

The 15th Annual Greater New Orleans Charter School Teacher Fair



**A Report to the Orleans Parish School Board
December 16, 2021
Kenneth J. Ducote, GNOCCS Executive Director**

Greater New Orleans Collaborative of Charter Schools

- ❖ **Our mission is to ensure the sustainability and growth of high-quality public charter schools in the Greater New Orleans Area in order to offer families a choice among high-quality educational programs.**

- ❖ **We do this through**
 - **Supporting charter school leaders in their work**
 - **Providing a voice for local charters in educational policy development**
 - **Building capacity within, and collaboration among, charters with respect to programs, operations, and services**
 - **Advocating for charter autonomy, accountability, and sustainability**
 - **Collaborating and partnering among internal and external peer groups**
 - **Sharing information among schools and within the general community**

Founded in 2007, GNOCCS is currently a network of 14 charter member operators, with 22 public charter schools of Types 1, 2, 3, and 3B in Orleans and Jefferson Parishes, serving over 16,000 students. An additional 9 schools serving over 5000 students in Orleans Parish participate as auxiliary subject-matter cohort members.

The 15th Annual GNOCCS Teacher Fair

- GNOCCS teacher recruitment support for public charter schools has three parts:
 1. Year-round website system of posting charter school vacancies by hiring schools and of applicant resumes by prospective degreed professionals (www.gnocollaborative.com).
 2. Annual Teacher Fair to connect applicants and charters together for introductions, credentials reviews, and interviews
 3. Connecting applicants with alternative certification providers and housing assistance providers.
- Free at no cost to all Louisiana charter schools and to all potential applicants so as to attract more candidates. Most participating schools are from Orleans Parish.
- Includes “charter like” schools (e.g., Travis Hill School, EQA, etc.).
- Degreed professionals include teachers, counselors, nurses, coaches, instructional support staff, administrators, and other such professionals.

The 15th Annual GNOCSS Teacher Fair

FY2021 Funding

- GNO Collaborative \$ 32,000
- Pro Bono Publico \$ 5,000
- NSNO \$ 8,000
- **Total** \$ **45,000**

FY2021 Expenditures

- Maintain website \$ 10,703
- Virtual platform license \$ 8,662
- Marketing/ads/PR \$ 13,635
- Staffing \$ 12,000
- **Total** \$ **45,000**

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- **Usage of GNOCCS Teacher Recruitment Website: 7/1/20 – 6/30/21**
 - **Total number of sessions** **45,149**
 - **New visitors** **25,179**
 - **Returning visitors** **19,970**
 - **Originations of sessions**
 - **Within Orleans** **15,980**
 - **Within GNO other** **5,803**
 - **Outside of GNO** **23,366**
 - **Total number of pageviews** **88,679**

GNOCCS Teacher Fairs # 1 through 14: In-Person



The 15th Annual GNOCCS Teacher Fair

- **Held virtually from 9:00 a.m. to 1:00 p.m. on two dates:**
 - **March 20, 2021, and May 15, 2021**
- **Analytics**
 - **Candidates**
 - **665 applicants registered**
 - **393 applicants attended**
 - **Public Charter School Representatives**
 - **195 representatives of 90+ schools in 72 virtual booths**
 - **Conducted 1815 interviews with candidates**

The 15th Annual GNOCCS Teacher Fair Marketing Outreach

<u>Social Media</u>	<u>TV/Radio</u>	<u>General Ads</u>	<u>Campus Ads*</u>	<u>Non-Profits</u>
NO Agenda	WWL-TV ads	Data News	LSU	GNOCCS
Craig's List	WWL-TV interview	Times-Picayune	SLU	Charters
Facebook	WBOK ads	The Advocate	Tulane	NSNO
GNOCCS website	WBOK interview	Gambit Weekly	Loyola	TFA
nola.com	Radio Free Vietnam	Louisiana Weekly	Xavier	
Twitter	WDSU-TV interview	Jambalaya News		

