



NEW MEXICO

TEACHER RECRUITMENT TV/SOCIAL MEDIA PUBLIC SERVICE ANNOUNCEMENT (PSA) PRESENTATION COMPETITION

COMPETITION TYPE: Team — Closed to Spectators

ELIGIBILITY: Educators Rising School Programs at the Middle and High School Level; State-Level Competition Only/Not Available at the National Level

EDUCATORS RISING STANDARDS:

- Standard I: Understanding the Profession
- Standard VII: Engaging in Reflective Practice

Background

In 2017, the American Association for Employment in Education reported a national shortage of teachers, with the deficit being directly attributed to the consistent decline of students majoring in education. Conversely, according to the New Mexico's Workforce 2016 report, Education Services is projected to be the second fastest growing industry from 2012-2022 with an increase of 23.8% (Bussey et al, 2016). According to the [2021 New Mexico Teacher Vacancy Report](#), "there was an **84 percent increase in total teachers needed** this year compared to last year's report, up by 477 positions". The demand for high quality, accomplished teachers vastly outweighs the supply of available applicants as we are now in a teacher shortage crisis.

To fill the need for teachers, school districts, the New Mexico Public Education Department (NMPED), and the Education Preparation Programs (EPPs) across the state continue to implement various strategies to recruit and retain teachers and teacher candidates. One approach focuses on marketing strategies. Some districts use unique ways of advertising to attract potential candidates to fill vacancies. If you drive down I-10 between Las Cruces, NM and El Paso, Texas, you may see billboards advertising jobs in the Gadsden Independent School District, a mid-sized district with approximately 13,500 students looking for bilingual, special education, math, and science teachers.

Contest Purpose

A public service announcement (PSA) is a short informational clip that is meant to raise the audience's awareness about an important issue. The purpose of the Teacher Recruitment PSA Competition is to allow Educators Rising students to create a NEW public service announcement, appropriate for television and/or social media, to attract young people considering their future career goals. The competition will consist of a live presentation and video which should appeal to anyone looking for smart ways to recruit new teachers and to the teacher candidates, themselves.

- The challenge of this competition is to rebrand the profession to attract new talent using the 2021-22 NM Public Education Department slogan: "**Teach Today. Change Tomorrow.**" - and the official **#BeATeacherNM**.

The PSA should focus on the rewards and opportunities of the career. At a time when employees say they're seeking *meaningful work*; this kind of approach may prove effective. Your PSA might highlight the story of how a teacher found a pathway to reach students and deepen their content understanding OR it may showcase an innovative, high-impact teacher that has made a difference. An optional billboard design may also be included and could earn up to five bonus points for your team.



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Preparation Tips

- Collaborate as a team to brainstorm an innovative marketing strategy to recruit new teachers in New Mexico using the 2021-22 NM Public Education Department slogan: **“Teach Today. Change Tomorrow.”** - and the official **#BeATeacherNM**.
- Do some real legwork in learning about your selected marketing strategy by talking to local leaders and/or conducting Internet research.
- Collect feedback regarding your marketing strategy from at least three different sources.
- Use creativity and original ideas when creating your video and crafting your live presentation.
- Work collaboratively as a team, with each team member filling a specific role (ex. director, lead researcher, designer, etc.). In your presentation, highlight your team’s experiences, as well as opinions.
- Have a *video credits page* citing any source media or permissions acquired for the use of any copyrighted material. (Educators Rising requires avoiding copyrighted material.)
- Have a title screen including the title of your project, competition name, school name, school district, city, and state.
- Obtain the necessary permission from everyone including students and teachers who appear in the video.
- Preview your final video to ensure that the sound quality is good, and that video playback is smooth.

Research

The following are research resources that may be helpful concerning your topic:

- Your school or district website
- Online articles regarding research-proven marketing strategies to support the strategy you choose
- Interviews with local education leaders (teachers, principals, superintendent, district academic officers, etc.)

Resources & Examples of Media Campaigns

- [How to Make a PSA](#)
- [Create a Public Service Announcement](#)
- [Video Production Tips](#)
- [Louisiana PSA Campaign](#): Be Irreplaceable. Be a Teacher, #BeATeacherLA
- [Teach.org Radio PSA](#)
- [North Carolina Teach PSA Campaign](#): The Future Depends on Teachers
- [Texas Billboard PSA](#)
- [Las Vegas Billboard PSA](#)



