

**Georgia Southern University**  
**College of Education**  
**Increasing number and diversity of teachers:**  
**Recruitment and Retention Plan for**  
**2005 – 2010**

**Vision and Goals Statement**

**Vision Statement**

College of Education policy on recruitment and retention of students is guided by its *Conceptual Framework* aimed at preparing high quality teachers who have efficient reflective thinking skills to work with culturally diverse learners. The College is committed to implementing the goal set by the USG Board of Regents to bridge the gap in demand and supply of teachers by 2010 and increase the number of high quality teachers for Georgia schools by aggressively recruiting prospective candidates, offering challenging curricula and programs that will keep student retention in TEP at high level.

**Goal Statement**

The implementation of the College of Education vision of renewing efforts in recruiting and retention can be effectively achieved through the following goals:

- \* Seek the most efficient and effective technologies for recruiting prospective students that will establish partnerships between College of Education, high school students, and community organization
- \* Engage in activities and support services for prospective and current Georgia Southern students, particularly those students who have been historically underrepresented, in an effort to support a diverse and enriched educational environment.
- \* Educate graduates who are intellectually and ethically informed individuals with well-defined skills and knowledge who are capable leaders, creative thinkers, and contributing citizens.
- \* Expand College of Education participation in recruiting by marketing the advantages of teaching professions, involving current teachers, alumni, doctoral students, local minority organizations, and student teachers and by advancing cooperation among Georgia Southern units, offices, and programs in the process.

**2006-2010**

|   | <b>Strategy</b>   | <b>Actions</b>  | <b>Who is responsible</b>  | <b>Outcomes</b>  | <b>Assessment</b>  | <b>Time</b>       |
|---|---|---|--|--|--|-------------------|
| <b>1.</b>   | <b>Establish support system for aggressive recruitment.</b> | Hire GoalQuest recruiting company<br>(Pending BOR action)   | *COE Administration<br>SAC   | Creation of recruiting web network.  | Evaluation of network effectiveness with GoalQuest rubrics.  | Fall 2006         |
|   |   | Increase COE recruiting staff.  | *COE administration  | COE Recruitment Coordinator in place   | Assoc Dean Grad report                                       | Fall 2006         |
|   |   | Expand to 60 mile radius for student teaching internships, urban areas, w/high quality adjunct supervisors who can help recruit | * Director of Field Placements<br>*COE Recruitment Coordinator<br>COE administration   | Network of supervisors engaged in recruitment in 60 mile radius zone                 | Field Directors report<br>COE Recruitment Coordinator report | 2006-07           |
|   |   | Help establish student organizations at 2-year colleges (SPAGE/SGAE/SCEC) and link the chapters                                 | *SAC Representative<br>*COE Recruitment Coordinator<br>Student organization counselors<br>Admissions Office<br>2-year college contacts | Linked student chapters in cooperation with 2-year colleges                          | Survey of counselors   | 2006-07           |
|   |   | Expand FIGs (First year Interest Group) for pre-ed majors and develop programs for recruiting in non-ed FIGs.                   | *COE Recruitment Coordinator<br>SSC Coordinator<br>Student Affairs Office;<br>Residence Life & Housing<br>COE faculty                  | Increased number of pre-ed FIGs and recruitment in non-ed FIGs                       | Survey of COE FIG instructors                                | 2006-8            |
|   |   | Incorporate help of alumni and student teachers/interns to recruit in schools where they are placed.                            | *COE Recruitment Coordinator<br>*Alumni Advisory Board<br>*Director of Field Placements<br>T&L faculty<br>T&L student teachers         | Increased number of alumni and student teachers/ interns sharing program information | AAB annual report<br>Field Directors annual report           | On a yearly basis |
| Engage UK student teachers to speak in schools on international | *COE Recruitment Coordinator<br>*Director of Field          | Increased P-12 student interest in COE programs   | Field Directors annual report  | On an annual basis   |  |                   |

