



A proposal to help the University of North Carolina provide solutions to state's teacher shortage:

- 1) **RECRUITMENT** – Assist the University with a comprehensive statewide teacher recruitment plan and marketing strategy by increasing coverage of this issue in ongoing local programming. Historically, these issues receive regular coverage and will continue on an occasional basis, as determined by producers relative to other statewide issues and stories. It is safe to say that the following programs could commit to the following minimums, with recommended timetables from the University to help UNC-TV coordinate and package overall coverage:
  - a. **North Carolina Now** – coordinate features and newsmaker interviews coordinated with the University's campaign during key weeks (i.e., board meetings, fall recruitment, other statewide related conferences or events).
  - b. **North Carolina People** - one to two programs per year (i.e., principal and teacher of the year).
  - c. **Black Issues Forum** - coordinate features and studio guests coordinated with the University's campaign during key weeks (i.e., board meetings, fall recruitment, Closing the Achievement Gap events, etc.).
  - d. **Education Forum** – one program focusing on professional development, repurposed from features and interviews from above programs to air in spring or fall.
  - e. **UNC Today** – proposed as a new program for and about the University to be funded and produced by the University (i.e., content from University, and technical production by UNC-TV), independent of UNC-TV public affairs. The program could feature a variety of stories and priorities of the 16 campuses and its affiliates, taped monthly, airing on Saturday mornings on UNC-TV with repeats on UNC-ED or UNC-NC. *(Will require \$500,000 additional funding annually)*
  
- 2) **PREPARATION** – Assist campuses with traditional and lateral-entry teacher preparation to meet enrollment targets by offering, producing and distributing video-based e-learning segments to supplement existing curricula. *(Will require additional funding based on specific campus needs)*
  - a. Teacher Education Programs – work with the 15 UNC Schools, Colleges, and Departments of Education with their efforts in preparing teachers seeking licensure through alternative routes for program delivery, communication and information dissemination, and other special initiatives and services.
  - b. NC TEACH – will continue to provide existing online resources and assist the host Universities with the distribution of a full video-based e-learning curricula for lateral entry teachers.
  - c. PBS Teacherline – will provide new online professional development through facilitated courses that meet national and local standards, supportive and collaborative learning communities and exemplary Internet-based resources initiative in partnership with campuses and programs in the Center for School Leadership Development. *(Will require \$50,000 additional funding annually)*



- 3) **RETENTION** – Assist campuses and DPI with teacher retention, induction, & administrator support by expanding **Models of Teaching** professional development series, a great example of how the power of public television can be used to stimulate and enrich dialogue around issues of teacher professional development, recruitment, and retention. *(Will require \$1,350,000 additional funding over 5 years)*
  - a. UNC-TV will participate in the partnership team to significantly infuse technology into the curriculum and include video-based professional development materials, course credit modules and continuing education credit modules. Produced new video modules to add to series, including online guides to accompany videos for new teachers, existing teachers, principals and administrators seeking to improve their performance and profession.
  - b. The existing four-part series will be expanded to thirteen one-hour video episodes, segmented by several reusable modules. It will become a full telewebcourses, and modules will be integrated into other courses and curricula, and be distributed via broadcast and cable television, videocassette, DVD, CD, Internet, and DTV. Video segments will also be produced to supplement e-learning courses.
  
- 4) **COLLABORATION WITH COMMUNITY COLLEGES** – Assist campuses to leverage many of UNC-TV's 17,500 students taking telecourses toward 2+2 teacher education degree completion programs via teleWebcourses.
  - a. UNC-TV will assist campuses in developing distance education strategies to accommodate the delivery of telecourses and telewebcourses, similar to that of community colleges.
  - b. UNC-TV will help in the development of articulation agreements between campus teacher education programs and community colleges in establishing 2+2 teacher education programs to target this population.
  - c. UNC-TV will coordinate with the North Carolina Telecourse Consortium, composed of all public and private universities and community colleges, to identify and market to existing students enrolled in telecourses opportunities to obtain a bachelor's degree.

Submitted by Jay Holloway, Executive for University Partnerships