



# Survey Says!

**FINAL  
ANSWER?**



**Melissa Dix  
Program Admin  
CTE TEACH**

**David Aman  
Program Coord.  
CTE TEACH**



**COLTON REDLANDS YUCAIPA**  
REGIONAL OCCUPATIONAL PROGRAM  
Inspiring Possibilities



[shorturl.at/cdwJX](https://shorturl.at/cdwJX)

# Let's find some new recruits!



**WE WANT YOU**

- **What do you love about CTE?**
- **What do you love about teaching?**
- **What do you love about your organization/school?**
- **Why should someone leave industry to teach?**

# Write a slogan to add to our recruitment poster!

- Nike – “Just Do It.”
- Apple – “Think Different.”
- McDonald’s – “I’m Lovin’ It”
- KFC – “It’s Finger Lickin’ Good”
- Burger King – “Have It Your Way”
- Subway – “Eat Fresh”
- Dunkin’ – “America Runs on Dunkin’”
- Coca-Cola – “Open Happiness”
- Rice Krispies – “Snap! Crackle! Pop!”
- Walmart – “Save Money. Live Better.”
- Target – “Expect More. Pay Less.”
- Levi’s – “Quality Never Goes Out of Style”
- Mercedes-Benz – “The Best or Nothing”
- Ford – “Built to Last”
- Toyota – “Let’s Go Places”
- L’Oréal – “Because You’re Worth It.”
- Maybelline – “Maybe she’s born with it. Maybe it’s Maybelline.”
- Allstate – “You’re In Good Hands.”
- Disney – “The Happiest Place on Earth”
- MasterCard – “There are some things money can’t buy. For everything else, there’s MasterCard.”



[shorturl.at/mFN69](https://shorturl.at/mFN69)

# CTE Teacher & Admin Recruitment & Retention Survey Fall 2023



**\*550 teachers**

**\*200 administrators**



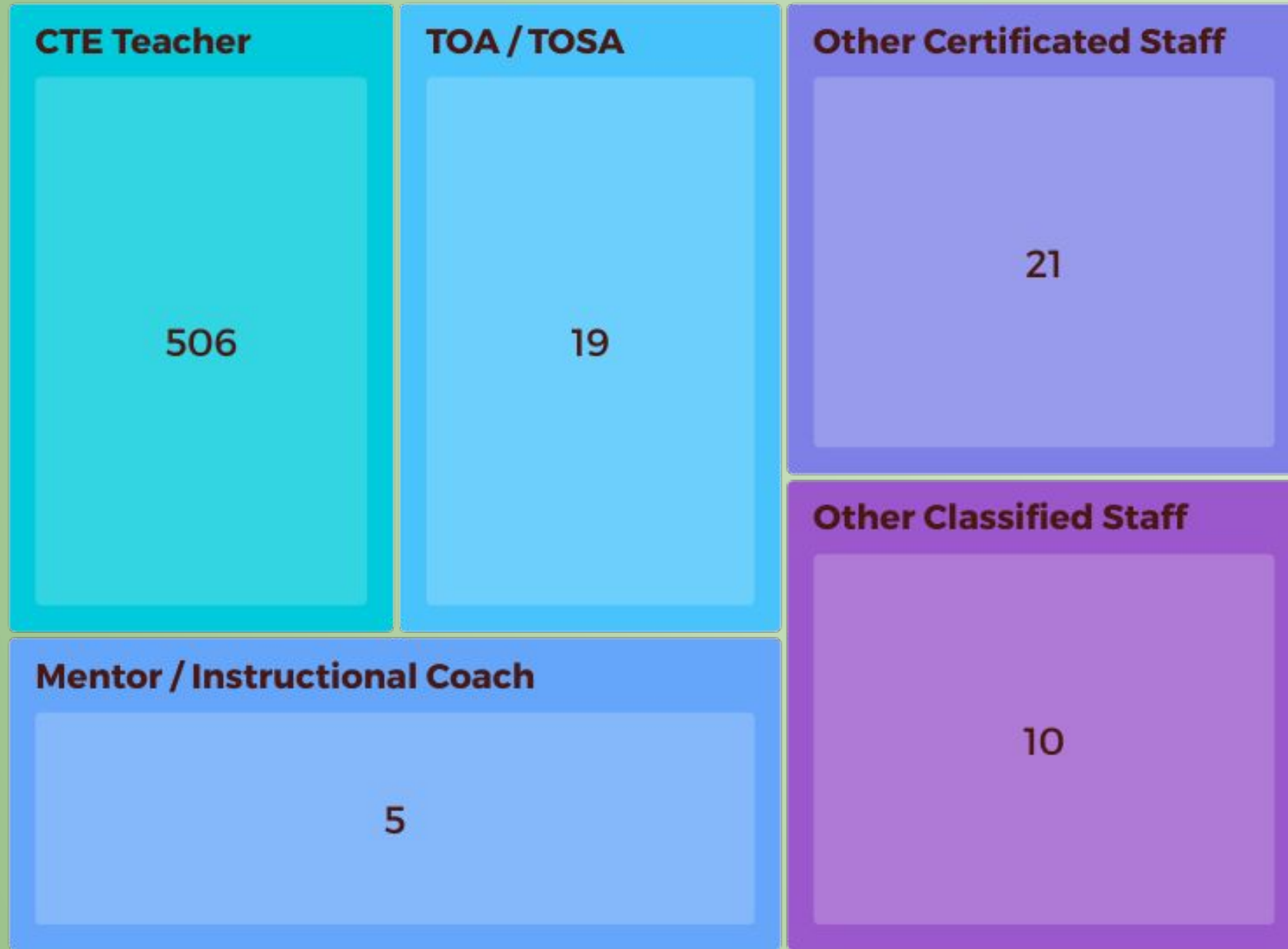
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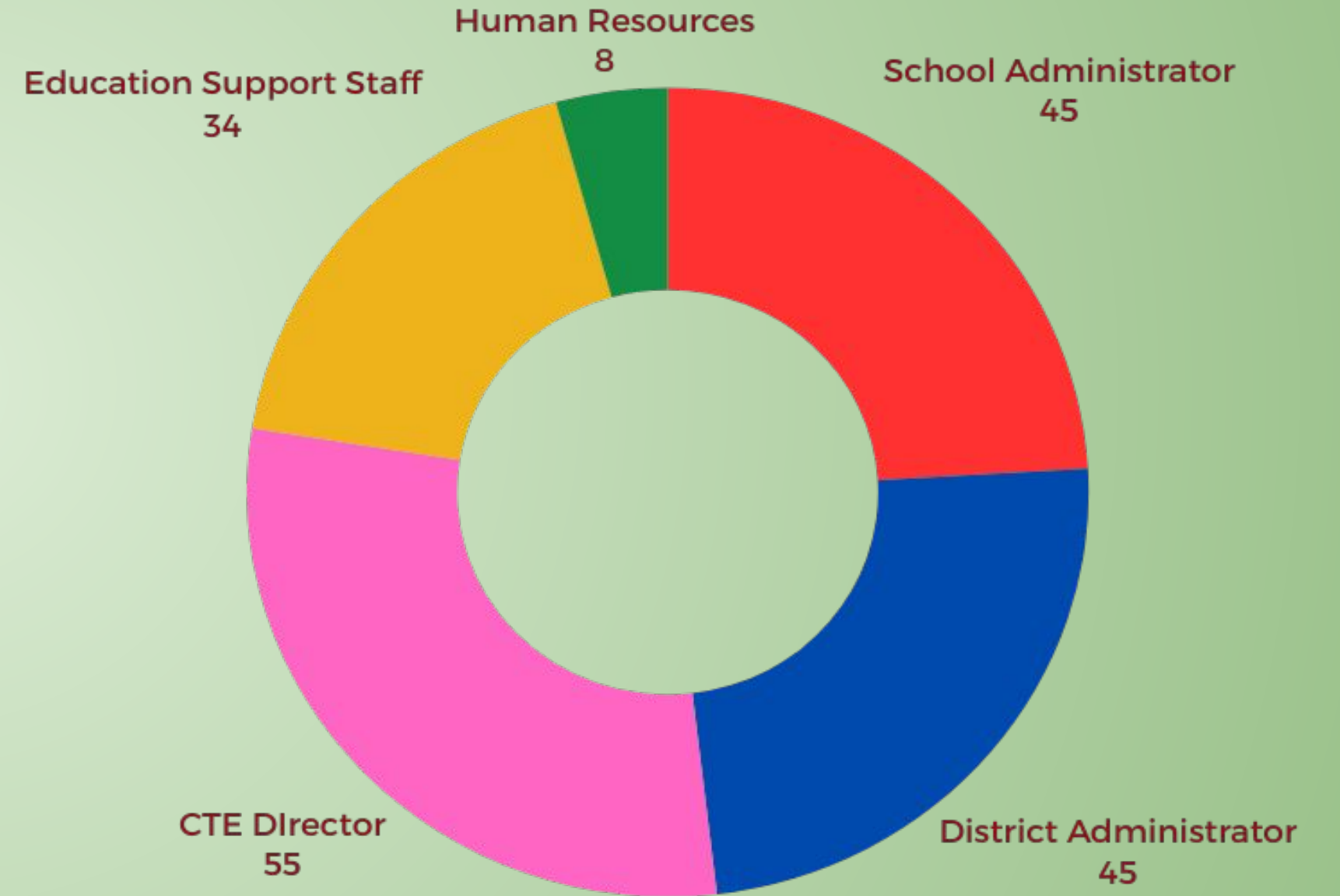
**(TEACHERS)**

