



CareerWise

# EDUCATOR RECRUITMENT STRATEGIES 2022



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Teachers, counselors and administrators can be one of the most powerful influencers when it comes to recruiting students for apprenticeship. The following strategies and tools can help identify those educators who want to be active in creating more paths to career success for their students.

## Teacher Pitch Deck

This PowerPoint presentation is designed to orient educators in the challenges apprenticeship can help solve for students and provide an overview of the program. There are presentation guides in the notes, but it's not meant to be a script—please make these slides your own.




[CLICK HERE FOR POWERPOINT](#)



# Educator Network

Just prior to the pandemic, the CareerWise Colorado education team developed a ladder of engagement for educators. Interested teachers and counselors could select specific responsibilities in the recruitment of students. This strategy outlines many of the roles that need to be played in our educator network—and break them up so it's not overwhelming for each person.

Whether or not you implement the specific strategy of assigning specific roles, this [Educator Network document](#) can be helpful in thinking about the specific asks you might make of your teacher champions or how you want players in the network to pitch in.



Join the CareerWise  
**EDUCATION NETWORK**

Are you passionate about the transformational power apprenticeship can have in a young person's life? You should join the growing network of education partners who are ensuring their students have access to and benefit from CareerWise's springboard to college and career success.

As a Network Associate, you'd deepen your engagement with youth apprenticeship by helping ensure the success of the CareerWise apprentices at their school, to sharing the opportunity with prospective students and supporting students through the application process, helping them land the job of their dreams and multiplying their post-secondary options.

**Who Are You?**  
You're a connector. You're an influencer. You're a change-maker.

Network associates are a highly-visible, prestigious group of volunteers who give their time to provide a crucial link between schools, their students, and apprenticeship opportunities in the community. Network associates are passionate about youth apprenticeship and their involvement not only benefits their students, but helps build the system of youth apprenticeship.

### CLASSROOM HOST

Teachers who volunteer five to ten minutes of class time for CareerWise to present apprenticeship opportunities to students.

**Overview:**

- Attend one, 30-minute meeting in the fall of your school to better understand the broader context of youth apprenticeship and how to inform students of apprenticeship opportunities near their school.
- In the spring, when jobs are posted to the online Hub, CareerWise will contact you to host a five to ten minute presentation in your class(es).

### HIGH FIVER

Teachers or school staff who have volunteered to identify and coach five students through the apprenticeship application and hiring process, including resume-writing, job-hunting, and interview preparation.

**Overview:**

- Meet at your school with a CareerWise staff member to understand the broader context of youth apprenticeship and how to support students through the application process.
- Attend monthly check-in meetings with CareerWise at your school to ensure support efforts are on track.
- Identify a small number of students (5-10) who would be good candidates for the program.

### APPRENTICESHIP GENERALIST SUPPORT

Staff who want to learn more about the CareerWise youth apprenticeship program, and will encourage students to apply.

**Overview:**

- Attend one, 30-minute meeting in the fall of your school to better understand the broader context of youth apprenticeship, how to inform students of apprenticeship opportunities near their school, and the tools and resources available to students to make an informed decision about applying.
- In the spring, when jobs are posted to the online Hub, actively connect aspiring apprentices with tools and resources to apply for positions.
- Willing to list your name and email on the CareerWise website and school website as a person a student can approach to get connected to resources to learn more about apprenticeships.

### SCHOOL COORDINATOR

An individual within a school who acts as a point person to lead and coordinate CareerWise outreach in their building and with staff.

**Overview:**

- Meet with CareerWise staff member in the fall of your school to better understand the broader context of youth apprenticeship, detail about the program and what recruitment efforts will look like in your school.
- Help identify a physical location in the school where a CareerWise staff member can host "office hours" to best support students.
- Help garner support and engagement among teachers and staff and assist in setting up meetings when necessary.
- Attend monthly check-in meetings with CareerWise at your school or over the phone to ensure recruitment efforts are on track.

### COHORT CAPTAIN

Teachers or school staff who are supervising an apprenticeship club or advisory class of potential apprentices, leading apprenticeship recruitment activities and providing application support.

**Overview:**

- Meet with a CareerWise staff member to understand the broader context of youth apprenticeship and how to support students through the application process.
- Work with CareerWise staff member to develop a content calendar that aligns with CareerWise recruitment calendar.
- Assist School Coordinator in coordinating student transportation to hiring events.
- Attend monthly check-in meetings with CareerWise at your school or over the phone to ensure support efforts are on track.
- Send students to CareerWise "office hours" at your school for additional support, as needed.

CLICK HERE FOR THE FULL GO KIT

## Educator Site Visits

Feedback we hear often from uninitiated educators is that they're uncomfortable recommending their students for such a dramatic change in their education without understanding the environment in which they'll be learning.



To address that challenge, CareerWise has set up educator site visits so teachers, counselors and administrators can see apprenticeship in action and hear from some of their local employers and active apprentices. It takes some coordination to arrange schedules between the groups of educators (between six to 12 educators in a group) and employers, the payoff is that your future in-school champions have a much better understanding of what they're recommending to students and parents.

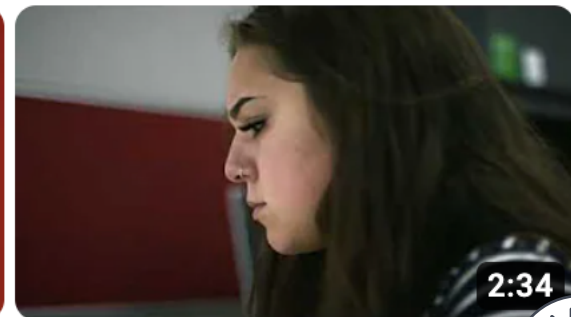
**Pro Tip:** If in-person site visits are unrealistic, be sure to utilize some of the video profiles available to you (either on the [CareerWiseUSA YouTube](#) channel or your own CareerWise films). These short films feature apprentices and supervisors at work.



