



Report to the North Carolina General Assembly

TeachNC Recruitment Initiative Report

Session Law 2021-180 Section 7.20(a)

Date Due: March 15, 2025

DPI Chronological Schedule, 2024-25

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Legislation (NC Session Law 2021-180):

TEACHNC RECRUITMENT INITIATIVE

“SECTION 7.20.(a) The Department of Public Instruction shall adopt the TeachNC recruitment initiative as a comprehensive web platform for future teachers to find information and connect with resources on (i) the teaching profession, (ii) opportunities for educators in North Carolina, and (iii) the process of obtaining an educator's license in the State.

SECTION 7.20.(b) The Department shall report to the Senate Appropriations Committee on Education/Higher Education, the House Appropriations Committee on Education, the Fiscal Research Division, and the Joint Legislative Education Oversight Committee by March 15, 2023, and annually thereafter, on implementation of the platform, including integration of the technology with outside entities, such as educator preparation programs (EPPs) and businesses, and data on user outcomes, including at least the following:

- (1) The number of user accounts, visitors to the website, and web-initiated chats.
- (2) The number of users who were seeking teacher licensure who applied to institutions with an EPP after visiting the TeachNC web platform and, of those users, the number of users who successfully enrolled into institutions with an EPP and who completed teacher licensure programs.
- (3) The number of users who applied for employment in public schools after visiting the TeachNC web platform and the number of teachers who continue to teach in the public schools after finding employment utilizing TeachNC. The report submitted by March 15, 2023, shall also include any recommendations by the Department on potential cost-sharing arrangements or public-private partnerships with outside entities for ongoing sustainability or continued growth of the recruitment initiative.”

Background on TeachNC

TeachNC is a comprehensive, web-based recruitment platform and marketing campaign designed to increase the quantity and quality of teachers in North Carolina. TeachNC delivers research-based interventions and supports that help reduce barriers to applying to an education preparation program and obtaining teacher licensure. The following free resources are available to anyone in North Carolina who may be considering entering the teaching profession:

- 1-on-1 coaching from current educators
- Profiles of educator preparation programs.
- Application checklists.
- Application fee reimbursements.
- Scholarships.
- Guides on testing, finances, resumes, cover letters, application essays, and more.
- Customized emails that deliver resources and next steps.
- Digital marketing and TV/radio ads.
- Promotion of educator preparation programs and educator stories on social media.
- Information for veterans, alternative certification, and more.

Section 1: Website & Impact Data

Teach.org has gathered data related to the number of individuals who have created a user account on the TeachNC website, how many visitors have accessed the TeachNC website, and how many chat sessions have been conducted by visitors to the website. This data is reported below in Table 1 by academic year. For the purposes of this report, TeachNC defines an academic year as the period of September 1st to August 31st of the following year.

TeachNC continues to be a trusted source of information for aspiring educators in North Carolina. This year, TeachNC added over 35,000 registered users to the database (which now totals more than 102,000), and helped over 3,700 people successfully apply to a North Carolina Educator Preparation Program (EPP).

In addition to the support prospective teachers receive, TeachNC's platform and programs provide free support and promotion to educator preparation programs (EPPs) and school districts looking to gain exposure and recruitment capacity.

Table 1. Website Data

Table 1: Website Usage Data						
	AY 2019-2020	AY 2020-2021	AY 2021-2022	AY 2022-2023	AY 2023-2024	Total
Number of New User Accounts Created	4,195	8,329	9,917	17,495	35,503	74,944
Unique Visitors to the Website	59,904	114,037	142,403	151,607	276,126	744,077
Web-initiated Chats	868	3,240	2,766	2,691	8,790	18,355

The number of new users visiting TeachNC.org has continued to grow from the initial program year. From AY 2022-23 to AY 2023-24 alone, we more than doubled the number of new user accounts and had significant increases in website visitation and web-initiated chats. These increases in web traffic and account creations are an indication that the TeachNC program continues to expand its reach and impact on potential educators entering the teaching profession in North Carolina.

Each year, TeachNC has also increased the number of applicants supported in applying to North Carolina educator preparation programs (EPPs). **In AY 2023-2024, TeachNC supported 3,748 applicants in applying to North Carolina EPPs, more than seven times the number supported in AY 2019-2020.** TeachNC has supported almost 10,000 EPP applicants since the initiative began. See Table 2 for more detail.

Table 2. Applicants to North Carolina EPPs supported by TeachNC since 2019

Table 2: EPP Applicants Supported By TeachNC					
AY 2019-2020	AY 2020-2021	AY 2021-2022	AY 2022-2023	AY 2023-2024	Total
529	1,436	1,722	2,298	3,748	9,721

Importantly, 85% of TeachNC-supported applicants first accessed TeachNC.org from a source other than the preparation program to which they applied. **This means TeachNC's paid marketing campaign attracted the candidate to the TeachNC website, and then the resources provided helped convert the candidate to an EPP applicant.**

For AY 2023-2024, 71 of 99 partner EPP programs submitted data to TeachNC for results counting (a 9% increase from last year). It is important to note that 25 community colleges were recently approved as EPPs. TeachNC is working to build partnerships with these new EPPs and they are not included in this analysis.