**INDICATE YOUR ROLE IN EDUCATION**

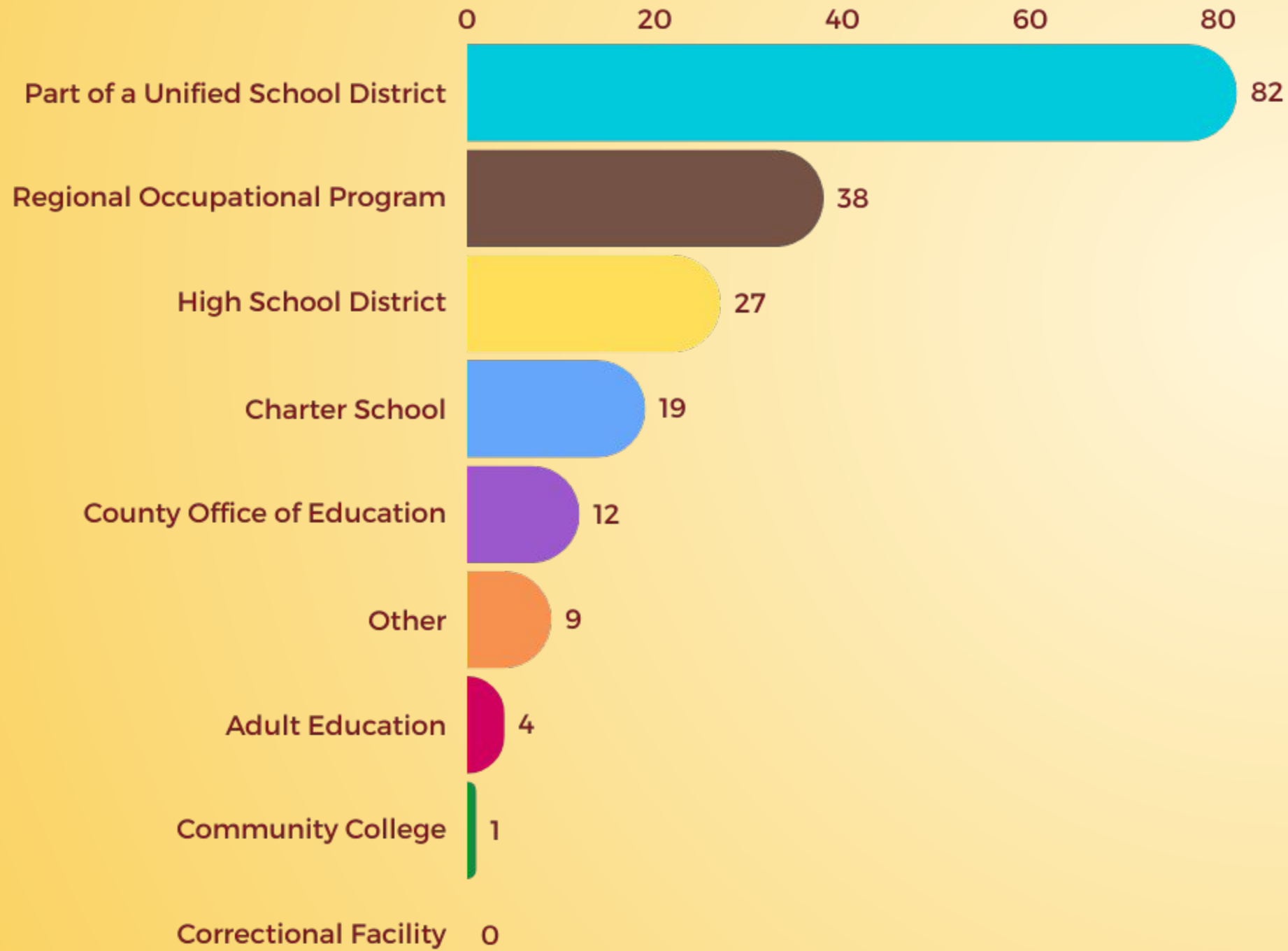


**(ADMIN)**

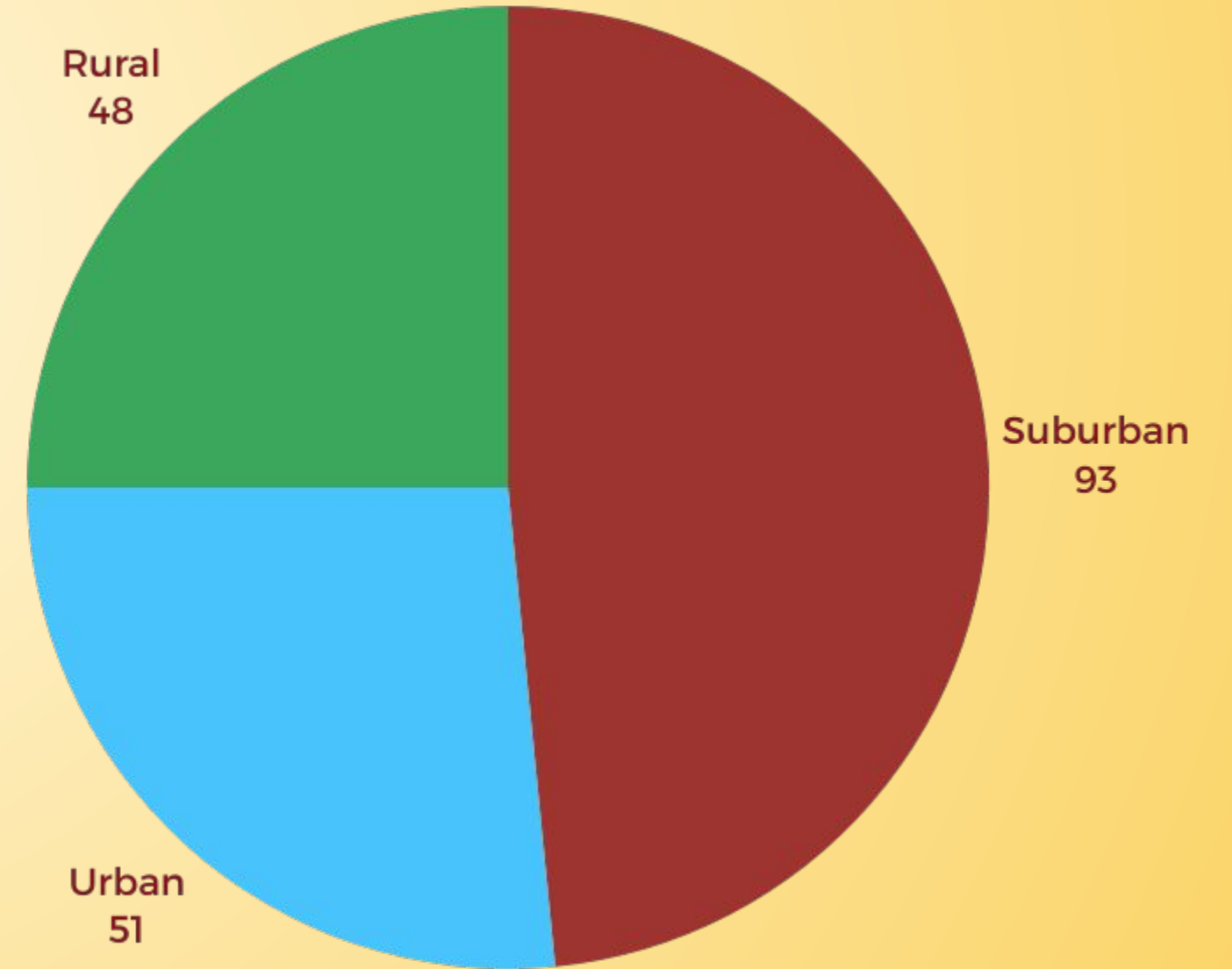
**INDICATE YOUR ROLE IN EDUCATION**