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|  | <p>opportunities in COE programs.</p> <p>Nominate PPB completers with high TEP admissions ratings to serve as SOAR or COE Ambassador students to work with teacher recruitment efforts targeted at HS students and undeclared majors.</p> <p>Participate in GaSou fair for undeclared majors</p> <p>Recruit faculty to serve as volunteer advisors in Univ Advisement Center for undeclared majors.</p> <p>Participate in events planned by Admissions Office (dessert receptions, Univ tours, Scholars' Day)</p> <p>Facilitate 100 hours of service of Honors students in schools and for campus events (education-related disciplinary fairs)</p> <p>Recruit at Social Science, Science, Writing, Technology Math, Foreign Lang contest/fairs and Model UN; encourage COE faculty to participate as</p> | <p>Placements/ILC</p> <p>*COE Recruitment Coordinator<br/>Student Success Center Staff<br/>*PPB Coordinator</p> <p>*SAC Representative T&amp;L Faculty</p> <p>*SAC Representative COE faculty</p> <p>*Student Success Center Coordinator<br/>*COE Recruitment Coordinator</p> <p>*COE Recruitment Coordinator<br/>SSC Coordinator<br/>Honors Program Director and advisors</p> <p>*Grigory Dmitriyev, SAC<br/>Faculty fair coordinators<br/>COE/CLASS/COST faculty</p> | <p>Cadre of education majors serving as SOAR and COE Ambassadors</p> <p>Increase in education major declarations by undeclared majors</p> <p>Number of faculty volunteering as advisors; increase in number of undeclared majors declaring education major.</p> <p>Increase in pre-ed majors</p> <p>Increase in number of Honors students entering education programs</p> <p>Increase in number of faculty participating in disciplinary fairs/contests; increase in number of students in high needs fields</p> | <p>COE Recruitment Coordinator report</p> <p>SSC annual report</p> <p>Univ Advisement Center report on COE volunteers;<br/>SSC data on change of majors</p> <p>SSC annual report</p> <p>COE Recruitment Coor report<br/>SSC admissions data report</p> <p>Survey of faculty<br/>SSC admissions data report</p> | <p>Ongoing</p> <p>On an annual basis</p> <p>On a yearly basis</p> <p>On an annual basis</p> <p>Fall 2006-2008</p> <p>Fall 2006-2010</p> |
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|           |                    | judges to help recruit  |   |  |   |                    |
|           |                    | Expand alternative programs such as special education parapro program   | *Assoc Deans - Teacher Ed and Grad<br>T&L Department Chair<br>T&L Program coordinators  | Increased number of alternative preparation students; increase in innovative routes to certification | Assoc Deans annual report<br>SSC admissions data report             | Fall 2006-2010     |
|           |                    | Continue <i>Day on Campus</i> events with focus on high needs and target populations such as undeclared majors, 2-year transfer students, career changers, and high school students. Special programs for Teacher Cadet and FTA students. Sessions for HS counselors, Teacher Cadet/FTA teachers, and 2-year college advisors | *COE Recruitment Coordinator<br>Admissions Office<br>Univ faculty<br>P-12 school liaisons<br>Student Success Center Coordinator                                   | Number of students admitted who participated in <i>Day on Campus</i> and similar recruitment events  | COE Recruitment Coordinator report<br>Event coordinator reports     | On an annual basis |
|           |                    | Host "EagleQuest" summer camp -PRISM  | COE Recruitment Coordinator<br>Faculty volunteers<br>PRISM GAs  | Increase in pre-ed admissions of EagleQuest participating students                                   | COE Recruitment Coordinator annual report<br>EagleQuest coor report | On an annual basis |
| <b>2.</b> | <b>Advertising</b> | Develop recruitment packet, poster, CD, and/or video and post information on COE web site   | *COE Recruitment Coordinator<br>Admissions Office<br>Publications/Media Offices<br>COE webmaster<br>*Shelley Woodward<br>*SSC Coordinator<br>*Assoc Dean Graduate | Quality materials developed  | COE Recruitment Coordinator report                                  | On an annual basis |
|           |                    | Send recruitment packets to targeted groups such as freshmen w/high SATs, undeclared majors, minority program participants, high PSAT high school students  | *Student Success Center Coordinator<br>*T&L Department Chair<br>*COE Recruitment Coordinator  | Increased targeted mailings  | Student Success Center report                                       | Ongoing            |

