



## EDUCATION

# TEACH 313

 DETROIT, MI

Teach 313 is a national initiative to recruit and retain teachers to schools across the city of Detroit. The initiative is funded in partnership between The Skillman Foundation and the Detroit Children's Fund with additional support from a variety of business and community stakeholders.

## OUR APPROACH

The Skillman Foundation and the Detroit Children's Fund engaged Strategic Community Partners (SCP) to design, plan, launch, and manage the Teach 313 initiative beginning in 2018. Working in collaboration with current Detroit educators, school partners, and community members, SCP developed a comprehensive Phase Zero (listening, engaging, and designing) and Year One plan aimed at launching Teach 313's retention and recruitment efforts while also building awareness and investment in the teaching profession. With the support of these community stakeholders, SCP successfully launched and managed the initiative's first year of operation.

Teach 313's first-year efforts were composed of several key strategies and components:

### RECRUITMENT



62 teachers recruited and received offers to teach in Detroit  
42 teaching on the first day of school



45 teachers from across the country attended the first annual Teach 313 National Educator Summit



3,046 new social media followers

### RETENTION



First class of Teach 313 Fellows launched and graduated



173 discounts and incentives available to Detroit teachers  
5,557 discounts accessed by Detroit educators



755 Detroit teachers engaged through in-person events and networking opportunities

### TEACH 313 FELLOWSHIP

The inaugural Teach 313 Fellowship class consisted of eight teachers that spanned across Early Childhood and K-12, as well as public school district and charter school networks. This inaugural class of fellows was integral in the design of the initiative and brand stewardship, and also engaged in ongoing leadership development.



13 speaking engagements and additional investments made



100% of fellows said the fellowship was a great use of their time and an investment in their leadership development



100% of fellows would recommend the fellowship to another Detroit teacher



## SCHOOL PARTNER ENGAGEMENT

SCP developed strong relationships with 15 Detroit district school partners, allowing Teach 313 to engage schools directly in the design and ongoing operations/pivots of the initiative while also providing differentiated and tailored pipelines of teacher candidates based on districts' needs. These relationships also allowed Teach 313 to engage districts' current teaching staff to provide support and aid in retention.

Teach 313's year one school partners included:



### 3 Early Childhood Education districts

- Blessed Beginnings
- Matrix Human Services
- Starfish Family Services



### 12 K-12 districts

- American Promise Schools
- Bardwell Group
- Cornerstone Schools
- Detroit Prep
- Detroit Public Schools Community District
- Distinctive Schools
- Escuela Avancemos Academy
- EQUITY Education
- National Heritage Academies
- New Paradigm for Education
- The James and Grace Lee Boggs School
- University Prep Schools

## OUR IMPACT

Working in close partnership with Detroit teachers, Detroit district school partners, and funders, SCP was able to exceed recruitment, retention, and engagement metrics for year one of the Teach 313 initiative. As a direct result of this work, 42 new teachers joined Detroit district schools to help shape the minds of the city's youth. An additional 750+ current Detroit educators also received meaningful engagement and networking opportunities through Teach 313 events.

Teach 313's first year also helped establish key hiring and retention partnerships with 15 Detroit school districts. All participating districts reported stronger organization, preparation, communication, and overall candidate quality among Teach 313 candidates when compared to other hiring streams.

Across Detroit, teachers' voices are being lifted, school partners are valuing teachers in more overt and stronger ways, and our city is moving toward being a great place for teachers.

Overall, SCP's work during the first year of the Teach 313 initiative laid a strong foundation for the initiative and made a significant impact in Detroit's need for certified teachers. As a result, SCP remained the lead management partner for Teach 313's second year (2019-2020) to lay additional foundational capacity to the initiative.