



Strategies to Address CTE Faculty Shortages



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Objectives

Understand research on CTE teacher shortage

Explore Promising Practices

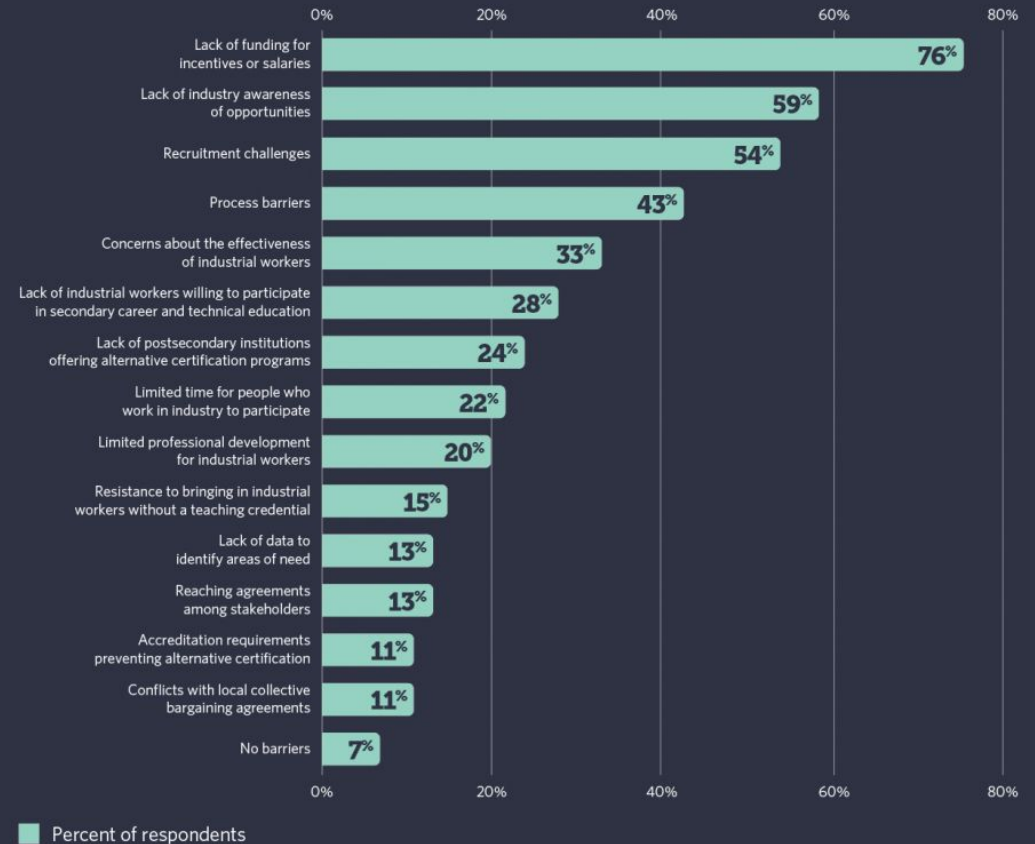
Identify local solutions

Reflection on Next Steps



Barriers to tapping industry for technical education

Lack of funding is a major reason why it's hard to bring people who work in industry into high schools, a survey of 47 state directors of career and technical education programs found.



Source: "The State of Career Technical Education: Increasing Access to Industry Experts in High Schools," Advance CTE, December 2016.

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Not a New
Issue

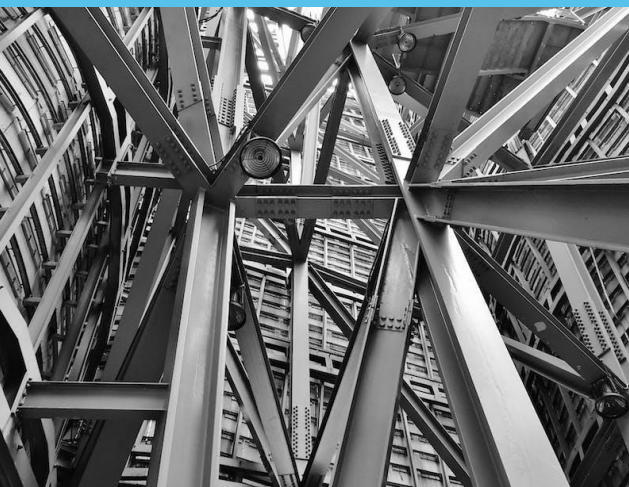
Methods to study shortage

Recruit
Retain
Prepare



- Surveys/Questionnaires
- Case Studies
- Analysis of employment data
- Literature Reviews
- Focus groups
- Interviews
- Policy studies
- Evaluations of programs

