

Changing the Narrative: Strategies to Improve Public Perception and Recruit Individuals into the Profession

Meet the Presenters



Emily Douglas-McNab

*Co-founder and Chief,
Experience Management
Institute*



Erin Howell

*Director, Marketing and
Communications
Experience Management
Institute*



Wendy Adams

*Research Professor,
Colorado School of Mines*

Agenda

- The Need to Change the Way the Public Perceives the Profession
- Getting the Facts Out: Measuring Student Perception
- Using Social Media to Recruit Individuals Into the Profession
- Q&A

About Us



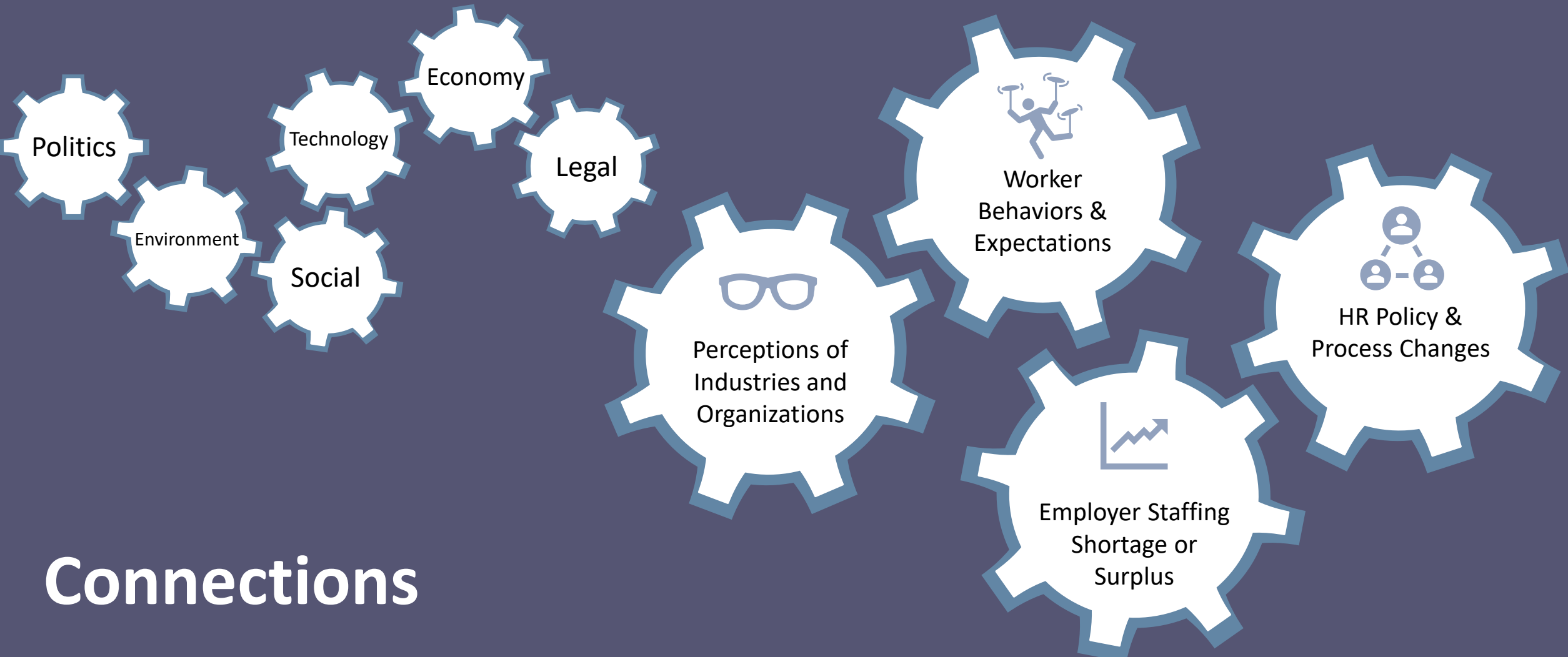
At Experience Management Institute, we help organizations build more human workplaces.

We are a woman-owned social enterprise with extensive experience in organization strategy, human-centered experience management design, people management, instructional design, and process improvement.

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FROM INFORMATION TO IMPLEMENTATION



Connections

Perceptions on Organizations & Industries

1

Gallup confirms confidence in major U.S. institutions (congress, police, military, public schools, news, etc.) is down (Brenan, 2021)

According to Qualtrics, U.S. Net Promoter scores declined in 21 of 22 industries, with the biggest decreases seen among 18 to 34 years old (Dorsey & Quaadgras, 2022)

2

3

55% of Americans surveyed by Gallup are somewhat or completely *dissatisfied* with K-12 education (Saad, 2022)

Worker Behaviors & Expectations

National Shortages

Organizations across **all industries** in the U.S. are experiencing issues filling open positions.

Pre/Post COVID-Quits

The voluntary quit rate is **25% higher** today than pre-pandemic levels.

Mobility & Job Switch

The share of **workers planning to leave their jobs** remains unchanged from 2021, at 40%. Mobility is high.

Total Rewards is a Battleground

Businesses have decided that one battleground they can win on is pay. **Compensation rates have increased substantially in the market.**

Flexible Work Arrangements

More individuals are looking for **flexible work options**, coming in the form of remote work, job-sharing, flexible schedules, etc.

