



CalTeach

California Center for Teaching Careers

Call toll-free: 1-888-CALTEACH

Website: www.calteach.com

CLINTON LIBRARY PHOTOCOPY



FOR IMMEDIATE RELEASE

January 21, 1999

Contact: Sharon Hawkins

(916) 341-1000

***CALTEACH LAUNCHES TV ADVERTISING CAMPAIGN TO
RECRUIT MORE TEACHERS FOR CALIFORNIA CLASSROOMS***

(LOS ANGELES, Calif.) -- The California Center for Teaching Careers (CalTeach) today launched the first ever statewide paid television advertising campaign to recruit needed teachers for California's public schools. The 30-second CalTeach TV ad is designed to attract a diverse mix of prospective teachers by focusing on both the impact teachers have on students and the personal rewards teachers experience. The tag line for the ad is "Change their lives. Change yours. Teach." The ad specifically targets high school and college students weighing future careers; instructional assistants looking to grow; and professionals considering changing careers. It encourages people to explore a career in teaching by calling the CalTeach toll-free number (1-888-CALTEACH) or logging on to the CalTeach website (www.calteach.com).

"The need for highly motivated, qualified teachers who reflect our state's diverse student population has never been greater," said Nancy Brownell, Interim Director of CSU's Institute for Education Reform. "Within six years, California public schools will be educating 6.5 million students – one million more students than are in our classrooms today. Planning ahead for the next 10 years means we'll need between 260,000 and 300,000 new teachers just to keep pace with the demand. There's no better, more effective way to capture the attention and imagination of future teachers than through creative advertising. It is an investment we believe will be repaid to all Californians many times over."

The CalTeach ad will run in six major California markets for 13 weeks, from January 25th through the end of June (Los Angeles, San Francisco Bay Area, San Diego, Sacramento, Fresno, and Bakersfield). It will appear on media outlets including CNN, Arts & Entertainment, The History Channel, VH-1, Lifetime, Nick at Nite, the Discovery Channel, Turner Network Television (TNT), the Learning Channel, and Comedy Central. A Spanish language version of the ad will also air on Univision affiliates in Los Angeles, San Diego and Central Valley markets.

The ad features a young, energetic teacher, who travels to school by bicycle and leads a culturally diverse group of students in a classroom science experiment. It portrays an experience which is both inspiring for the students and rewarding for the teacher.

“The advertising is designed to work on both a rational and emotional level,” said Paul Doupé, managing director of Santa Monica-based Big Honkin’ Ideas, CalTeach’s ad agency. “On the rational level, there are thousands of teaching jobs available now throughout California, on the emotional level, teaching is an amazing, valuable, unforgettable experience that truly can change the lives of kids.”

“There has never been a more pressing need for teachers in California public education,” added Gary Hart, newly-appointed Secretary for Education and former co-director of the Institute for Education Reform. “More importantly, never have the opportunities for making a contribution to the teaching profession been greater. Public interest has never been higher, and there is so much at stake for the futures of young people and the state of California itself.”

“Over the course of the next decade, California will serve 6.5 million students, one million more than today,” Assembly Speaker Antonio Villaraigosa emphasized. “To meet this challenge, we must do whatever it takes to attract a diverse field of qualified teaching candidates. The CalTeach recruitment program offers us great hope in meeting the demand.”

In 1998, the Governor and the California Legislature recognized the need for more credentialed teachers and the need to recruit the best and brightest candidates to educate our children. To achieve this goal, \$2 million was earmarked in the 1998-1999 Budget Act to expand CalTeach’s outreach effort using a statewide paid media campaign.

Established in 1996, The California Center for Teaching Careers (CalTeach) is a one-stop information, recruitment and referral center for individuals interested in a teaching career. Administered by the California State University’s Institute for Education Reform, it brings together the strengths of the California State University, the University of California, the California Department of Education and many private education institutions to attract diverse, skilled individuals to lead in our classrooms. CalTeach has offices at CSU’s Sacramento and Long Beach campuses and features a counselor-assisted telephone “helpline” as well as a comprehensive website for those wishing to obtain information about the teacher preparation process in California. In addition, CalTeach maintains a teacher referral database of job openings and conducts outreach activities to high schools, colleges, and universities.

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For more information, call 1-888-CAL-TEACH or visit CalTeach’s website at www.calteach.com



California Center for Teaching Careers

**PARA PUBLICACIÓN INMEDIATA:
21 de enero de 1999**

**Contacto: Sharon Hawkins
(916) 341-1000**

***CALTEACH LANZA SU CAMPAÑA DE PUBLICIDAD POR TELEVISIÓN PARA
RECLUTAR MÁS MAESTROS PARA LAS ESCUELAS DE CALIFORNIA***

(LOS ANGELES, California).- El Centro de Enseñanza de Carreras de California (California Center for Teaching Careers — CalTeach) lanzó hoy su primera campaña publicitaria estatal patrocinada, por televisión para reclutar a los maestros necesarios para las escuelas públicas de California. El anuncio televisado de CalTeach, de 30 segundos de duración, está diseñado para atraer una combinación diversa de maestros potenciales, al enfocarse tanto en el impacto que los maestros tienen en los estudiantes, como en las recompensas personales de los maestros. El subtítulo del anuncio es el siguiente: “Cambia sus vidas. Cambia la tuya. Enseña”. El anuncio se enfoca específicamente a los estudiantes de preparatoria y estudiantes universitarios que están considerando sus carreras futuras. El anuncio alienta a la gente a que exploren una carrera de enseñanza, comenzando por llamar el número gratuito de CalTeach (1-888-CALTEACH) o viendo el sitio de la red Internet de CalTeach: (www.calteach.com).

“La necesidad de tener maestros altamente motivados, calificados, que reflejen el grupo de estudiantes diversos de nuestro estado nunca ha sido tan apremiante como en la actualidad”, dijo Nancy Brownell, directora interina del Instituto de Reforma Educativa de la Universidad Estatal de California (CSU’s Institute for Education Reform). “En los próximos seis años, se educarán a 6.5 millones de estudiantes en las escuelas públicas de California – un millón de estudiantes más que el número de estudiantes que se encuentran en nuestras escuelas hoy en día. Para poder hacer planes para los próximos 10 años, necesitaremos de 260,000 a 300,000 maestros nuevos, tan solo para cumplir con la demanda. No hay una mejor y más efectiva manera de llamar la atención y la imaginación de los maestros futuros, que por medio de la publicidad creativa. Es una inversión que creemos que remunerará a todos los californianos una y otra vez”.

El anuncio de CalTeach será presentado en seis mercados mayores de California, durante 13 semanas, del 25 de enero, hasta finales de junio (Los Ángeles, el Área de la Bahía de San Francisco, San Diego, Sacramento, Fresno, Bakersfield). El anuncio aparecerá en los medios de comunicación, tales como CNN, Arts & Entertainment, The History Channel, VH-1, Lifetime, Nick at Nite, The Discovery Channel, Turner Network Television (TNT), The Learning Channel y Comedy Central. También se presentará una versión en español del anuncio, a través de las filiales de Univisión en Los Ángeles, San Diego y en las áreas del Valle Central.

En el anuncio se muestra a un maestro joven y energético, quien va a la escuela en bicicleta y está a cargo de un grupo de estudiantes diversos en un salón de experimentos de ciencias. También se muestra una experiencia que inspira a los estudiantes y la cual es recompensante para el maestro.

“Los anuncios están diseñados para funcionar tanto al nivel racional como el emocional”, dijo Paul Doupé, director administrativo de la empresa Big Honkin’ Ideas, en Santa Mónica, la agencia publicitaria de CalTeach. “Al nivel racional, hay miles de trabajos para maestros disponibles ahora mismo en todo el estado de California; al nivel emocional, enseñar es una experiencia sorprendente, valiosa e inolvidable que realmente puede cambiar las vidas de los niños”.

“Nunca ha habido una necesidad tan apremiante de tener tantos maestros en el sistema de educación pública de California”, dijo Gary Hart, el nuevo secretario de educación y codirector del Instituto de Reforma Educativa. “Pero, aún más importante, es el hecho de que nunca antes han habido tantas oportunidades para hacer contribuciones a la profesión educativa. Nunca antes ha sido el interés público tan alto ni ha habido tanto en juego para el futuro de la gente joven y el mismo estado de California”.

En 1998, el gobernador y la legislatura de California reconocieron la necesidad de tener más maestros con licencia, así como la necesidad de reclutar a los mejores y más inteligentes candidatos para educar a nuestros niños. Para lograr ese objetivo, se designaron 2 millones de dólares en el Acta de Presupuestos de 1998-1999, para extender los esfuerzos de alcance de CalTeach, usando una campaña estatal patrocinada a través de los medios de comunicación.

Fundado en 1996, el Centro de Carreras de Enseñanza de California (CalTeach), es un centro integral de información, reclutamiento y referencias para aquellos individuos interesados en una carrera de enseñanza. Administrado por el Instituto de Reforma Educativa de la Universidad Estatal de California, el centro utiliza los recursos de la Universidad Estatal de California, la Universidad de California, el Departamento de Educación de California y muchas otras instituciones educativas privadas, para atraer a individuos diversos y capacitados para enseñar en las escuelas. CalTeach tiene oficinas en las instalaciones educativas de la Universidad Estatal de California, de Sacramento y Long Beach y dichas oficinas ofrecen un servicio de consejeros por medio de una línea telefónica de información, así como un sitio general en la red Internet, para quienes deseen obtener información acerca del proceso de preparación para los maestros de California. Además, CalTeach mantiene un banco de datos de referencia de maestros y trabajos ofrecidos y lleva a cabo actividades de alcance a través de escuelas preparatorias, colegios y universidades.

Para más información, llame al 1-888-CALTEACH, o vea el sitio de la red Internet de CalTeach: www.calteach.com.



