

Office of Student Affairs and Enrollment Management

Recruitment Plan for BS in Education

This plan will focus on the recruitment, retention, and placement of students in the proposed Bachelors in Teacher Education Program. Our strategy is to market to the College's existing pool of students who are enrolled in lower division, associate degree programs in education, graduates of these programs, teacher assistants currently working in Broward County, and transfer students from private colleges and universities who may want to access a quality, affordable teacher education program.

Goals

Our recruitment goals for this program are as follows:

- Recruit and retain qualified candidates who can graduate as certified teachers in the Broward County Public Schools,
- Target and recruit minority students in the Teacher education program and maintain a percentage of total population of 50% and higher,
- Target and recruit Black and Hispanic males in the field of teacher education, and
- Specifically recruit students in the Math and Science teacher education programs from our current student and graduate population as well as other college and university programs.

Prospective Pool

Broward College Currently Enrolled Students*

During the fall 2008, 2500 Broward College students are currently enrolled as Education majors with program codes that closely align to the BS in Education programs (ESE, Math and Science).

- 1600 minority Black, Hispanic, Asian, Native Americans
- 245 male (225 Black and Hispanic)
- 900 non-minority students

Additionally, an existing pool of 2465 graduates from education, psychology, English, math and science are part of the prospective pool.

Teacher Assistants in Broward County

Broward County Public Schools employs 657 Teacher Assistants. Outreach efforts will be targeted to this population as they tend to have completed post-secondary course work and may have an earned associate degree. This group of potential students has a higher teacher education interest and job familiarity.

Transfer Students

The teacher education program in Math and Science is currently offered at Barry University (Private), FAU and FIU (Public). All of these schools deliver similar programs as BC; however, this year Barry has eliminated its Math and Science concentrations in Teacher Education. FAU and FIU's programs are targeted more toward Math and Science majors rather than education majors. Additionally, these institutions offer the same degree at higher tuition costs.

*Note: Pool will increase as more freshmen enroll in teacher education programs. We anticipate high interest for minorities due to scholarship opportunities and increased loan limits.

Access and Outreach Efforts

Addressing Access. Ease of application by any student at any campus is one of our goals. Bachelor students will be able to obtain all application materials online or in person at any campus location, which is no different from the associate degree program. Each campus can receive the application materials from students. A system structure has been put in place to notify the Teacher Education Specialist of applications submitted for review.

Additionally, the College's tuition rate for the cost of education is very affordable and is substantially less than area State and private colleges and universities. Our strategy to recruit minority and non-minority student populations by highlighting the availability of scholarships and educational financing that supports the State and Federal governments commitment to growing the number of certified teachers.

Targeted communication will highlight scholarships specifically for minority students--Minority Teacher Education Program, as well as, the following programs available for all students: Loan Forgiveness at the State and Federal levels, 2+2 scholarships for our own students, and other existing State and Federal Financial aid programs (Pell, FSEOG, FSAG, and Federal Stafford Loans Programs).

Outreach Methods. District Enrollment Management and Financial Services will reach this prospective pool in various ways:

- Email
- Direct Mail (program and scholarship brochures)

- Information Sessions on each campus—educate students about the program and career opportunities
- Web presence (announcements on home page and the students MyBC page)
- Automated phone calls with program specific messages and reminders

Persistence Strategies for Associate Degree Ed Majors

It is important to retain the pool of associate degree graduates so that these students can persist through the AA/AS programs to their BS programs. Intentional efforts need to be employed as follows:

- Associate Education Students will be assigned an advisor/counselor
- Advisors and counselors will work with all Education majors at the AA level to complete education plans for BS in Teacher Education.
- Students will be tracked through the applicant tracking model by their advisors to make sure they are on target with GPA and course requirements to complete their degrees timely.

Once students persist to their junior and senior levels they tend to be more focused on completing their educational program of study. Scholarships have guidelines built into their eligibility and continued awards that requires students to persist at with high academic standards with timely completion. The infrastructure of the program has embedded retention and success throughout the program.

Retention/Persistence of Bachelor Degree Students

- BS students must have an Education Plan that is individually designed for each student based on the courses needed to complete their degree.
- Students are advised by the Teacher Education Specialist each semester—students CANNOT self-advise nor can they register themselves. A system block will prohibit self-registration.
- Courses will be scheduled based on the needs of the cohort and are scheduled at times that are optimal for the student population.
- Students are enrolled as a cohort, which facilitates peer interaction.
- Students will be tracked through the Applicant/Student Success Tracking System currently used by the College in the Achieving the Dream Program.
- Full scholarships Minority Teacher Education Scholarships are available for full-time, minority students, as well as, student loans, pell grants, and other financial aid programs are available to assist all with financing education and cost of attendance.
- The FFMT program will also be a partner in the student retention process. The annual teacher recruitment and retention conference and their network activities all work to keep pre-professional educators focused and working toward their goals.

Clinical and Career Placement upon Graduation

Clinical Placements. The FLDOE requires all Teacher Education programs to develop and submit all the documentation forms for the students' clinical experiences and these are all contained in the Teacher Education Program Internship Handbook that all students receive.

Clinical Placements are divided into guided and structured placements. Both guided and structured placements require documentation of the FLDOE Standards. Guided placements have faculty generated activities, which are corrected by the Faculty. Structured placements require observation by a clinical supervisor--all are graded.

Practicum and Student Teaching clinical placements must be graded by the cooperating teacher within the Broward County Public schools and the Director of Clinical Education in the Teacher Education Program.

Career Placement. Placement of the graduates in public schools in high need, critical shortage areas is a requirement of Florida Teacher Education Programs. Therefore, the College has budgeted a part-time career counselor for years three and four 2010/11 and 2011/12. This person will be responsible for making job opportunities known to the graduates and assisting them in applying and securing teacher positions in their areas of specialty. Additionally, the State also requires Teacher Education programs to track all graduates in their places of employment for three (3) years post graduation.