BIGGEST ISSUE

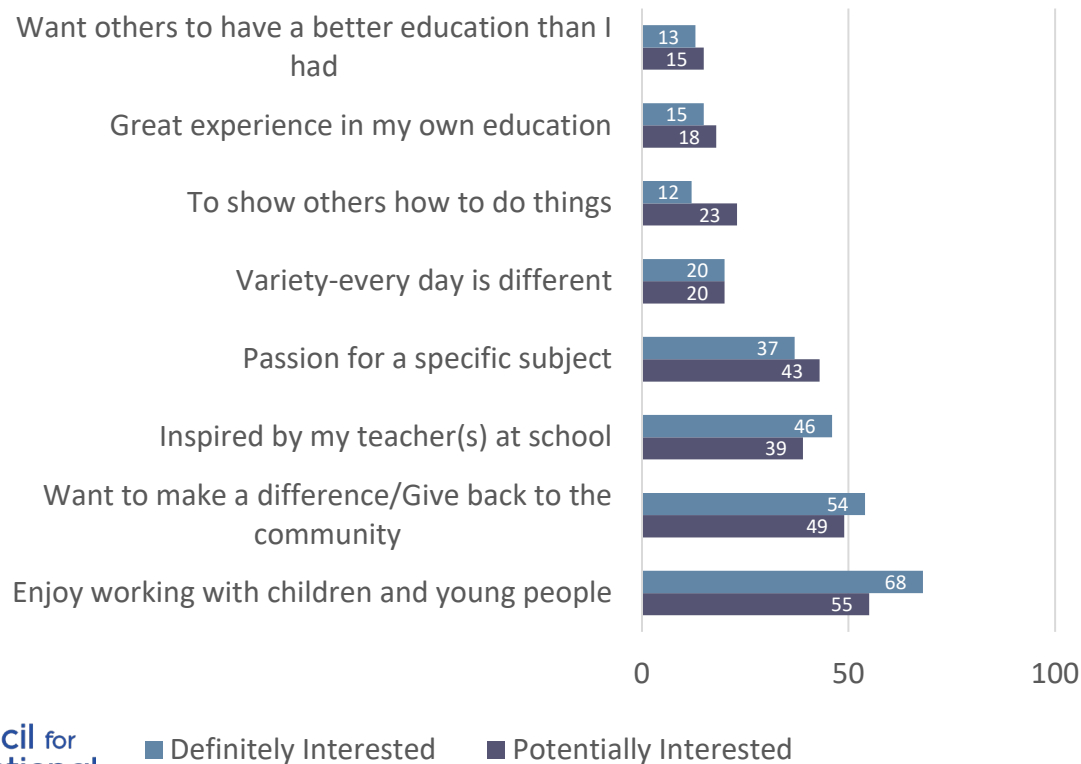
Past Practices Don't Give Us the Results Students Deserve

We must be more **creative and inclusive** in how we approach recruitment and retention.

Building the Educator Workforce of the Future

ACT Taker Pre-test Administration Questionnaire Results

Top three reasons cited for reporting an interest in becoming a K–12 teacher



Top three reasons cited as to why ACT takers are not interest in teaching...

- It doesn't pay well initially (63%)
- Not much opportunity for career development (43%)
- I wouldn't be good at it (40%)
- I don't like working with children or young people (33%)
- Teachers do not get enough respect (30%)

Keys to Recruiting in the Era of Extreme Competition

- Be open to changing our thinking and actions – what we've always done and know may not work anymore
- Make recruiting and retention an organization-level priority
- Build Ownership – Everyone in the organization is a recruiter
- Create an organization-specific recruiting strategy and plan and give it an owner
- Evaluate how we talk (communicate), what we share (stories), and how we get people hooked (sell)
- Review and document our total rewards
- Insure we think about support and the experience individuals are having during the hiring process

Changing Our Thinking and Our Actions

Topics	Thinking or Actions of the Past	Thinking or Actions of Today and Tomorrow
Demand	Everyone wants to work here... we are a destination district	We should be honored this person chose us!
Supply	There are plenty of people out there...	Shortage or not, we need to always be thinking about attracting the best staff for our students to this organization
Management	Employees do not have the organizations best interest in mind and can not be trusted	We are all part of a team and collectively responsible for outcomes
Leadership	Only employees with specific titles can lead	Everyone can be empowered to lead in one way or another
Diversity	Diversity is great... We have a poster in the office that says so.	Diversity has many dimensions A diverse staff is what's best for students' experience A diverse staff if a nonnegotiable
Motivation & Total Rewards	We want people that aren't motivated by money Don't talk about how much you make We can't be as competitive as businesses can be	While many people in education want to make a difference, they also have bills to pay and families to feed. Shaming people for wanting competitive and equitable pay is inappropriate.
Growth Opportunities	We invest in those who we see have a future here	We provide opportunities for those who are interested in growth
Communications	People would never share their work-related feelings, satisfaction, or experiences	People have the right to share their experiences, lets do what we can to create a culture of belonging



Get the Facts Out

Repairing the reputation of the teaching profession

WENDY ADAMS



Get the Facts Out



FROM INFORMATION TO IMPLEMENTATION

TEACHING: THE BEST KEPT SECRET!

BENEFITS COMPARED TO INDUSTRY AND UNIVERSITY TEACHING

Get the
Facts Out



Repairing the reputation
of the teaching profession



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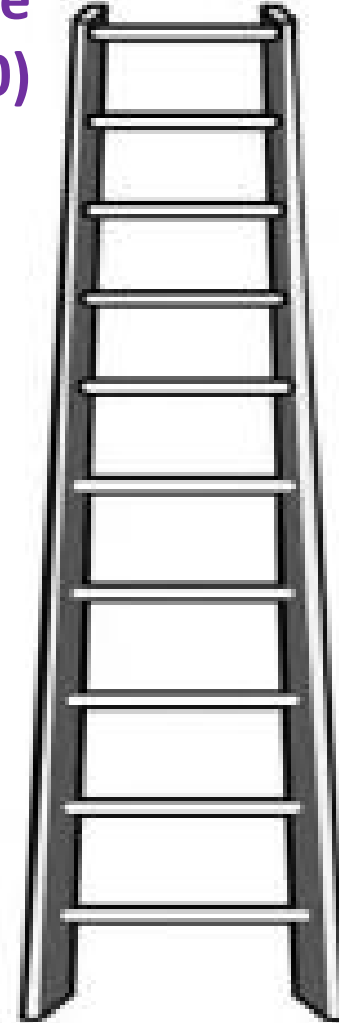


FROM INFORMATION TO IMPLEMENTATION

Rate your life

Best possible
life (10)

On **which step of the ladder** would you say you personally feel you stand at this time?



Worst possible
life (0)

National Survey

The Cantril Self-Anchoring Scale†

Q1

On **which step of the ladder** would you say you personally feel you stand at this time?

Q2

On which step do you think you will stand about **five years from now**?

Best possible life (10)



Worst possible life (0)