California Center for Teaching Careers

Attn: News Desk/Assignment Editors

Planning Editors

SATELLITE FEED

Available to all stations/networks,

Thursday, January 21, 1999

On TV: "Teachers Wanted"

**Cal Teach launches first ever paid advertisement to recruit
California teachers today**

California is going to need 260 THOUSAND – more than A QUARTER MILLION – new public school teachers in the next decade because of soaring enrollments, class size reduction, and expected teacher retirements. Teachers are so critical for improving our schools, the California Center for Teaching Careers (CalTeach) is taking to the airwaves to find the best and brightest. CalTeach is kicking off the first television advertising campaign to urge students and professionals in other careers to consider teaching our children.

VIDEO WILL INCLUDE:

The 30-second advertisement features an energetic teacher who leads a culturally diverse group of students in a classroom science experiment.

SATELLITE FEED:

3:00 PM to 3:15 PM (PACIFIC)

KU SBS6/ transponder 2 FULL

14049 vertical

6.2 & 6.8

SCRIPT ATTACHED TO THIS FAX

For story info contact: Sharon Hawkins 916/341-1000

For technical information contact:

PACSAT 916/446-7890



CalTeach Ad Transcript

VIDEO

Teacher rides bicycle to school and enters school building.

Teacher works with class full of diverse students on various projects including science experiment and computer activities.

TRACK

There's a place in California where you can do something important with your life everyday.

Where you will always be center stage.

Where you will never stop learning.

It's a place that'll make you feel like a kid again.

Where people will listen to you and challenge you.

The place is a classroom.

The connection is CalTeach.

The job openings are in the thousands.

Change their lives.

Change yours.

Teach.



ALAMEDA COUNTY EDUCATION FACTS

Did you know?

- Alameda County now employs 10,678¹ full-time teachers.
- There are 211,168² students who attend public schools in Alameda County.
- The projected number of students in Alameda County for 1999-2000 is 213,606² – an increase of almost 2,500 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 18 school districts in Alameda County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Alameda County classrooms. Alameda County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



BUTTE COUNTY EDUCATION FACTS

Did you know?

- Butte County now employs 1,831¹ full-time teachers.
- There are 35,063² students who attend public schools in Butte County.
- The projected number of students in County for 1999-2000 is 32,244.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 15 school districts in Butte County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Butte County classrooms. Butte County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



CONTRA COSTA COUNTY EDUCATION FACTS

Did you know?

- Contra Costa County now employs 7,432¹ full-time teachers.
- There are 148,731² students who attend public schools in Contra Costa County.
- The projected number of students in Contra Costa County for 1999-2000 is 150,847² — an increase of over 2,100 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 18 school districts in Contra Costa County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Contra Costa County classrooms. Contra Costa County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



EL DORADO COUNTY EDUCATION FACTS

Did you know?

- El Dorado County now employs 1,444¹ full-time teachers.
- There are 28,475² students who attend public schools in El Dorado County.
- The projected number of students in El Dorado County for 1999-2000 is 28,419.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 15 school districts in El Dorado County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in El Dorado County classrooms. El Dorado County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



FRESNO COUNTY EDUCATION FACTS

Did you know?

- Fresno County now employs 8,598¹ full-time teachers.
- There are 175,511² students who attend public schools in Fresno County.
- The projected number of students in Fresno County for 1999-2000 is 176,891² — an increase of almost 1,400 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 35 school districts in Fresno County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Fresno County classrooms. Fresno County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



HUMBOLDT COUNTY EDUCATION FACTS

Did you know?

- Humboldt County now employs 1,233¹ full-time teachers.
- There are 21,235² students who attend public schools in Humboldt County.
- The projected number of students in Humboldt County for 1999-2000 is 21,008.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 33 school districts in Humboldt County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Humboldt County classrooms. Humboldt County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



KERN COUNTY EDUCATION FACTS

Did you know?

- Kern County now employs 6,792¹ full-time teachers.
- There are 138,777² students who attend public schools in Kern County.
- The projected number of students in Kern County for 1999-2000 is 140,080² — an increase of over 1,300 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 47 school districts in Kern County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Kern County classrooms. Kern County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



LOS ANGELES COUNTY EDUCATION FACTS

Did you know?

- Los Angeles County now employs 69,798¹ full-time teachers.
- There are 1,572,129² students who attend public schools in Los Angeles County.
- The projected number of students in Los Angeles County for 1999-2000 is 1,590,164² – an increase of over 18,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 81 school districts in Los Angeles County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Los Angeles County classrooms. Los Angeles County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



MARIN COUNTY EDUCATION FACTS

Did you know?

- Marin County now employs 1,646¹ full-time teachers.
- There are 28,268² students who attend public schools in Marin County.
- The projected number of students in County for 1999-2000 is 28,389.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 19 school districts in Marin County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Marin County classrooms. Marin County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



MONTEREY COUNTY EDUCATION FACTS

Did you know?

- Monterey County now employs 3,240¹ full-time teachers.
- There are 68,775² students who attend public schools in Monterey County.
- The projected number of students in Monterey County for 1999-2000 is 69,695² — an increase of almost 1,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 24 school districts in Monterey County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Monterey County classrooms. Monterey County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



ORANGE COUNTY EDUCATION FACTS

Did you know?

- Orange County now employs 20,574¹ full-time teachers.
- There are 466,755² students who attend public schools in Orange County.
- The projected number of students in Orange County for 1999-2000 is 478,891² – an increase of over 12,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 27 school districts in Orange County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Orange County classrooms. Orange County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



PLACER COUNTY EDUCATION FACTS

Did you know?

- Placer County now employs 2,439¹ full-time teachers.
- There are 50,628² students who attend public schools in Placer County.
- The projected number of students in Placer County for 1999-2000 is 52,454² — an increase of over 1,800 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 19 school districts in Placer County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Placer County classrooms. Placer County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



RIVERSIDE COUNTY EDUCATION FACTS

Did you know?

- Riverside County now employs 12,568¹ full-time teachers.
- There are 289,186² students who attend public schools in Riverside County.
- The projected number of students in Riverside County for 1999-2000 is 297,412² — an increase of over 8,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 23 school districts in Riverside County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Riverside County classrooms. Riverside County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SACRAMENTO COUNTY EDUCATION FACTS

Did you know?

- Sacramento County now employs 9,891¹ full-time teachers.
- There are 207,339² students who attend public schools in Sacramento County.
- The projected number of students in Sacramento County for 1999-2000 is 210,341² – an increase of over 3,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 16 school districts in Sacramento County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Sacramento County classrooms. Sacramento County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SAN BERNARDINO COUNTY EDUCATION FACTS

Did you know?

- San Bernardino County now employs 16,022¹ full-time teachers.
- There are 358,608² students who attend public schools in San Bernardino County.
- The projected number of students in San Bernardino County for 1999-2000 is 366,907² — an increase of over 8,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 33 school districts in San Bernardino County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in San Bernardino County classrooms. San Bernardino County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SAN DIEGO COUNTY EDUCATION FACTS

Did you know?

- San Diego County now employs 22,005¹ full-time teachers.
- There are 462,931² students who attend public schools in San Diego County.
- The projected number of students in San Diego County for 1999-2000 is 470,466² – an increase of over 7,500 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 43 school districts in San Diego County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in San Diego County classrooms. San Diego County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SAN FRANCISCO COUNTY EDUCATION FACTS

Did you know?

- San Francisco County now employs 3,681¹ full-time teachers.
- There are 61,574² students who attend public schools in San Francisco County.
- The projected number of students in San Francisco County for 1999-2000 is 61,155.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the school district in San Francisco County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in San Francisco County classrooms. San Francisco County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SAN JOAQUIN COUNTY EDUCATION FACTS

Did you know?

- San Joaquin County now employs 5,304¹ full-time teachers.
- There are 111,096² students who attend public schools in San Joaquin County.
- The projected number of students in San Joaquin County for 1999-2000 is 112,367² — an increase of almost 1,300 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 16 school districts in San Joaquin County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in San Joaquin County classrooms. San Joaquin County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures
2. State of California, Department of Finance, 12/98 figures
3. Recruiting New Teachers, Inc.
1998-1999 figures are not available yet from the Department of Education



SAN LUIS OBISPO COUNTY EDUCATION FACTS

Did you know?

- San Luis Obispo County now employs 1,854¹ full-time teachers.
- There are 36,008² students who attend public schools in San Luis Obispo County.
- The projected number of students in San Luis Obispo County for 1999-2000 is 36,111.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 10 school districts in San Luis Obispo County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in San Luis Obispo County classrooms. San Luis Obispo County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SAN MATEO COUNTY EDUCATION FACTS

Did you know?

- San Mateo County now employs 4,879¹ full-time teachers.
- There are 93,459² students who attend public schools in San Mateo County.
- The projected number of students in San Mateo County for 1999-2000 is 94,737² – an increase of almost 1,300 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 23 school districts in San Mateo County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in San Mateo County classrooms. San Mateo County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SANTA BARBARA COUNTY EDUCATION FACTS

Did you know?

- Santa Barbara County now employs 3,245¹ full-time teachers.
- There are 64,430² students who attend public schools in Santa Barbara County.
- The projected number of students in Santa Barbara County for 1999-2000 is 65,567² — an increase of over 1,100 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 23 school districts in Santa Barbara County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Santa Barbara County classrooms. Santa Barbara County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



SANTA CLARA COUNTY EDUCATION FACTS

Did you know?

- Santa Clara County now employs 11,426¹ full-time teachers.
- There are 251,322² students who attend public schools in Santa Clara County.
- The projected number of students in Santa Clara County for 1999-2000 is 254,043² – an increase of almost 3,000 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 33 school districts in Santa Clara County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Santa Clara County classrooms. Santa Clara County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures
2. State of California, Department of Finance, 12/98 figures
3. Recruiting New Teachers, Inc.
1998-1999 figures are not available yet from the Department of Education



SONOMA COUNTY EDUCATION FACTS

Did you know?

- Sonoma County now employs 3,706¹ full-time teachers.
- There are 70,911² students who attend public schools in Sonoma County.
- The projected number of students in Sonoma County for 1999-2000 is 71,309.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 40 school districts in Sonoma County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Sonoma County classrooms. Sonoma County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



STANISLAUS COUNTY EDUCATION FACTS

Did you know?

