




STATE OF CONNECTICUT
DEPARTMENT OF EDUCATION



TO: Superintendents of Schools
Superintendents of Unified School Districts
Directors of Public Charter Schools
Executive Directors of Regional Educational Service Centers
Directors of Approved Private Special Education Programs

FROM: Dr. Sarah J. Barzee, Chief Talent Officer 

DATE: May 22, 2018

SUBJECT: TEACH Connecticut Partnership Letter of Agreement

The Connecticut State Department of Education (CSDE) and TEACH Connecticut invite you to become a partner local education agency (LEA). To join the TEACH Connecticut partnership, please review the materials provided and complete the attached Letter of Agreement, signed by the Superintendent or Director, and return it to Claudine Primack at claudine.primack@ct.gov by **July 1, 2018**.

TEACH Connecticut is a multi-stakeholder partnership between the CSDE, LEAs, technical assistance partners (TEACH, Ad Council, Digitas, and Microsoft), educator preparation providers, and other stakeholders. By joining TEACH Connecticut as a partner LEA, you will have access to a comprehensive recruiting system that includes a blend of advertising, online, and in-person tools, services, and resources to elevate the image of teaching, recruit a more diverse educator workforce, and fill persistent certification shortage areas. You will also work with TEACH Connecticut to identify and cultivate more of your students, alumni, and existing talent pools who are interested in a teaching career, and to promote your recruiting and hiring events and activities.

We also ask that partner LEAs complete a profile request form. This form will provide specific details about your LEA that will be featured on the TEACH Connecticut website. Instructions and further information regarding the profile request form will be forthcoming.

To be featured as an inaugural TEACH Connecticut partner LEA, we ask that you return the attached agreement by **July 3, 2018**. Inaugural partner LEAs will be featured on the TEACH Connecticut website when it is launched at the start of the 2018-2019 school year. We acknowledge that this is a busy time of year; therefore, we are also offering an extended deadline of **August 15, 2018** for LEAs to join a second cohort of partner LEAs, to be featured later in the year.

We strongly encourage all LEAs to consider joining TEACH Connecticut as a means to achieving your talent goals and the collective goals of the state. The initiative will be stronger and more successful with all of us working together.

Please contact me or Claudine Primack, the TEACH Connecticut Director at claudine.primack@ct.gov, if you have questions.

cc: Claudine Primack

TEACH Connecticut Partnership Letter of Agreement

Dear Dr. Barzee,

[LEA]_____ is pleased to inform you that we would like to join TEACH Connecticut as a partner local education agency (partner LEA). We share the commitment to the goals of the CSDE Talent Office to:

- Elevate the image of the teaching profession;
- Expand and diversify the educator pipeline; and
- Fill persistent certification shortage areas.

We are encouraged by the proposed activities and strategies shared by TEACH Connecticut during an introductory webinar, and recognize that TEACH Connecticut is a multi-stakeholder partnership between the CSDE, technical assistance partners (TEACH, Ad Council, Digitas, and Microsoft), EPPs, LEAs, and other education stakeholders. By partnering with TEACH Connecticut, we will receive tools and services to support us in cultivating more of our alumni and talent pools, which will help us in attracting and recruiting teachers.

We understand that TEACH Connecticut will do the majority of the work, but as a partner LEA, we have key contributions to make. We have reviewed the attached list of contributions and agree to provide the requested contributions.

The primary point person from [LEA] will be:

[Name]_____

[Title]_____

[Phone]_____

[Email]_____

[Point person’s name]_____ will coordinate with colleagues at [LEA] to carry out and follow through on the contributions outlined in this letter.

