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## Program Recruitment and Retention (PR<sup>2</sup>)

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### Problem Addressed & General Approach

The Program Recruitment and Retention (PR<sup>2</sup>) Research Action Cluster (RAC) engages in studying the recruitment of qualified and diverse prospective teachers and to retain these prospective teachers through completion of the program. Across the nation, the number of students entering teacher education programs or students seeking credentialing through fifth year or Master of Teaching programs are declining. The continued improvement target for this RAC is: *to increase the number of well-prepared secondary mathematics teachers entering the mathematics teaching workforce by at least 40% from each participating program by Summer 2022, reflecting the diversity targets of each program.*

Members of the PR<sup>2</sup> spent the past academic year studying recruitment strategies across institutions. We attempted to collect data across institutions to begin to form demographics about students self-selecting into mathematics education. This project was halted as it became increasingly clear that programs, demographics, and even student motivation varied greatly across the United States. The members revised the approach to gathering information about “what works” for recruitment across the institutions in the RAC. Our goal was to share these strategies with the larger mathematics education community.

### Current Progress

In 2015, the RAC released the *Secondary Mathematics Teacher Recruitment Campaign Implementation Guide* (Ranta & Dickey, 2015). This guide consisted of nine modules designed to provide examples of recruitment and marketing related resources for recruiting teacher candidates. The RAC has begun revisions and updates to this implementation guide. We are also discussing the platform for permanently housing the guide. As this work continues, the RAC plans to release a second edition of the guide.

Additionally, the RAC members reviewed and revised the secondary drivers and change ideas. Two change ideas were prioritized for this upcoming academic year: courageous conversations and digital marketing. Readings aligned to equity and social justice priorities of MTE-Partnership were discussed. These readings will serve to help the RAC members develop model conversations as related to recruitment and retention. These conversations would be appropriate to use with faculty and staff across institutions. Additionally, the RAC members are developing positive messaging about becoming a mathematics teacher, being a teacher, and loving mathematics. The goal is to have a weekly pushout of positive messages that can be utilized by the larger mathematics education community.

### Opportunities for Engagement

Three specific opportunities exist for engagement with the PR<sup>2</sup> RAC. We welcome all members to share images and messages that may be used in our digital marketing of positive messages. The RAC members hope to develop messaging that can be shared across various platforms. Second, we need bright, creative people to help design these messages. Finally, we plan to have in-depth reading about issues of diversity, equity, and social justice

within the realm of recruitment and program retention. Anyone interested in becoming a member of our reading and studying group is welcome. We need many voices to understand this complex issue.

#### Reference

Ranta, J., & Dickey, E. (2015). *Secondary mathematics teacher recruitment campaign implementation guide*. Washington, DC: Association of Public and Land-grant Universities. Retrieved from: <http://bit.ly/MATHImplGuide>