- Stanislaus County now employs 4,256¹ full-time teachers.
- There are 91,076² students who attend public schools in Stanislaus County.
- The projected number of students in Stanislaus County for 1999-2000 is 91,838.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 29 school districts in Stanislaus County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Stanislaus County classrooms. Stanislaus County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



TULARE COUNTY EDUCATION FACTS

Did you know?

- Tulare County now employs 4,179¹ full-time teachers.
- There are 84,143² students who attend public schools in Tulare County.
- The projected number of students in Tulare County for 1999-2000 is 84,935.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 49 school districts in Tulare County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Tulare County classrooms. Tulare County deserves the best and the brightest to teach its students. CalTeach can make it happen.

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2. State of California, Department of Finance, 12/98 figures
3. Recruiting New Teachers, Inc.
1998-1999 figures are not available yet from the Department of Education



VENTURA COUNTY EDUCATION FACTS

Did you know?

- Ventura County now employs 5,860¹ full-time teachers.
- There are 132,044² students who attend public schools in Ventura County.
- The projected number of students in Ventura County for 1999-2000 is 133,467² – an increase of over 1,400 new students.
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 20 school districts in Ventura County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Ventura County classrooms. Ventura County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



YOLO COUNTY EDUCATION FACTS

Did you know?

- Yolo County now employs 654¹ full-time teachers.
- There are 26,813² students who attend public schools in Yolo County.
- The projected number of students in Yolo County for 1999-2000 is 27,113.²
- Over the course of the next decade, California will need to recruit 260,000³ new teachers to keep up with the demands of the state's growing student population.
- Nationally, the United States will need to recruit 2 million³ new teachers in the next 10 years.

CalTeach can help the 5 school districts in Yolo County with the current teacher shortage facing California. CalTeach is a one-stop information and referral recruitment center for individuals interested in a teaching career in California. CalTeach is working to develop a more qualified and diverse teaching force. These new teachers will help to more accurately reflect the student population in Yolo County classrooms. Yolo County deserves the best and the brightest to teach its students. CalTeach can make it happen.

1. State of California, Department of Education, 1997-98 figures

2. State of California, Department of Finance, 12/98 figures

3. Recruiting New Teachers, Inc.

1998-1999 figures are not available yet from the Department of Education



THE CALIFORNIA STATE UNIVERSITY

BAKERSFIELD • CHICO • DOMINGUEZ HILLS • FRESNO • FULLERTON • HAYWARD • HUMBOLDT • LONG BEACH • LOS ANGELES • MARITIME ACADEMY • MONTEREY BAY
NORTHridge • POMONA • SACRAMENTO • SAN BERNARDINO • SAN DIEGO • SAN FRANCISCO • SAN JOSE • SAN LUIS OBISPO • SAN MARCOS • SONOMA • STANISLAUS

CHARLES B. REED - CHANCELLOR

STRATEGIC COMMUNICATIONS AND CAMPUS RELATIONS

BOBBIE METZGER - EXECUTIVE DIRECTOR

DENISE VALLIER - ASSOCIATE DIRECTOR

KATHY HUSTED - CIVIC AFFAIRS SPECIALIST

5/25/99

Dear Jon:

As a follow up to my voice mail, here's some information on two innovative CSU teacher-related programs-- Cal Teach and CalStateTEACH (I know, how stupid could we be to have two different program with such similar names!). I thought it would be great if the Vice President could come to California to help generate interest in them.

The only down side I can see to the Vice President's involvement with CalStateTEACH which makes it easier for teachers working on emergency credentials to get fully credentialed, is the President's recent suggestion that federal funds should be cut off for states/districts which employ teachers who are not fully credentialed. The San Francisco Chronicle did quite an editorial opposing such action and, with the number of emergency credentialed teachers we currently have, that would really hurt California.

Otherwise, I think this would be a mutually beneficial appearance. CalStateTEACH gets underway--it's first time in operation---in late August or early September of this year. In addition, we hope to cut a new spot for Cal Teach--that's the program which encourages people to become teachers---in the next month or two. I think both provide great opportunities for the Vice President's involvement. In addition, we can always develop a different event if we need to unveil the new Cal Teach spot before a trip West is viable for you, or if the late August, early September CalStateTEACH timeframe doesn't work for you, either.

Please let me know what you think and if I can provide any additional information. I have also included a summary of media gotten when we rolled out each program. I think updates on both programs would generate some great media coverage a second time around. By the way, the Governor participated in the rollout of CalStateTEACH and we got great electronic and print media.

*my best -
Bobbie*



California Center for Teaching Careers

Building the Teaching Force for the Future

FACT SHEET

The California Center for Teaching Careers (CalTeach) is helping California attract the best and brightest teachers California has to offer and create a teaching corps that reflects the wonderful diversity that is California. CalTeach is an information, referral and recruitment center for individuals who are interested in becoming teachers. Programs such as class-size reduction and an ever-increasing student population have created a demand for qualified teachers expected to exceed 260,000 in the next decade.

The Goal:

The California Center for Teaching Careers (CalTeach) was established in 1996 to immediately begin recruiting qualified individuals into the teaching profession to help alleviate the critical shortage of credentialed teachers in California. Through advertising, an active website and a teaching career referral program, CalTeach is reaching out to high school and college students; people of diverse cultural backgrounds; and professionals considering a career change, encouraging them to become educators.

The History:

In 1996, the California Commission on Teacher Credentialing (CTC) released a Teacher Recruitment Action Plan. This plan was a collaborative effort among the California State University's Institute for Education Reform, the California Department of Education, and the CTC. These agencies formed a California Statewide Task Force on Teacher Recruitment. The Task Force made several recommendations, among them was the establishment of a statewide teacher recruitment center.

This 23-member Task Force includes a broad-based representation of education professionals and opinion leaders. Among them are the CTC; California Department of Education; the California State University; Governor's Office of the Secretary for Education; the University of California; California Community Colleges; Intersegmental Coordinating Council; California School Employees Association; California Teachers Association; California Federation of Teachers; and representatives from several cities and independent colleges and universities.

-More-



The Challenges:

The need for CalTeach is crucial as California's public school system faces several major challenges:

- rising student enrollments
- projected teacher attrition and retirement
- the implementation of class-size reduction

The National Commission on Teaching and America's Future estimates between 260,000 and 300,000 new teachers will be needed in California over the next decade to serve a student population of 6.5 million by the year 2005. That will be approximately one million more students than sit in California classrooms today. Class-size reduction alone has increased the demand for new teachers by more than 100%.

The Program:

In 1997 the Legislature and the Governor approved SB 824 (Greene), which established the California Center for Teaching Careers, or CalTeach. CalTeach was set up to recruit qualified individuals, who accurately represent the unique diversity of California, to help meet increased teacher demand needs. CalTeach is administered through the California State University's Institute for Education Reform in coordination with representatives from the CTC, the California Department of Education, the University of California, and independent colleges and universities. The initial \$500,000 funding for CalTeach was made possible by funding from the federal *Goals 2000: Educate America Act*. In addition to the federal resources, CalTeach received more than \$400,000 in support from influential private foundations such as the William and Flora Hewlett Foundation, the Walter S. Johnson Foundation, and the Stuart Foundation.

This year, CalTeach is embarking on a paid television advertising campaign that will run through June 1999. The Governor and California Legislature allocated \$2 million in the 1998-1999 Budget Act for this paid media campaign to heighten the awareness of the need for new teachers. By emphasizing the impact and personal rewards of leading a classroom, the ad encourages people considering new careers to "Change their lives. Change yours. Teach." Using the new commercial, its internet web page and a toll-free hotline, CalTeach expects to recruit more people than ever before to enter the teaching profession.

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January 29, 1999

(LIST ONLY UPDATED 3/3/99 – NEW ITEMS IN ITALICS)

TO: CSU Trustees/Presidents
FR: Bobbie Metzger
RE: CalTeach Rollout

The statewide CalTeach paid advertising campaign was unveiled last Thursday, January 21st, in six cities throughout California. The rollout was extremely successful. The following is a summary of the media generated by Burson-Marsteller, the CalTeach public relations firm, and the entire CalTeach team led by director Nancy Brownell. Many CSU presidents and staff were involved in this accomplished effort. The following delineates the media by market.

STATEWIDE / NATIONAL

CNN (taped 1/28/99)
AP Wire
NCNS Statewide Satellite Feed

LOS ANGELES / RIVERSIDE / SANTA BARBARA

Television

KTTV-TV11 (Fox)
KTLA-TV5 (Indy)
KCAL-TV9 (Indy)
KSBY-TV6 (NBC) Santa Barbara
KTAS-TV33 (Univision) Santa Barbara

Radio

KNX-AM

Newspaper

Los Angeles Times (two pieces ran)
Inland Valley Daily Bulletin
Orange County Register
Palm Springs Desert Sun
La Opinion
Korea Times
Ventura County Star

BAY AREA

Television

KGO-TV 7 (ABC)
KPIX-TV5 (CBS)
KRON-TV4 (NBC)
KTVU-TV2 (FOX)
KOFY-TV20 (WB)
KNTV-TV11 (ABC) San Jose

Radio

KGO-AM
KCBS-AM
KQED-FM
KNBR-FM

BAY AREA (continued)

Newspaper

San Francisco Examiner
Bay City News (local wire service)
Oakland Tribune
Contra Costa Times
San Jose Mercury News (ran the AP story)
Marin Independent
Monterey County Herald
Santa Rosa Press Democrat
Santa Cruz Sentinel

SAN DIEGO

Television

KNSD-TV 39 (NBC)
KGTV-TV 10 (ABC)
KFMB-TV (CBS)
KUSI-TV 51 (Ind)
KBNT-TV (Univision)

Radio

KOGO-AM
KSDO-AM
KPBS-FM (public radio)

Newspaper

San Diego Union-Tribune
Imperial Valley Press

SACRAMENTO / STOCKTON

Television

KCRA-TV03 (NBC)
KQCA-TV58 (UPN)
KXTV-TV10 (ABC)
KMAX-TV31 (UPN)
KUVS-TV19 (Spanish)

Radio

KFBK-AM News
KXJZ-FM Public Radio

Newspaper

Sacramento Bee
Stockton Record
Davis Enterprise
Manteca Bulletin
Woodland Daily Democrat

FRESNO

Television

KFSN-TV30 (ABC)
KSEE-TV24 (NBC)
KJEO-TV47 (CBS)
KMPH-TV26 (FOX)
KMSG-TV59 (Telemundo)
KSTV-TV21 (Univision)

FRESNO (continued)

Radio

KMJ-AM News

KMPH-FM News/KFRE-AM

Newspaper

Fresno Bee

Vida del Valle (Valley Life Newspaper)

Sonora Union Democrat

Fresno Daily Business Journal

BAKERSFIELD

Television

KGET-TV17 (NBC)

KBAK-TV29 (CBS)

KERO-TV23 (ABC)

Radio

KNZR-AM

Newspaper

Bakersfield Californian

El Popular

MISCELLANEOUS AREAS

Newspaper

Redding Record Searchlight

Lakeport Record Bee

Oroville Mercury-Register



Building the Teaching Force for the Future

QUESTION: How many teachers will it take to educate California's children?