Need for a
Research
Agenda to
Address Problem



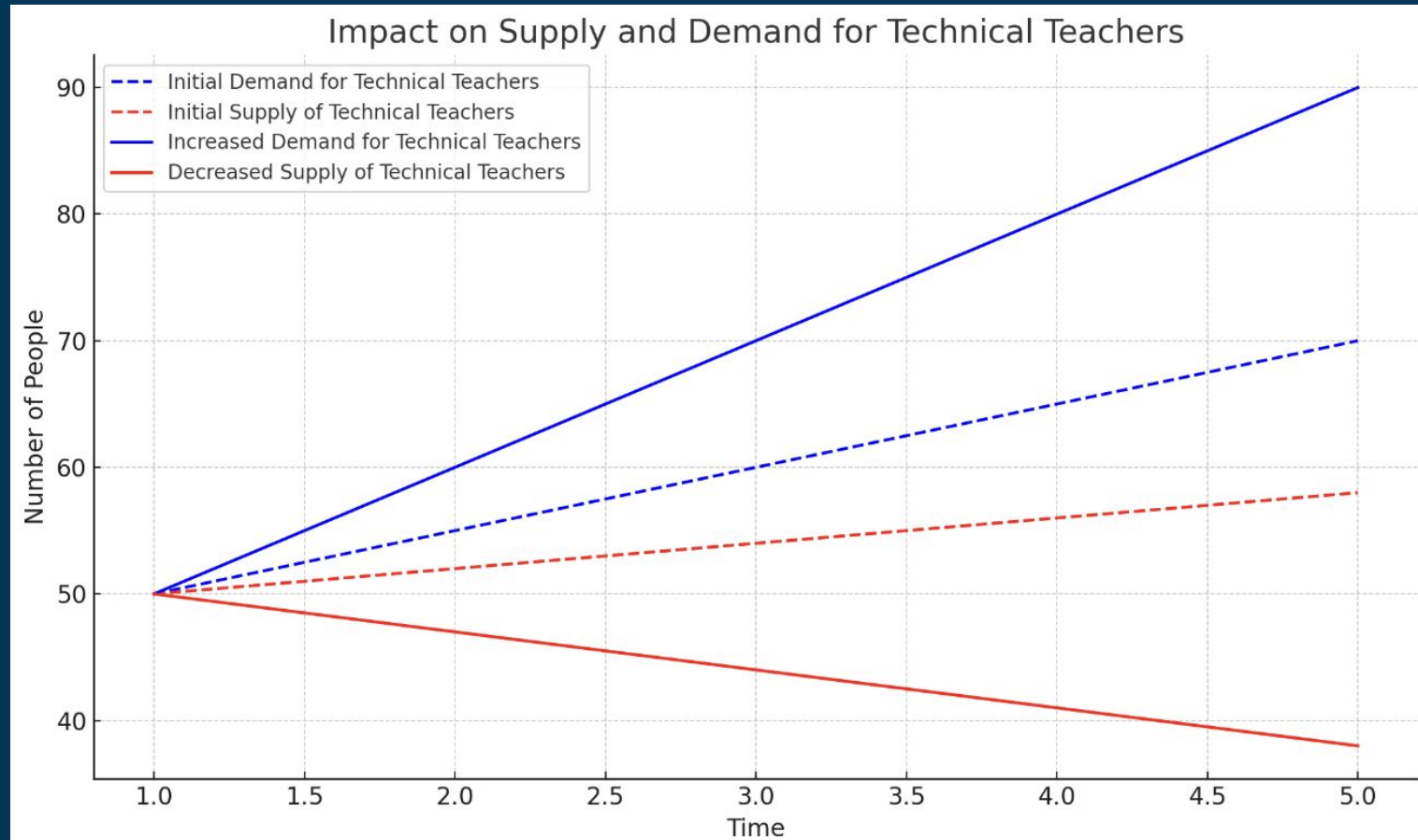
How to Study Shortage

- Human Capital Theory
 - Higher wages for technical skills
- Sociological Perspective
 - Status and prestige
- Motivation and Incentive Theories
 - Intrinsic Motivation
 - Extrinsic Motivation
- Policy Impacts
- Teacher pipeline and training
- Supply and Demand Dynamics
- Dynamic Labor Market Theory
 - Career trajectories
 - Influences on trajectories

WHY IS
THERE
A
SHORTAGE?