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Competition Guidelines

VIDEO

1. The video MUST use & connect to the 2021-22 NM Public Education Department slogan: **“Teach Today. Change Tomorrow.”** - and the official **#BeATeacherNM**.
2. The video must be no shorter than one minute, and no longer than two minutes. Points will be deducted for videos that are shorter than the minimum length or longer than the maximum.
3. The video must be specific to New Mexico and focus on attracting NEW talent by identifying the rewards and opportunities of the profession. It can contain video footage, testimonials, words, pictures, and/or music that appeal to the audience.
4. The video must include a catchy slogan (see Resources & Examples of Media Campaigns on previous page) along with a related hashtag (#). A billboard design may be included in the video and/or as part of the presentation to earn up to five bonus points per team.
5. The video must include the competition name and title of project. It must also include name of the school, district, city, and state in the opening credits (Example: This message was brought to you by the Educators Rising Chapter at Mimbres Valley High School, Silver Independent School District in Deming, NM).
6. In the video, all source media (music, images, and/or video clips not originally filmed by the student competitors) must be cited in video credits and may [not violate any copyright](#).
7. By submitting a video for this Educators Rising state competition, the competitor assumes full responsibility for securing all required, documented consent from persons appearing in the video, or their legal parents/guardians if they are under the age of 18.
8. Competitors must upload their video or URL into the online submission portal.
9. Competitors must also bring their video to the competition site, saved in .mp4 format, on a USB drive.

ORAL PRESENTATION

1. At the Educators Rising NM State Conference, no less than two and no more than four representatives from each participating school program will make an oral presentation to a panel of judges. During the presentation, team members will have up to five minutes to introduce their PSA and to provide description and context for the slogan and message. Students will then play the video for the judges. The entire presentation to judges (oral presentation and video) will last no more than 10 minutes.
2. Professional presentation skills are encouraged. Competitors are expected to dress in business attire.
3. Following the presentation and the video, the judges will have up to five minutes to ask questions to team members.

Judging and Scoring

1. The judges' decisions are final.
2. Scoring is based on the following Teacher Recruitment PSA Competition rubric.
3. Certificates are awarded to the top entries.
4. Awards are presented to the top three videos and these will be posted on the EdRising NM State website, Facebook and Instagram.

**TEACHER RECRUITMENT TV/SOCIAL MEDIA PUBLIC SERVICE ANNOUNCEMENT (PSA)
PRESENTATION COMPETITION**
DETAILED SCORING RUBRIC

SECONDARY LEVEL (MIDDLE & HIGH SCHOOL)

Video

Points Available	13–15 Accomplished	9–12 Commendable	5–8 Developing	1–4 Needs Improvement
Clarity	Throughout the running time, the video is entirely clear, specific, and compelling in its expert-level storytelling and message delivery about an innovative marketing strategy to recruit new teachers to the profession.	<p>The video is mostly clear and specific in conveying its message.</p> <p>More or clearer information at one or two points in the video would increase the understanding and impact for the viewer.</p>	<p>The video makes an attempt to deliver a message related to the assigned task but is inconsistent in its storytelling or message delivery.</p> <p>There may be more than two points in the video that are confusing or do not support understanding or impact for the viewer.</p>	The video is consistently confusing or unclear in how it delivers a message directly related to the assigned task.
Creativity	The video conveys its message in creative, inventive ways that expertly maximize the engagement and impact for the audience.	<p>The video employs creative ideas to convey its message, though the stylistic or thematic choices do not entirely maximize impact for the audience.</p> <p>Filmmaking choices at one or two points in the video may distract from or limit impact for the audience.</p>	<p>The video would benefit from more inventive or distinctive stylistic choices.</p> <p>Clichés may be present.</p>	The video needs significant improvement in order to engage the audience or deliver meaningful impact related to its intended message.
Professionalism	The video production value (picture & sound editing, shot composition, titles, image quality) reflects professional-caliber work.	The video production value (picture & sound editing, shot composition, titles, image quality) reflects commendable student-caliber work.	The video production value (picture & sound editing, shot composition, titles, image quality) reflects a developing effort to master filmmaking technology and style.	The limited video production value (picture & sound editing, shot composition, titles, image quality) consistently distracts from the intended impact of the project.



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DETAILED SCORING RUBRIC
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Presentation and Q&A