Top
7 or greater for Q1
& 8 or greater on Q2

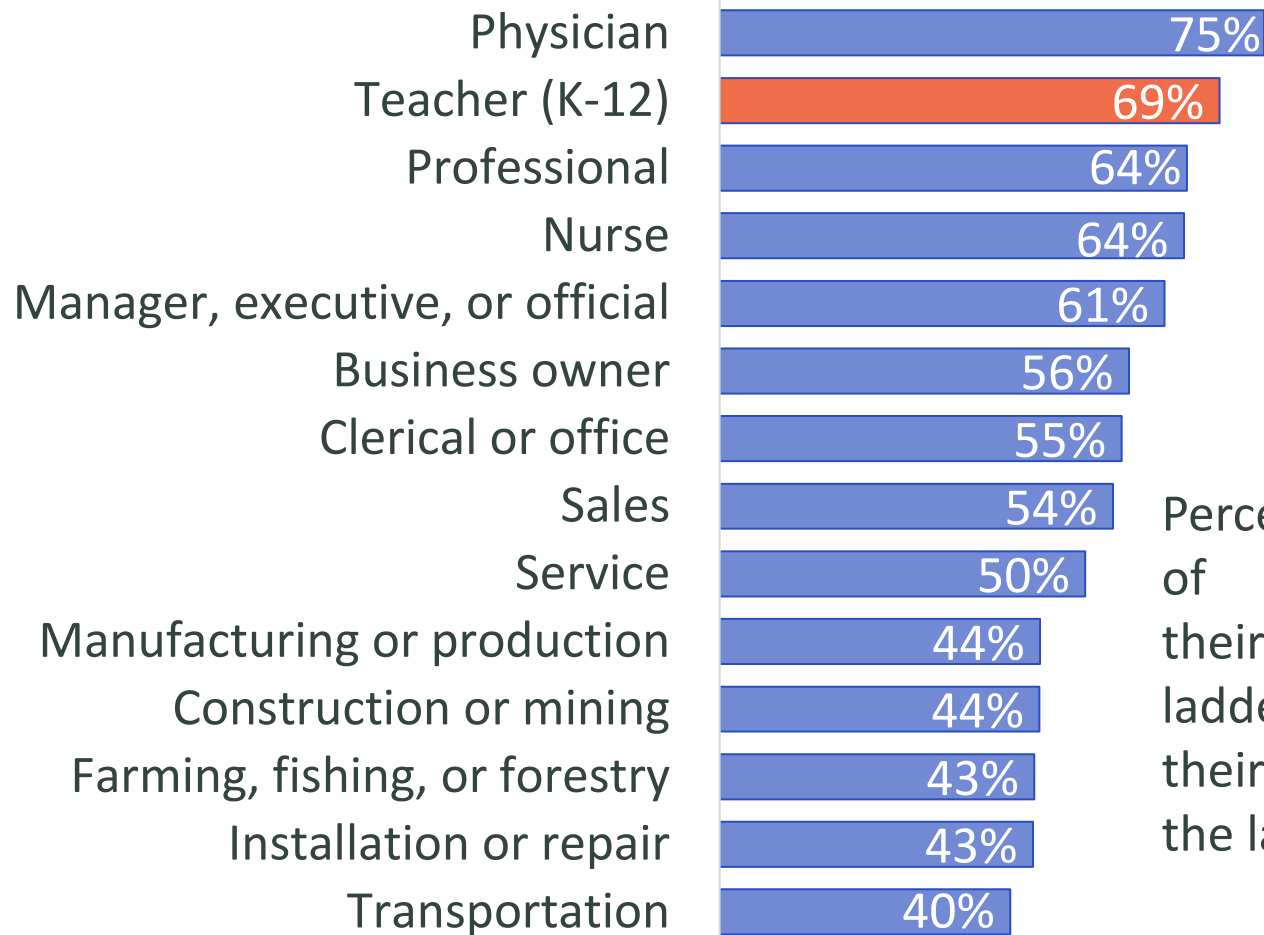
Middle

4 or less for Q1 & Q2

Bottom

Did you know...

Teachers in the United States rate their lives better than all other occupation groups, trailing only physicians.



Percentage shown is the % of respondents ranking their lives at the **top** of the ladder **minus** the % ranking their lives at the **bottom** of the ladder.

Salaries: Teaching vs. other careers

We tend to talk about the *lowest salary* we've heard a teacher earn (usually starting).

In contrast,

We talk about the *highest salary* we've heard people earn in other careers (often mid- to late-career).

This creates a *perceived* pay gap

Teacher Well-being

Work-life balance

Student and colleague relationships

Financial stability



Work-life balance

- Flexible summers to recharge and spend time with friends and family or pursue other interests
- Known calendar ~1-year in advance
- Intermittent breaks - work hard and recharge.
- Flexible schedule once school lets out

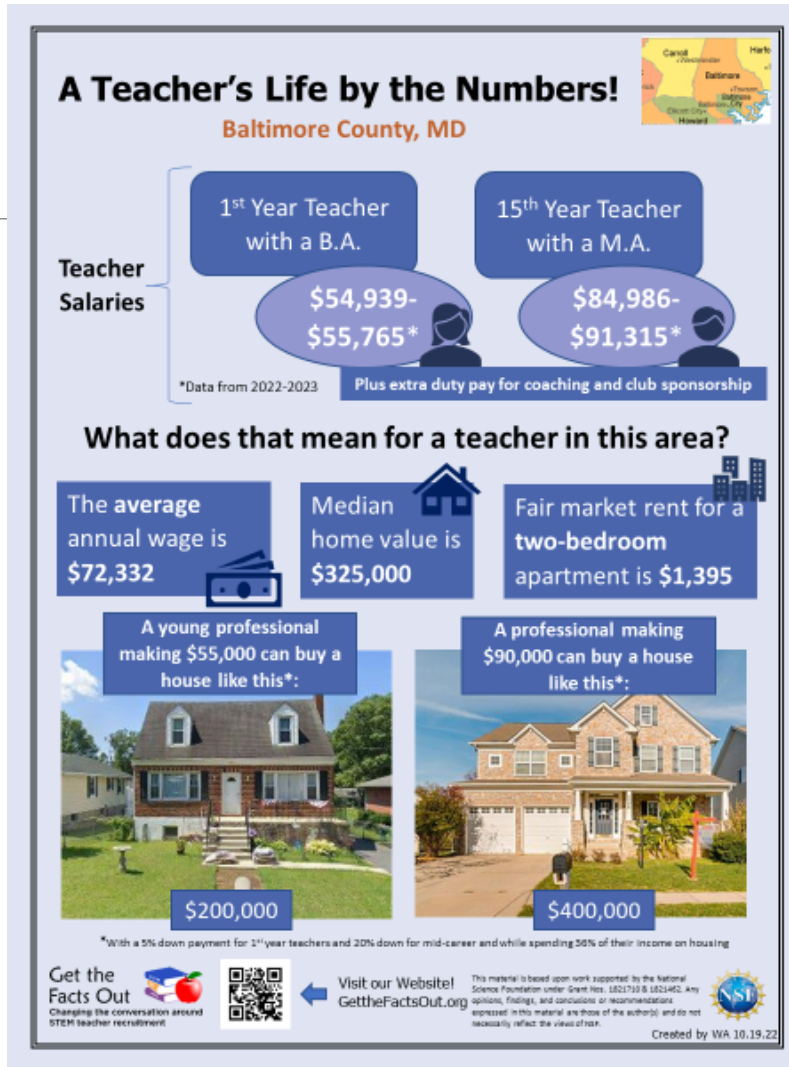


Did you Know...