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|           |   | <p>Publish MAT info packets for secondary/P-12 fields</p> <p>Sponsor MAT information sessions/open house w/COST, CLASS and COBA faculty/advisors/ students</p> <p>Sponsor "Education Career Day" fair on campus.</p>  | <p>*Associate Dean - Graduate<br/>T&amp;L Department Chair &amp; Program Coordinators<br/>Student Success Center Coordinator/ Advisor<br/>COGS</p> <p>*Associate Dean – Graduate<br/>*SSC Coordinator/ Advisor<br/>*T&amp;L Department Chair and Program Coordinator</p> <p>*COE Recruitment Coordinator<br/>*Program coordinators and faculty<br/>SSC Coordinator<br/>Admissions Office<br/>Career Services Office</p>                            | <p>MAT materials published</p> <p>Increase in MAT admissions</p> <p>Number of fairs offered on campus</p>  | <p>Associate Dean report</p> <p>SSC Coordinator/ Advisor</p> <p>COE Recruitment Coordinator annual report</p>  | <p>Ongoing</p> <p>Spring/Fall 2006 and ongoing</p> <p>On an annual basis</p> |
| <b>3.</b> | <b>Recruiting prospective teachers from minority groups</b> | <p>Sponsor forum of local minority organizations and churches to discuss need for minority teachers and ways to recruit among minority populations. Begin work with task force to determine effective strategies and develop an action plan.</p> <p>Develop partnerships with local and on-campus minority organizations.</p> <p>Develop recruitment cooperation with Latino Outreach Center and other campus offices</p> | <p>*Jennie Rakestraw, Assoc Dean Grad<br/>*Shelley Woodward, SAC<br/>COE administration<br/>*COE Recruitment Coordinator<br/>GaSou Multicultural Student Center<br/>NNER Coordinator<br/>GCER Coordinator</p> <p>*COE Recruitment Coordinator / Era Hall<br/>COE administration<br/>Latino Outreach Center<br/>Equal Ed'l Opportunities Program Director<br/>NNER Coordinator<br/>GCER Coordinator</p> <p>*COE Recruitment Coordinator<br/>SAC</p> | <p>Partnerships with minority organizations and community leaders, traditionally black colleges and schools; increased minority pre-ed admissions</p> <p>Partnerships in place and recruitment initiatives developed</p> <p>Collaborations with LOC and other campus offices (McNair and MAP</p> | <p>Task force report<br/>COE Recruitment Coordinator annual report</p> <p>COE Recruitment Coordinator annual report</p> <p>COE Recruitment Coordinator annual report</p> | <p>Spring 2006-2008</p> <p>Spring 2006-2008</p> <p>Spring 2006-2008</p>      |

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|  |   |  |   | programs, Talent Search, Upward Bound); increased minority pre-ed admissions |                   |  |
| <b>4. Developing and sustaining retention programs</b> | Develop protocol and cooperation between SSC and faculty for “flagging” emerging problems that would effect student retention in programs; establish e-mail communication system; share info on existing models across programs                                 | *SSC Coordinator & Staff<br>Program coordinators and faculty<br>T&L Department Chair                     | Protocols and cooperative procedures in place; increased number of students retained in teacher education programs                      | *Programs coordinators<br>*T&L Department Chair<br>*SSC Coordinator          | Spring 2006-2007  |  |
|  | Research effective retention programs; share findings with program coordinators   | *SAC<br>*COE Recruitment Coordinator<br>SSC Coordinator<br>Program coordinators                          | Retention programs and strategies shared to inform teacher ed programs  | Program annual reports--retention data                                       | Spring2006-2007   |  |
|  | Involve doctoral and EdS students in studying retention issues and problems   | *Doctoral and EdS program coordinators<br>*SSC Representatives<br>COE faculty; graduate committee chairs | Research projects, dissertations, and publications with retention findings; dissemination of those findings to inform retention efforts | Program coordinator surveys  | 2005-2010         |  |
|  | Plan special events/programs for freshmen and sophomores (i.e. department student showcases or “Meet the Faculty,” student organization programs, volunteer opportunities with program majors in schools) to aid freshmen-to-junior retention and MAT interest. | *T&L Program Coordinators<br>*T&L Department Chair<br>COE student organization counselors                | Opportunities for freshman/soph interaction with education program faculty; increased retention in pre-ed and education majors          | T&L program reports<br>T&L department Report                                 | On a yearly basis |  |
|  | Develop student peer advisement program   | SSC Coordinator & Staff  | Peer advisement program in place  | SSC Coordinator report   | On a yearly basis |  |

