

Summary of work being undertaken to promote teaching as a career

The members of the Teacher Workforce Planning Advisory Group have provided the following summary of work being undertaken by their organisations to promote teaching as a career.

Universities

- The Universities have worked directly with other University departments to advertise teaching as a career, particularly for STEM subjects e.g. this raised recruitment to PDGE Maths in the University of Dundee. They also continue to work within our local authority partnerships to present teaching as a career to school leavers.

Edinburgh University

- The following provided by Edinburgh University outlines the University's marketing and recruitment activity in academic cycle 2018 -19:

Recruitment Events

- **PGDE & MSc Transformative Learning & Teaching (TLT)** - As part of the University wide Postgraduate Open Day, (Nov) the University offers a specific event for prospective students interested in teaching. This provides an opportunity to visit Moray House, find out more about the programmes and the admissions process as well as a chance to meet with academic staff and current students.
- Specific MSc TLT information sessions are held to offer holders to encourage strong conversion to matriculated student - led by the Programme Director providing interested students with detailed information on programme content & structure, work/life balance as well as career opportunities
- In partnership with the City of Edinburgh Council the University have held a Teach STEM Edinburgh event targeting 3rd & 4th year UG students - providing an opportunity to hear about the career opportunities teaching affords in Edinburgh, a chance to hear from current students as well as academics staff on the unique offering at the University of Edinburgh. At this event, students are also offered a shadowing experience in a local school. Future events are planned in early 2019 with a focus on STEM and other areas of teacher shortage. The University hope to work with other local authorities on these events in the future.
- **MA Physical Education; MA Primary Education with Gaelic (Fluent & Beginners Speakers)** as part of the University's Undergraduate Open Day (held three times a year) academic staff from the above programmes are available to meet with prospective students and their parents/carers to provide detailed information on Teacher Education at undergraduate level. At these events, the University also provide a printed brochure (in English and Gaelic) and offer a one off lecture for interested participants. Academic staff from the

MA Primary Education Gaelic also attend recruitment events held in the Highland and Islands.

Recruitment materials and activities

- Website - as the main point of contact for prospect students the University are currently reviewing the Teacher Education section on the Moray House web pages to ensure that it is user led and market insight informed – includes the information required such as detailed course content, authentic student voice, career info, and Edinburgh life.
- This also includes revamping profiles of current students and recent graduates as well as video content.
- The University work closely with the admissions team to monitor applications number against government set targets to ensure that if required additional marketing and conversion activities can be undertaken quickly - this has included a national radio advertising campaign as well as a digital advertising - in addition to the bi- annual advertising activity.
- Produce undergraduate brochure for Open Day and Post Offer visits
- Produce specific Brochure for MSc TLT
- Proactively engaged with the Scottish Government Education’s initiative supporting third parties agencies by arranging current student contacts and providing marketing collateral at career events.

General Teaching Council Scotland (GTCS)

Main actions taken or ongoing:

- accrediting innovative new initial teacher education programmes to broaden access to the profession by enabling and encouraging a wider range of individuals to qualify as teachers;
- ongoing engagement with CodeClan and the Chartered Banker Institute to explore provision for potential teachers from their programmes/ranks.
- delivering the Teach in Scotland advisory service (email and telephone at present – the website is currently retained by the Scottish Govt.);
- publishing the *So you want to teach in Scotland?* information booklet in hard copy format and online - this is intended for use by the Teach in Scotland advisory service, for distribution at events such as the Scottish Learning Festival and careers fairs, and is to be circulated to all schools/colleges in Scotland;
- publishing a *Returning to teaching in Scotland?* information booklet (Dec 2018 approx.), including information about available courses and the re-registration process, to encourage Scottish qualified teachers back into the classroom and to give teachers qualified outside Scotland the confidence to take up posts in Scotland following registration;

- ongoing engagement with representatives of military personnel and registration of spouses who are teachers re-locating to Scotland, eg Faslane, Leuchars and Kinloss.
- following recent GTCS research exercise, engagement with Scottish teachers teaching overseas to determine date of planned return to Scotland and preferred location/s for teaching in Scotland.
- ongoing engagement with other Teaching Councils worldwide to attract teachers to Scotland;
- continuing to streamline the re-registration and Qualified Outside Scotland processes to make it easier for teachers to register with us and get into schools more quickly;
- continuing to publish positive articles in the Teaching Scotland magazine, and elsewhere, to present a positive image of teaching as a career.

COSLA

- New section on the myjobscotland website which reflects the campaign to improve interest in teaching as a career.
- This site and the one for early years pulls in jobs linked to response to the Scottish government campaign of last year.
- The Scottish Government campaign drives traffic from its site to the myjobscotland site.
- Myjobscotland also has run adverts relating to early years and teachers.
- Most recent- Halloween YouTube advert covering employment in local government and advice on interviewing for teacher posts.

Local Authorities

Some examples:

Dundee Council

- Promoting the learn to teach programme to employees.

Glasgow City Council

- Providing a £10k training allowance for any graduates who currently work for the Council and willing to do the PGDE. To date have 13 from 15 employees who have successfully completed last year and are on the Induction scheme. There are a further 8 at various stages of getting school experience etc. The authority have promoted this at council employment events. The Council have given the employees a 2 year career break with a right to revert to a post (somewhere) so that if they fail they will still have employment.

- The Glasgow archdiocese have also organised a number of information sessions at a city centre primary for anyone interested in teaching in denominational primary schools and are using their links with the Council's Secondary schools to try and encourage young people to attend .

Falkirk Council

- Promoting the LTT programme to employees.
- STEM Secondary teachers – working with Dundee University to support the extension of widening access to retraining as a STEM teacher. This means the Council are working with the University to run a public briefing session for the public on 3/11/18 at Larbert High School.

Stirling Council

- Promoting the Learn to Teach Programme to employees.
- STEM Secondary teachers – working with Dundee and promoted locally, to encourage uptake for secondary teaching, STEM, Computing and Home Economics. This would be full-time study and colleagues could apply for £20k bursary.