

Your journey with GFO continued

Making the most of GFO resources



Planning a full GFO campaign

Craft your strategy

A successful GFO campaign includes presentations, posters, flyers, social media, and visits to a range of campus events including admissions events, student life activities, clubs, and classes.

Timeline	Stakeholders	Materials

Tailor all the GFO resources

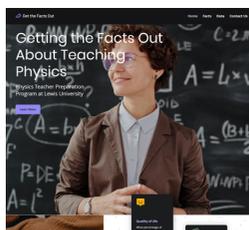
Tailor a **full suite** of GFO resources for your local context. Include local teacher salary data and information on retirement benefits for your state. Add in your branding and contact information. You can even update the colors to match your institution's branding. Data for your locale can be found on the GFO website.



Robin from FSU created her own large-scale bulletin board spread with posters, infographics and facts for her hallway.



Jean from UIndy displaying her custom, resource-stocked table setup.



Joe from Lewis University incorporated GFO messaging and facts into his local teacher preparation website.

Presentations!

The 'Busting Myths' student presentation is our **most effective tool** for improving perceptions about the teaching profession. A successful GFO campaign should include regular **presentations to the students** your program draws from as well as their peers and faculty whom they interact with.

Register your GFO activities and you're now a **3-star Champion!**



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GettheFactsOut.org/
gfo-community/

Connect with GFO!

Share your ideas and connect with other Champions.

Developing a Teacher Recruitment Plan

GFO User Guide



Sharing the facts about the teaching profession

Instructions and Inspiration

Get the Facts Out



Get the Facts Out Resources

GettheFactsOut.org

How you can 'Get the Facts Out' about the teaching profession

Presentations



Busting Myths about the Teaching Profession

STUDENT PRESENTATION · 15-30 mins · PPTX

Designed to facilitate discussion with **students** who may or may not be interested in teaching, in a variety of contexts.



Teaching: The Best Kept Secret

FACULTY PRESENTATION · 15-90 mins · PPTX

Designed to facilitate discussion with **faculty/staff** who may talk with students about teaching as a career.

Data / Handouts



Teacher Salary Data

INFOGRAPHIC + SALARY SLIDE · 1-5 mins · PDF/PPTX

Localized data, including an infographic with key salary numbers and housing (*A Teacher's Life by the Numbers*) plus slides to be used with the presentations above.



Data Handouts

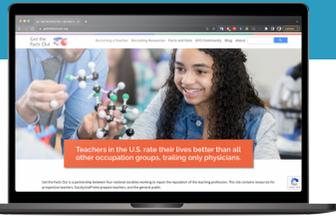
PRINTABLES · 5-15 mins · DOCX/PDF

Share these handouts with students or faculty any time you are having a conversation about the teaching profession or have a stack available outside your door.

Effectiveness



When used as designed, GFO resources have been shown to positively impact students' perceptions of the teaching profession with a **third** indicating an increased interest in becoming a teacher after a single presentation.



Videos



Testimonials and inspiration

Posters



Use as they are or modify for your institution

Brochures



Engage with students one-on-one



GetTheFactsOut.org/recruiting-resources

Your early journey with GFO

The first steps for using GFO resources to recruit the next generation of STEM teachers



Getting started with GFO

Get to know the facts

A **good first place to start** is to look through the facts that the GFO team has compiled and tested to help recruit STEM teachers.

The **Explore Teaching** page shares info prospective teachers ask about, while the **Facts and Data** page shares additional facts that faculty wonder about:

GetTheFactsOut.org/prospective-teachers



Share the facts one-on-one

Have brief personal conversations with students or faculty members. As a **conversation starter**, use



a brochure



or data handouts

We have also prepared a **'First Conversations Guide'** online.

Register! You're already a **GFO Champion** GettheFactsOut.org/become-gfo-champion



Now that you've started

Share the facts more broadly

With some GFO-backed conversations under your belt, you are ready to start sharing facts about the teaching profession with a wider audience.

If you haven't already, dig into more of the **local data** on teaching for your area. GFO has data for over 300 locations and can help collect data for your area if it's not already on the site.

Incorporate GFO messaging about the facts into your program flyers or on your program website. You could also share GFO memes on your Facebook page or on Instagram.



Find local Teacher Salary data *tip* You can request help with this data search at GettheFactsOut.org/teacher-salary-data



Customize **posters and data handouts** for your institution and local context



GFO standard



University of Indianapolis



You're now a 1- or 2-star Champion!



Give a **'Busting Myths'** presentation to your class or at an information session for interested students.