

# Program Continuum

RECRUITMENT ••••• SELECTION & PLACEMENT ••••• TRAINING & ONGOING SUPPORT ••••• ALUMNI NETWORK

**IN ORDER TO INSPIRE OUR NATION'S MOST PROMISING FUTURE LEADERS** to join our movement, we have designed and implemented a highly aggressive and comprehensive recruitment campaign on campuses across the country.

## RECRUITMENT FOCUS

Given the challenges inherent in working toward our mission, Teach For America needs to attract highly motivated and capable individuals with the leadership skills and commitment to make a real impact in both the short- and long-term.

**College seniors and recent college graduates:** While we encourage people of all ages and experiences who have the skills we're looking for to apply, we focus the majority of our recruitment efforts on college seniors and recent college graduates. Our rationale for this decision is two-fold: recruiting on college campuses enables us to effectively reach a concentrated group of candidates with the necessary leadership skills, and with more of their career trajectory ahead of them, which is integral given the long-term scope of our mission.

**All academic backgrounds:** We believe that in order to truly eliminate educational inequity, we will ultimately need influential leaders, who have firsthand knowledge about the crisis of educational inequity, working in every sector to address the broader systemic challenges facing children in low-income areas. Therefore, we focus our efforts on recruiting promising candidates from all academic majors in order to draw individuals who will be likely to pursue a variety of professional interests beyond their two-year commitments.

**Diversity:** Knowing that it will take the combined efforts of individuals from all backgrounds and perspectives to realize our vision, we aim to recruit a diverse corps in every respect. Ninety-five percent of the students we serve are African-American and Latino. As such, we place special emphasis on recruiting African-American and Latino candidates. In an effort to ensure that qualified individuals of all economic situations are able to join our corps, we offer need-based financial aid packages ranging from \$1,000 - \$5,000 in grants and no-interest loans. In fact, about 60 percent of the corps receives financial aid. We also target scholarship recipients on campuses and work with financial aid offices.

**Math and science:** Given the shortage of math and science teachers in our schools, we also expend additional resources encouraging math and science majors to apply.

## RECRUITMENT STRATEGY

Twenty regional teams focus on three to seven campuses each, while a central team seeks candidates from 400 additional schools. Teach For America's recruitment teams work with student representatives, faculty, and administrators who are connected to top students to ensure we're reaching a diverse group of high potential prospects. Our recruiters conduct thousands of one-on-one meetings with top prospects to discuss career goals and Teach For America. These targeted efforts are supplemented by a comprehensive marketing campaign, which includes recruiting events, partnerships with student leader organizations, print and radio advertisements, and e-mail marketing.

"Teach For America [is] perhaps the most ubiquitous nonprofit recruiter on campuses ... none, besides perhaps Teach For America, adopt the aggressive approach of investment banks and management-consulting companies, which advertise jobs in the student newspapers and conduct on-campus presentations and interviews."

*The Chronicle of Philanthropy*

Over the last four years, we have grown our applicant pool from 5,000 to 17,000. Among the 2005 applicants were 12 percent of the senior classes of Yale and Spelman College, 11 percent of the graduating classes at Dartmouth and at Amherst College, and eight percent at Princeton and Harvard.

To learn more, visit us online at [www.teachforamerica.org](http://www.teachforamerica.org) or contact us at 1-800-832-1230.

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