Points Available	9–10 Accomplished	6–8 Commendable	3–5 Developing	1–2 Needs Improvement
Content	<p>Presentation is comprehensive, in-depth, and expertly organized.</p> <p>Shares professional-caliber material that meaningfully addresses all items in guidelines.</p>	<p>Presentation is comprehensive, in-depth, and well-organized.</p> <p>Shares professional-caliber material that addresses all items in guidelines.</p>	<p>Presentation is on-topic, but inconsistent in its comprehensiveness, depth, or organization.</p>	<p>Presentation struggles to stay on-topic or to address items in the guidelines in a meaningful way.</p>
Vocal Delivery	<p>Clarity of voice, pacing, and modulation of tone are professional-caliber and expertly crafted to deliver to the listener maximum impact and understanding.</p>	<p>Clarity of voice, pacing, and modulation of tone are strong. The listener is able to understand what the contestants are conveying.</p>	<p>Clarity of voice, pacing, and modulation of tone are basic and straightforward.</p> <p>The listener is able to understand, but the impact would be increased with a more dynamic or consistent vocal delivery.</p>	<p>Clarity of voice, pacing, and modulation of tone are inconsistent during the presentation.</p> <p>At times, the vocal delivery from multiple team members distracts from the content of the presentation and diminishes its potential impact.</p>
Presence	<p>The contestants' sustained eye contact, effective posture, and professional demeanor expertly complement the substance of the presentation to deliver maximum possible impact to the listener.</p> <p>All team members, whether speaking or not, reinforce the intended impact of the presentation at all times.</p>	<p>The contestants' mostly-sustained eye contact, positive posture, and pleasant demeanor complement the content of the presentation quite well.</p> <p>One or more of the presenters may appear to slip in and out of professional character at moments during the session.</p>	<p>The contestants' inconsistent eye contact, posture, and demeanor reflect a straightforward recital of the material.</p> <p>The speakers could do more to fully capitalize on the added impact possible with a focused, sustained presence.</p>	<p>The contestants display effort but eye contact, posture, and demeanor from multiple team members could benefit from more practice and coaching so that the speakers' presence consistently complements the content.</p>

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DETAILED SCORING RUBRIC

SECONDARY LEVEL (MIDDLE & HIGH SCHOOL)

Presentation and Q&A (Cont.)

Points Available	9–10 Accomplished	6–8 Commendable	3–5 Developing	1–2 Needs Improvement
Q&A Discussion	<p>The contestants' responses in the Q&A session demonstrated consistent thoughtfulness and professional-caliber insight, rooted in the deep experience of the material.</p> <p>The contestants display impressive, professional-level depth of knowledge and understanding given his/her experience and research.</p>	<p>The contestants' responses in the Q&A session demonstrated thoughtfulness and reflected successful attempts to address most of the material posed to him/her.</p> <p>The contestants display some substantive knowledge and understanding of the selected topic based on his/her experience and research.</p>	<p>The contestants' responses in the Q&A session reflected a broad spectrum of levels of quality from answer to answer.</p>	<p>The contestants' responses in the Q&A session may reflect evident effort and passion, but are inconsistent in the depth, accuracy, understanding, or insight offered in responses.</p>
Overall Impact	<p>The presentation's demonstration of clear, powerful, and undeniable impact and innovation translates fully.</p> <p>The visuals and the presentation content and delivery effectively complement each other to craft a highly impactful, professional-caliber experience.</p>	<p>The visuals, content, and delivery work together to offer a commendable presentation. With minor revisions and delivery tweaks, the project could be considered professional-caliber.</p>	<p>The presentation demonstrates effort. At multiple moments, the visuals, content, and delivery may not effectively complement one another, which may limit the impact of the presentation.</p>	<p>The presentation demonstrates inconsistent, off-topic, unprofessional, or superficial aspects of the visuals, content, or delivery.</p> <p>The audience is frequently distracted from the intended impact by aspects of the visuals, content, or delivery.</p>

Guideline Adherence

Points Available	4	0
Video Length	Video is between one and two minutes in running time.	Video is shorter than one minute or longer than two minutes in running time.
Video Titles & Credits	Video includes the competition name and title of project. It also includes the name of the school, district, city, and state in the opening credits. Also includes #hashtag.	Video does not include in the opening credit, one or more of the following: the competition name, title of project, name of the school, district, city and state, #hashtag.
Presentation Length	Presentation is less than 10 minutes in length before the judges' Q&A begins.	Presentation is more than 10 minutes in length before the judges' Q&A begins.
New Marketing Strategy	Video or presentation makes clear that marketing strategy is a new, original idea.	Video or presentation does not make clear that marketing strategy is a new, original idea.



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FEEDBACK & TALLY SHEET

SECONDARY LEVEL (MIDDLE & HIGH SCHOOL)

Students' Names:

Students' School, District, City:

- Judges will use the Detailed Scoring Rubric as their guide to score students' entries.
Points and feedback will be emailed to the student competitors no later than two weeks after conference.

Video

Table with 6 columns: Points Available, Accomplished, Commendable, Developing, Needs Improvement, Score. Rows include Clarity, Creativity, Professionalism.

Presentation and Q&A

Table with 6 columns: Points Available, Accomplished, Commendable, Developing, Needs Improvement, Score. Rows include Content, Vocal Delivery, Presence, Q&A Discussion, Overall Impact.

Guideline Adherence

Table with 4 columns: Points Available, Adheres, Does Not Adhere, Score. Rows include Video Length, Video Titles & Credits, Presentation Length, New Marketing Strategy.

Did any source media (music, images, or video clips not originally filmed, created, or officially licensed by the student competitors) appear un-cited in the video credits or violate any copyright? If yes, deduct 15 points from the total score. Add up to 5 bonus points if a billboard design is included.

FEEDBACK FOR STUDENTS:

TOTAL SCORE: ____/111