Full implementation in the expanded areas using this mode of delivery and the increase in enrollment will result in an increase in the number of program graduates.

Although the matriculation of this population sometimes takes a semester or two longer than traditional students, with the expansion, the number of graduates will increase.

With full implementation of the expansion PRRMT expects to at least double the number of graduates to approximately 22 – 24 for the 2017-2018 academic year.

1.5 Monitor student progress by visiting established sites

Maintain copies of participant transcripts, and state required examination scores

Schedule intervention workshops

Coordinate with districts to offer workshops and enhancement seminars

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

Enrollment Projections

**Table 1
Satellite Teacher Education Program Sites**

	Location	Total Number of Enrollees for all PRRMT Sites (Provided funding is available)
2013 - 2014	Berkeley County Richland District 1 Georgetown County Williamsburg County	40
2014 - 2015	Richland District 2 Fairfield County Florence County	60
2015 - 2016	Clarendon County Horry County Marion County Marlboro County	80
2016 - 2017	Beaufort County Hampton County Jasper County	100
2017 - 2018	Allendale County Bamberg County Barnwell County	120

**Table 2
Projected Graduation Rates**

	Total Number of Graduates for all PRRMT Sites
2013 – 2014	12 – 14
2014 – 2015	15 – 17
2015 – 2016	18 – 20
2016 – 2017	20 – 22
2017 – 2018	22 – 24

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**Projected Cost Analysis Per Student
Site Identification
2014-2015**

Fall 2014

Tuition Fees and Books/Educational Materials (60 students)	\$3,070.65
Marketing initiatives	41.66
Recruitment (Strategic Plan)	33.33
Recruitment (Selection Criteria)	154.16
Praxis I Preparation Sessions (Non-Traditional Students) (Instructors)	112.50
Praxis I Materials	60.00

TOTAL **\$3,472.30**

Spring 2015

Tuition Fees and Books/Educational Materials (60 students)	\$3,070.65
Marketing initiatives	41.66
Recruitment (Strategic Plan)	33.33
Recruitment (Selection Criteria)	154.16
Praxis I Preparation Sessions (Non-Traditional Students) (Instructors)	112.50
Praxis I Materials	60.00

TOTAL **\$3,472.30**

Note: The above totals represent an average cost per student. Many of the students do not qualify for other types of financial aid and must receive full funding to participate in the program. Other participants require only partial funding.

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**SUMMARY
OF
Projected Cost Analysis
Projected Expansion Plan of Action
Site Identification 2014-2015
(Berkeley, Richland 1, Georgetown, Williamsburg, Richland 2, Fairfield and Florence)**

Personnel	\$30,000.00	(Instructors for Seven (7) sites)
	4,800.00	(Technical Support Distance Learning)
Fringes	<u>5,550.00</u>	
TOTAL	\$ 40,350.00	
Travel	5,365.96	(Instructors and Administrative travel to sites)
Instructors Materials	2,300.00	
Facilities Usage	500.00	
TOTAL	\$48,515.96 x 2 (fall 2014 and spring 2015) = \$97,031.92	

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**Projected Cost Analysis
Projected Expansion Plan of Action
Site Identification
2014-2015
N=7**

<u>Sites</u>	<u>Cost Per Site</u>	
Berkeley	Instructor's Salary (Instructor on-site)	\$2,500.00 x 4 = \$10,000.00
	Fringes	1,850.00
	Instructor's Travel	1,200.00
	Instructor's Materials	800.00
	Administrative Travel	167.56
	Facilities Usage	500.00
	Sub-Total	\$14,517.56
Columbia (Richland I)	Instructor's Salary (Distance Education)	\$3,333.00 (1/3 Cost)
	Fringes	618.00
	Technical Support	2,400.00
	Instructor's Travel	1,082.00
	Instructor's Materials	250.00
	Administrative Travel	<u>125.00</u>
	Sub-Total	\$7,808.00
Columbia (Richland II)	Instructor's Salary (Distance Education)	\$3,333.00 (1/3 Cost)
	Fringes	616.00
	Instructor's Materials	<u>250.00</u>
	Sub-Total	\$4,199.00
Fairfield	Instructor's Salary (Distance Education)	\$3,334.00 (1/3 Cost)
	Fringes	616.00
	Instructor's Material	250.00
	Administrative Travel	<u>170.44</u>
	Sub-Total	\$4,370.44