**(ADMIN)**  
**HOW WOULD YOU BEST CLASSIFY YOUR ORGANIZATION?**

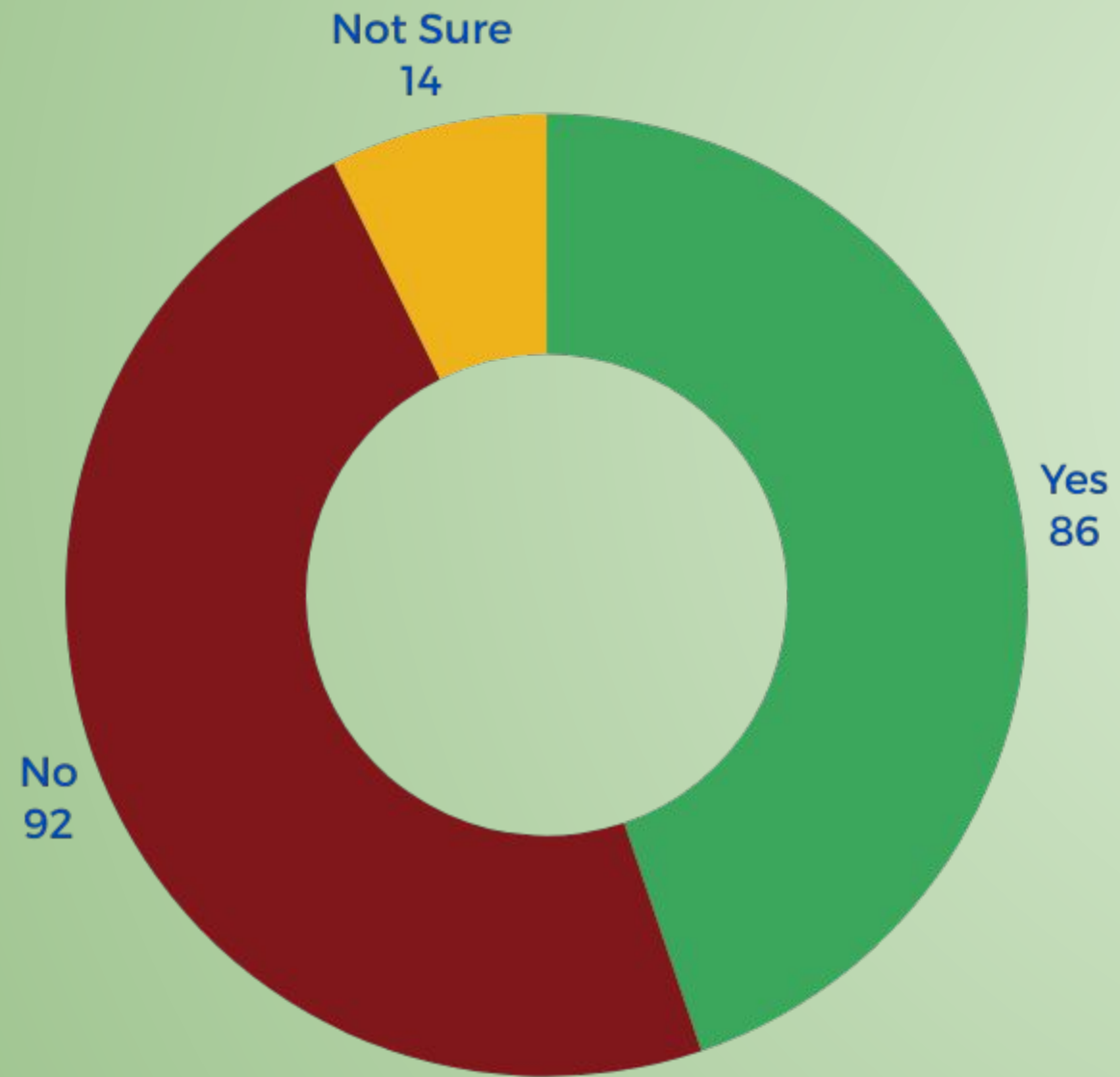


**(ADMIN)**  
**WHAT AREA IS YOUR ORGANIZATION LOCATED IN?