

Teacher Marketing and Recruitment Campaign (TMOC)

May 16, 2024



PHASE 2: TMOOC Approach Framework



6 Key Messages and Champion Toolkit



teaching is
creative



teaching is
legacy



teaching is
teamwork



teaching is
community
building



teaching is
opportunity



teaching is
evolving

Action Network to Elevate Teaching

Purpose:

To engage the wider community in elevating the teaching profession.

Opportunities:

1. ANET Convenings and Advisory Council
2. Develop a facilitation guide for Toolkits
3. Promote and engage in marketing campaign
4. Teacher Stories
5. Facilitate ANET Circles

ANET Circles

Purpose:

To create a space for different communities to reflect upon the role of teachers in their lives and to engage in “solutioning” to promote members of their community into the profession.

Opportunities:

1. Stipend for community organization to support
 - a. One or two facilitators leading an ANET Circle
 - b. Gift for 8-12 participants
2. Customize to fit community need and timing

THANK YOU!

Contact Us!



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