ANSWER: More than 260,000 new teachers over the next decade.

Here's what you need to know...

Q: *What is CalTeach?*

A: CalTeach is helping California attract the best and the brightest teachers into the classroom to create a teaching corps that reflects the wonderful diversity that is California today. CalTeach is an information, recruitment and referral center for individuals interested in a rewarding career in teaching.

Q: *Why does California need a teacher recruitment center?*

A: California's public schools have a serious shortage of qualified teachers. A teacher recruitment center will provide potential teachers with information necessary to become fully credentialed or, if already qualified, referred to districts seeking teachers.

Q: *How will CalTeach work in conjunction with state and independent colleges and universities?*

A: Working with California State University, the University of California, the State Department of Education, and independent education institutions, CalTeach's goals include the active involvement of local education agencies and keeping them informed of ongoing activities. CalTeach is running a paid media campaign; developing and modifying effective recruitment publications; providing information to prospective teachers on obtaining teaching credentials; and helping to match qualified teachers with specific district needs.

Q: *Is there really a teacher shortage in California?*

A: The demand for teachers is skyrocketing. Over the course of the next ten years, California public schools will need to hire between 260,000 and 300,000 new teachers. By the year 2005, those schools will serve more than 6.5 million students, one million more students than today.

Q: *What has caused the teacher shortage in California?*

A: Programs like class-size reduction have increased the need for teachers by more than 100%. Other reasons include surging student enrollment, projected teacher attrition and retirement.

~More~

Q: How will CalTeach and the state recruit prospective teachers into the profession?

A: To reach as many candidates as possible, CalTeach is beginning a paid media campaign. On January 25, 1999, CalTeach will start airing 30-second commercial spots throughout the state. The ads will urge viewers in markets such as Los Angeles, San Francisco, Sacramento, San Diego, Fresno and Bakersfield to "Change their lives. Change yours. Teach." And they offer the toll-free help line (1-888-Cal-Teach) as an immediate resource for further information about becoming a teacher. The ad will also display the new website address, www.calteach.com, so information can be obtained easily via the internet.

Q: Is CalTeach limited to recruiting efforts only in California?

A: No. CalTeach is taking every step possible to reach out to all potential teachers. Aside from the paid media campaign, CalTeach has set up a toll-free hotline and a World Wide Web address. By creating access to the World Wide Web, people of all geographic areas can log onto the CalTeach website and access important information about the critical need for teachers and the rewarding opportunities available in California.

Q: Will CalTeach address the diverse make-up of the California student population?

A: Yes. CalTeach is committed to recruiting and developing a teacher corps that reflects the diversity of California's population. CalTeach understands California's next generation of teachers will need to be the most qualified the state has ever known. These new teachers must be able to meet the unique needs of the student population they will educate. Reflecting the reality of today's California classroom, the new ad features an energetic teacher working with a diverse group of young students. To expand the reach of CalTeach's advertising appeal, a Spanish language version of the ad will air on Univision stations in Los Angeles, San Diego and Central Valley markets.

Q: Who will administer CalTeach and how will prospective teachers be connected with teacher credentialing programs?

A: CalTeach is administered by the Institute for Education Reform, under the auspices of California State University, in coordination with representatives from the California Commission on Teacher Credentialing (CTC), the State Department of Education, the University of California, and independent colleges and universities. To meet the needs of all Californians, CalTeach has two locations to serve both Northern and Southern California: California State University, Sacramento and California State University, Long Beach.

-More-

Q: How will California pay for the recruitment efforts and development of these new teachers?

A: In 1998, the Governor and the California Legislature recognized the impending shortage of certified teachers and the growing need to attract the best and brightest candidates to the field of teaching. To help achieve this goal, \$2 million was earmarked in the 1998-1999 Budget Act to expand CalTeach's public outreach effort with a statewide paid media campaign.

Q: How will CalTeach monitor its success?

A: The CalTeach help line and referral database provide an indication of how many individuals have made inquiries and how many have utilized the program. Inquiries or 'hits' via the internet website are also recorded. In addition, the CTC, in consultation with the Legislative Analyst, shall conduct an evaluation of the program on or before March 1, 2002.

#



What Others Are Saying...

"Recruiting new teachers in California must be one of our highest priorities. During the next ten years, our schools will educate one million more students than we have today. Quality teachers are the key to meeting the demand and improving student performance."

Delaine Eastin
Ca. Superintendent of Public Instruction

"Over the course of the next decade, California will serve 6.5 million students, one million more than today. To meet this challenge, we must do whatever it takes to attract a diverse field of qualified teaching candidates. The CalTeach recruitment program offers us great hope in meeting the demand."

Antonio Villaraigosa
Speaker of the Assembly

"There has never been a more pressing need for teachers in California public education. More importantly, never have the opportunities for making a contribution to the teaching profession been greater. Public interest has never been higher, and there is so much at stake for the futures of young people and the state of California itself."

Gary Hart
Ca. Secretary for Education

"California needs to attract between 260,000 and 300,000 new teachers over the next decade. At the CSU, which supplies 65 percent of the state's teachers, we have pledged to meet that challenge by making teacher training our number one priority. We believe the CalTeach recruitment program will play an important part in helping us reach that goal."

Charles B. Reed
CSU Chancellor

"If California's public schools are going to continue their mission to inspire and prepare the leaders of tomorrow, then at least 260,000 new teachers will be needed in the next decade. Our profession shapes the future, but the future is now when it comes to recruiting the best and the brightest people for our classrooms."

Lois Tinson
President, California Teachers Association

-More-

“Class size reduction has greatly exacerbated the shortage of qualified teachers. CalTeach offers the state a solution to one of its most pressing problems.”

Senator Dede Alpert
Chairperson, Senate Education Committee

“California faces an unprecedented demand for qualified new teachers. The state’s institutions of higher education are working diligently to meet the challenge, and the teacher recruitment efforts of the California Center for Teaching Careers are an important element in the overall strategy.”

Richard C. Atkinson
President, University of California

“We must actively support new, innovative recruiting programs that will help attract the best and brightest minds into the teacher field. The key to quality education – that is, our children’s future – is a teacher who cares and can reach their students. They are worth their weight in gold.”

Assemblymember Kerry Mazzoni
Chairperson, Assembly Education Committee

“If we want our state to have a competitive edge, we need to expose our children to the most qualified teachers.”

Allan Zaremborg
President, California Chamber of Commerce

“The best thing we can offer our children is a quality education. High caliber teachers are vital to providing California’s students with the tools they need to succeed.”

Assemblymember Bill Campbell
Vice Chair, Assembly Education Committee

“Teaching is a very valuable profession to society and we need the best people to become teachers. Good teachers make such a big difference to our children.”

Nancy Ichinaga
Governor’s Education Task Force Member
Bennett-Q School Principal

“It’s common sense. Qualified teachers produce qualified students. CalTeach is a great way to help us find the kinds of qualified teachers California needs.”

Senator Bruce McPherson
Vice Chair, Senate Education Committee

-More-

"As we enter the 21st Century, it is imperative that California meet the demand for new teachers. So we must explore all ideas that will help recruit qualified teachers."

Bill Hauck
President, California Business Roundtable

"We hope this program (CalTeach) will help in our efforts to recruit qualified people into this important profession, which is so necessary to building California's future."

Assemblymember Denise Moreno Ducheny
Chairperson, Assembly Budget Committee

"Recruiting the best and brightest teachers to help our students meet tough new state standards is our district's top priority. We're glad that CalTeach will be there to assist as we seek out the 4,000 to 5,000 new teachers we'll need over the next decade."

Dave Gordon Superintendent
Elk Grove Unified School District



CALTEACH PAID MEDIA CAMPAIGN FACTS

PURPOSE

CalTeach is working to attract the best and the brightest teachers into the classroom to create a teaching corps that reflects California's diversity. The paid media advertising campaign will build awareness among targeted audiences of the value and rewards of becoming a teacher and increase the number of calls to CalTeach's toll-free helpline and visits to CalTeach's website.

STRATEGY

The high-quality, attention-getting, 30-second ad portrays a young, self-confident, talented teacher engaging a diverse group of students in an energetic classroom discussion. Broadcast and cable TV are being used to efficiently target desired audiences, maximizing the value of every advertising dollar.

TARGET AUDIENCES

The placements of the ad have been carefully selected to reach a diverse audience of prospective teachers including college and high school students; instructional assistants; professionals considering a career change; and individuals displaced from other industries.

MARKETS

The ad will air in the following markets: Greater Los Angeles, San Francisco Bay Area, San Diego, Sacramento, Fresno, and Bakersfield.

MEDIA OUTLETS

The ad will air on the following media outlets: CNN; Arts & Entertainment; Lifetime; Nick at Nite; the Discovery Channel; Turner Network Television; VH-1; the Learning Channel; the History Channel; and Comedy Central. A Spanish language version of the ad will also be broadcast over Univision affiliates in Los Angeles, San Diego and Central Valley markets.

