

Teach Like Me Logic Model – 4/1/15



Problem Statement: Teacher shortage and teacher attrition rates are high because of negativity surrounding the profession.

Goal: Improve teacher recruitment and retention by redefining public perceptions of the profession of teaching through the use of a social media campaign and business partnerships.

Rationale:

By employing a social media campaign that focuses on positivity in the profession of teaching, more people will be attracted to the profession and businesses will be willing to offer more teacher incentives/ discounts.

Inputs:

- Social Media
- Teachers
- PTA
- Businesses
- Videos
- Website
- Supporters
- School District
- OSDE

Activities:

- Increase social media following
- Create videos that showcase teaching
- 2nd Annual Teach Like Me Day – 5/5/15
- Build partnerships with existing teacher recruitment-focused organizations
- Meet with business leaders
- Partner with TOY's

Outputs:

- Videos will go viral and be shared across the country
- Businesses will offer discounts to teachers similar to those currently offered to military service members (10% off)

Outcomes:

Short Term:

30 Days

- Present Teach Like Me Campaign at next PTA Meeting & School Board Meeting to gain support and seek business connections
- Create next video “Educator PSA”
- Connect with Young Teachers Collective

Medium Term:

60-90 Days

- Meet face-to-face with business leaders to discuss teacher discounts
- Create TLM Across the Nation Video

Long Term:

90 Days and Beyond

- Secure at least two business teacher discounts
- Increase social media following/support by 1000 FB likes and 100 Twitter followers
- Hold the 2nd Annual Teach Like Me Day on 5/5/15

External Environment: Activist motivation and time, business responses