



# New Educator: Engagement, Recruitment and Supports Campaign

## 2 Million New Educators Will Be Hired Over the Next 5 Years

That's why NEA, ISTA and affiliates nationwide are leading the New Educator Engagement, Recruitment, and Supports Campaign (New Ed). NEA has an opportunity to recruit and engage nearly 173,000 new educators nationwide this school year. The New Ed Campaign centers on having individual one-on-one conversations with every new educator in order to identify their interests and needs and invite them to join our collective voice — our Association.

### WHY PARTICIPATE IN THE NEW ED CAMPAIGN?

This campaign gives us an opportunity to establish our value as the go-to resource at the start of new educators' careers. Better, smarter offline and online organizing requires data. The New Ed Campaign intends to collect and use this data to strengthen and build our Association.

The New Ed campaign will bridge data gaps by collecting information through the New Educator Forms, providing feedback on new educators' interests and needs. Responses can also help sustain ongoing organizing efforts. For instance, if a new educator indicates an interest in social justice, a future organizing conversation could be framed by your local association and/or ISTA's pro-education agenda.

### HOW TO PARTICIPATE

1. For prospective members, ask new educators to complete the **New Educator Form** and return it to your membership chair or local president. You can find the form at [ista-in.org/new-educators](http://ista-in.org/new-educators).
2. If the new educator is joining the Association, ask the new member to complete the information directly on the **Membership Form** and submit the completed form to your membership chair or local president.

### WHAT HAPPENS NEXT?

Data collected, from both new and prospective members, will be entered into the Association's membership database system which will kick start an email campaign — a digital journey. New educators will enter the digital journey, designed to familiarize them with the work of the Association and connect them with resources and opportunities at the local, state and national level. Each new educator will receive an email from the ISTA State Coordinator, Craig Blume; NEA President, Lily Eskelsen Garcia; and ISTA President, Teresa Meredith.

### DATA BACK TO LOCALS

The New Educator information gathered on the forms includes contact, professional and interest-based information. That information will be input into ISTA's membership database where reports can be generated based on the data collected for each local.

Data will also be collected and disbursed regarding the series of emails sent via NEA's digital journey that will provide insights into how new educators are engaging with content based on their selected interests.

ISTA will provide regular reports to affiliates for analysis and progress tracking.

### WHAT YOUR LOCAL CAN DO WITH THE INFORMATION

The New Educator Forms can help inform one-on-one conversations you have in your local with new educators. The form responses can generate ideas for meeting the needs of new educators in your buildings and district. Are new educators most interested in student loan debt relief? Host a student loan informational event with Horace Mann.

Using the information from the New Educator Forms position your local as a support structure for new educators. Demonstrating Association value to new educators will increase membership and develop the next generation of Association leaders.