AD SCHEDULE

The ad will run for 25 weeks beginning January 25 through June 1999, up to 140 times per week.

ADVERTISING AGENCY

The advertising agency which created the commercial spot is: Big Honkin' Ideas
1411 7th Street
Santa Monica, CA 90401
(310) 656-0557

ON LEARNING
RICHARD LEE COLVIN

Short on Teachers, Long on Schemes for Recruitment

Recruiters from Massachusetts came calling in Berkeley last week, looking to hire a few good teachers. To sweeten the state's appeal, they came offering \$20,000 bonuses to be paid out over four years.

"We're looking at perhaps lawyers, housewives who have parenting experience, community activists, engineers who have worked 20 years in Silicon Valley," said Alan Safran, chief of staff for the Massachusetts Department of Education. "We want leaders from any aspect of life."

Massachusetts launched the recruiting effort last summer, partly to offset the bad publicity created when 60% of the teacher candidates failed a competency test. But sending headhunters to California took some gumption.

That's because California faces the largest shortage of teachers in the nation, needing to hire 27,000 annually for at least the next decade. By comparison, Massachusetts needs only 2,500 a year.

But it's not only Massachusetts that California must compete with. Nationally, schools need to hire an estimated 2 million teachers over the next decade. That number might even be low, because President Clinton is committing more than \$1 billion a year to reduce class sizes nationally to no more than 18 students through grade 3.

Like Massachusetts, a growing number of districts are offering signing bonuses or other incentives. Baltimore, for example, last year started giving out \$5,000 grants to help new hires buy homes there. To draw people from out of state, the district also kicked in \$1,200 to help defray moving expenses.

California has yet to begin treating teachers like bonus babies. But it isn't sitting on the sidelines either.

The same week the Bay Staters came calling, California's Center for Teaching Careers rolled out a \$2-million television advertising campaign.

The 30-second ad features a young, energetic teacher who rides his bike to school and then leads his students in a lively science lesson. "There's a place in California where you can do something important with your life every day," the voice-over says. "The place is the classroom."

The ad is just the most visible evidence that California policymakers are taking the problem seriously. Budgeters already have increased

spending 11-fold on a program that forgives education loans for college students who agree to teach for a certain number of years. The state has endorsed alternative pathways, such as internships, into the classroom. Those programs make it possible for untrained candidates with college degrees to earn a salary while learning to teach.

The Los Angeles Unified School District is grooming its own employees as teachers. The district is helping 4,000 teaching assistants get their college degrees as preparation for becoming teachers. The district is also helping 1,300 other employees obtain teaching credentials by providing them free training that normally would cost \$7,000 to \$10,000.

Gov. Gray Davis is seeking \$10 million to help districts statewide train their teaching assistants. He's also increasing the teacher training budget for the California State University system and trying to get the University of California more involved.

Recruitment isn't the only issue.

Under Gov. Pete Wilson, the state poured money into mentoring programs that try to ensure that new teachers get off to a good start. Without such support, studies show, up to half of teachers will quit within five years.

Research conducted for the Center for the Future of Teaching and Learning shows that only about half of the 15,000 California residents who earn teaching credentials each year actually end up in the classroom.

Some of those credentialed teachers only want to teach in schools where they live and the nearby schools aren't hiring. But most are discouraged by the inadequate resources that hobble many schools, such as shortages of desks, books and other basic supplies.

Even though California has a long way to go, the state's efforts earn the praise of David Haselkorn, the president of Recruiting New Teachers, a Boston-based nonprofit that is helping states deal with the teacher shortage. "I don't think you solve this problem with some flashy bonus program," he said.

**California
faces the
largest
shortage of
teachers in
the nation,
needing to
hire 27,000
annually for
at least the
next
decade.**

Teacher drive takes the form of TV ads

By Susan Gembrowski, STAFF WRITER

With 1 million more students expected to crowd classrooms in the next six years, a statewide advertising campaign to recruit teachers will begin Monday on cable television stations in six California cities, including San Diego.

The 13-week ad campaign is aimed at midcareer professionals and others who may not have given classroom teaching much credence, Gordon Thompson, education dean at San Diego State University, said yesterday at a media event at Mission Bay High School. The campaign also targets high school and college students who haven't decided on a career.

Assemblywoman Susan Davis, D-San Diego, attended the event and called the teacher shortage a crisis.

Educators estimate that between 260,000 and 300,000 new teachers will be needed in the next 10

TV

Teachers to be sought in 13-week campaign

Continued from B-1

years just to keep up with the demand.

In addition, state schools Superintendent Delaine Eastin has said that 37 percent of current teachers are over 50 and can be expected to retire in the next decade.

Davis, who sponsored legislation to reduce class size in high school English and math classes, said the

ads target people who may not be aware of the opportunities created with smaller classes and a growing student population.

"Teaching is about one of the most important things you can do," Davis said.

Thompson said SDSU is adding programs for teachers with the anticipated influx of more state funding. His budget increased by \$350,000 two years ago, putting the San Diego campus ahead of the statewide push.

Credentialed teachers are needed primarily in elementary schools, although there also will be a shortage of high school teachers,

Thompson said.

The California Center for Teaching Careers, or CalTeach, a recruitment center administered through California State University, is sponsoring the ad campaign, which will air versions in both English and Spanish, and several public service announcements. The ads will be broadcast on stations including CNN, the Learning Channel, Lifetime and Nick at Nite.

They include CalTeach's toll-free number (1-888-CALTEACH) and Internet address (<http://www.calteach.com>) so interested viewers can get information on how to become teachers.

The Sacramento Bee

State TV ads seek would-be teachers

The California Center for Teaching Careers on Thursday launched the first ever state-funded television advertising campaign to recruit new teachers.

The state is expected to need between 260,000 and 300,000 new teachers in the next 10 years to keep up with a burgeoning student population.

The 30-second ad, which shows a young teacher bicycling to school and leading a diverse group of students in a science experiment, will run on cable channels for 13 weeks, beginning Monday.

The campaign kicked off Thursday with press conferences in Sacramento, Bakersfield, Fresno, San Diego, San Francisco and Los Angeles. The Sacramento event was held at Barbara Comstock Morse Elementary in the Elk Grove Unified School District.

The \$2 million campaign was funded by the Legislature and former Gov. Pete Wilson in last year's budget.

The California Center for Teaching Careers, or CalTeach, is run by the California State University Institute for Education Reform. It is a one-stop information, recruitment and referral center for people interested in teaching careers. For more information, call 1-888-CALTEACH or visit the organization's Web site at www.calteach.com.

TEACHING, ANYONE?

EDUCATION: A dire shortage propels a \$2 million TV campaign targeting high school and college students, among others.

By ELIZABETH CHEY
The Orange County Register

The tag line of a new commercial is: "Change their lives. Change yours. Teach."

It's not quite as well known yet as the Army's slogan, "Be all that you can be," but state education officials hope it's a start.

The 30-second public service announcement targets high school and college students, instructional aides, and professionals looking for a career change.

Calteach, the state's teacher recruitment center, hopes the ad will draw people into teaching and help relieve California's dire teacher shortage.

"Within six years, California public schools will be educating 6.5 million students," said Nancy Brownell, head of the California State University system's Institute for Education Reform, which runs Calteach. "We'll need between 260,000 and 300,000 new teachers just to keep pace with the demand."

Increasing student enrollment, class-size reduction, teacher retirements and attrition are the main factors driving the state's shortage, educators say. Orange County schools now employ 20,574 full-time teachers, serving 466,755 students. Countywide enrollment may increase by more than 12,000 students next year.

The \$2 million television ad campaign began airing this week in six large California markets, including Orange County. Eleven major cable channels — including VH-1, the Discovery Channel and Spanish-language, Univision — will carry the spots for 13 weeks.

"I'd think about teaching," said Santiago High junior Don Nguyen, after viewing the ad, which features a male teacher riding a bike to school and teaching a science and computer lesson. "It makes you think you can open a child's mind."

State tries to recruit an army of teachers

■ Campaign kicks off to fill 300,000 slots in California school faculties by 2010

By Alma D. Velázquez
TIMES STAFF WRITER

"Change their lives. Change yours. Teach."

That's the motto for a \$2 million television ad campaign designed to attract some of the 300,000 teachers that California schools will need in the next decade.

Beginning Monday, the image of a teacher leading an ethnically diverse classroom will be broadcast on television sets across the state.

The message is simple: become a teacher, it's an important and rewarding job.

The 30-second ad, produced in English and Spanish, will target high school and college students contemplating their future, as well as professionals looking to change careers.

It will air in six major markets, including Los Angeles and the Bay Area, for 13 weeks through the end of June. A Spanish-version of the ad will be shown on Univision affiliates in Los Angeles, San Diego and the Central Valley.

Officials with the California Center for Teaching Careers, or Cal Teach, the state agency responsible for the ad, say the need for so many teachers is a result of several factors.

"We have higher student enrollment, teacher attrition, a huge number of anticipated retirements and we're reducing class size," said Kristina Brock, a spokeswoman for the agency. "We need teachers badly."

But recruiting prospective educators may prove difficult, some say.

The reputation of the state's school system has been hurt by lack of funding, said Mike Myslinski, spokesman for the California Teach-

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Teachers

FROM PAGE A1

ers Association, the state's largest teacher union.

"The state ranks 47th in per-pupil funding and 50th in class size," he said. "The average salary for a teacher with a credential is \$28,000 per year, which is too low to attract and keep teachers."

According to the union, half of all new teachers leave the profession within two to three years.

Kori Arens, a second-grade teacher at Lafayette's Springhill El-

ementary School, said she can see why that happens. The 25-year-old said she often spends money out of her own pocket to buy materials she needs for her lessons, and frequently is in her classroom late at night preparing for the next day's class. She makes \$30,000 a year.

But she loves her job.

"I enjoy my students every day," she said. Wednesday morning, they surprised her by being quiet and busily reading the moment she walked in.

"I didn't go in it for the money, and I was lucky that because of my mom and my grandmother, I knew

what I was getting into," said Arens, referring to two relatives who taught in the Lafayette district before her. "But the job gives me so much satisfaction. You can watch your students learn day by day and that makes me really happy."