*Note: Many campus newspapers were not published during the pandemic closures

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More Effective Marketing Results

1. Social media
2. Non-profits & charters
3. Friends and/or colleagues
4. TV and/or radio

Less Effective Marketing Results

1. School boards
2. University education departments
3. Newspapers
4. Flyers

Based on candidate exit surveys

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- **Candidates' Self-Reported Characteristics**

- **Certification** 64% certified
- **GNOCCS Fairs** 73% attending first GNOCCS Teacher Fair
- **Teaching Interest**
 - **Pre-school** 22%
 - **Elementary** 60%
 - **Middle** 29%
 - **High** 50%
- **Gender** 21% male
- **Race/Ethnicity**
 - **Asian** 12%
 - **Black/African American** 51%
 - **Hispanic/Latinx** 5%
 - **White** 33%
 - **Native American** 3%

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Participating Charter Operators

Akili Academy	Elan Academy	Lusher CS	Warren Easton CHS
Algiers CS Association	Fannie C Williams CS	Martin Behrman CS	Young Audiences CS
ARISE Academy	FirstLine Schools	Mary McLeod Bethune ES	Einstein Charters
Audubon Charters	Discovery Plus Program	Mildred Osborne CS	EQA Schools
Belle Chasse Academy	Harriet Tubman Charter	Morris Jeff CS	Jefferson RISE CS
Benjamin Franklin ES	Hynes Charters	NO Science & Math CHS	KIPP NO Schools
Benjamin Franklin HS	InspireNOLA Schools	NOMMA	L B Landry HS
Collegiate Academies	International HSNO	Paul Habans CS	Sophie B Wright HS
Community Academies	International SL	RENEW Schools	The Aurora Program
Democracy Prep	James Singleton CS	Robert R Moton CS	Travis Hill School
Discovery Schools	Dr. Martin Luther King CS	Laureate Academy	Lycée Français

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- Assessment of 2021 Candidates by School Representatives with regard to Candidates' certification, education, and motivation
 - Poor 0%
 - Fair 3%
 - Good 31%
 - Very Good 52%
 - Excellent 14%

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Schools' Assessments of Organization of 2021 Teacher Fair

- Poor 0%
- Fair 3%
- Good 21%
- Very Good 34%
- Excellent 41%

Schools' Assessments of 2021 Teacher Fair Being Beneficial

1. 0% (least beneficial)
2. 7%
3. 34%
4. 34%
5. 24% (most beneficial)

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Candidates' Assessments of Organization of 2021 Teacher Fair

- Poor 3%
- Fair 8%
- Good 29%
- Very Good 29%
- Excellent 31%

Candidates' Assessments of 2021 Teacher Fair Being Beneficial

1. 2% (least beneficial)
2. 8%
3. 27%
4. 63% (most beneficial)

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Participating Alternative Certification Providers

- Columbia University
- Grand Canyon University
- Louisiana State University – Shreveport
- Loyola University
- Relay Graduate School of Education
- Southern University of New Orleans
- TeachNOLA
- The New Teacher Project
- Tulane University
- University of Holy Cross
- University of Louisiana – Monroe
- University of New Orleans
- Xavier University of New Orleans

Participating Housing Assistance Providers

- Neighborhood Housing Service
- New Orleans Home Mortgage Authority / Finance NOLA

The Next GNOCCS Teacher Fair

Initiatives Begun Pre-Pandemic Being Prioritized

- Participate in Smithsonian Institutions partnership for strategies to increase diversity among STEM faculty.
- Augment advertising in Asian and Latinx/Hispanic communities with personal direct outreach.
- Maintain advertising and personal outreach in general population and African American communities.
- Seek funding to expand advertising for candidates outside of Metro NOLA area.

The 16th Annual GNOCCS Teacher Fair

SAVE THE DATE

2022 **CHARTER** LOUISIANA **MARCH 12**
SCHOOL AND **MAY 7**
TEACHER FAIR A VIRTUAL EVENT



www.gnocollaborative.com