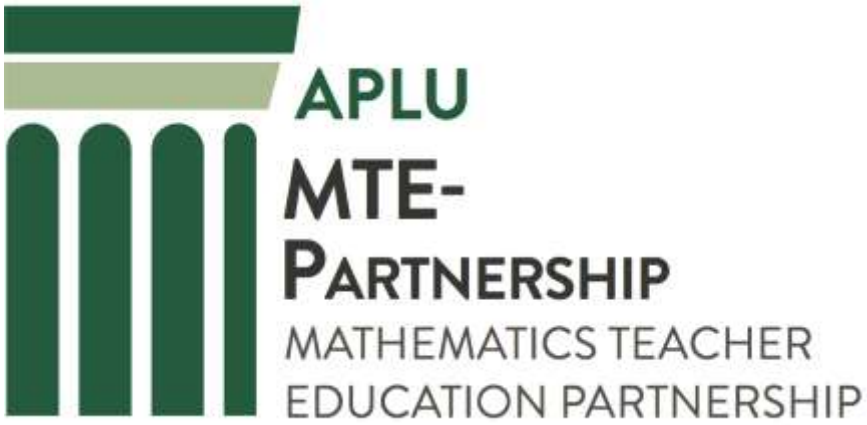

http://MTE-Partnership.org

Secondary Mathematics Teacher Recruitment Campaign

Implementation Guide

Produced for and by the
Marketing to **A**ttract **T**eacher **H**opefuls (**MATH**)
Research Action Cluster

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Preface

The **M**arketing to **A**ttract **T**eacher **H**opefuls (**MATH**) Research Action Cluster (RAC) was formed in October 2013 as a result of proposals from the participants of the second Mathematics Teacher Education Partnership Conference held in St. Louis in June of 2013. A working group at the conference on mathematics teacher recruitment and retention proposed three different research action clusters to address the problems cited in the Working Group 4 White Paper titled **Recruitment and Retention of Secondary Mathematics Teachers**.

A team of partners led by Ed Dickey (University of South Carolina) included Cynthia Anhalt (University of Arizona), Laurie Cavey (Boise State University), and Maria Fernandez (Florida International University) as members of the initial RAC team conceptualized the production of this Implementation Guide.

The guide is intended to assist any mathematics teacher education program seeking guidance on how to recruit teacher candidates effectively. In addition to explanations of the many concepts, terms, and strategies required for marketing, the guide provides specific examples from the experiences of the different RAC partners. The nine modules for the guide were conceived by the lead author, Jeff Ranta (College of Information and Communications, University of South Carolina), and adapted by the RAC partners. Mr. Ranta wrote each of the modules, which were then edited and revised by Ed Dickey and reviewed and finalized by the RAC members. An initial version of this guide was shared and revised at the third MTE-Partnership Conference in Milwaukee, June 2014, and then presented at the fourth conference in Fullerton, CA, June 2015.

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