That's what state officials are hoping will be the attitude of those who are moved by the ad.

"A lot of people don't know all the benefits of being a teacher," said Brock. "Right now people can count on job security, and you are able to have more of a choice as to where you want to work, because just about every district has a need."

\$2 million TV-ad campaign to recruit teachers airs Monday in Fresno

BY ANNE DUDLEY ELLIS
THE FRESNO BEE

A \$2 million statewide TV ad campaign will begin airing Monday in Fresno and five other cities to try to head off what is expected to be a severe shortage of teachers over the next decade.

Funded by the state Legislature, it is believed to be the first paid statewide television campaign to recruit teachers. The theme of the 30-second ads is "Change their lives. Change yours. Teach."

"There never has been a more pressing need for teachers in California public education," said state Secretary for Education Gary Hart.

Education officials in the Fresno area welcomed the ads because of the existing shortage of certain types of teachers and the overall shortage expected during the next 10 years.

"I think it's a great idea," said Ray Baker, president of the Fresno Unified School District Board. "There's a lot of people who aren't aware they have the qualities to be a great teacher."

Teachers are expected to be in short supply because: classroom sizes are being reduced and enrollment is up; about 50% of teachers leave the profession after five years; and there is a surge in retirements.

Class-size reduction alone has increased the demand for teachers by more than 100% statewide.

At least 260,000 new teachers will be needed across the state, according to CalTeach, the statewide teacher recruiting agency launching the ads.

Enrollment figures and esti-

"There never has been a more pressing need for teachers in California public education."

— Gary Hart, state secretary for education

mates on how many new teachers will be needed in Fresno Unified and Clovis Unified could not be obtained Friday from either school district.

The surge in retirements is expected to be an especially difficult problem for Fresno Unified. Ted Tukloff, administrator in the district's Human Resources Division, estimated that 1,500 of the district's 4,000 teachers will reach retirement age in the next seven to 10 years.

Tukloff also said that the district already struggles to attract science, math, special education and bilingual education teachers.

Math and science majors often choose higher-paying jobs in the private industry, Tukloff said. As for the special-education teachers, Tukloff said that requirements have gotten tougher, making it even harder to attract teachers to that area.

Clovis Unified teacher recruiter Roxanne Braswell said that despite drawing candidates from California State University, Fresno, Fresno Pacific University and National University, the district still has problems attracting candidates for special education and math positions.

Braswell hopes that the ads will help her district and has listed information about Clovis Unified on CalTeach's Web site.

CalTeach — the California Center for Teaching Careers — was founded in 1996 to provide one-stop information, referral and recruitment center for potential teachers.

CalTeach is run out of the California State University system's Institute for Education Reform.

CalTeach's ads are expected to run Monday through the end of June in Fresno, Sacramento, the San Francisco Bay Area, San Diego, Bakersfield and Los Angeles.

The ad features a young, energetic teacher who travels to school by bicycle and leads a culturally diverse group of students in a classroom science experiment. The ad targets high school and college students trying to choose a career; instructional assistants; and professionals seeking a career change.

The ads were produced for CalTeach by Santa Monica-based Big Honkin' Ideas. The ad will appear on media outlets including CNN, Arts & Entertainment, the History Channel, VH-1, Lifetime, Nick at Nite, the Discovery Channel, Turner Network Television, the Learning Channel and Comedy Central.

A Spanish-language version will air in Fresno, Los Angeles and San Diego markets.

State's teacher search hits cable TV airwaves

By Jill Tucker
STAFF WRITER

Between Comedy Central cartoons or VH1 videos, a \$2 million state-funded television blitz airing for the first time today will try to appeal to viewers to become California teachers.

Hoping to catch the attention of a young cable audience, the 30-second commercial — which starts today and runs through June — is aimed at relieving what state officials call an unprecedented demand for public school teachers.

The California Center for Teaching Careers, or CalTeach, will fund the ads with money set aside by the Legislature last year specifically to recruit more folks to become public school teachers.

Up to 300,000 new teachers will be needed in California the next 10 years, even though about 20,000 teachers join the ranks each year, said Kris Marubayashi, associate director of CalTeach.

"We're not going to make it at this rate," Marubayashi added. "We're looking for kids in high school, students already in college as well as those change-of-life people, change of career."

The teacher shortage is attributed to the state's class-size reduction program, growing enrollment and teacher attrition rates.

While television ads have long promoted jobs in the armed forces, truck driving, and computer programming, the teaching profession has been conspicuously absent from the airwaves — until now.

"We must actively support new, innovative recruiting programs that will help attract the best and brightest minds into the teacher field," said Assemblywoman Kerry Mazzoni, D-Novato. "The key to quality education — that is, our children's future — is a teacher who cares and can reach their students. They are worth their weight in gold."

The commercial will feature a young Latino teacher, "who travels to school by bicycle and leads a culturally diverse group of students in a classroom science experiment," according to a CalTeach press release. "It portrays an experience which is both inspiring for the students and rewarding for the teacher."

A contact number for CalTeach will air at the end of the TV spot.

The ad will air on several cable stations across the state, including youth-oriented stations like Comedy Central, as well as the Learning, Discovery and History channels — in hopes of attracting career-changing professionals.

By Timm Herdt
State bureau chief

SACRAMENTO -- Marlin Knock, a retired Air Force lieutenant colonel, has had his share of memorable experiences: flying around the world as a military flight navigator, managing a NATO airfield in Belgium, watching oil fires rage in the Kuwaiti desert in the months after Desert Storm.

But there is one experience, he says, that stands out among all others: "There's nothing like looking into the eyes of a kid and seeing that light bulb turn on."

Knock, 45, went from the Air Force directly into a novel Troops-to-Teachers program established by the Elk Grove School District following the closure of two Sacramento air bases. Today he teaches seventh-grade math, in a classroom where he says he has "a wealth of life experience to pass on to these kids."

California is looking for several thousand good men and women like Knock to do the same -- switch careers, and find rewards and satisfaction in the classroom.

Thursday, the state unveiled a television commercial that will be the centerpiece of a \$2 million recruitment effort. It is the first paid advertising campaign of its type in the state, and is targeted at educated adults who are looking for new job opportunities.

Over the next 10 years, most California school districts will have a standing "help wanted" sign on the door. An estimated 250,000 new teachers will need to be hired to keep up with enrollment growth, replacement of retiring teachers and the demands of class-size reduction.

In Ventura County alone, more than 1,000 new teachers entered the classroom in the fall, said Charles Weis, Ventura County Superintendent of Schools. That figure represents about 20 percent of the county's 5,000 teachers.

The California State University system, the state's primary teacher-education institution, turns out about 12,000 education graduates a year. This year the state bumped the amount it spends on a program to assist and retain new teachers from \$17 million to \$68 million. Last year, to facilitate out-of-state recruitment, the Legislature passed a bill to recognize teaching credentials granted by 20 other states.

The ad campaign seeks to reach another untapped source:

(OVER)

people with college degrees now employed in other lines of work.

"We're looking for the best and the brightest -- people who perhaps once considered teaching at one time but opted elsewhere when there weren't that many jobs available," said Diane Cordero de Noriega, dean of the CSU Sacramento school of education.

The ad will begin running Monday in the state's six major TV markets and will air for 13 weeks. They will run exclusively on cable, during programming that reaches an educated audience: the Arts and Entertainment Network, the History Channel, the Discovery Channel, CNN and the like.

The ad shows an energetic young teacher bicycling to work and then lecturing in the classroom -- a place, the announcer says, "that will make you feel like a kid again. It ends with the tag line: 'Change their lives. Change yours. Teach.' "

The campaign, said Paul Doupe, managing director of the advertising agency hired by the California Center for Teaching Careers, is designed to appeal to potential teaching recruits on two levels. "On the rational level, there are thousands of teaching jobs available now throughout California," he said. "On the emotional level, teaching is an experience that can truly change the lives of kids."

The Sacramento-area news conference announcing the campaign was held at an elementary school in the Elk Grove district that is both a leading example of the problem and some possible solutions.

The district is in a booming suburban area south of the city where new development is driving soaring enrollment. As a result, said Superintendent Dave Gordon, he has to hire 300 to 400 new teachers every year. The district has developed its own teacher-development department, which includes Troops to Teachers, internship arrangements with local universities and even a special program at one of its high schools to train and encourage youngsters who aspire to careers in teaching.

There is, all acknowledge, a substantial hurdle to the recruitment campaign: The pay is about the lowest for any occupation that requires a college degree -- with a statewide average annual salary of less than \$44,000 a year, and substantially lower for beginning teachers.

Gil Tisnaro, an Elk Grove elementary school teacher, is a former art director with the Los Angeles Times. He said he now works harder and longer for half the pay, and has had to trade in Armani ties for one with happy-face designs his students gave him. The California Center for Teaching Careers, CalTeach, operates a Web site (www.calteach.com) that provides information on teacher-training programs across the state, including one run by the county Superintendent of Schools Office in Camarillo. The center's toll-free phone number, 1-888-CALTEACH, provides counselors to advise callers on how to pursue a teaching career.

Ad blitz starts today to recruit more teachers

Published Thursday, January 21, 1999

By Linda Hughes-Kirchubel

Daily Bulletin

A \$2 million advertising campaign aimed at recruiting new teachers will be launched today in five major California cities.

News conferences in Los Angeles, Sacramento, Fresno, Bakersfield and San Diego are scheduled to announce the ad campaign, which will run on cable television stations like CNN, The History Channel and Arts & Entertainment.

Assembly Speaker Antonio Villaraigosa will join Gina Castillo, assistant director of Claremont Graduate University's teacher education program, and others at the Los Angeles press conference. On the agenda: a discussion of how the state expects to confront the severe teacher drought, which is expected to get worse.

The Department of Education estimates that over the next 10 years more than 260,000 teachers will be needed to accommodate student population growth. There are about 5.3 million students enrolled in public schools today; that's likely to increase by 1 million by 2005.