Potential Causes

- Increased demand
- Supply of teacher
- Budget Issues
 - Pay
- Qualifications
 - Work Experience
 - Degrees
 - Certifications
 - Credentials and Licensing
- Changing expectations
- Changing working conditions
- Geographical locations
- Competition with other schools
- Competition with business
- Aging workforce
- Secondary CTE teacher shortage



How to tell extent of shortages

- Word of mouth
- Job posting
- Program offerings
- Employers
- Challenges of estimating extent
 - What happens if we don't have a CTE teacher?
 - Long term shortages of CTE Teachers at postsecondary vs secondary

Advance CTE research on this issue, 86 percent of State Directors reported a moderate or severe CTE teacher shortage in at least one Career Cluster at the secondary level, and a further 60 percent indicated the same at the postsecondary level.

<https://ctepolicywatch.acteonline.org/2021/01/state-of-cte-cte-instructors-in-perkins-v-state-plans.html>

Impacts

- Educational Offerings & Curriculum
- Faculty Burnout
- Quality of Instruction
- Employee Well-being & Engagement
- Student Support & Satisfaction
- Community & External Engagement
- Reputation & Accreditation
- Financial & Institutional Health
- Collaboration & Teamwork



Recruit, Retain, and Prepare

Compensation/Salary/Incentives

Flexibility in Teaching Schedule

Alternative Pathways

Partnerships with Industry

Mentoring and Peer Support

Opensource Preparation Tools

Recruiting, retaining, and preparing postsecondary CTE teachers is not just an investment in education; it's an investment in the future workforce. These dedicated educators play a pivotal role in shaping the next generation of skilled professionals, ensuring that our industries remain strong and our communities prosper.



Success Via Apprenticeship (SVA)

- Graduates to become teachers
- Eligible for admission to college
- Components
 - Teaching internship
 - Industrial work experience
 - Postsecondary academic study

Wilkin, T., & Nwoke, G. I. (2011). Career and technical education teacher shortage: A successful model for recruitment and retention. *Journal of STEM Teacher Education*, 48(1), 6.



Challenges

- CTE is in so many places
 - Credit / non-credit
 - Clusters
 - Diversity of the fields
- Data
 - Is not available
- Differences by states/regions
- Economic impact of shortage
- Stakeholders for CTE teacher shortage

Challenges for Researching Postsecondary CTE Teacher Shortage





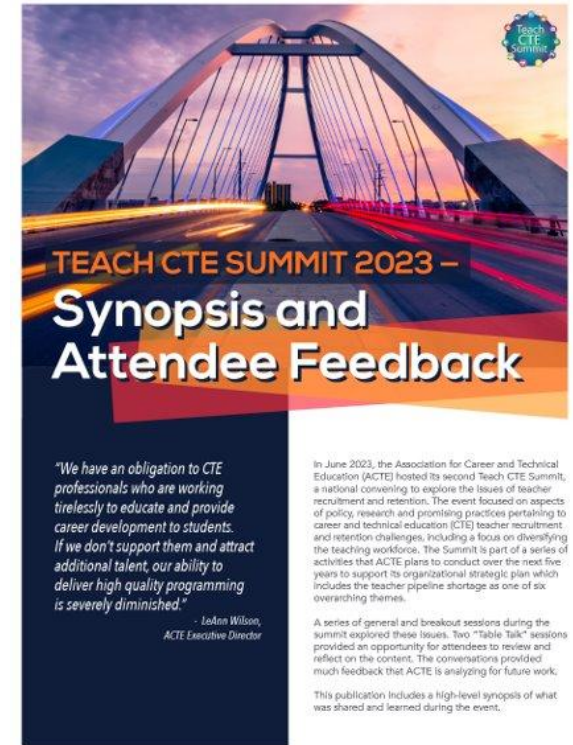
Teach CTE Repository

This repository continuously highlights promising programs and practices around the CTE educator pipeline. The entries are collected from reports, articles and other resources that provide background about this critical issue and reveal promising programs and practices. We hope to share more about proven strategies as that knowledge becomes available.

Disclaimer: No materials presented in the repository should be presumed to reflect the positions or policies of ACTE. ACTE does not guarantee the accuracy or applicability of the information represented in this repository. In addition, ACTE does not endorse any program, practice or organization present in this repository. The information present is strictly for informational and educational purposes.

