

Reach for the Power
TEACH

Recruiting New Teachers, Inc.

385 Concord Avenue, Suite #103
Belmont, MA 02478
Telephone: (617) 489-6000
Fax: (617) 489-6005
rnt@rnt.org
www.rnt.org

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If America is to improve its public schools, teacher quality must become the top priority of education reform, according to a landmark poll released on November 17, 1998 by Recruiting New Teachers, Inc. (RNT) and public opinion analyst Louis Harris. The poll, which received generous funding from the Philip Morris Companies Inc. for research and dissemination of its findings, demonstrates a keen public awareness of the importance of teacher quality that cuts across all socioeconomic lines. Among the many poll findings are:

- Roughly nine out of ten Americans believe the way to lift student achievement is to ensure a qualified teacher in every classroom.
- The public believes (by more than 3:1) that teaching gives more back to America than any other profession—including medicine.
- The public supports increased spending to ensure qualified teachers, especially in schools serving low-income students.
- Americans reject the idea of allowing people with bachelor's degrees to enter teaching without preparation in the field of education.
- The public *favors* more stringent teacher licensing, stronger mentoring programs for novice teachers, and providing teachers extra time to keep up with new developments in their fields.

These and other findings from the poll show that the public believes the single most important thing we can do to help our children achieve high standards is to ensure a qualified teacher in every classroom every year.

We hope you will take the time to read the enclosed copy of *The Essential Profession*, and that you will find its portrait of public opinion useful in your own work. For more information, please call us at (617) 489-6000 or visit our Web site (www.rnt.org).

Sincerely,



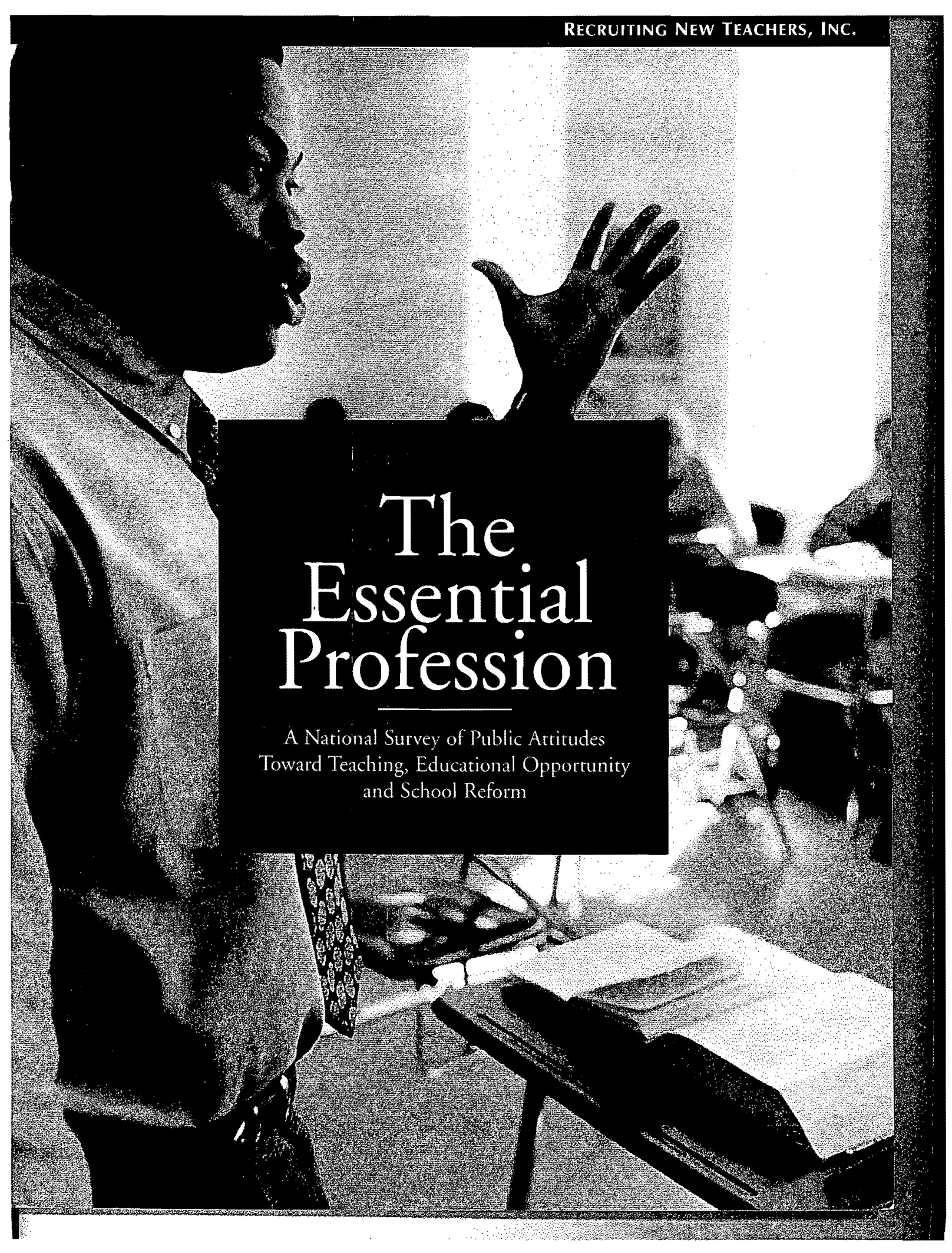
David Haselkorn
President

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The Essential Profession

A National Survey of Public Attitudes
Toward Teaching, Educational Opportunity
and School Reform