

**ORANGE COUNTY
BOARD OF EDUCATION**

AGENDA ITEM ABSTRACT

Meeting Date: June 9, 2014

AGENDA ITEM No. 14-06-13

ACTION ITEM: (Y/N) N

SUBJECT: Recruitment and Retention of Minority Teachers

INFO. CONTACT: Dr. Mark Dickerson **PHONE:** 919-732-8126

ATTACHMENTS:

1. PowerPoint Presentation: Recruitment and Retention of Minority Teachers
2. Raising Achievement and Closing the Gap (RACG) - Goal 5

PURPOSE: The purpose of this agenda item is to present information to the Board of Education regarding the continuing efforts of the district in the area of recruitment and retention of minority teachers.

BACKGROUND: The academic achievement gap in the areas of reading, mathematics, and science continues to widen for minority students. Almost half the students attending public schools in the U.S. are minorities and less than 1 in 5 of their teachers is non-white. North Carolina school districts hoping to recruit and place teachers of color in the classrooms are facing many challenges. In Orange County Schools, the minority student enrollment is 36.4%, but 12.7% of the licensed staff are teachers of color. An attached spreadsheet includes school percentages of minority teachers and growth information. The spreadsheet also includes the percentage of minority school-based administrators in the district.

The school system invests a great deal of time and effort to recruit interested and talented candidates of diverse backgrounds while competing with larger school districts. It is important for the school system to recognize the challenges in recruiting minorities to the district and meet these challenges with creative and innovative strategies.

The Board of Education established a sub-committee for minority teacher recruitment at the beginning of the 2012-2013 school year. The following School Board Members serve on the committee: Brenda Stephens, Tony McKnight, and Lawrence Sanders.

Current recruitment practices include attending college job/career fairs, posting job advertisements with online publications, district video, and collaborating with North Carolina Central University Career Services Department.

The following recruitment initiatives are listed:

Potential Recruitment Initiatives

- Visit Historically Black Colleges and Universities- Teacher Preparation Classes
- Offer Early Contracts
- Offer Signing Bonuses (funding would need to be provided)
- Re-Brand/Marketing Strategies
- Establish District Job/Career Fair
- Implement Teacher Cadet or Future Teachers of America Program at the high school
- Offer Scholarship/Fellowship to minority high school students majoring in education

Current retention efforts depend primarily on district/building level mentors and school administrator support of teachers. The following retention initiatives are to be considered:

Potential Retention Initiatives

- Establish a PLC for School Mentors
- Reconnect & Recharge Initiative – University & School System Mentor Collaboration
- Encourage School Based Beginning Teacher Orientation/Meetings
- Invite Mentors to Beginning Teacher Meetings in October

Recent research reveals that school districts face many challenges in recruiting and retaining minority teachers.

Recruitment/Retention Challenges

- Diversity Awareness
- Funding for Marketing Strategies
- Rural school district vs. Urban school district
- Seeking applicants of color for interviews
- More career opportunities outside of the teaching profession
- Declining number of minority students majoring in education
- Low teacher salary
- Limited leadership opportunities while staying in the classroom

FINANCIAL IMPACT:

Currently, funds are provided in the Human Resources budget for recruitment in the amount of \$4,100.00. This covers travel, job fair registrations, print & electronic advertisements, and materials/supplies.

RECOMMENDATION: The Superintendent recommends the Board of Education receive the updates on district recruitment and retention efforts.

Recruitment and Retention of Minority Teachers

Mark Dickerson, Ed.D

Human Resources



Purpose

- The purpose is to present information to the Board of Education regarding the continuing efforts of the district in the area of recruitment and retention of minority teachers.
- Almost half the students attending public schools in the U.S. are minorities and less than 1 in 5 of their teachers is non-white.
- OCS District Minority Licensed Staff- 12.7%
- OCS District Minority Student Enrollment- 36.4%
- OCS District Minority School Based Administrators- 54%

Current Recruitment Practices

- **BT/Recruitment District Video**- Highlights the support program
- **Alliance with North Carolina Central University/Career Services**- Attended Resume Boot Camp, Job Fairs, Annual Employer Breakfast, etc.
- **Participated in webinars**- Strategies in minority teacher recruitment
- **Job Postings**- NCWorks Jobs Matching System/Regional Partnership Workforce Development, Subscribe to Teacher of Color (Online) & National Minority Update Magazine.
- **Job Fairs**- Barton College, Elon, NC Central University, & The University of North Carolina at Pembroke (Invited School Board members & other school leaders)

Potential New Recruitment Initiatives

- **Visit Historically Black Colleges & Universities (HBCUs)**- Establish partnerships & talk to students about our school district.
- **Early Contracts**
- **Signing Bonuses** (Funding would need to be provided)
- **Re-Brand/Marketing Strategies**- (i.e. Television ads., YouTube, Highway Billboards, Media Campaign in Minority communities, etc.)
- **District Job Fair**- Walk-in Interviews with school principals, assistant principals, and HR representatives in May
- **Teacher Cadet/Future Teachers of America Program** (i.e. high school)
- **Scholarships/fellowships** target minority students who will major in education

Potential Retention Initiatives

- **Enhance the Mentorship Program by fostering partnerships**
- **Establish a PLC for School Mentors**
- **Reconnect & Recharge Initiative**
- **Encourage School Based Beginning Teacher Orientation/ Meetings**
- **Invite Mentors to Beginning Teacher Meeting in October**

Recruitment/Retention Challenges

- **Diversity Awareness**
- **Funding for Marketing Strategies**
- **Rural school district vs. Urban school district**
- **Seeking applicants of color for job interviews**
- **Declining number of minority students majoring in education**
- **Low teacher salary**
- **Limited leadership opportunities while staying in the classroom**

Funding

- Current HR Budget for recruitment

\$4,100.00



RAISING ACHIEVEMENT AND CLOSING THE GAP (RACG)

Goal 5: Recruit and retain more ethnically diverse educators

Data: 2013- 14 Minority Licensed Staff & Student Enrollment – OCS

School	Percentage of Minority Staff As of December 2013	% INCREASE or DECREASE From 2012-13	Percentage of Minority Student Enrollment	Number of Minority School Based Administrators
A.L. Stanback Middle	16%	7% Increase	42.4%	2
C. W. Stanford Middle	21.7%	3% Increase	29.3%	1
Cameron Park Elem.	8.3%	2.3% Decrease	31.5%	1
Cedar Ridge High	7.2%	5.1% Decrease	31.2%	1
Central Elem.	22%	2% Increase	54.8%	2
Efland-Cheeks Elem.	14%	2.6% Decrease	52.6%	0
Grady A. Brown Elem.	10.5%	.8% Increase	35.2%	1
Gravelly Hill Middle	16.6%	4.1% Increase	37.2%	0
Hillsborough Elem.	13.8%	3.3% Increase	20%	0
New Hope Elem.	7.2%	1.5% Decrease	55%	1
Orange High School	11%	1.3% Decrease	34.5%	3
Partnership Academy	10%	10% Decrease	29%	0
Pathways Elem.	12.5%	.6 % Increase	25.3%	1
District Minority Percentage	12.7%	.10% Increase	36.4%	13= 54%

Licensed Staff includes all teachers and student services personnel, including itinerant staff whose home base is at that school. Does not include administrators (principals, assistant principals). Please note: 13 out of 24 school based administrators are minorities.