



Expand & Amplify Your Applicant Recruitment: A Toolkit for NM Educator Prep Programs

TEACH New Mexico is an initiative of the New Mexico Public Education Department (NMPED) that is charged with strengthening our state's teacher pipeline and providing free recruitment support to EPP and LEA partners across the state.

TEACH New Mexico (newmexico.teach.org) is a digital recruitment platform that serves as **a one-stop-shop** for anyone exploring the teaching profession. Our team is composed of web developers, marketing experts, content creators, and former educators who are all passionate supporters of public education and committed to using their skills to elevate the perception of the teaching profession and support prospective teachers in confidently navigating their path to licensure!

While our website's resources are mostly geared toward supporting and guiding prospective educators, TEACH New Mexico also works directly with EPPs and LEAs to **amplify** the work they are already doing and **expand capacity** so that more future educators can find their way into the classroom!

This toolkit is meant to provide you with ready-to-use resources your EPP can use to support your teacher recruitment initiatives as well as offer ideas on how to fully leverage the free recruitment support available to you.

If you have any questions, please reach out to Lisa Faith, M.Ed, Sr. Partnership Manager, TEACH New Mexico at lfaith@teachnewmexico.org.

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What TEACH New Mexico Offers Aspiring NM Teachers

TEACH New Mexico is a one-stop-shop for those interested in a teaching career in NM. We work closely with NMPED to stay up to date on licensure requirements, policy changes, EPP offerings, and the needs of prospective teachers to ensure we are providing accurate, relevant, and impactful resources that demystify the steps one needs to take to become a teacher. TEACH New Mexico provide the following resources for **FREE** to aspiring educators:

- Personal **1-on-1 coaching** from current New Mexico educators on how to select and apply to a teacher prep program
- **\$100 in reimbursements** to cover the cost of applying to a New Mexico teacher prep program
- **Scholarships** ranging from **\$1,000 to \$2,500** for those who go on to enroll in an New Mexico EPP
- **Virtual events** where aspiring educators can hear from and **speak directly with EPPs** across the state
- **Resume and cover letter templates** to assist in submitting their applications to teaching roles
- **Articles and guides** on prospective teachers' most frequently asked questions like:
 - *What are the requirements for teaching in NM?*
 - *What are alternative pathways?*
 - *Which educator prep program (EPP) should I take?*
 - *How do I prepare my EPP application?*
 - *What financial aid resources are available for future NM teachers?*



What TEACH New Mexico Offers EPPs

TEACH New Mexico is here to support all things related to teacher recruitment. We are a free resource to LEAs and EPPs across the state meant to support and expand your teacher recruitment efforts. Some of the free support we offer includes:

- **Free 1-on-1 and group coaching** to aspiring educators to help them in selecting an EPP that meets their needs. To do that, we use our [program finder](#)– which allows potential future teachers to quickly sift through EPPs to find programs that meet their unique needs.
- **Free promotion** of your EPP on our platform of growing users. Having a complete and updated EPP profile on our platform allows prospective teachers to easily match their criteria to your EPP!
- **Coordination, marketing and promotion** of your educator prep programs through co-hosted info sessions. We want to connect future teachers with your program. Let us handle the logistics and tell our users what makes your program special. We will create the event and promotional materials to make it easy for you to share with your network and promote to our users. Your EPP then gets a list of everyone who registers to add to your recruitment pipeline.
- **\$100 in application cost reimbursement** for those who go on to apply to your program! We want to make applying to your program an easy decision.
- Opportunity to **promote your EPP events** on our website and expand its reach.

TEACH
NEW MEXICO.ORG



Welcome to TEACH
New Mexico

Get access to advising from local experts, prep for teaching tests, **scholarships**, and guides to earning your New Mexico teaching license.

Turnkey Recruitment Tools for EPPs

This toolkit includes **ready-to-use messaging, graphics, and outreach resources** designed specifically for **NM EPPs**. These materials are designed to be easily added to the outreach and recruitment efforts you are already doing. We encourage you to simply copy + paste into your website, social media, employee emails, family newsletters, and any other outreach you conduct.

The goal of our resources is to draw more applicants to your program **and** *-for those already considering your institution-* motivate them to take the leap from “I’m considering applying...” to “I’ve submitted my application!”

 **IT note:** The sign-up links we provide are trackable. This allows us to report back to you on how many future teachers signed up through your outreach efforts. For this reason, **we kindly ask that you do not change or shorten the links when sharing.**

Resource Type	Audience	Suggestion
Direct web link placement	EPP Website Administrators	Do you have an application fee or other application-related costs? Add a note about TEACH New Mexico resources on your EPP’s teacher education page and/or other places prospective applicants may frequent (How to Apply, Financial Support, etc.)
Email + flier Stalled applicant	EPP Enrollment Teams	Do you have prospective applicants who have <i>started</i> their application, but for some reason haven’t finished and submitted? Send them an email letting them know that you’d love to review their materials and that TEACH New Mexico will reimburse them for any application-related expenses.
Social Media Posts & Graphics	EPP Social Media Managers	Post on your EPP’s social media platforms to let your potential applicants know that we will cover their application costs!
Letter of Introduction	EPP Communications Team	Use this email template to introduce TEACH New Mexico’s free support services and recruitment toolkit to your educational networks.

Collaborative Engagement Opportunities

We're here to support your mission and your applicants—let's grow the teacher pipeline together!

- **Presentations & Webinars:** Host or co-lead sessions at conferences and convenings, or offer custom virtual briefings for your potential applicants.
- **Enhanced Outreach Support:** In addition to the turnkey content provided in this toolkit, TEACH New Mexico can collaborate on tailored campaigns, co-authored articles, or priority messaging that aligns with your EPP's calendar and goals.
- **Co-Branded Tools & Event Materials:** TEACH New Mexico can provide slide decks, handouts, and turnkey assets you can use to raise awareness about teacher recruitment in your outreach, professional development events, or applicant-facing materials.
- **Strategic Collaboration:** Align on shared goals, legislative priorities, or outreach initiatives—TEACH is ready to support and co-create.
- **Data & Insights:** TEACH New Mexico shares statewide trends and Nova teacher vacancy data that can support your policy, advocacy, or programmatic goals. We also offer LEAs an opportunity to disburse our Career Interest Survey to help them identify non-licensed staff within their district who are interested in teaching. We then work with those individuals to help them identify EPPs that meet their needs.
- **Connect the dots between your program and LEAs:**
 - Do you have strong relationships with the districts local to you? Let's chat to see how we can work together to identify potential future teachers and support them on their road to licensure!
- **Event Amplification:** Share your EPP's recruitment events with TEACH New Mexico to expand their reach through our platform and educator audience. 📌 [Submit an event](#) and we'll share it on the TEACH New Mexico digital platform.
- **Innovate With Us:** Want to test new approaches or co-develop resources? Let's talk! 📅 [Schedule a meeting](#) with Lisa Faith, M.Ed, TEACH New Mexico Sr. Partnership Manager