TeachNC may have supported additional applicants who applied to the 28 partner programs that did not submit the requested applicant data. Further, higher education institutions can have multiple EPP programs (e.g., traditional, residency, MAT, etc.). Each program is counted separately, and some institutions did not submit applicant data for all of their programs. TeachNC and NC DPI are working together to streamline the data collection process which we believe will help improve the response rate (more details in Section 2 below).

In AY 2023-24, TeachNC supported 17% of the **total** applications submitted to the programs that provided applicant data to TeachNC (a 4 percentage point increase from last year). For many programs, TeachNC supported more than half of their total applicant pool.

Table 3. POC Applicants to North Carolina EPPs supported by TeachNC since 2019

In AY 2023-2024, 1,772 TeachNC-supported applicants (50%) identified as people of color (POC). This represents a 187% increase over AY 2022-23. Since its inception, TeachNC has supported 4,478 people of color in applying to a North Carolina EPP.

Table 3: EPP Applicants of Color Supported by TeachNC						
	AY 2019-2020	AY 2020-2021	AY 2021-2022	AY 2022-2023	AY 2023-2024	Total
# of Applicants of Color	249	718	792	947	1,772	4,478
Percentage of Total Supported Applicants	47%	50%	45%	51%	50%	49% average

Table 4. School-Based Personnel (SBP) Survey

In AY 2023-2024, TeachNC launched an annual School-Based Personnel (SBP) Survey that was distributed to LEAs to administer within their districts to identify non-licensed school personnel who are interested in becoming licensed teachers. Twenty-five LEAs administered the survey, which resulted in a total of 884 survey responses. Out of the responses collected, 90% of non-licensed school personnel indicated an interest in becoming a licensed NC educator. These respondents were then connected to TeachNC resources, including customized webinars on how to become a teacher.

Table 4: AY 2023-2024 TeachNC School-Based Personnel Survey Summary		
Number of participating LEAs	Number of respondents	Percentage of respondents interested in becoming a licensed teacher
25	884	90% (798)

Table 5. AY 2023-2024 Highlights

Each year, TeachNC implements a variety of strategies to elevate the perception of the teaching profession in North Carolina and support potential future teachers in taking the step to apply to an EPP. The table below highlights *some* of the initiative's activities during AY 2023-2024.

Table 5: TeachNC AY 2023-2024 Highlights	
AY 2023-2024 Activity	Details
Governor's Emergency Education Relief Fund Test Prep Initiative	TeachNC partnered with the Office of Governor Roy Cooper to disperse \$3M in Governor's Emergency Education Relief (GEER) funding to prospective educators seeking a professional license. Prospective educators were eligible for up to \$500 that could be used for: reimbursement for previous licensure exam attempts and study materials, access to Study.com preparation materials, and/or Praxis vouchers to take or retake their exams. Prospective educators could use the above resources in any combination that they believed would benefit them most. Through this initiative, TeachNC issued over \$930,000 in test prep reimbursements, over 5,000 vouchers for Praxis testing fees, and nearly 4,000 Study.com licenses. These funds benefited more than 7,000 current and aspiring North Carolina Educators. The impact of this initiative was two-fold: 1. Impact on pass rates & reducing teachers' financial burden: According to Study.com's analysis of the impact of the partnership with TeachNC, the pass rate for Praxis General Exams was 15 percentage points higher for those who had sufficient use of Study.com than for those who had limited usage.

	Additionally, pass rates were 1.7x higher for exam retakers with sufficient usage than those who had limited usage. By providing aspiring teachers with free exam preparation support and no exam registration fees, TeachNC increased the number of teachers who will be able to successfully obtain their teaching license and enter - or remain - in North Carolina classrooms. 2. Increased credibility and reach of TeachNC resources As illustrated above, TeachNC had an exponential increase in all success metrics. This was heavily influenced by the additional funding available to support individual candidates as they pursue the teaching profession. This test preparation initiative, supported by Governor Roy Cooper and NCDPI, added credibility to TeachNC's work and created a surge of interest and promotion among partners. While this initiative has come to an end, we continue to provide trustworthy and relevant resources to all users in order to cultivate them into educator preparation program applicants. Our goal is to continue to maximize this increased visibility by deepening our partnerships with EPPs and districts and by expanding partnerships with other aligned community-based organizations.
In-person Instructional Assistant Event	After providing LEAs with the School Based Personnel Survey, TeachNC was approached by Wake County Public School System (WCPSS) to partner in hosting an in-person Teacher Bound event aimed at supporting Instructional Assistants interested in becoming licensed North Carolina educators. During this collaboration, WCPSS provided the space for the event and TeachNC leveraged their relationships with EPPs to create an EPP-fair for attendees. This event was held in spring 2024 with 75 registrants and was replicated in November 2024 with 112 registrants. We are still analyzing how many of these attendees went on to apply to an EPP. TeachNC would like to replicate these types of events in other districts or North Carolina regions to help bring EPPs to potential future teachers— supporting EPP recruitment and LEAs simultaneously.