**



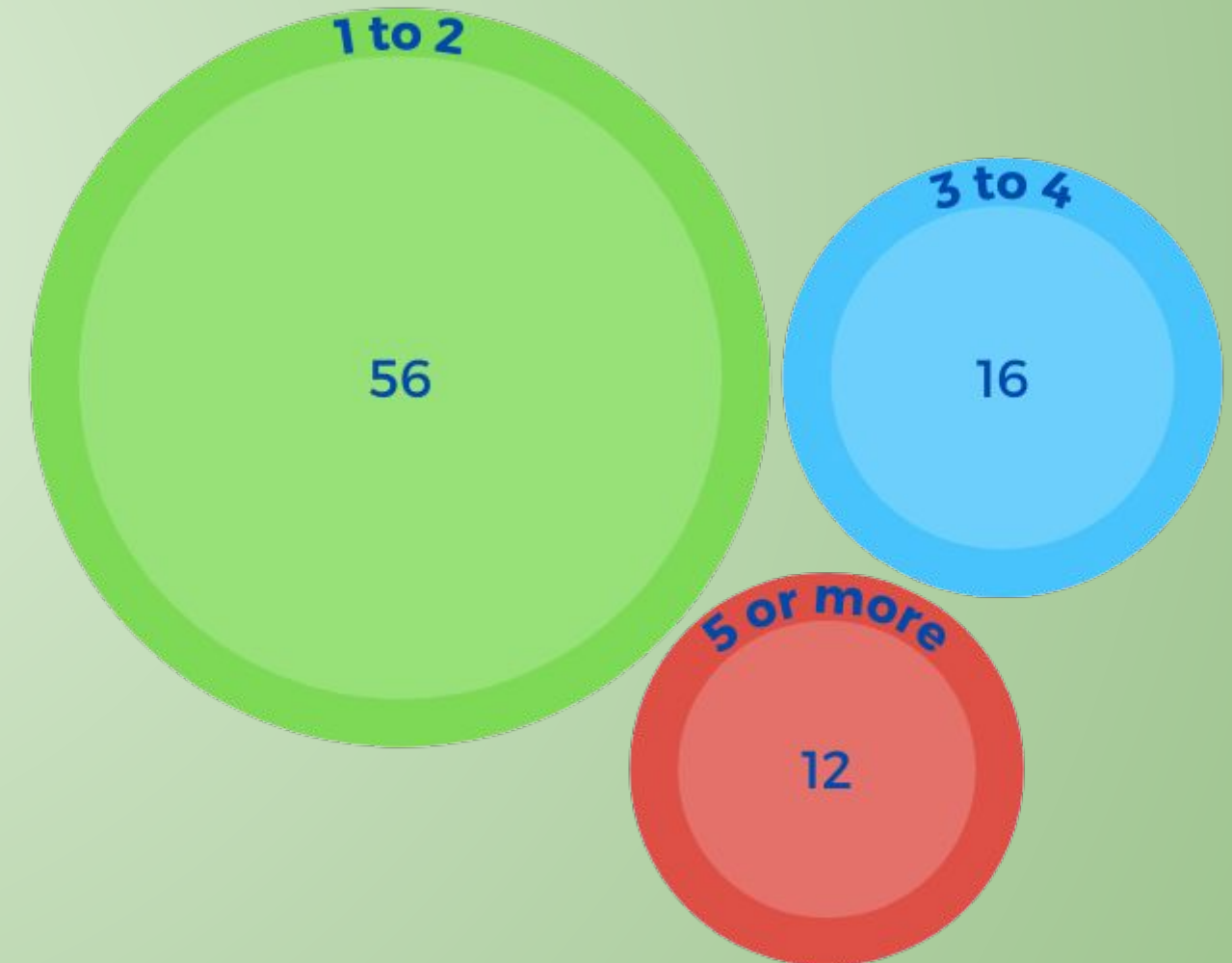
(ADMIN)

DO YOU CURRENTLY HAVE ANY UNFILLED CTE TEACHING POSITIONS?

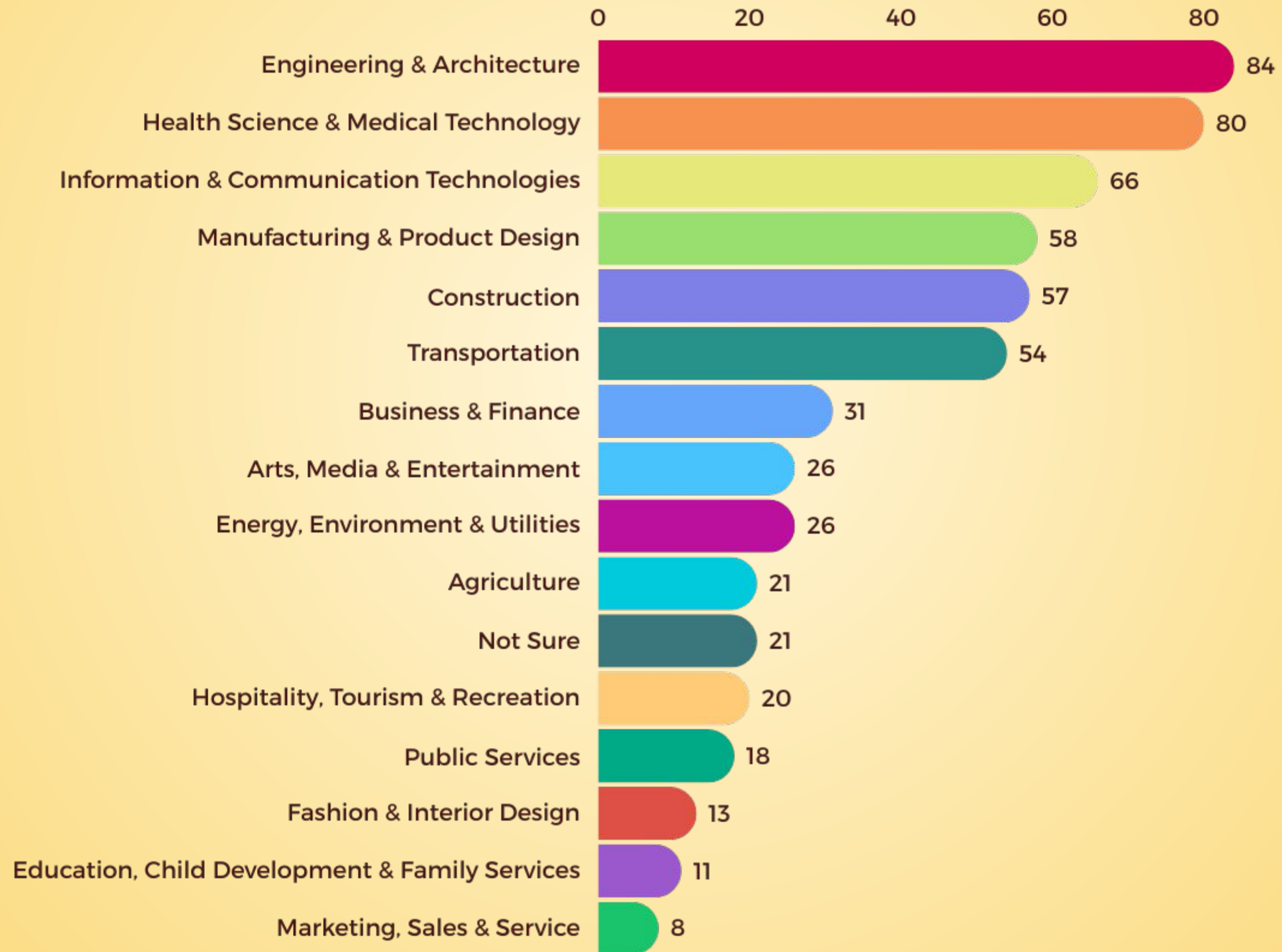


(ADMIN)

IF ANSWER IS "YES", HOW MANY?

