

<b>The Partner Local Education Agency (LEA) and TEACH Connecticut will contribute the following:</b>	
<b>Partner LEA Contributions</b>	<b>TEACH Connecticut Contributions</b>
<i>Elevate the image of the teaching profession.</i>	
<ul style="list-style-type: none"> <li>• Provide a signed letter endorsing the PSA campaign, which will be shared with media outlets to express support for the campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Produce and manage a statewide TV, radio, and digital media Public Service Awareness (PSA) advertising campaign, boosting the image of teaching</li> <li>• Contact media outlets to air the PSA ads and inform them about the initiative</li> </ul>
<ul style="list-style-type: none"> <li>• Link to TEACH Connecticut web portal from partner LEA website</li> </ul>	<ul style="list-style-type: none"> <li>• Design, build, and maintain the TEACH Connecticut web portal, which will be a one-stop-shop for anyone considering a career in teaching, and the PSA ads, which will drive individuals to visit the TEACH Connecticut web portal</li> <li>• Send research-backed messaging and materials via email, web, and social media to dispel misperceptions, answer key questions, and inspire greater interest</li> </ul>
<i>None</i>	<ul style="list-style-type: none"> <li>• Provide a program – “Talk to a Teacher” – designed to connect prospects with Connecticut educators to learn about the profession</li> </ul>
<i>Expand and diversify the educator pipeline and fill persistent certification shortage areas.</i>	
<ul style="list-style-type: none"> <li>• Provide a profile of partner LEA to post on the TEACH Connecticut web portal</li> </ul>	<ul style="list-style-type: none"> <li>• Provide an in-depth profile page for partner LEAs on the TEACH Connecticut web portal to help interested individuals become aware of the partner LEA and gain an enriched understanding of all the partner LEA has to offer</li> <li>• Link to partner LEA’s website, application, and contact information</li> </ul>
<ul style="list-style-type: none"> <li>• Administer the teaching interest questionnaire with high school students annually</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a questionnaire for high school students to indicate their interest level in teaching and subscribe to TEACH Connecticut if interested</li> <li>• Provide partner LEA with annual reports regarding student responses to the high school survey and subsequent engagement with TEACH Connecticut</li> </ul>
<ul style="list-style-type: none"> <li>• Print and distribute outreach materials – both hard copies and emails/digital copies – designed to identify students interested in teaching and subscribe them to TEACH Connecticut</li> </ul>	<ul style="list-style-type: none"> <li>• Provide direct outreach materials: soft copy files of posters, flyers, email templates, and other materials for partners to print and distribute</li> </ul>
<ul style="list-style-type: none"> <li>• Submit events, courses, activities, announcements, and deadlines associated with the teaching profession to be publicized through TEACH Connecticut</li> </ul>	<ul style="list-style-type: none"> <li>• Publicize partner LEA’s information sessions, events, deadlines, and announcements related to attracting future teachers</li> <li>• Create a calendar of events and directory of</li> </ul>

<ul style="list-style-type: none"> <li>Organize new events and activities that expose interested individuals to teaching</li> </ul>	<p>activities, deadlines, and opportunities associated with exploring the teaching profession and publicize them to TEACH Connecticut subscribers</p> <ul style="list-style-type: none"> <li>Provide partner LEA with recommendations and how-to guides for events that could increase partner LEA's students' interest in teaching</li> </ul>
<ul style="list-style-type: none"> <li>Work with TEACH Connecticut to send emails and conduct outreach to identify those from the LEA's constituencies who are considering a teaching career</li> </ul>	<ul style="list-style-type: none"> <li>Provide a database and annual survey for tracking alumni who subscribe to TEACH Connecticut as they progress through college and complete a preparation program</li> <li>Provide partner LEA with digital communication channels that will allow them to communicate with alumni and recruit alumni back to the partner LEA</li> <li>Provide partner LEAs with email templates to invite various constituencies to subscribe to TEACH Connecticut and connect them with pathways to gain certification and teach in partner LEA's schools</li> <li>Provide resources and supports to those constituencies to help them find a pathway to certification</li> </ul>
<ul style="list-style-type: none"> <li>Designate a point person to attend TEACH Connecticut meetings (2-4 per year), communicate with TEACH Connecticut in between meetings, and coordinate with colleagues to provide the necessary content outlined in this agreement</li> <li>Provide feedback on the best ways to achieve the goals of TEACH Connecticut and identify additional ways to contribute as all parties learn together</li> <li>Collaborate with TEACH Connecticut at the end of the application season to evaluate how many TEACH Connecticut subscribers applied to an educator preparation program</li> </ul>	<ul style="list-style-type: none"> <li>Host meetings (or webinars) to gather feedback, discuss progress, and determine next steps with partners</li> <li>Facilitate collaboration among partners to develop the best strategies for achieving the goals of TEACH Connecticut</li> <li>Collaborate with partners to measure and report year-over-year results</li> </ul>