Promising Practices

tinyurl.com/teachctereport



Teach CTE Summit 2023

The image shows the cover of a report titled "TEACH CTE SUMMIT 2023 – Synopsis and Attendee Feedback". The background is a photograph of a modern cable-stayed bridge at dusk, with light trails from traffic on the bridge. In the top right corner, there is a circular logo for the "Teach CTE Summit" featuring various icons. The title is prominently displayed in the center. Below the title, there is a quote from LeAnn Wilson, ACTE Executive Director, and two paragraphs of text providing context about the summit and the report's content.

**TEACH CTE SUMMIT 2023 –
Synopsis and
Attendee Feedback**

“We have an obligation to CTE professionals who are working tirelessly to educate and provide career development to students. If we don’t support them and attract additional talent, our ability to deliver high quality programming is severely diminished.”

- LeAnn Wilson,
ACTE Executive Director

In June 2023, the Association for Career and Technical Education (ACTE) hosted its second Teach CTE Summit, a national convening to explore the issues of teacher recruitment and retention. The event focused on aspects of policy, research and promising practices pertaining to career and technical education (CTE) teacher recruitment and retention challenges, including a focus on diversifying the teaching workforce. The Summit is part of a series of activities that ACTE plans to conduct over the next five years to support its organizational strategic plan which includes the teacher pipeline shortage as one of six overarching themes.

A series of general and breakout sessions during the summit explored these issues. Two “Table Talk” sessions provided an opportunity for attendees to review and reflect on the content. The conversations provided much feedback that ACTE is analyzing for future work.

This publication includes a high-level synopsis of what was shared and learned during the event.

<https://tinyurl.com/teachctereport>

TEACH CTE RECRUITMENT TOOLKIT

Why you should TEACH CTE!

Career and technical education (CTE) teachers prepare students for careers across a wide range of industries and occupations, imparting academic, technical and employability skills and ensuring students' lifelong success. A career as a CTE teacher can help you meet your personal and professional goals and:

- 1. Make a difference in your community.**
CTE educators develop the next generation of highly skilled professionals, leaders and innovators for critical jobs and industries, sparking economic growth and impacting the lives of countless individuals, families and communities in a meaningful, lasting way.
- 2. Teach what you love to do.**
CTE educators take their passions and expertise and turn them into a career - they can spend their days teaching learners about the careers and industries they love.
- 3. Prepare students for the real world.**
CTE educators help learners prepare for lifelong success by teaching real-world skills like problem solving, time management and communications skills, as well as the technical skills students need for high-quality jobs.
- 4. Motivate and engage students.**
CTE educators motivate students about learning with hands-on projects that tackle real-world challenges and use high-tech tools, from 3D printers to virtual and augmented reality simulations to mobile labs.
- 5. Benefit from work-life balance.**
CTE educators have a work schedule that allows for time off during holidays and over the summer, making teaching a great career for aligning with your family's schedule.
- 6. Earn good pay and benefit packages.**
CTE educators can make more than \$60,000 per year on average, and up to nearly \$100,000, depending on years of experience, background and local salary scale, and earn benefits like health care and retirement savings.
- 7. Experience job security.**
There is a significant shortage of CTE educators across the country, and they are in high demand at middle schools, high schools, area technical centers, community and technical colleges, and some four-year universities. With a wide variety of jobs available, CTE educators can choose the location and age group they work with.
- 8. Quality for financial support.**
CTE educators are eligible for grants, scholarships and loan forgiveness programs to help them pay for their education. People with industry experience often start in the classroom immediately, getting paid as they grow their teaching skills.
- 9. Enjoy variety.**
Every day as a CTE teacher is different! CTE educators are empowered to be creative as they engage students, whether in the classroom or lab, touring a worksite, preparing students for competitive events through Career and Technical Student Organizations - the possibilities are endless.
- 10. Be a lifelong learner.**
CTE educators have access to continuous professional development to build their skills in education and in the career fields and industries they teach. There are also numerous opportunities to move into leadership roles.

Host Your Own Teach CTE Event!

Perhaps one of the most important ways that we can raise awareness of the benefits of becoming a CTE educator is to conduct effective outreach to potential teachers, including students, parents, fellow educators, community stakeholders and others. What better way to urge students to pursue a career as a CTE educator than demonstrating the possibilities in an interactive way?