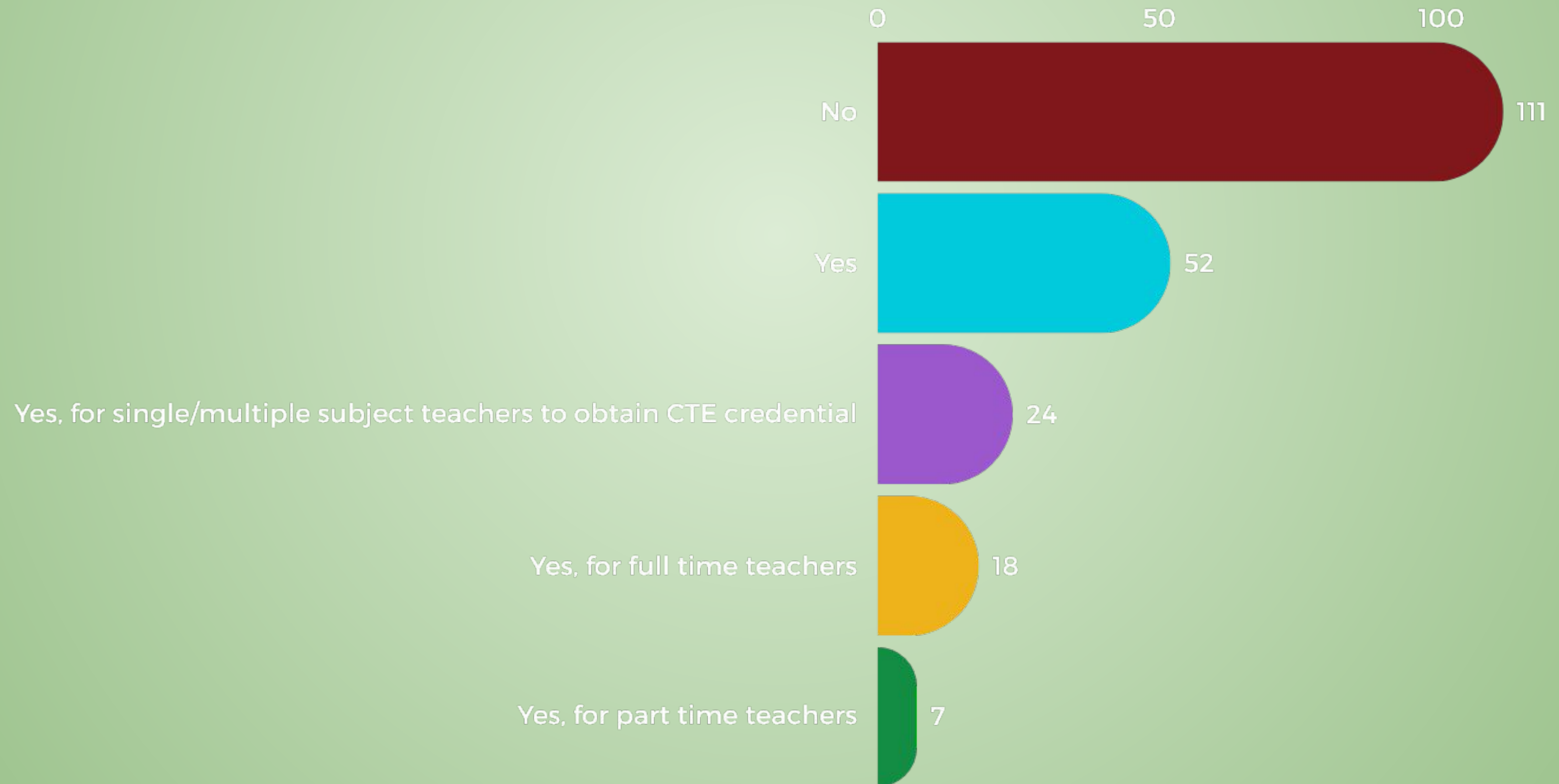


(ADMIN)  
WHAT INDUSTRY SECTOR TEACHING POSITIONS ARE THE HARDEST TO FILL?





**(ADMIN)**  
**DOES YOUR ORGANIZATION HELP PAY FOR TEACHERS TO**  
**OBTAIN THEIR CTE CREDENTIAL?**



# CTE Teacher Recruitment



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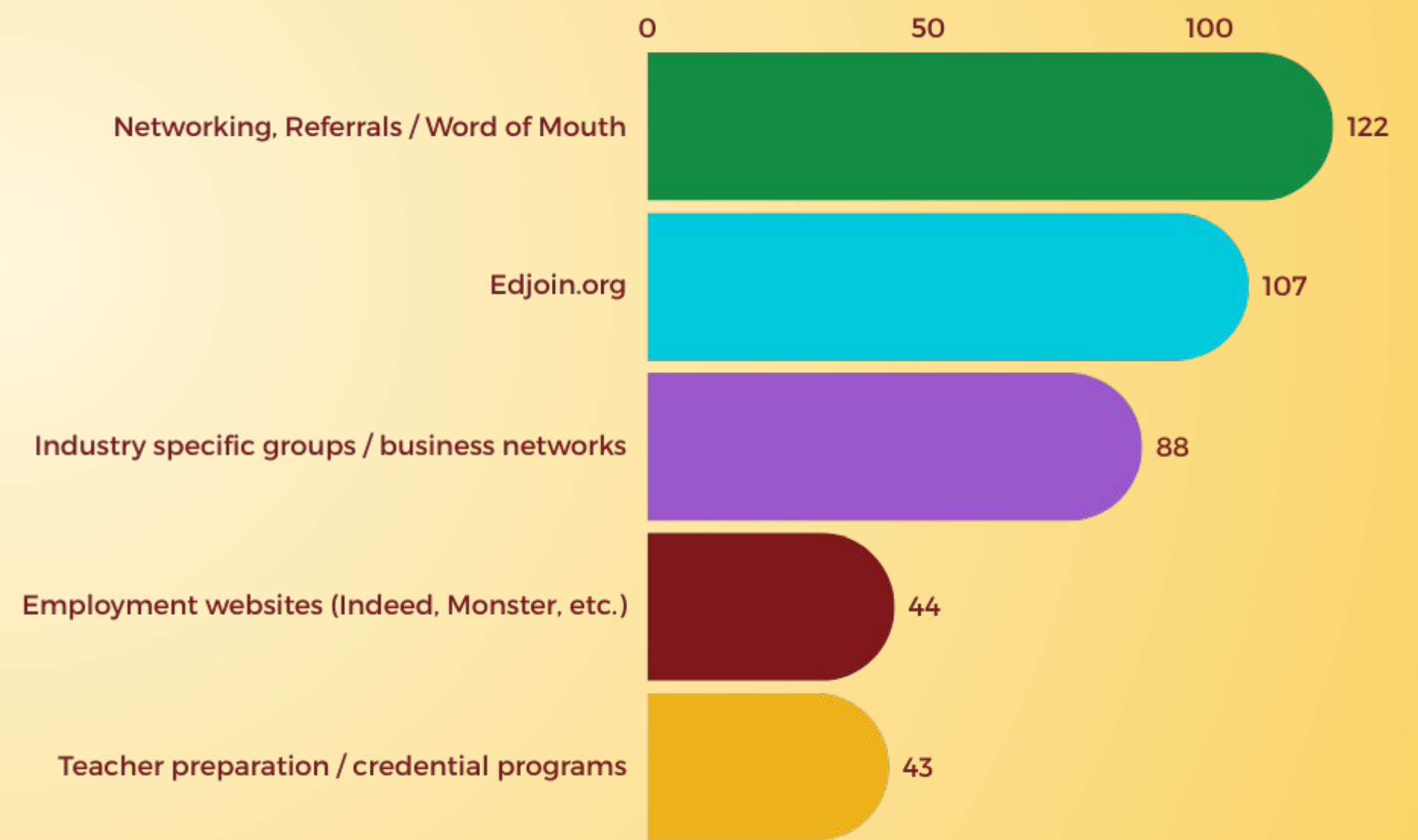
**(TEACHERS)**