One-on-one licensure advising sessions	In AY 2023-2024, TeachNC coaches hosted 1,265 licensure advising sessions with prospective North Carolina educators (a 41% increase from AY22-23). According to one call participant, “[My TeachNC coach] was super helpful and walked me through several different options for my future. I am so excited to start my career.”
TeachNC EPP Application Fee Reimbursements	In AY 2023-2024, TeachNC approved and disbursed more than 750 EPP application fee reimbursement requests. TeachNC application fee reimbursements can cover up to \$100 of an applicant’s costs associated with applying to a North Carolina teacher preparation program. As with scholarships, upon being selected, applicants must confirm that they have <i>enrolled</i> in an EPP.
TeachNC Future Teacher Webinars	In AY 2023-24, TeachNC hosted 7 webinars to guide interested EPP applicants in applying to partner programs. These “Future Teacher: Licensure 101” webinars gave participants a high-level overview of the licensure process, guided them on how to select a teaching program, and provided them with up to \$100 in application fee reimbursements. Over 300 non-licensed school-based personnel registered for these events.
Co-hosted EPP Webinars	TeachNC also hosted 17 info-sessions in partnership with North Carolina EPPs to increase the likelihood that prospects apply to their program(s). More than 1,600 prospective teachers registered for these events– significantly adding to those EPPs’ recruitment pipelines.
Updated information on licensure, salary & benefits, available jobs, program explorer & scholarships	This year, TeachNC regularly updated and optimized information on the TeachNC.org platform to: 1) Accurately reflect the licensure process in North Carolina, 2) Provide resources for potential future teachers, 3) Assist interested candidates in identifying classroom vacancies, and 4) Assist prospective EPP applicants in finding programs that fit their needs. Additionally, TeachNC launched a redesigned homepage, which allows users to experience a more personalized site – providing them content that is specific to their journey to the classroom.
TeachNC User Feedback Survey	In AY 2023-2024, TeachNC disseminated a survey to all users to collect feedback and better understand the value TeachNC provides to prospective EPP applicants. Results showed that: - 58% of survey respondents had an increased interest in teaching after using TeachNC resources, and

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| | <ul style="list-style-type: none"> - 48% indicated they may not have applied to an EPP if not for the resources provided by TeachNC. |
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Section 2: NC Educator Preparation Program Application, Enrollment, and Completion

The TeachNC program is designed to attract potential candidates to the teaching profession in North Carolina. Each year, to help measure TeachNC's impact, the initiative requests that EPPs submit their *applicant* data. Some EPPs submit also submit their enrollment data, but most do not. This data collection is in addition to NC DPI's annual EPP data collection process.

Currently, TeachNC collects applicant data between September and December each year, prior to the following April - May period when NCDPI collects enrollment data from EPPs. Because of these two distinct data collection processes, TeachNC and NCDPI have encountered obstacles in tracking the rate at which TeachNC-supported applicants enroll in and graduate from North Carolina EPPs.

Through extensive collaboration, NC DPI and Teach.org have partnered to streamline the TeachNC data collection process. Beginning in AY24-25, NCDPI will be collecting the necessary data points on TeachNC's behalf as part of their regular data collection cadence with educator preparation programs. This means, in the March 2026 legislative report we will be able to report on the number of TeachNC-support applicants that have enrolled in an educator preparation program. We will also be able to track the matriculation of those candidates to program completion.

Section 3: Licensing and Employment

Due to the challenges mentioned above, at this time, TeachNC and NCDPI are unable to provide information on the rate at which TeachNC-supported-applicants pursue licensure and employment. However, as a result of the data collection efforts mentioned above, we expect to have the ability to report on the number of TeachNC supported applicants who are employed in North Carolina public schools beginning with the March 2026 report.

Section 4: Opportunities for Growth and Partnerships

There are several opportunities for TeachNC to grow its support of aspiring educators moving forward. These opportunities will include improvements to TeachNC's group coaching sessions, additional support for prospective international and bilingual teachers, and continued optimization of TeachNC's test preparation resources and tools. Additionally, TeachNC looks forward to continued collaboration and deepening partnerships with other organizations with aligned missions, including College Advising Corps, the North Carolina Teaching Fellows, and emerging grow-your-own and teacher apprenticeship programs across the state. Identifying cost-sharing partners for the TeachNC initiative will be an area of focus for NC DPI in the upcoming year.