

LEARNING, EARNING AND INVESTING

MIDDLE SCHOOL • HIGH SCHOOL

Recruitment Strategies for Your *Learning, Earning and Investing* Workshop

Your state department of education is an excellent place to begin the recruitment process. Within the department of education are curriculum specialists who know and understand their constituent teachers. Establishing a relationship with the curriculum specialists in middle school social studies, mathematics and gifted education and in high school economics and business education will allow you to leverage their teacher network, determine the most appropriate times and locations to hold workshops and even recruit teachers for your training. Schedule a time to meet with these specialists two or three months prior to the event. This meeting will assist you in determining the best possible dates and allow for the possibility of a notice of the workshop being included in any state department of education mailings or calendars of upcoming events.

It is also a good strategy to work with curriculum directors in local school districts. Most large districts have staff members assigned to curriculum areas such as social studies and mathematics. It is important to meet with these coordinators to establish appropriate dates and times for potential workshops. These individuals are excellent sources for teacher contacts, and your training may well fit within their professional development plans for district teachers. Schedule a time to meet with these coordinators two to three months prior to the event. Conducting teacher training and workshops without the support of local school district officials is missing an important part of your Center or Council support network. It can also be a source of problems when the local curriculum people receive phone calls about your workshop that they knew nothing about.

Additional areas to consider in the recruitment process are professional associations. School administrators generally belong to associations on a regional and statewide basis. A good place to begin is the state office of the American Association of School Administrators. They will be able to provide you with information regarding local, regional and statewide association meetings. This is an excellent contact point and one that will be beneficial beyond your LEI teacher workshop. Finally, teachers in the various disciplines have their own associations that you will want to contact. These associations can be accessed through the Internet. You may also contact your state department of education for information on professional associations.

The following is a summary of sources for identifying and recruiting middle school and high school teachers for your LEI workshop:

- ✓ Local School Districts
Social Studies, Gifted, Business and Mathematics Coordinators
- ✓ State Department of Education
Curriculum Specialists
- ✓ American Association of School Administrators State Office
- ✓ National Professional Associations State Organization