**WHAT DO YOU BELIEVE ARE THE MOST EFFECTIVE METHODS FOR RECRUITING NEW CTE TEACHERS?**



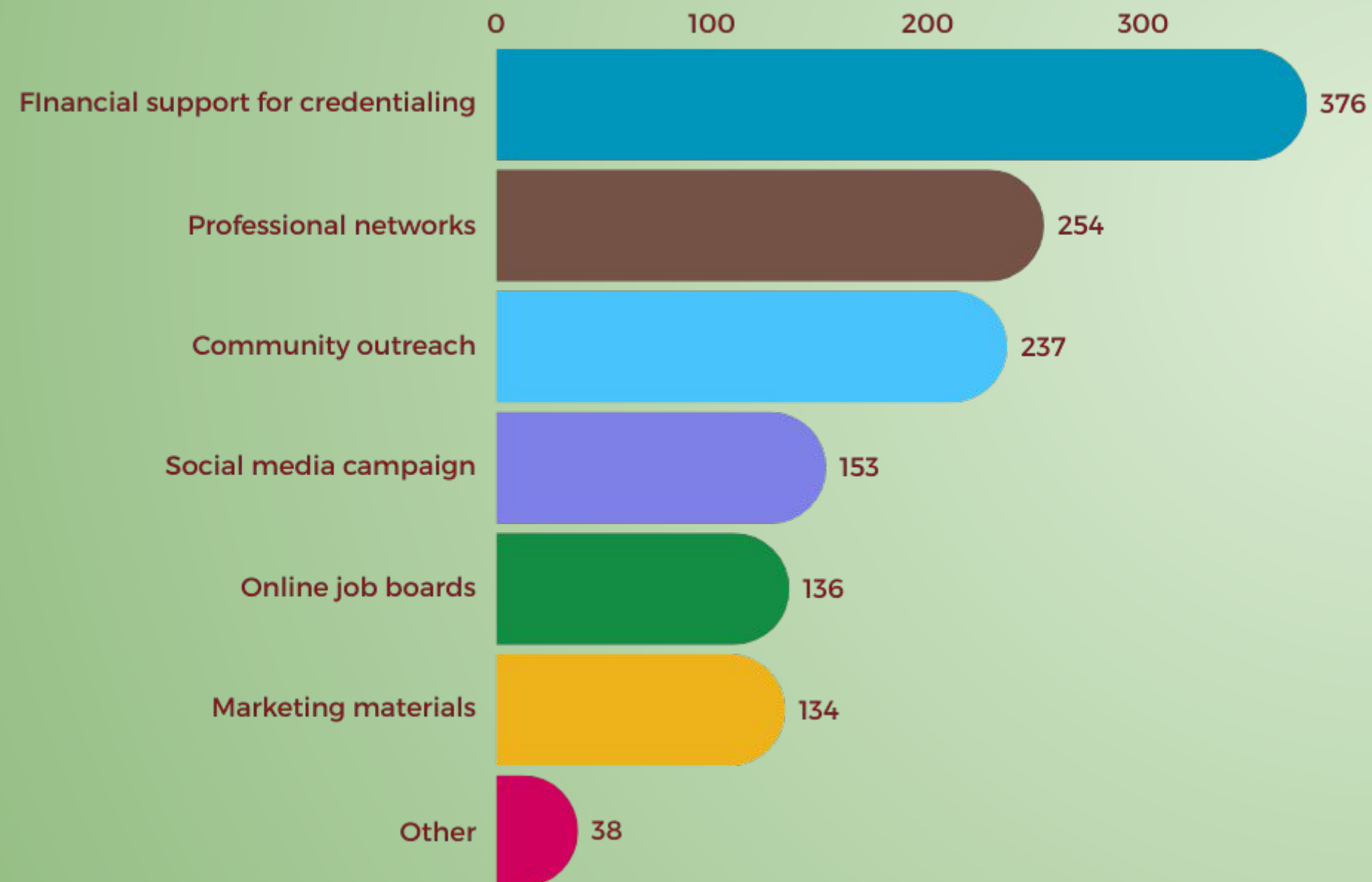
**(ADMIN)**

**WHAT DO YOU BELIEVE ARE THE MOST EFFECTIVE METHODS FOR RECRUITING NEW CTE TEACHERS?**



(TEACHERS)  
WHAT RESOURCES WOULD HELP RECRUIT NEW CTE TEACHERS?

(TEACHERS)  
IF ANSWER IS 'OTHER', WHAT RESOURCE(S) WOULD HELP YOU RECRUIT CTE TEACHERS?



- **HIGHER SALARY (10)**
- **UNSURE (10)**
- **CTE PREPARATION PROGRAMS (9)**
- **STREAMLINED CREDENTIALING PROCESS (6)**
- **CTE COURSES / RECOGNITION IN COLLEGES (3)**

(ADMIN)

WHAT CHALLENGES OR BARRIERS DO YOU SEE IN RECRUITING CTE TEACHERS IN CALIFORNIA?



(ADMIN)

IF ANSWER TO PREVIOUS QUESTION IS 'OTHER', WHAT CHALLENGES OR BARRIERS DO YOU SEE IN RECRUITING CTE TEACHERS IN CALIFORNIA?