Etiwanda School District, which served 800 students in 1986, has grown since then to an enrollment of more than 6,500. To keep up with the demand, the district has been forced to hire about 50 teachers each year.

"We're growing at about 800 to 1,000 students a year," said Gene Newton, Etiwanda's superintendent. "Our growth pattern is very high."

Fontana Unified School District is one of the fastest-growing districts in the county, according to its office of Planning and Facilities.

With a current enrollment of more than 34,000, the district projects its student population will grow by about 27 percent by 2008.

"Certainly in the Inland Valley there's a population boom," said Castillo. "The need is there and part of it ... stems from class size reduction."

Established by the Legislature in 1996, class size reduction limits the number of students in kindergarten through third-grade classrooms, where student-teacher ratios are 20 to one.

Beginning in February, the program will be extended to ninth-grade language arts classes.

This is the first time the state has financed the teacher recruiting process.

The ad will run in six major California areas, including Los Angeles and San Bernardino counties.

THE SPEECH: IMPACT AND REACTION

Accountability Is Key in President's School Agenda

By RICHARD LEE COLVIN
TIMES EDUCATION WRITER

By using his State of the Union address to outline his plan for creating "21st century schools," President Clinton demonstrated in a high-profile way that accountability is the new force shaping American public education.

Like governors and superintendents across the country, Clinton wants school districts to get tough on low-performing campuses, stop hiring undertrained teachers and issue detailed school report cards. He gave added momentum to the accountability movement by proposing to use \$17 billion in federal education spending as a lever to push those policies.

Most federal money is given to schools that serve low-income and minority children to offset the educational disadvantages of poverty. If states don't hold these schools accountable for improved academic achievement, they could lose federal dollars.

The aim, Clinton said, is to close the "achievement gap" between children of poverty and children of comfort, a gap that has been widening in the 1990s despite the billions spent to address the problem.

Clinton administration officials said the results-oriented stance represents a sea change in federal educational policy that will, "for the first time, [hold] school districts and states accountable for progress and [reward] them for results."

That tough talk has raised fears in some quarters that the federal government is seeking to usurp control of education, which is jealously guarded by the states and local communities.

Rep. William F. Goodling (R-Pa.), chairman of the House Committee on Education and the Workforce, applauded the policies outlined by Clinton but cautioned that the federal government shouldn't try to expand its role in education.

"Everything he's talking about is Republican apple pie and motherhood," Goodling said. "We oppose social promotion, we want to have the best teachers in the classroom you can possibly have."



President Clinton and First Lady Hillary Clinton take new policy agenda to people of Buffalo in speech at Marine Midland Arena.

Even if Congress approves the president's plan, Goodling said, he doubts the administration's goals for sweeping change can be achieved. That's because the federal government provides only about 8% of the total amount spent on public education nationally. In California, for example, \$3.5 billion of the \$38 billion spent on education comes from the federal government.

If the administration's past performance is any indication, it will be reluctant to come down hard on states even if they don't adopt the president's agenda. Indeed, the administration has been criticized by some education and civil rights groups for failing to enforce several key accountability measures that were approved by Congress five years ago as part of the \$8-billion Title 1 program, the largest federal education program.

Kati Haycock, executive director of the Education Trust, a Washington-based education advocacy group, said some states already have moved quickly toward the goals that Clinton laid out. But most states, including California, have yet to establish benchmarks for student performance or create tests and an accountability system based on those standards.

She said federal education officials in the past "could have insisted on those things, but they didn't."

Mike Smith, acting deputy secretary of Education, acknowledged that low-performing schools are making slow progress. "We're trying to accelerate this a little bit," he said.

He said the administration will first try to apply political pressure by criticizing a state publicly. If that doesn't work, the state might lose the money that covers the cost of administering the federal program.

"We're not going to come down with a hammer, but we want them to think about what really good practice is and build on the research on these things," he said.

(OVER)

Under existing federal law, states are supposed to hold all students—including those who are poor and who do not speak English—to the same standards. The states also are supposed to identify low-performing schools and help them improve.

In his new plan, Clinton wants states to pass laws that would allow schools that don't improve to be closed or "reconstituted," a process that involves getting rid of the entire staff and starting over. California last year identified about 850 schools in which 60% or more of the students were scoring below grade level; 400 of those schools are in Los Angeles. State education officials said they are forming teams to assist those schools and are requiring the schools to write improvement plans. Clinton wants to spend \$200 million on such programs.

Margaret Jones, director of specially funded programs in the Los Angeles Unified School District, said the district is beginning to work with those schools on professional development and other strategies. But she said the district's efforts have been slowed by the state's failure to adopt standards for student performance.

One difficulty facing schools in California is a growing shortage of qualified teachers. California schools now employ about 30,000 teachers who are not fully trained. The bulk of them are in Los Angeles.

Clinton wants all states within five years to end the practice of employing teachers who have not completed their training. But growing enrollments and retirements mean that California needs to hire 260,000 new teachers in the next decade.

To help fill that demand, the state on Friday will launch an unprecedented \$2-million television advertising campaign to recruit new teachers. In addition, the state is about to begin recruiting teachers from out of state.

Still, meeting the Clinton administration's goal is going to be difficult, said Bob Salley, who is in charge of teacher certification for the California Commission on Teaching Credentials. "I think it's folly to think that we'll ever eliminate emergency permits, but we'll certainly be able to reduce the numbers substantially," he said.

Another plank in Clinton's education platform calls for an end to social promotion, the practice of promoting students to the next grade regardless of how little they've learned. To help make sure students are prepared to go on, the administration is proposing to spend \$600 million—up from \$200 million this year—for after-school and summer programs.

Albert Arnold, principal of Santa Monica Elementary School in East Hollywood, said he welcomes many of the president's ideas. But he said the school's crowded campus—which was built for 300 students but now serves 1,300 in year-round sessions—would make it difficult to offer additional tutoring.

He said his students are overwhelmingly poor, with 80% of them speaking Spanish at home and most of the rest from Armenian families. What that means, he said, is that "it's going to be tough to get those kids scoring at a level where they aren't going to be" held back a grade.

Still, Arnold said, he is in favor of holding schools such as his accountable for their performance. "We seem to be in an era when the public wants accountability, and I think they deserve it," he said.



New cable TV ad seeks people for California classrooms

By JENNIFER KERR
Associated Press Writer

SACRAMENTO (AP) -- In a new television advertisement, a young man pedals his bike to school, then leads a class of bright-eyed, smiling kids in a science experiment.

The ad is selling teaching -- not coffee, bicycles or jeans. It's California's first attempt to recruit teachers via the airwaves to fill an expected 300,000 vacancies in the next decade.

The \$2 million ad campaign begins Monday on cable stations in Los Angeles, the San Francisco Bay area, San Diego, Sacramento, Fresno and Bakersfield and will run for 13 weeks.

It was handled by the California Center for Teaching Careers, or CalTeach, a teacher-recruitment office created in 1997 by the Legislature and run by California State University. The \$2 million for the campaign was put in the state budget by lawmakers last year.

The campaign was announced Thursday at news conferences in Bakersfield, Fresno, Sacramento, Los Angeles and San Diego.

"The need for highly motivated, qualified teachers who reflect our state's diverse students population has never been greater," says Nancy Brownell, interim director of CSU's Institute for Education Reform, which was headed until last month by Gov. Gray Davis' education secretary, Gary Hart.

Within six years, California public schools, which now have 5.7 million students, will add a million more, she said.

In addition, state schools Superintendent Delaine Eastin points out, 37 percent of current teachers are over 50 and can be expected to retire in the next decade. And if the state expands its popular class-size-reduction program it will need even more teachers.

The 30-second ad targets three groups of people: high school and college students unsure of what they want to be, instructional assistants who want to move up, and professionals in other areas who want to change careers.

CalTeach chose upscale, more intellectual cable stations that might best reach those target audiences. The stations include CNN, Arts & Entertainment, the History Channel, Comedy Central and Lifetime. A Spanish version will air on Univision affiliates in Los Angeles, San Diego and the Central Valley.

(OVER)

Ethnically diverse actors also were chosen to play teacher and children in the ad, which was filmed at a real classroom in the Silver Lake area of Los Angeles.

"There is a place in California where you can do something important with your life everyday," says the announcer who plays a Hispanic teacher working with his class. "It's a place that'll make you feel like a kid again. Where people will listen to you and challenge you. The place is a classroom."

The ad also includes CalTeach's toll-free number and Internet address so interested viewers can get information on how to become a teacher.

CalTeach can be reached at 1-888-CALTEACH.

The Web address is www.calteach.com

Friday, April 23, 1999 ■

Aiming higher

The next educational crisis is already here: the search for qualified teachers

We keep taking the shotgun approach to California's educational ills, and the latest pellets have hit uncredentialed teachers.

First, we tackled class sizes. After reducing those, it became apparent that more classrooms were needed, and the attention shifted to infrastructure and school bonds. Too many districts are still trying to gain voter approval.

With more classes and classrooms came the demand for more teachers. That pressure has put an increasing number of emergency-credentialed instructors in unfamiliar subject areas. And, too often, these same teachers lack practical experience.

Class-size reduction fallout is in its third generation, and, not surprisingly, a recent state Department of Education study has linked high schools with more uncredentialed teachers to lower student test scores.

The situation is particularly dire in math and science, where expertise is essential to successfully imparting knowledge.

Emergency permits for math require only a bachelor's degree, passing a basic-skills test and completing a minimum of 18 semester units or nine upper-division units in math.

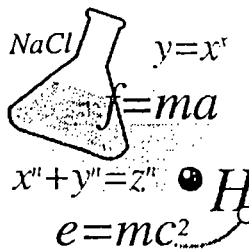
School districts around San Joaquin County, to varying degrees, have been forced to rely on teachers with emergency credentials to keep up with the demand of rising enrollment. To be sure, class-size reduction — largely an elementary-level program so far — is not the only factor:

- California's population continues to shift and grow; 1.5 million more residents are expected by 2020; 1 million more students are expected in the next six years.

- A downward spiral — either through increasing dropout rates or through graduates with weaker skills — is possible as colleges require more.