*At year 15, the middle 50% of teacher salaries ranges between **\$64,000 and \$102,000**, nationally.*

(Range shown is IQR: 25th – 75th percentile.)





We create infographics that share

Teacher salaries

Typical wages in the area

Housing prices

Sample homes that can be afforded based on salary

Did you
know...

*You can get a **job almost anywhere** in
the **U.S. or abroad** as a science or math
teacher.*

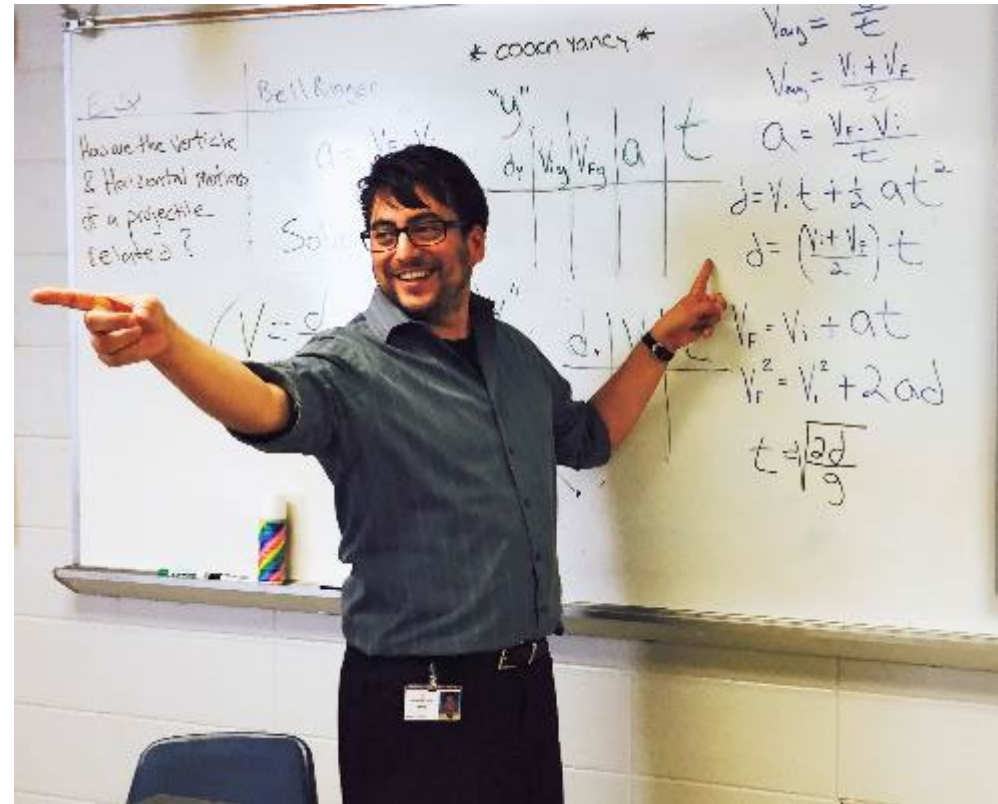


Did you know...

There are **student loan forgiveness programs** and **scholarships** for math and science teachers.

Federal loan forgiveness
\$17,500

Additional programs by
State



Did you
know...

*Most teaching jobs have **better retirement benefits** than other jobs you can get with the same degree.*

Teachers in the U.S. retire at **age 59** compared to age 63 for all occupations.



Did you know...

*Experienced teachers are **highly skilled** and can move into a range of careers.*

Teacher

Principal

Superintendent

Engineer

Human Resources

Department of Education

College faculty

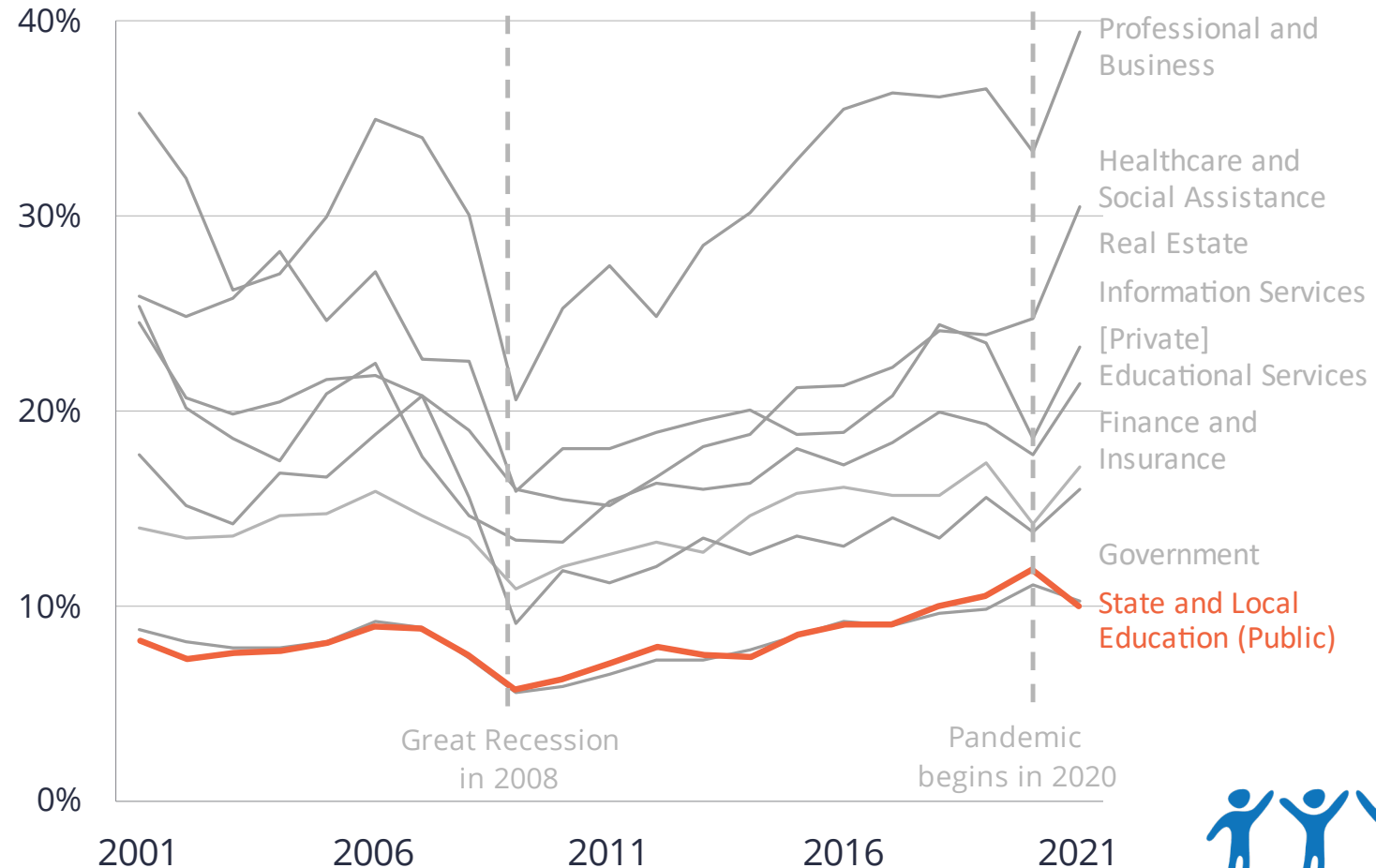
Researcher

Management



Teacher retention is better than most other occupations

Annual quit rates by industry 2001 - 2021



Get the Facts Out

Project Motivation

Get the
Facts Out



Repairing the reputation
of the teaching profession

*Teachers rate their lives better than all other occupation groups,
trailing only physicians*

