

Why TeachNC

Every student deserves a quality education – that’s a given. What you might not know is that teacher quality is the #1 in-school factor for guaranteeing students’ long-term success. Since educators play a crucial role in the lives of our students, TeachNC is designed to inspire teaching candidates to pursue the career and remove barriers that stand in their way.

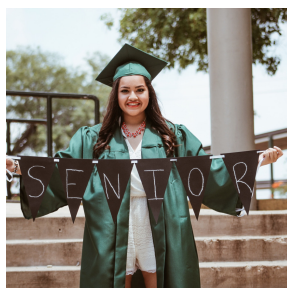
About TeachNC

TeachNC is a statewide teacher recruitment initiative that employs both a broad media campaign and a robust web platform to support teacher candidates in their quest to become a teacher. By elevating the teaching profession and recruiting top talent, TeachNC strives to shape perception, inspire action, and improve student outcomes.

Our Audience



Middle school students exploring their career options



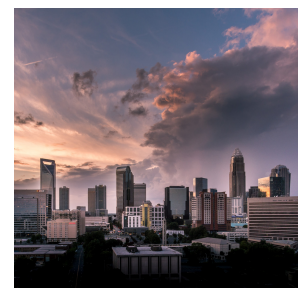
High school students considering college pathways



College students considering a different major or career path



Mid-career adults interested in a new profession



North Carolinians with a vested interest in education

The Campaign

The Media Campaign:

"**Teachers Have Better Work Stories**" highlights the ways in which teaching profession is challenging, fulfilling, and constantly evolving. These career qualities are particularly appealing to Millennials and Generation Z as they seek fulfilling professions.



The Website:

TeachNC.org is an interactive digital recruitment platform that centralizes all of the information and resources needed to become a teacher:



Licensure

Understanding licensure is the first step to becoming a teacher. TeachNC outlines licensure requirements and pathways for all candidates, from beginning college students to mid-career professionals.



Programs

To help candidates choose an educator preparation program (EPP) that will qualify them for licensure, TeachNC provides a database of North Carolina's EPPs, criteria to help candidates compare options, and advisors to provide 1-on-1 support.



Affordability

To help candidates understand affordability, TeachNC provides a finance guide with best practices, local and national scholarship listings, and cost-saving strategies. TeachNC also offsets candidates application costs through a \$100 reimbursement scholarship.



Applications

To make it easier to keep track of next steps and deadlines, candidates can create an application checklist that will follow up with them through email. TeachNC also offers guides with info on how to prep for testing and which applications are required.

Our Partners



Public Schools of North Carolina
State Board of Education
Department of Public Instruction



Our Sponsors



BILL & MELINDA
GATES foundation



John M Belk
Endowment
ELEVATE THROUGH EDUCATION

