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.

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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!

Get the Facts Out.org/gfo-community/
Connect with GFO!
Share your ideas and connect with other Champions.
Get the Facts Out Resources

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.

Your early journey with GFO

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:

Posters
Testimonials and inspiration
Use as they are or modify for your institution

Videos

Brochures

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.

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

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.

Now that you’ve started

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

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.

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.

GetTheFactsOut.org/recruiting-resources

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.