Start Celebrating the Positives of the Profession!

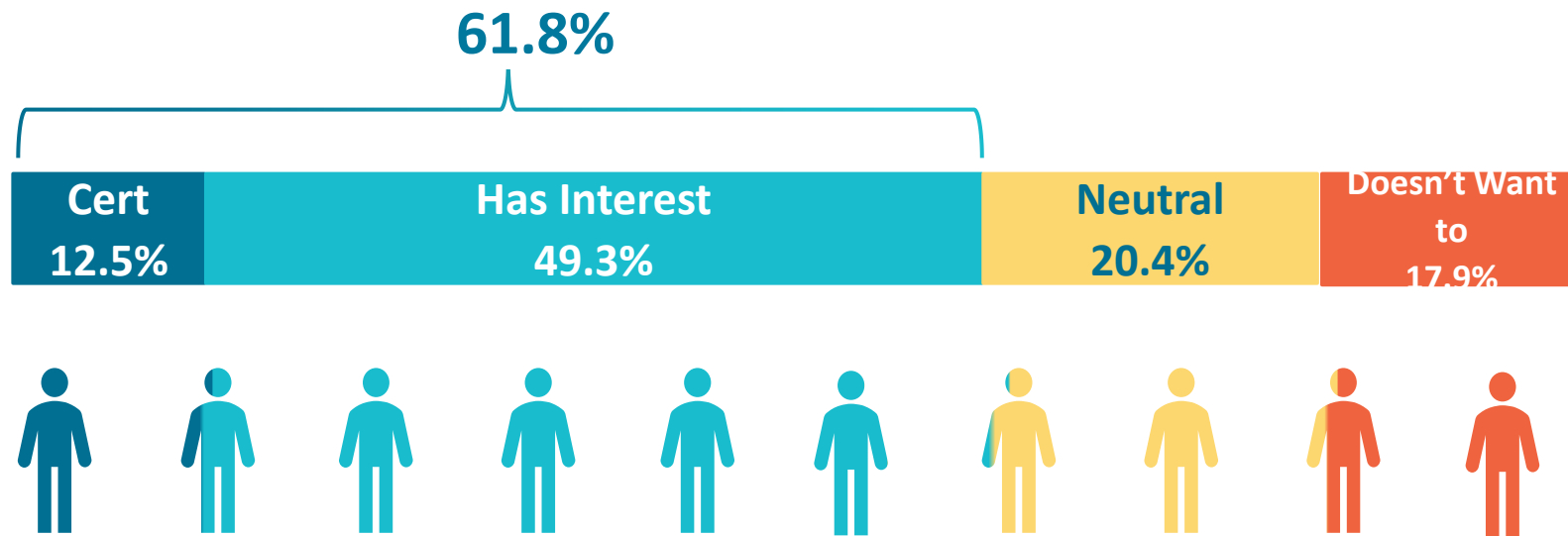
- If the only narratives/stories out there are negative, that's what will get picked up.
- It's important to also share the positives of the profession to provide some much-needed balance.

Our Research

Measure student and faculty perceptions of the profession

- #1 reason people choose **NOT TO** teach is misperceptions about salary
- #1 reason people choose **TO** teach is the students

Pictogram of Prospective Teachers (n=2358)



Respect

I am treated with respect by...	
My co-workers	95%
My students' parents	88%
My students	87%
My supervisor	84%
My school board	68%
State and federal elected officials	41%
Local and National Media	



2017 Educator Quality of Work Life Survey by aft the American Federation of Teachers - A Union of Professionals and BATs the Badass Teachers Association ~5,000 teachers responding.



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Why does the media focus on negative stories about teaching?