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

**Cost Analysis
Projected Expansion Plan of Action
Site Identification
2014-2015
N=7**

Florence	Instructor's Salary (Distance Education)	\$3,333.00 (1/3 Cost)
	Fringes	618.00
	Technical Support	2,400.00
	Instructor's Materials	250.00
	Instructor's Travel	2,000.00
	Administrative Travel	<u>195.20</u>
	Sub-Total	\$8,796.20
Georgetown	Instructor's Salary (Distance Education)	\$3,333.00 (1/3 Cost)
	Fringes	616.00
	Instructor's Materials	250.00
	Administrative Travel	<u>256.54</u>
	Sub-Total	\$4,455.54
Williamsburg	Instructor's Salary (Distance Education)	\$3,334.00 (1/3 Cost)
	Fringes	616.00
	Instructor's Materials	250.00
	Administrative Travel	<u>169.22</u>
	Sub-Total	\$4,369.22
	TOTAL	\$48,515.96 x 2 (fall 2014 and spring 2015) = \$97,031.92

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

***EIA PROPOSED BUDGET
FY 2014-2015***

BUDGET REQUEST \$339,482.00

***Personnel Services**

Program Manager (1)		
Program Recruiter (1)		
Adjunct Instructors (8)		
1. Salaries		\$ 119,053.04
2. Fringes		<u>\$ 25,289.17</u>
	TOTAL	\$ 144,342.21

OTHER EXPENDITURES

*Office Support		\$2,800.79
Postage		400.00
Telephone (WATS LINE)		500.00
*Equipment & Maintenance		1,000.00
Printing		-0-
(Newsletter/Annual Reports & other documents)		
*Forgivable Loans		182,039.00
*Promotional Services		1,500.00
(TV Ad, Website, Promotional /Recruitment Materials)		
*Intervention/Workshops for Pre-service Teachers		1,500.00
*Travel,		5,400.00
(Regional meetings, Education Conferences, Partnership, CHE and EOC Meetings, & Recruitment Visitations & Exhibitions)		
TOTAL OTHER EXPENDITURES		\$195,139.79
TOTAL PROJECT EXPENDITURES		\$339,482.00
TOTAL PROJECT APPROPRIATIONS		\$339,482.00

***The Administrative I position was deleted from SC-PRRMT budget (Personnel Services) to increase the *Office Support, Equipment & Maintenance, Forgivable Loans, Promotional Services, Intervention and Travel line items to assist with the recruitment of non-traditional students to extend beyond the geographic areas we currently serve. SC State University will absorb the cost for the Administrative I position. Adjunct Instructors- Classes are conducted at program sites in designated public schools and instructors travel to the various sites to teach.**

SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS EXPANSION PLAN OF ACTION

Mission: The South Carolina Program for the Recruitment and Retention of Minority Teachers (SC-PRRMT) seeks to promote teaching as a career choice by publicizing the many career opportunities and benefits in the field of education in the State of South Carolina. The mission of the program is to increase the pool of teachers in the State by making education accessible to non-traditional students (teacher assistants, career path changers, and technical college transfer students) and by providing an academic support system to help students meet entry, retention, and exit program requirements.

A. Purpose Number 2

To increase the pool of teachers in the State.

B. Specific Objective Number 2

To increase the pool of teachers in the State by targeting teacher aides, technical college transfer students, and career path changers for employment in the teaching profession.

C. Performance Evaluation Measure:

Recruitment and Retention data, as well as graduation data will demonstrate progress toward increasing and in increasing the state's pool of teachers from the targeted population. Files on participants and workshops will be maintained, as well as printed copies of marketing materials and annual reports. **Quantitative** measures include: a) Praxis (Content Area) scores, b) PLT (Principles of Learning and Teaching) scores, c) Graduation rates, d) Employment Placement rates, and e) Retention rates. **Qualitative** measures include: a) Demographic data on program participants (e.g. gender, race/ethnicity) b) Program participants' Academic Data (e.g. grade point averages /honors), and c) Employer/employee feedback through surveys.