**Student Stories | Why Apprenticeship?**



**Delta Dental's Modern Youth Apprenticeship Program**



**Pinnacol's Modern Youth Apprenticeship Program |...**

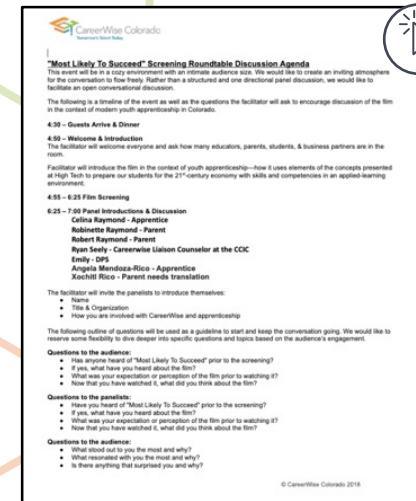
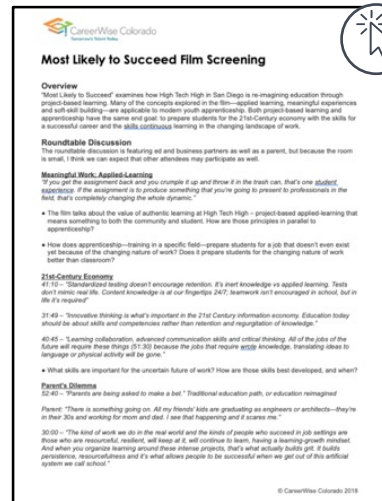
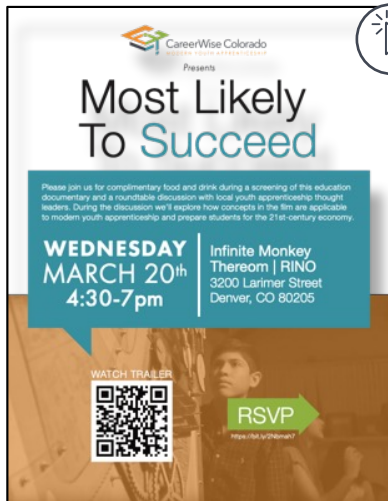
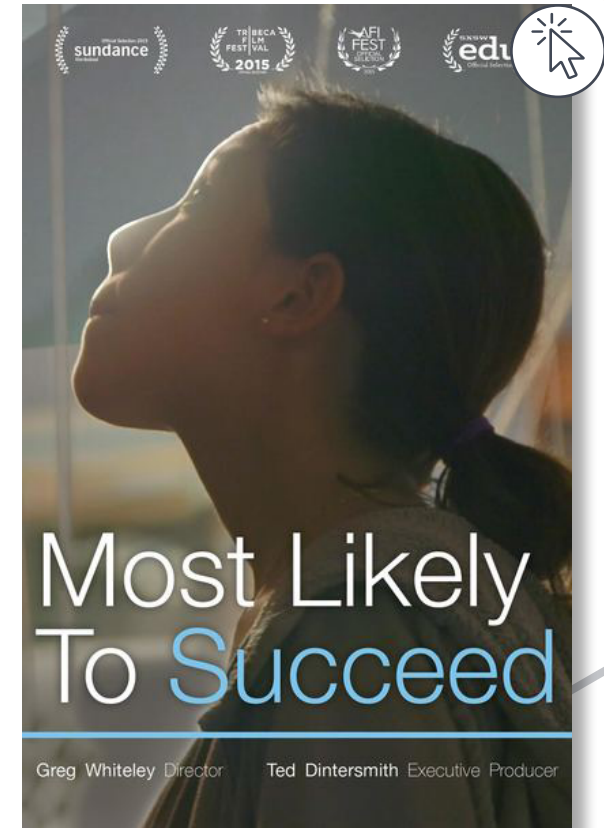


# Documentary Screenings

Most Likely To Succeed (MLTS) is a documentary about High Tech High, a project-based school in San Diego that is breaking the mold on the traditional education system. It's not only a great film, it touches on a lot of the challenges youth apprenticeship aims to solve and speaks strongly to those educators who are looking for new way to prepare their students for success.

CareerWise Colorado has held small MLTS screenings for interested educators, parents and employers. Following the screening of the film at a local winery (CareerWise provided drinks and food), we conducted a short discussion panel with apprentice parents and teachers to examine the challenges of today's education system and how youth apprenticeship can be applied to them.

CareerWise has full rights to display the documentary. Here's a [link to the film](#), a [sample invitation](#), the [screening agenda](#) and [panel guide](#).



## Swag + Community Outreach

CareerWise has provided mugs and/or beanies in the past to show appreciation for their commitment to youth apprenticeship. Here's a link to the [design file for the mug graphic](#), the beanie is simply the CareerWise logo.



But we've also found that something as simple as bringing educators lunch or surprising them with Starbucks is a high-yield strategy. As Dave Fulton, Colorado's K12-partnership manager said, "When I brought Chipotle to counselors the other day, you would have thought I had brought them each a Tesla—it bought a lot of goodwill."

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We hope these tools and strategies are useful in your own educator recruitment. Please let your national partnership manager know if you've found success with any variations of them—or completely different strategies—so we can continue to learn together.

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