Because we care very much about our teachers

Negativity sells



Prestige: A Fundamental Challenge

Teachers have been part of
our everyday lives



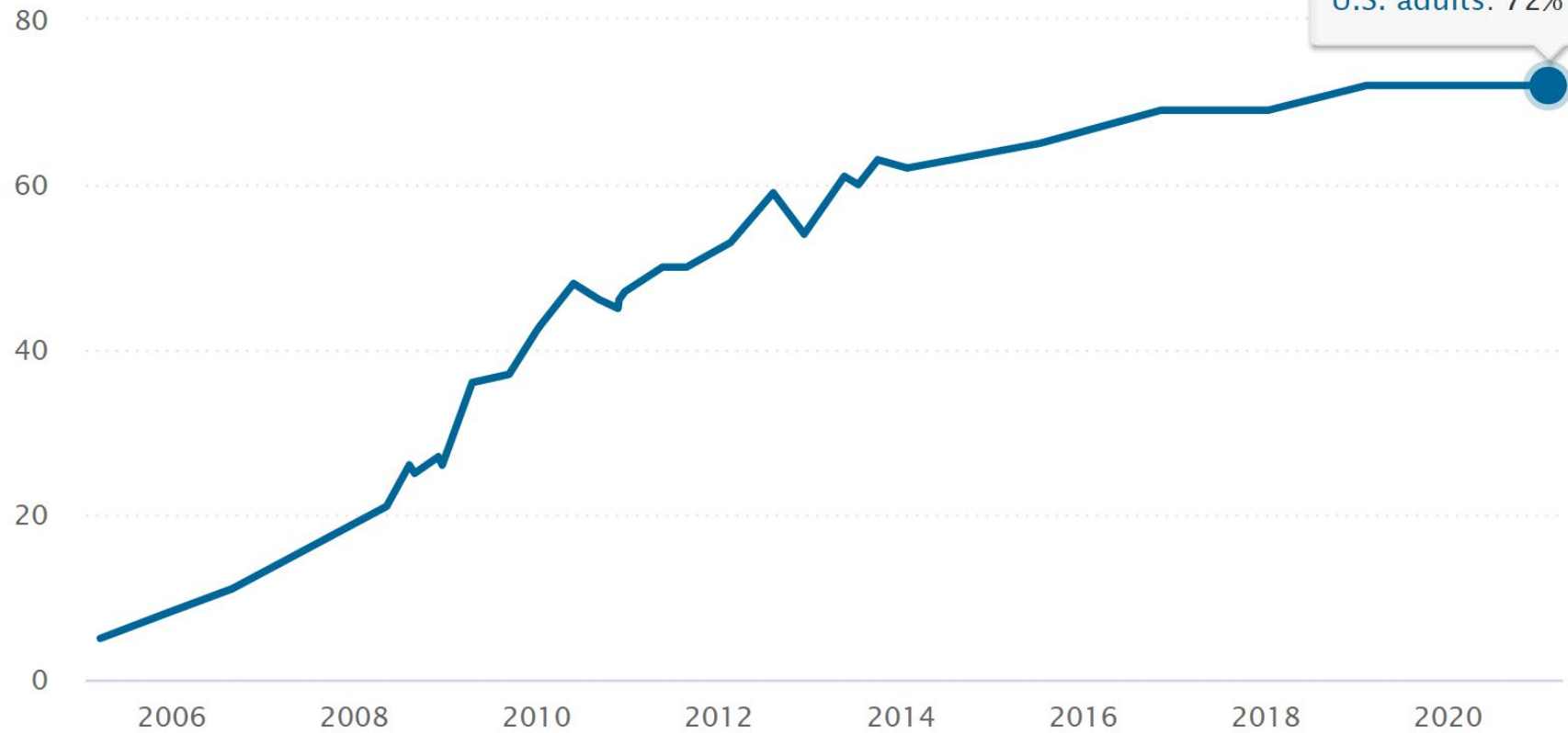
Astronauts are bigger
than life

Recruiting in the Digital Age



Social Media Usage

% of U.S. adults who say they use at least one social media site



Gen Z Internet Usage

INSIDER

Nearly half of Gen Z is using TikTok and Instagram for search instead of Google, according to Google's own data

 NEWS

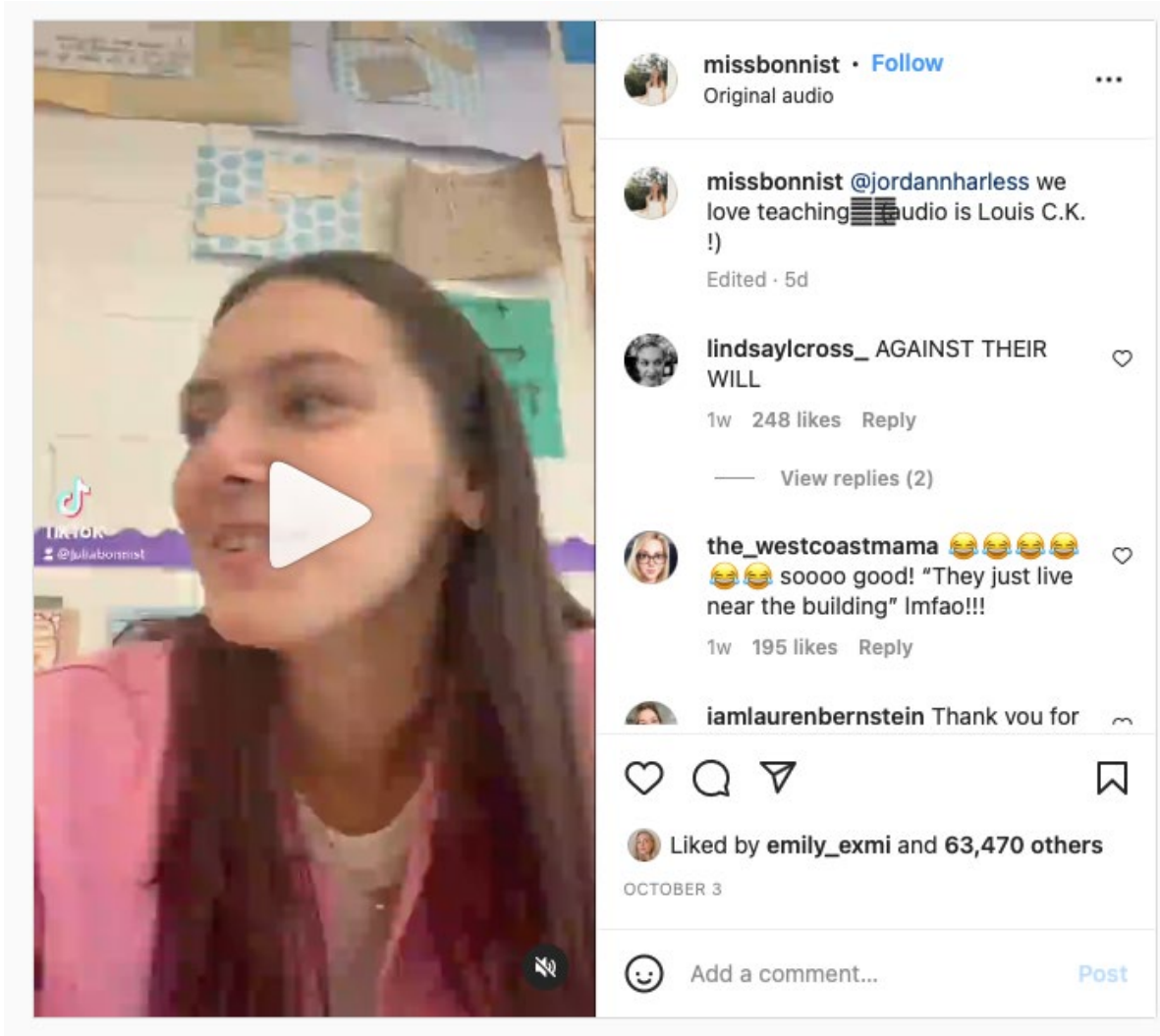
Many Gen Zers don't use Google. Here's why they prefer to search on TikTok and Instagram.

"People want to hear from people – and there's no place better for that than on TikTok," wrote one Twitter user.

The New York Times

For Gen Z, TikTok Is the New Search Engine

Need to find a restaurant or figure out how to do something? Young people are turning to TikTok to search for answers. Google has noticed.