- **LACK OF DISTRICT SUPPORT (3)**
- **SOCIAL SECURITY / WINDFALL (3)**
- **STUDENT & PARENT BEHAVIOR (2)**
- **CLASS SIZE (1)**
- **COST OF LIVING (1)**

# CTE Teacher Retention

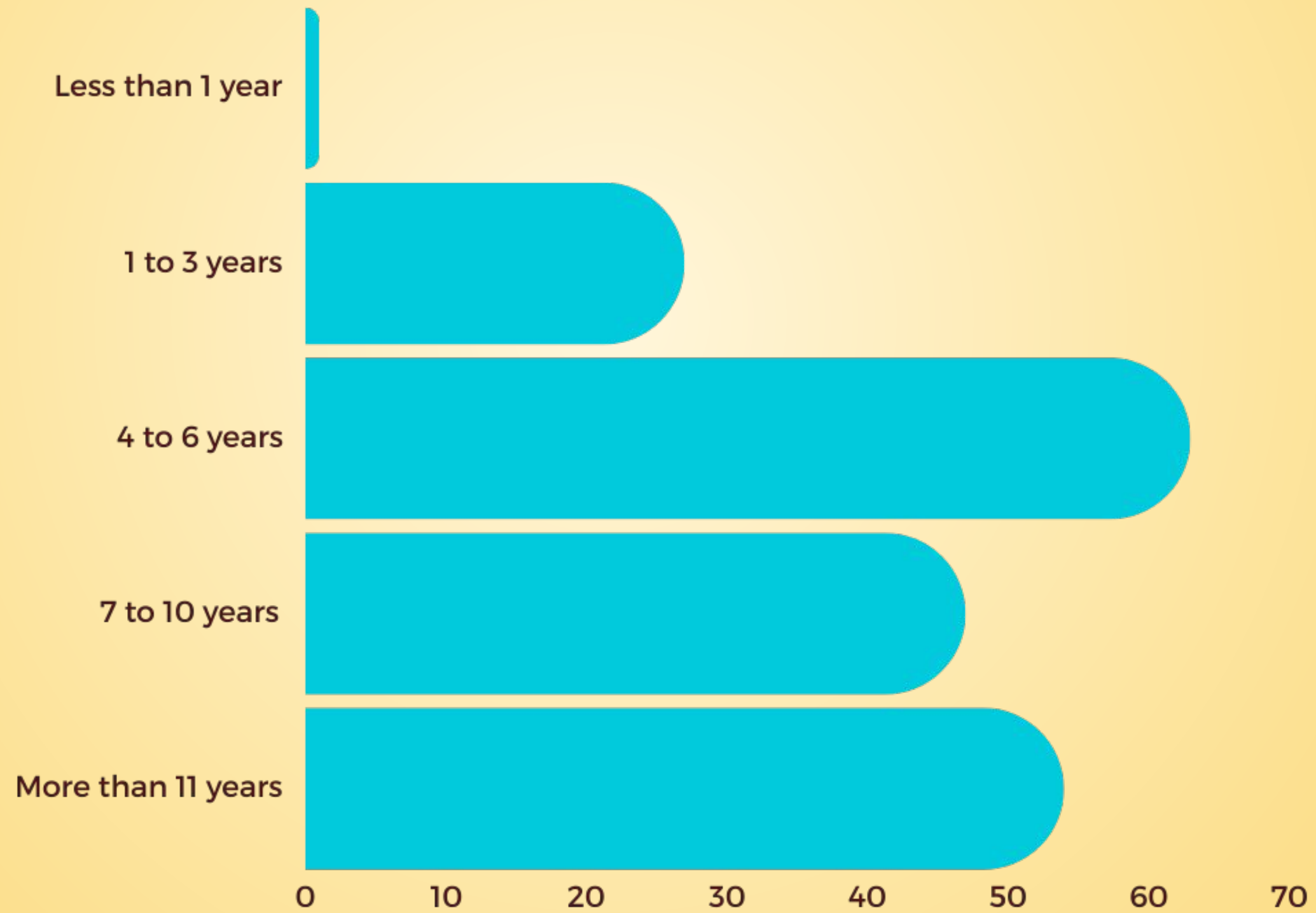


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(ADMIN)  
ON AVERAGE, HOW LONG DO CTE TEACHERS REMAIN  
EMPLOYED AT YOUR SCHOOL/DISTRICT?



**(TEACHERS)**

**WHAT FACTORS DO YOU BELIEVE CONTRIBUTE TO THE RETENTION OF CTE TEACHERS?**



**(ADMIN)**

**WHAT FACTORS DO YOU BELIEVE CONTRIBUTE TO THE RETENTION OF CTE TEACHERS?**





**(TEACHERS)**

**IF ANSWER IS "OTHER," WHAT FACTOR(S) DO YOU BELIEVE CONTRIBUTE TO THE RETENTION OF CTE TEACHERS?**

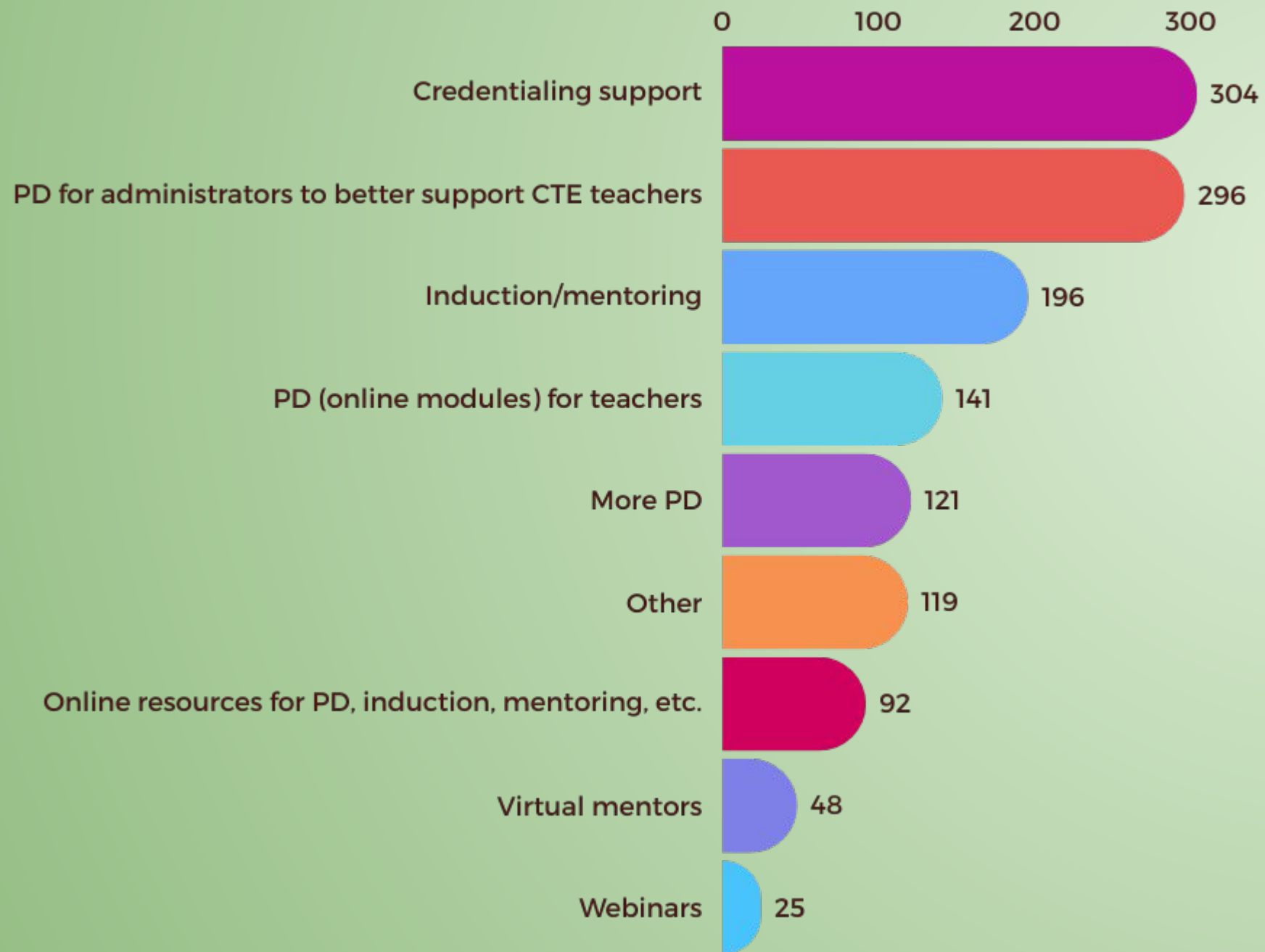
- SUPPLIES AND EQUIPMENT (3)
- STIPEND FOR EXTRA WORK (3)
- THE STUDENTS (2)
- PERMANENT / FULL-TIME POSITIONS (4)
- REASONABLE CLASS SIZES (1)