The following strategies might be applied when/if additional resources are available:

- Increase scholarships and designate to target populations using brick campaign funds.
- Recruit in sororities and fraternities; solicit their involvement in tutoring and other school service learning opportunities.
- Increase participation of COE faculty/administrators at Admission recruitment events.
- Work with Admissions Office to recruit at 2-year colleges; advertise in 2-year college student papers, display posters.

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- \* Educate graduates who are intellectually and ethically informed individuals with well-defined skills and knowledge who are capable leaders, creative thinkers, and contributing citizens.
  
- \* Expand College of Education participation in recruiting by marketing the advantages of teaching professions, involving current teachers, alumni, doctoral students, local minority organizations, and student teachers and by advancing cooperation among Georgia Southern units, offices, and programs in the process.

**2006-2007**

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|  |   | Increase COE recruiting staff.  | *COE administration   | COE Recruitment Coordinator in place                                 | Assoc Dean Grad report                                       | Fall 2006   |
|  |   | Expand to 60 mile radius for student teaching internships, urban areas, w/high quality adjunct supervisors who can help recruit | *Pat Parsons, Director of Field Placements<br>*COE Recruitment Coordinator<br>COE administration  | Network of supervisors engaged in recruitment in 60 mile radius zone | Field Directors report<br>COE Recruitment Coordinator report | 2006-07     |
|  |   | Help establish student organizations at 2-year colleges (SPAGE/SGAE/SCEC) and link the chapters                                 | *Shelley Woodward, SAC<br>*COE Recruitment Coordinator<br>*Student organization counselors(Michael Daniel, Shelley Woodward)<br>Michael Cane, Admissions<br>2-year college contacts | Linked student chapters in cooperation with 2-year colleges          | Survey of counselors   | 2006-07     |
|  |   | Expand FIGs (First year Interest Group) for pre-ed majors and develop programs for recruiting in non-ed FIGs.                   | *Chris Thompson, SSC Coordinator<br>*COE Recruitment Coordinator<br>Student Affairs Office,<br>Residence Life & Housing   | Increased number of pre-ed FIGs and recruitment in non-ed FIGs       | Survey of COE FIG instructors                                | 2006-8      |
| Incorporate help of alumni and student teachers/interns to recruit in schools where they are placed. | *COE Recruitment Coordinator<br>*Era Hall & Alumni Advisory Board<br>*Pat Parsons, Field Placements Director<br>T&L faculty<br>T&L student teachers | Increased number of alumni and student teachers/<br>interns sharing program information   | AAB annual report<br>Field Directors annual report  | On a yearly basis  |  |             |