Sincerely,

[Your signature]_____

[Your name]_____

[Your title – Superintendent]_____

The Partner Local Education Agency (LEA) and TEACH Connecticut will contribute the following:	
Partner LEA Contributions	TEACH Connecticut Contributions
<i>Elevate the image of the teaching profession.</i>	
<ul style="list-style-type: none"> • Provide a signed letter endorsing the PSA campaign, which will be shared with media outlets to express support for the campaign 	<ul style="list-style-type: none"> • Produce and manage a statewide TV, radio, and digital media Public Service Awareness (PSA) advertising campaign, boosting the image of teaching • Contact media outlets to air the PSA ads and inform them about the initiative
<ul style="list-style-type: none"> • Link to TEACH Connecticut web portal from partner LEA website 	<ul style="list-style-type: none"> • Design, build, and maintain the TEACH Connecticut web portal, which will be a one-stop-shop for anyone considering a career in teaching, and the PSA ads, which will drive individuals to visit the TEACH Connecticut web portal • Send research-backed messaging and materials via email, web, and social media to dispel misperceptions, answer key questions, and inspire greater interest
<i>None</i>	<ul style="list-style-type: none"> • Provide a program – “Talk to a Teacher” – designed to connect prospects with Connecticut educators to learn about the profession
<i>Expand and diversify the educator pipeline and fill persistent certification shortage areas.</i>	
<ul style="list-style-type: none"> • Provide a profile of partner LEA to post on the TEACH Connecticut web portal 	<ul style="list-style-type: none"> • Provide an in-depth profile page for partner LEAs on the TEACH Connecticut web portal to help interested individuals become aware of the partner LEA and gain an enriched understanding of all the partner LEA has to offer • Link to partner LEA’s website, application, and contact information
<ul style="list-style-type: none"> • Administer the teaching interest questionnaire with high school students annually 	<ul style="list-style-type: none"> • Provide a questionnaire for high school students to indicate their interest level in teaching and subscribe to TEACH Connecticut if interested • Provide partner LEA with annual reports regarding student responses to the high school survey and subsequent engagement with TEACH Connecticut
<ul style="list-style-type: none"> • Print and distribute outreach materials – both hard copies and emails/digital copies – designed to identify students interested in teaching and subscribe them to TEACH Connecticut 	<ul style="list-style-type: none"> • Provide direct outreach materials: soft copy files of posters, flyers, email templates, and other materials for partners to print and distribute
<ul style="list-style-type: none"> • Submit events, courses, activities, announcements, and deadlines associated with the teaching profession to be publicized through TEACH Connecticut 	<ul style="list-style-type: none"> • Publicize partner LEA’s information sessions, events, deadlines, and announcements related to attracting future teachers

<ul style="list-style-type: none"> Organize new events and activities that expose interested individuals to teaching 	<ul style="list-style-type: none"> Create a calendar of events and directory of activities, deadlines, and opportunities associated with exploring the teaching profession and publicize them to TEACH Connecticut subscribers Provide partner LEA with recommendations and how-to guides for events that could increase partner LEA's students' interest in teaching
<ul style="list-style-type: none"> Work with TEACH Connecticut to send emails and conduct outreach to identify those from the LEA's constituencies who are considering a teaching career 	<ul style="list-style-type: none"> Provide a database and annual survey for tracking alumni who subscribe to TEACH Connecticut as they progress through college and complete a preparation program Provide partner LEA with digital communication channels that will allow them to communicate with alumni and recruit alumni back to the partner LEA Provide partner LEAs with email templates to invite various constituencies to subscribe to TEACH Connecticut and connect them with pathways to gain certification and teach in partner LEA's schools Provide resources and supports to those constituencies to help them find a pathway to certification
<ul style="list-style-type: none"> Designate a point person to attend TEACH Connecticut meetings (2-4 per year), communicate with TEACH Connecticut in between meetings, and coordinate with colleagues to provide the necessary content outlined in this agreement Provide feedback on the best ways to achieve the goals of TEACH Connecticut and identify additional ways to contribute as all parties learn together Collaborate with TEACH Connecticut at the end of the application season to evaluate how many TEACH Connecticut subscribers applied to an educator preparation program 	<ul style="list-style-type: none"> Host meetings (or webinars) to gather feedback, discuss progress, and determine next steps with partners Facilitate collaboration among partners to develop the best strategies for achieving the goals of TEACH Connecticut Collaborate with partners to measure and report year-over-year results