If you're
not telling
your
story...

https://www.instagram.com/reel/CjQ0bGZjdqx/?utm_source=ig_web_copy_link

Using Social Media for Recruiting





LAUNCHED 2010

WHAT

Photo & video sharing social networking

WHY

Visual & Diverse Audience



LAUNCHED 2006

WHAT

Micro-blogging, news and social networking

WHY

Only Need Ideas, Even Informal



LAUNCHED 2004

WHAT

Social networking, connecting friends, family & businesses

WHY

Most Commonly Used Platform



LAUNCHED 2016

WHAT

Short-form video and entertainment

WHY

Trendy & Engaging



LAUNCHED 2003

WHAT

Professional networking and career development

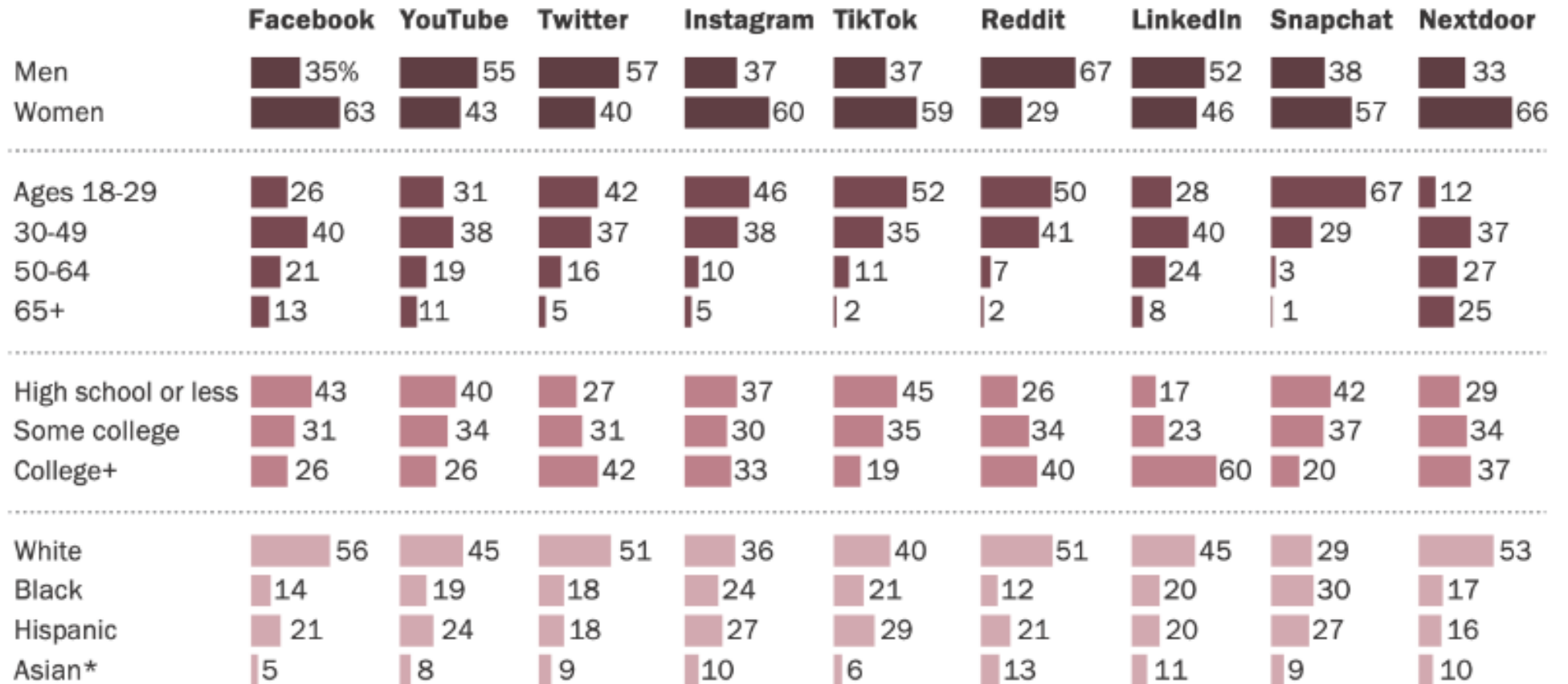
WHY

Less Time Intensive

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U.S. Adult Social Media Usage by Platform

% of each social media site's regular news consumers who are...



Source: Pew Social Media Fact Sheet (2022). [Social Media and News Fact Sheet | Pew Research Center](#)

*Estimates for Asian adults are representative of English speakers only.

Note: Respondents who did not answer not shown. Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.



Social Media Do's and Don'ts

DO

- + Post consistently
- + Engage with other posts (e.g., like, comment, and share)
- + Adapt based on what your audience likes
- + Use tools to assist in creating and posting
- + Pick your platform(s) based on goals and audience you want to reach

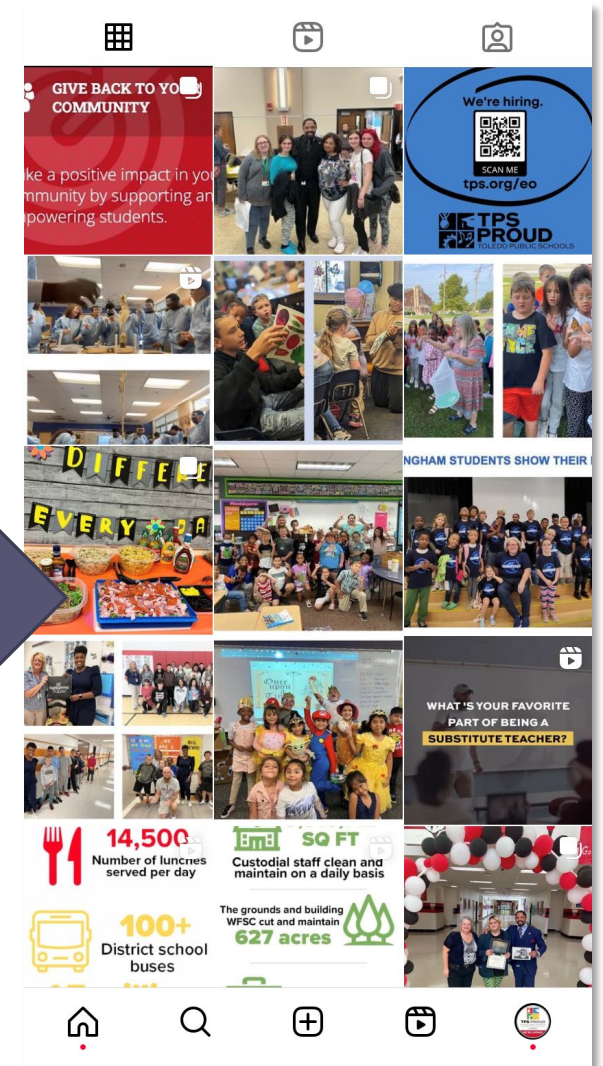
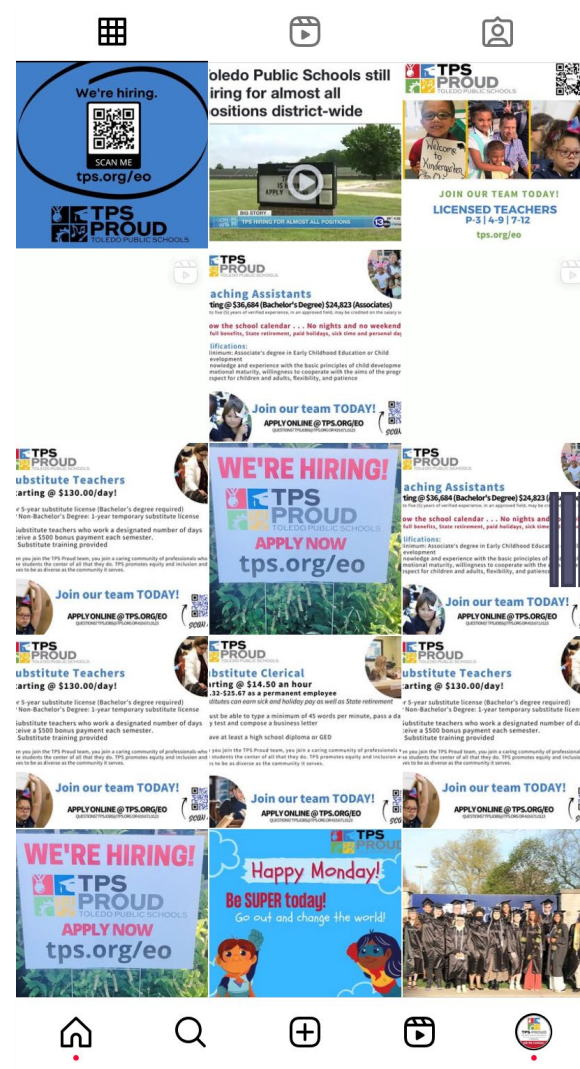
DON'T