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|  |  | Nominate PPB completers with high TEP admissions ratings to serve as SOAR or COE Ambassador students to work with teacher recruitment efforts targeted at HS students and undeclared majors. | *COE Recruitment Coordinator<br>Student Success Center Staff<br>*PPB Coordinator  | Cadre of education majors serving as SOAR and COE Ambassadors   | COE Recruitment Coordinator report   | Ongoing            |
|  |  | Participate in GaSou fair for undeclared majors  | *Gregory Dmitriyev,SSC<br>T&L Faculty   | Increase in education major declarations by undeclared majors   | SSC annual report  | On an annual basis |
|  |  | Recruit faculty to serve as volunteer advisors in Univ Advisement Center for undeclared majors.  | *Betty Nelson, SSC<br>COE faculty   | Number of faculty volunteering as advisors; increase in number of undeclared majors declaring education major.                  | Univ Advisement Center report on COE volunteers;<br>SSC data on change of majors | On a yearly basis  |
|  |  | Participate in events planned by Admissions Office (dessert receptions, Univ tours, Scholars' Day)   | *Student Success Center Coordinator<br>*COE Recruitment Coordinator   | Increase in pre-ed majors   | SSC annual report  | On an annual basis |
|  |  | Facilitate 100 hours of service of Honors students in schools and for campus events (education-related disciplinary fairs)   | *COE Recruitment Coordinator<br>SSC Coordinator<br>Honors Program Director and advisors   | Increase in number of Honors students entering education programs   | COE Recruitment Coor report<br>SSC admissions data report                        | Fall 2006-2008     |
|  |  | Recruit at Social Science, Science, Writing, Technology Math, Foreign Lang contest/fairs and Model UN; encourage COE faculty to participate as judges to help recruit                        | *COE Recruitment Coordinator<br>Faculty fair coordinators<br>COE/CLASS/COST faculty (Grigory Dmitriyev, Don Rakestraw, Missy Bennett, David Alley, Creighton Alexander)<br>Teacher Ed Committee | Increase in number of faculty participating in disciplinary fairs/contests; increase in number of students in high needs fields | Survey of faculty<br>SSC admissions data report                                  | Fall 2006-2010     |

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|           |                    | <p>Expand alternative programs such as special education<br/>paraprofessional program</p> <p>Continue <i>Day on Campus</i> events with focus on high needs and target populations such as undeclared majors, 2-year transfer students, career changers, and high school students. Special programs for Teacher Cadet and FTA students. Sessions for HS counselors, Teacher Cadet/FTA teachers, and 2-year college advisors</p> <p>Host "EagleQuest" summer camp -PRISM</p> | <p>*Assoc Deans - Teacher Ed and Grad<br/>T&amp;L Department Chair<br/>T&amp;L Program coordinators</p> <p>*COE Recruitment Coordinator<br/>Admissions Office<br/>Univ faculty<br/>P-12 school liaisons<br/>Student Success Center Coordinator</p> <p>COE Recruitment Coordinator<br/>Faculty volunteers<br/>PRISM GAs</p>                        | <p>Increased number of alternative preparation students; increase in innovative routes to certification</p> <p>Number of students admitted who participated in <i>Day on Campus</i> and similar recruitment events</p> <p>Increase in pre-ed admissions of EagleQuest participating students</p> | <p>Assoc Deans annual report<br/>SSC admissions data report</p> <p>COE Recruitment Coordinator report<br/>Event coordinator reports</p> <p>COE Recruitment Coordinator annual report<br/>EagleQuest coor report</p> | <p>Fall 2006-2010</p> <p>On an annual basis</p> <p>On an annual basis</p> |
| <b>2.</b> | <b>Advertising</b> | <p>Develop recruitment packet, poster, CD, and/or video and post information on COE web site</p> <p>Send recruitment packets to targeted groups such as freshmen w/high SATs, undeclared majors, minority program participants, high PSAT high school students</p>   | <p>*COE Recruitment Coordinator<br/>*Jennie Rakestraw, Assoc Dean Graduate<br/>*Shelley Woodward, SAC<br/>Admissions Office<br/>Publications/Media/Broadcasting Offices<br/>COE webmaster<br/>*SSC Coordinator</p> <p>*Student Success Center Coordinator<br/>*Admissions Office<br/>T&amp;L Department Chair<br/>COE Recruitment Coordinator</p> | <p>Quality materials developed</p> <p>Increased targeted mailings</p>  | <p>COE Recruitment Coordinator report</p> <p>Student Success Center report</p>  | <p>On an annual basis</p> <p>Ongoing</p>                                  |