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

MILESTONES	TIME FRAME
2.1 Recruit teacher aides and career path changers from targeted school districts throughout the State. Distribute information.	Ongoing
2.2 Continue to implement the Department of Education’s Recruitment plan. This will generate increases in the number of non-traditional applicants. Increased applicants will yield increases in the number of graduates.	Ongoing
2.3 Assists prospective applicants with completing necessary documents for admission to the university and completion of financial aid forms.	July 1- April 30 for upcoming AY
2.4 Collaborate with South Carolina State’s Office of Admissions and Recruitment and SCSU’s Transfer Coordinator to identify students interested in pursuing a degree in teacher education.	July 1 – April 30 for upcoming AY
2.5 Analyze applicant application and transcript. Process application and forward to Office of Admissions.	July 1 – April 30 for upcoming AY
2.6 Develop a schedule of classes to be offered at established sites	May 30 for upcoming AY
2.7 Coordinate with school district personnel to determine infrastructure for identified sites.	June 1 for upcoming AY
2.8 Provide incentives for education by administering a forgivable loan program.	August 15 – June 30 annually

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

2.9 Work with those students who do not currently meet the requirements for a forgivable loan award to determine other options.	Ongoing
2.10 Offer off-campus courses and make distance education courses accessible to program participants.	August – fall semester January – spring semester June – summer session
2.11 Monitor student progress by attaining copies of transcript from the Office of Records and Registration.	December 15 for fall semester May 15 for spring semester
2.12 Maintain copies of Praxis I, Praxis II, and PLT scores of participants.	Ongoing
2.13 Schedule Intervention Workshops for Praxis I.	August – fall semester January – spring semester June – summer session
2.14 Track employment placement of graduates. Maintain records of graduation and placement.	Ongoing
2.15 Prepare program reports.	September 1 annually October 1 annually

**SOUTH CAROLINA PROGRAM FOR THE RECRUITMENT AND RETENTION OF MINORITY TEACHERS
EXPANSION PLAN OF ACTION**

Mission: The South Carolina Program for the Recruitment and Retention of Minority Teachers (SC-PRRMT) seeks to promote teaching as a career choice by publicizing the many career opportunities and benefits in the field of education in the State of South Carolina. The mission of the program is to increase the pool of minority teachers in the State by making education accessible to non-traditional students (teacher assistants, career path changers, and technical college transfer students) and by providing an academic support system to help students meet entry, retention, and exit program requirements.

- A Purpose Number 3**
To increase the pool of teachers in the State.

- B. Specific Objective Number 3**
To increase awareness of the dearth of minority teachers in SC teaching force by participating in state-wide initiatives that focus upon teacher recruitment and issues in educating minorities.

- C. Performance Evaluation Measure:** Published newsletter, Conference printed programs, correspondence.

MILESTONES	TIME FRAME
3.1 Promote the PRRMT and the Teaching Profession by publishing promotional brochures, flyers, newsletters, and digital presentations.	Ongoing
3.2 Attend, make presentations or set up exhibition booth at the annual conferences of the South Carolina Alliance of Black School Educators (SCABSE) and the South Carolina Education Association	January/spring each annual year Providing funds are available
3.3 Participate in forums, organizations, and meetings focused on minority teacher recruitment, teacher recruitment in general, and critical needs of the state, as related to education.	Ongoing

**South Carolina State University
South Carolina Department of Education**

Recruitment Plan 2011-2016

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

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**

<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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**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

<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 	<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 	<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.

**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

<p>will create a plan and schedule for meeting with each of the 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>Call Me 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.</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>(Early Fall) (<i>Responsible 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 care of planning components. <i>(Responsible Person: _____)</i> 3. At the event hand out TE 	<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 ideas from faculty on possible resources that could aid undecided students in choosing education or at least 	<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. <i>(Responsible Person: _____)</i>

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<p>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. <i>(Responsible Person:_____)</i></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. <i>(Responsible Person:_____)</i></p>	<p>exploring the possibility. <i>(Responsible Person:_____)</i></p> <p>3. DOE Recruitment Committee presents ideas to CARE Center which helps to identify what the center can handle space-wise. <i>(Responsible Person:_____)</i></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. <i>(Responsible Person:_____)</i></p> <p>5. DOE Committee gives 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 person)</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>		