

Attraction and Recruitment

The challenge

A shortage of qualified teachers hampers education improvement in many parts of the world. Teacher shortages are particularly acute in certain subject levels (e.g., in STEM subjects) and in certain geographical contexts (e.g., in rural and remote settings).

Typically, education authorities use ‘social utility’ messages (e.g., the *Every lesson shapes a life* advertising campaign in the UK) or ‘personal utility’ messages (highlighting improved pay and working conditions) to promote teaching as an attractive career. These approaches can be effective, but teacher shortages persist in many contexts, with predictions of more serious challenges to come, especially in key subject areas.

One reason for recruitment challenges is that potential applicants may lack awareness about how their personal attributes (e.g., empathy, adaptability, motivation) align with the attributes necessary to build a successful teaching career.

A new approach to attracting teachers to teaching

An ‘attribute-based’ attraction and recruitment strategy highlights the fit between the applicant and the teaching profession, similar to ‘values-based’ approaches used for recruitment in the NHS, where specific attributes (e.g., compassion) are identified as being critically important for effective practice.

In this new area of research, we are developing and testing new ways to deliver realistic classroom scenarios and real-time teacher feedback to raise awareness of personal fit for teaching. This attribute-based recruitment project is aimed especially at students who may not have considered their ‘fit’ for a teaching career, or to encourage prospective teachers to consider geographical areas where there is a severe shortage.

Interested in attracting and recruiting trainees for your institution?

From September 2020, we welcome enquiries to develop attraction and recruitment tools with your institution. Please contact our team at info@teacherselect.org for further information