- Economic realities mean that more and more of the state's finest math and science teachers are leaving the profession for more money in the technical, private-industry workplace.

All the educational reform in the world won't help much if California doesn't have the qualified teachers necessary to prepare the next generation. The state's students will continue to fall behind and fail to reach high academic standards without proper instruction.



Education equation

- 1993-1997: 2,689 California teachers received credentials; 6,339 teachers received emergency permits.

- Next 10 years: 250,000-300,000 new teachers will be needed.

- Want to teach? For more information about CalTeach, call (800) 969-8322 or go to the Internet at www.calteach.com

Teachers must have the education and training to understand what students need to know and how to deliver it to them.

Charles B. Reed, chancellor of the California State University system, which educates 65 percent of the state's teachers, has identified future needs this way: "We need culturally diverse, caring, competent, committed and qualified teachers who have superior knowledge of their academic subject areas, and who are skilled communicators and motivators."

That's a tall order. To meet those goals, CSU has come up with a \$2 million campaign under the auspices of CalTeach — the California Center for Teaching Careers — aimed at three very different sources of future teachers:

- High school and college students thinking about their career options.

- Instructor assistants already working in the classroom.

- Professionals who, for whatever reason, may be contemplating career changes.

Is CalTeach the complete answer? Hardly, but it is encouraging to see those in higher education recognize the potential crisis that lies ahead if nothing is done.

Californians have invested heavily in reducing class sizes, and Gov. Gray Davis has just pushed through a quartet of education-reform measures. But we've compromised on teacher quality and education; attention and funding must be directed to teacher recruitment, training and support.

mb99

NEEDED: MORE TEACHERS

04/26/99

THE MODESTO BEE

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NEEDED: MORE TEACHERS

You can tell a lot about how an individual, organization or institution responds to what may appear to be overwhelming challenge.

Business and public administration graduate schools, among others, spend a lot of time examining the so-called best practices of the public, private and nonprofit sectors in how they attack difficult assignments, and they role-play complex, hypothetical situations to get some hands-on laboratory experience as well.

When they do, three characteristics often appear among successful case studies: smart, strategic thinking; aggressive, offensive action; and quantifiable results.

Higher education faces innumerable challenges. However, none is more daunting than the challenge of finding 250,000 to 300,000 new teachers who are going to be needed for California's public schools during the next 10 years. And these cannot be just warm bodies. In our increasingly knowledgeable-based economy, we need culturally diverse, caring, competent, committed, and qualified teachers who have superior knowledge of their academic subject areas and who are skilled communicators and motivators.

As with most complex situations, there is no proverbial silver bullet to solve this problem. Real life competition, economic realities, you name it, all temper whatever thinking might go toward a solution.

Certainly, as the education and training ground for about 65 percent of the teachers in California, we at the California State University system have initiated our own action plan. It calls for, among other initiatives, cutting the time required to obtain a teaching credential, operating teacher preparation programs year round, and giving students early experiential teaching opportunities so that they can know sooner rather than later if they have the personality and stamina to make it in the classroom.

But there is another initiative under way that complements what we are doing and is designed to expand the pool of prospective teachers cost-effectively and efficiently by casting the teacher recruitment net more widely to both general public and targeted groups. It is strategic, aggressive and results-driven.

Just last month, the California Center for Teaching Careers, or CalTeach as it is known, began a \$2 million advertising campaign aimed at three very different but potentially lucrative sources for future teachers. They include high school and college students thinking about their career options; instructor assistants already working with teachers in the classroom, and professionals who, for whatever reason, may be contemplating a career change.

The fact that we are packaging our message creatively, buying air time and targeting our campaign to specific market segments is a major step forward. But the CalTeach ad campaign, with its powerful call to "Change their lives. Change yours. Teach.," does more than just evoke emotion, it gives the viewer two options; call or click.

Call toll-free (888) CALTEACH to talk with a counselor about how to become a teacher, or log on to the Internet and visit CalTeach's website (www.calteach.com) for help in navigating the preparation process.

In the next six years, California public schools will open their doors to an additional one million students. That's on top of the demand for additional teachers created by class-size reduction, and it doesn't take into consideration retirement and the natural attrition of teachers.

Is CalTeach the entire solution? Of course not. But it is encouraging that, finally, we have taken our message to a medium that will reach future

Their view

State needs better trained teachers

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In California 15 million more residents are expected by 2020; 1 million more students are expected in the next six years.

The California State University system, which educates 65 percent of the state's teachers, has come up with a \$2-million campaign under the auspices of CalTeach — the California Center for Teaching Careers — aimed at three very different sources of future teachers:

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Californians have invested heavily in reducing class sizes, and Gov. Gray Davis has just pushed through a quartet of education-reform measures. But we've compromised on teacher quality and education; attention and funding must be directed to teacher recruitment, training and support. In the next 10 years 250,000-300,000 new teachers will be needed.

— *The Stockton Record*

AB 801 sets out a formula for overcrowded schools by multiplying actual units of average daily attendance by 1.01. Cardenas argued that this extra funding could be used for things like supplies and equipment, which get used up more quickly in chronically overcrowded schools.

Although many members of the committee were sympathetic to the issue, they worried that the money could be spent at the discretion of the school district.

"In my understanding of the way that the bill is written, the money would just go directly into the general fund," noted Assembly member **Scott Wildman**, D-Los Angeles.

An author's amendment agreed that the funds would be used specifically for structural changes such as portable classrooms or implementation of remedial, intervention, summer school, and intercession programs — all programs that are difficult for year-around schools.

An audit element was also added to the bill at the suggestion of the committee. Any district receiving funds would have to report to the Joint Legislative Audit Committee.

It was also taken as an author's amendment that "substantially overcrowded" would be defined with some type of formula from experts.

But some members questioned why a socio-economic index was not a part of the eligibility process.

"I am concerned about this because you are not identifying whether the districts involved would be low wealth, or above average," said **Lynne Leach**, R-Concord. "What do I tell my school districts in terms of your bill, where overcrowded school districts, the larger school districts, would be getting substantially more ADA now when they (schools in her area) are really squirming and trying to figure out how they can measure up?"

Cardenas explained that the increased ADA allowance would only be paid for those students in overcrowded campuses, not for every student in the district. He also pointed out that because schools are year-round they get bumped to the bottom of the list for new facilities funding under Proposition 1A, leaving no long-term solution.

TARGETING TEACHERS

Popular bill would pay districts to get credentialed teachers into poorer areas

By Jennifer Sparks

A legislative measure that would establish an incentive program to get fully credentialed teachers to teach in the most difficult schools received high praise across the board and it recently sailed out of the Assembly Committee on Education on a 13-1 vote.

AB 961 "is a great bill — a very intelligent bill and I will tell you why. Aside from the fact that we pay our teachers miserable salaries, we really still have an archaic system," said Assembly member **Charles Calderon**, D-Los Angeles. "And this bill unties the hands of schools to put the money where they need it."

A Harvard study done in 1991 indicated that teacher qualifications were more than five times as important as class size reduction in determining student achievement. Yet the schools with the greatest need, argued the bill's author, Assembly member **Darrell Steinberg**, D-Sacramento, have the highest percentage of emergency credentialed teachers.

Steinberg earned high praise from Assembly member **Jack Scott**, D-Pasadena: "For a long time I've observed that obviously the least attractive schools, from the standpoint of the difficulty of the problem, unfortunately attract the teachers, unless they are highly idealistic, who have less abilities," said Scott. "For a long time I've felt that we had to do something additional for teachers who were in very difficult schools to attract them there and to reward them once they go there."

AB 961 provides block grants for schools in the lowest 10 percent of the socio-economic index to create incentive programs to recruit credentialed teachers.

The money would match up to 25 percent of the base annual salary of full-time teachers in the school. These funds could be used for higher salaries, one-year professional contracts, equipment allowances, or whatever the district decided would be most effective.

"We decided to block grant the money to the local school districts and let them devise the best strategies possible given their circumstances and what they know about their areas and their pool of teachers," said Steinberg.

There is an accountability aspect to the bill as well. If within two years the district is not making substantial progress toward hiring and retaining credentialed teachers, the district would be required to return up to 50 percent of the funds.

Assembly member **Susan Davis**, D-San Diego, recommended that the goal should be not only be attaining credentialed teachers, but high-quality credentialed teachers. She suggested using mentor teacher status or national board certification as possible ways to ascertain the quality of the teacher.

Steinberg said that he also seeks high-quality credentialed teachers and that he and his staff are still working on this issue.

VOUCHER CONVERTS?

Democrat state senators say they might consider more choice if reforms fail

By Jennifer Sparks

Key Democrats in the Senate Education Committee have vowed to consider a voucher program if public schools do not improve under Governor **Davis'** education reform package.

SB 882, which was designed to set up a limited tax-supported voucher program, was voted down 3-8 in the Senate Education Committee, but state Senators **Tom Hayden**, D-Los Angeles, and **John Vasconcellos**, D-Santa Clara, expressed interest in the bill's opportunity scholarship program.

"I would probably vote for a bill next year or maybe this year if it said that the (Education) Department or somebody ought to get involved with a plan that would consider giving parents options in those situations where schools continually fail to improve," said Vasconcellos.

Senate bill 882, authored by state Sen. **Ray Haynes**, R-San Diego, would allow students the option to choose another public school or a private school if they are attending a public school that has for two consecutive years scored below the 20th percentile on the STAR test. They would also be eligible if attending a school identified as low-performing under the **Davis**-sponsored SB 1X, and if that school does not improve after twelve months.

If the student chooses to attend another public school, the transfer regulation would be waived. If the student chooses a private school, the average daily attendance funding that normally goes to the public school could be redeemed for private school tuition.

Many education organizations, including the Association of California School Administrators, the California Teachers Association, the California Federation of Teachers, as well as the State Superintendent of Public Instruction, opposed the bill. They said their chief concern was the draining of funds from public schools.

"What we are working on is a major set of reforms. The other end of that is that every time we reach in and pull money out of public schools we make those reforms harder and harder to implement," said **Ernest Silva** of the Association of California School Administrators.