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|           |   | <p>Publish MAT info packets for secondary/P-12 fields</p> <p>Sponsor MAT information sessions/open house w/COST, CLASS and COBA faculty/advisors/ students</p> <p>Sponsor "Education Career Day" fair on campus.</p>  | <p>*Jennie Rakestraw, Associate Dean - Graduate<br/>T&amp;L Department Chair &amp; Program Coordinators<br/>Student Success Center Coordinator/ Advisor<br/>COGS</p> <p>*Associate Dean – Graduate<br/>*SSC Coordinator/ Advisor<br/>*T&amp;L Department Chair and Program Coordinator</p> <p>*COE Recruitment Coordinator<br/>*Program coordinators and faculty<br/>*SSC Coordinator<br/>Admissions Office<br/>Career Services Office</p> | <p>MAT materials published</p> <p>Increase in MAT admissions</p> <p>Number of fairs offered on campus</p>  | <p>Associate Dean report</p> <p>SSC Coordinator/ Advisor</p> <p>COE Recruitment Coordinator annual report</p>           | <p>Ongoing</p> <p>Spring/Fall 2006 and ongoing</p> <p>On an annual basis</p> |
| <b>3.</b> | <b>Recruiting prospective teachers from minority groups</b> | <p>Sponsor forum of local minority organizations and churches to discuss need for minority teachers and ways to recruit among minority populations. Begin work with task force to determine effective strategies and develop an action plan.</p> <p>Develop partnerships with local and on-campus minority organizations.</p> | <p>*Jennie Rakestraw, Assoc Dean Grad<br/>*Shelley Woodward, SAC<br/>COE administration<br/>*COE Recruitment Coordinator<br/>GaSou Multicultural Student Center<br/>NNER Coordinator<br/>GCER Coordinator</p> <p>*COE Recruitment Coordinator / Era Hall<br/>COE administration<br/>Latino Outreach Center<br/>Equal Ed'l Opportunities Program Director<br/>NNER Coordinator<br/>GCER Coordinator</p>                                     | <p>Partnerships with minority organizations and community leaders, traditionally black colleges and schools; increased minority pre-ed admissions</p> <p>Partnerships in place and recruitment initiatives developed</p> | <p>Task force report<br/>COE Recruitment Coordinator annual report</p> <p>COE Recruitment Coordinator annual report</p> | <p>Spring 2006-2008</p> <p>Spring 2006-2008</p>                              |

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|  |  | Develop recruitment cooperation with Latino Outreach Center and other campus offices  | *COE Recruitment Coordinator<br>SAC<br>Director of LOC   | Collaborations with LOC and other campus offices (McNair and MAP programs, Talent Search, Upward Bound); increased minority pre-ed admissions | COE Recruitment Coordinator annual report                           | Spring 2006-2008  |
| <b>4. Developing and sustaining retention programs</b> |  | Develop protocol and cooperation between SSC and faculty for “flagging” emerging problems that would effect student retention in programs; establish e-mail communication system; share info on existing models across programs                                 | *Chris Thompson, SSC Coordinator & SSC Staff<br>Program coordinators and faculty<br>T&L Department Chair   | Protocols and cooperative procedures in place; increased number of students retained in teacher education programs                            | *Programs coordinators<br>*T&L Department Chair<br>*SSC Coordinator | Spring 2006-2007  |
|  |  | Research effective retention programs; share findings with program coordinators   | *SAC<br>*COE Recruitment Coordinator<br>SSC Coordinator<br>Program coordinators                            | Retention programs and strategies shared to inform teacher ed programs  | Program annual reports--retention data                              | Spring 2006-2007  |
|  |  | Involve doctoral and EdS students in studying retention issues and problems   | *Grigory Dmitriyev, SSC<br>Doctoral and EdS program coordinators<br>COE faculty; graduate committee chairs | Research projects, dissertations, and publications with retention findings; dissemination of those findings to inform retention efforts       | Program coordinator surveys   | 2005-2010         |
|  |  | Plan special events/programs for freshmen and sophomores (i.e. department student showcases or “Meet the Faculty,” student organization programs, volunteer opportunities with program majors in schools) to aid freshmen-to-junior retention and MAT interest. | *T&L Program Coordinators<br>*Department Chairs<br>SAC<br>COE student organization counselors              | Opportunities for freshman/soph interaction with education program faculty; increased retention in pre-ed and education majors                | T&L program reports<br>T&L department Report                        | On a yearly basis |
|  |  | Develop student peer advisement program   | Chris Thompson, SSC Coordinator  | Peer advisement program in place  | SSC Coordinator report  | On a yearly basis |