

ECKEL & VAUGHAN

MEMORANDUM

T O: NC Education Human Capital Roundtable
F R O M: Eckel & Vaughan
R E: Pre-Coalition Launch Interim Messaging
D A T E: April 4, 2022

Overview

Eckel & Vaughan has developed interim, external messaging for Roundtable members currently navigating public conversations around PEPSC's upcoming proposal and the events that will follow. This guide helps ensure we're all sharing consistent messaging with our networks. Please note the talking points below exclude any mention of the Roundtable, UpliftEd or any specific insight into the ongoing progress of PEPSC's work. That is because:

1. The Roundtable is in the midst of dissolving (soon, there will be no Roundtable – only the coalition).
2. The UpliftEd Coalition does not yet exist. We're in the process of forming it. There's no reason to reference it beyond recruitment conversations.
3. We are not experts on PEPSC's proposal. We are simply following PEPSC's work and support its foundational ideals.

Key Messages

- Teaching is an undervalued profession. Most professions have clear career paths, opportunities for advancement, and opportunities to progressively earn more based on impact.
- For teachers, practically the only way to advance is to leave their classroom/students to go into administration.
- In 55% of North Carolina counties, public school districts are the largest employer – affirming the need for teachers.
- For EPP completers, only 54% end up teaching within three years of graduation. This tells us there is a desire to teach, but great candidates aren't following through with the profession. Our teacher pipeline is shrinking.
- Now more than ever, North Carolina needs an education system that recruits the most qualified teacher candidates, commits to empowering and supporting their development as teaching professionals, and retains the most engaging and impactful professionals.
- It is public knowledge that PEPSC is working on a plan to reform North Carolina's educational system. Based on my experience in education and the values that I've held throughout my own career, I believe that this work is admirable and necessary.
- While PEPSC's plan is still very much "in the works," I am supportive of its core principles that focus on elevating the teaching profession, and providing teachers more support and advancement opportunities that ultimately benefit the students.
- The work to elevate the teaching profession is a long-term effort and will take many committed champions from all corners of our state to see it through. I want to be part of ensuring there is wind behind PEPSC's efforts so that their vision can be realized.
- Once PEPSC's plan is submitted to the State Board of Education, it will be critical to continue to educate various stakeholders across the state about the importance of making the teaching profession attractive again and how this collaboratively developed plan can make great progress in doing so.
- Plans are underway to build a robust coalition of supporters to help build momentum and encouragement for what promises to be a rewarding endeavor by PEPSC.