

# RECRUITMENT PLAN

*April 2020  
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*PPM UPRAg—Teacher  
Preparation Program  
UPR Aguadilla*

# **PPM UPRAg MISSION & VISION**

## **Mission**

The mission of PPM-UPRAg is in harmony with the commitment of the University of Puerto Rico at Aguadilla. The teacher candidates will develop sound knowledge in general education and in the principles, concepts, and processes of the discipline they plan to teach. They will have opportunities to develop competencies in the use of appropriate instructional strategies integrating multimedia technology as a powerful, creative tool for effective learning. Upon reflection on the teaching experience and with the use of multiple assessment strategies, the teacher candidate will adapt learning experiences to all educational settings. Teacher candidates will be encouraged to become professionals with ethical and aesthetic values, respectful and tolerant of individual differences, and committed to life-long learning.

## **Vision**

In accordance with the vision of the University of Puerto Rico at Aguadilla, the PPM-UPRAg responds to the commitment of being a model of excellence. The teacher candidate will be distinguished as a knowledgeable, ethical, reflective, and highly qualified professional in continuous learning, with the capacity to transform educational processes within a global and democratic society. The teacher candidate, as a humanistic, constructivist educator, will apply the pedagogical and professional knowledge, skills, and dispositions needed to help all students learn.

## RECRUITMENT PRIORITIES

**Purpose:** To recruit diverse and academically talented students interested in the future of Education in Puerto Rico and abroad. The long-term goals are as follows:

### Recruitment Focus

- ◇ High School—college bound students
- ◇ New Transfers
- ◇ Reclassifications
- ◇ Other majors seeking a teaching license

### Short-Term Goals

- ⇒ To increase the amount of candidates in our teacher preparation program.
- ⇒ To improve retention and graduation rates for the program candidates.
- ⇒ To diversify the candidate pool and extend the geographic reach of our program.
- ⇒ To reach in-service teachers in need of re-certification and provide them with viable options within our program such as multimedia technology, special education, and core preparation in core secondary education courses.

### Long-Term Goals

- ⇒ To recruit high-quality candidates from diverse populations that have high academic achievement and ability.
- ⇒ To impress upon future candidates the need for qualified teachers locally, nationally, and abroad in difficult recruitment areas such as ESL, Online Education and Special Education.
- ⇒ To interest nonteaching bachelor degree majors who are interested in pursuing k-12 teaching licenses.
- ⇒ To reach a larger pool of students by extending our online offerings to include teaching computer languages and coding.



# **RECRUITMENT STRATEGIES**

## **PHASE ONE: AUGUST 2019 – MARCH 2020**

1. Take advantage of recruitment opportunities such as school visits and career fairs to share the pertinence of our offerings.
2. Share information concerning program admission requirements with a wider range of high schools.
3. Invite talented college bound high school students to officially take college courses through The University of Puerto Rico's Early College Experience Program or to visit campus and attend program classes.
4. Contact area high schools and share information about teacher education or workshops for faculty and/or students.
5. Invite students to an open house, student organization meetings, and other functions sponsored by the program and/or its Future Educators University Association.
6. Emphasize teaching opportunities in programs such as special education, multimedia technology, and English as a Second Language.

## **PHASE TWO: JULY 2020 – MARCH 2021**

7. Deploy an online, social media, and email campaign to widely promote the functions sponsored by the program and/or its Future Educators University Association.
8. Send follow-up emails to students at mid-term and end of semester to ensure that they are still planning on pursuing a major in education.
9. Follow up with candidates that did not finish their degree, but left in good standing, to remind them that we're ready to help them finish whenever their circumstances allow it.
10. Encourage in-service teachers to obtain other subject area certifications in areas such as special education, multimedia technology, and English as a Second Language.
11. Contact area high schools, especially high schools that have high diverse populations to propose the establishment of Future Teacher Organizations in collaboration with PPM UPRAg and the Future Educators University Association.
12. Enlist the collaboration of PPM UPRAg Alumni Association to spread the word about our program and to get us into their schools.