- Start accounts without a strategy
- Use more platforms than you can handle
- Follow EVERY trend
- Be afraid to get started

Real World Example

One of our clients was receiving an average of ~7 applicants from social media per month in 2022.

We focused on regular and consistent engagement, showcasing their employer brand, and optimizing content for each platform.



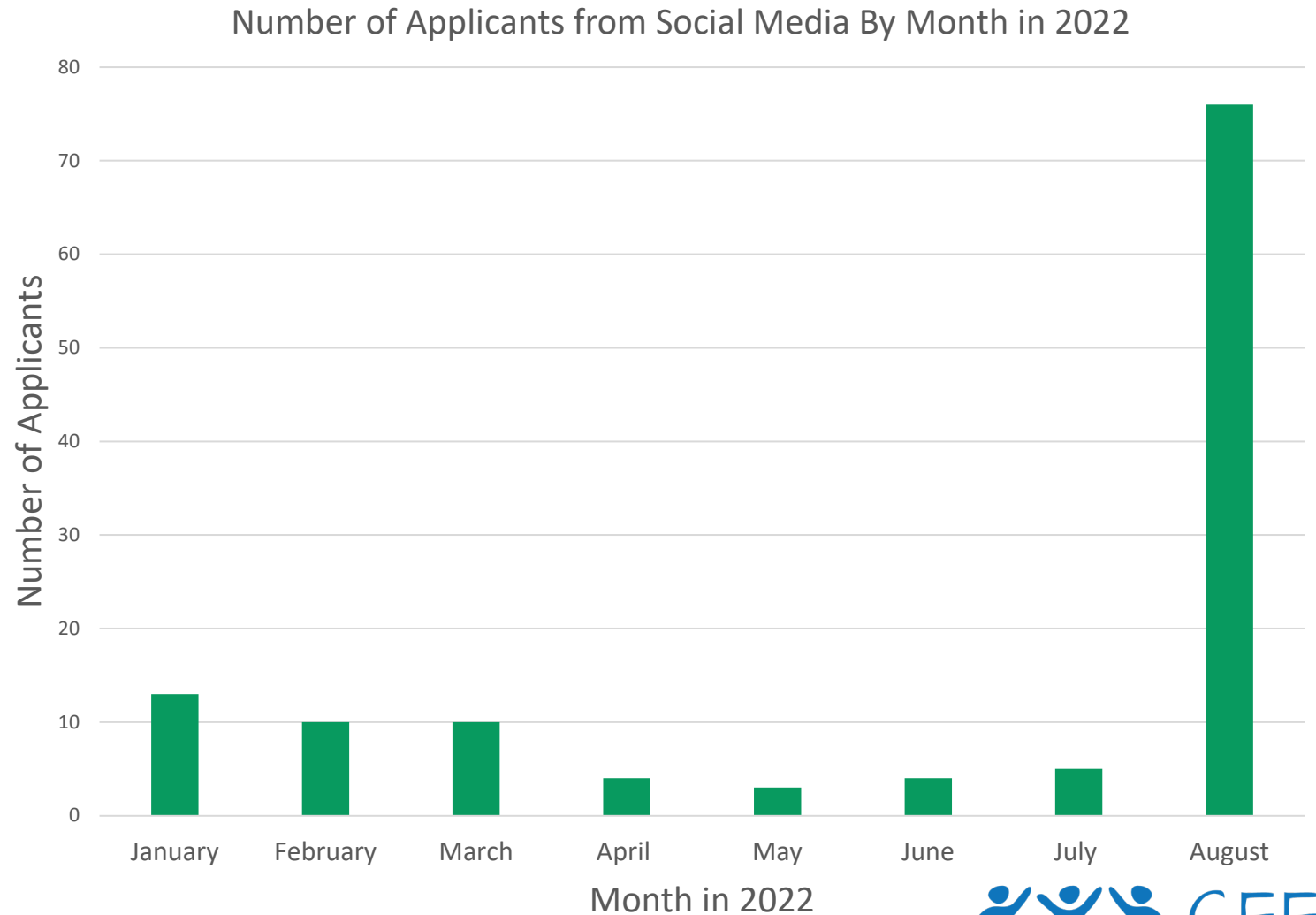
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Real World Example


With a renewed social media strategy, the district received more applicants including **76 applicants** from social media in August 2022 alone.



Here to Help



**Erin
Howell**

 ErinH@EXMI.org

 [@Erin_EXMI](https://twitter.com/Erin_EXMI)



**Emily
Douglas-McNab**

 EmilyDM@EXMI.org

 [@Emily_EXMI](https://twitter.com/Emily_EXMI)



Wendy K. Adams

 wkadams@mines.edu