Hosting your own event to support recruitment of future CTE educators is an effective way to boost understanding and awareness of the issue within your entire community. By hosting a Teach CTE event, all stakeholders can work together to recruit students into the CTE education profession. Regardless of the type of event you are planning, here are some general tips:

- 1. IDENTIFY PLANNING PARTNERS**
Events of this scale will require multiple individuals working together to bring all pieces of the event to fruition. Ideally, you should establish a planning committee to make the planning process as seamless as possible and convene this committee on a regular basis to keep the timeline moving and ensure good communication. Depending on the type and scale of the event, you may want to include:
 - i. State and/or local CTE administrators and educators
 - ii. State and local CTSO leaders
 - iii. State ACTE association leadership
 - iv. Faculty representatives of educator preparation programs
 - v. Students
- 2. CHOOSE THE TYPE OF EVENT**
You have a lot of flexibility to choose the type of event that best fits your needs. There are a variety of ways to showcase CTE teaching to attendees, but three of the most common for CTE educator recruitment are:
 - **"Signing day" event:** Signing days are events where students sign a letter of intent to announce their decision to enroll in a CTE educator preparation program in front of friends, family and community members.

TEACH CTE
PRIDE IN OUR PROFESSION
Making a difference in the lives of learners

NAAE National #TeachAg Campaign

SAVE THE DATE!
NAAE NATIONAL #TEACHAG DAY
THURSDAY, SEPTEMBER 21, 2023 | WWW.NAAE.ORG/TEACHAG

Save the Date for NAAE National #TeachAg Day, which is Thursday, September 21, 2023! NAAE is excited to be sharing educator resources, lesson plans, and more in the weeks to come. NAAE National #TeachAg Day is an initiative of the National Association of Agricultural Educators (NAAE). NAAE is proud to partner with the CHS Foundation to encourage others to teach school-based agriculture and recognize the important role that agriculture teachers play in our schools and communities.

CLICK HERE TO MEET THE 2022-23 NAAE NATIONAL #TEACHAG AMBASSADORS

WHY TEACH AG?

FIND A COLLEGE

STATE TEACH AG SITES

FUTURE TEACHER RESOURCES

CLICK HERE TO JOIN THE NAAE NATIONAL #TEACHAG CAMPAIGN

STUDENTS | TEACHERS | SUPPORTERS

<https://www.acteonline.org/teach-cte-recruitment-toolkit>

Other Resources



A graphic for the CTE Teacher Recruitment, Training, and Retention Toolkit. It shows a person in a yellow suit holding a glowing orb labeled "skills". Surrounding the orb are icons for a wrench and hammer, a person, a lightbulb, and a brain, all connected by lines.

CTE Teacher Recruitment, Training, and Retention Toolkit

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Supported by [ECMC Foundation](#) Mini Grant Fund

Faculty Recruitment Toolkit

Hiring outstanding colleagues is one of the most critical responsibilities of a faculty member. Actively engaging in robust recruitment efforts enables us to attract top scholars to enhance CSU's diverse academic environment and is fundamental to the health and well-being of our thriving institution. Recruitment efforts should be ongoing and not just relegated to when a formal search is underway. Faculty members who actively engage in broadly diverse strategic recruitment efforts also support the universities commitment to inclusive excellence. Strong recruitment enhances our institutional reputation and should leave positive impressions even on people who are not interviewed or not offered a position. For those who are offered a position, a positive and rigorous recruitment experience is the natural start to a robust and welcoming integration into the university as a colleague.

Included on this page are tools and best practices to search and recruit equitably and robustly, and to attract and retain world-class talent. All of the materials presented are based in the peer-reviewed published literature and are proven best practices. [While individual studies are not cited to keep the materials readable, the bibliography can be found here.](#)

- Before the Search
- During the Search
- After the Search
- After the Hire

Before the Search

Being part of the faculty search process is one of the most important things that you can do to ensure CSU is providing students with high-quality experiences and promoting scholarly excellence. This section contains resources focused on faculty recruitment; compiling search committees; obtaining training for search committee chairs and members; writing faculty position descriptions; and posting open positions.

Diversity, Equity, and Inclusion

While preparing for a search, there are many opportunities to embed best practices for enhancing diversity, equity and inclusion (DEI). These practices include but are not limited to choosing the search committee; delivering a thorough and thoughtful charge meeting; training and educating the search committee on topics such as bias, microaggressions, and inclusive language; writing a position description that focuses on using inclusive language; creating a plan to evaluate all candidates; and promoting ongoing active recruitment practices that engage many talented colleagues at every opportunity (even when searches are not currently happening). It is also important to consider the time it takes to fully invest in a



Next Steps

- Create a planning committee and set objectives for awareness, marketing and outreach
- Investigate historical hiring need trends at your institution; communicate with local advisory group leads
- Talk with your institution's marketing & communications team; explore a Teach CTE campaign
- Participate in Teach CTE Workshops in 2024 (April, May, June-Locations TBA)

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