**(ADMIN)**

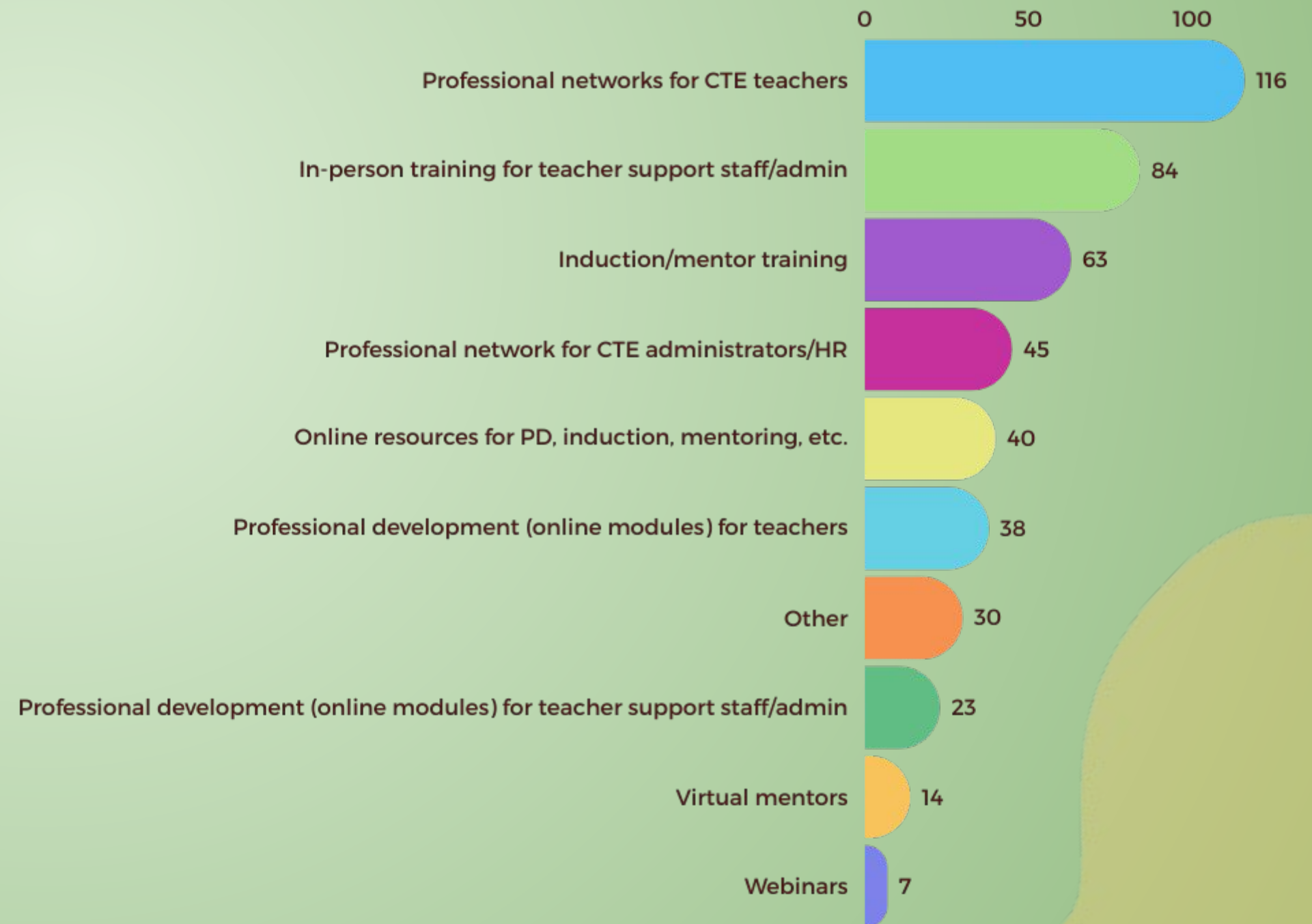
**IF ANSWER IS "OTHER", WHAT FACTOR(S) DO YOU BELIEVE CONTRIBUTE TO THE RETENTION OF CTE TEACHERS?**

- SUPPLIES AND EQUIPMENT (3)
- THE STUDENTS (2)
- REASONABLE CLASS SIZES (1)
- STIPEND FOR EXTRA WORK (1)

**(TEACHERS)**  
**WHAT RESOURCES WOULD HELP RETAIN CTE TEACHERS?**



**(ADMIN)**  
**WHAT RESOURCES WOULD HELP RETAIN CTE TEACHERS?**



**(TEACHERS)**

**IF ANSWER IS 'OTHER', WHAT RESOURCE(S)  
WOULD HELP YOU RETAIN CTE TEACHERS?**

- SALARY / STIPEND (69)
- WORKLOAD (28)
- SUPPORTIVE / RESPECTFUL SCHOOL CULTURE TO CTE (25)
- FUNDING FOR CLASSES / SUPPLIES AND EQUIPMENT (20)
- CLASS SIZE / OVERCROWDING (7)

**(ADMIN)**

**IF ANSWER IS 'OTHER', WHAT RESOURCE(S)  
WOULD HELP YOU RETAIN CTE TEACHERS?**

- SALARY / STIPEND (17)
- FUNDING FOR CLASSES AND EQUIPMENT (5)
- IN-PERSON PD FOR CTE TEACHERS (3)
- SUPPORTIVE SCHOOL CULTURE FOR CTE TEACHERS (3)
- INDUSTRY SECTOR NETWORKING (2)

**(TEACHERS)**  
**WHAT ARE THE TOP REASONS CTE TEACHERS LEAVE YOUR ORGANIZATION?**



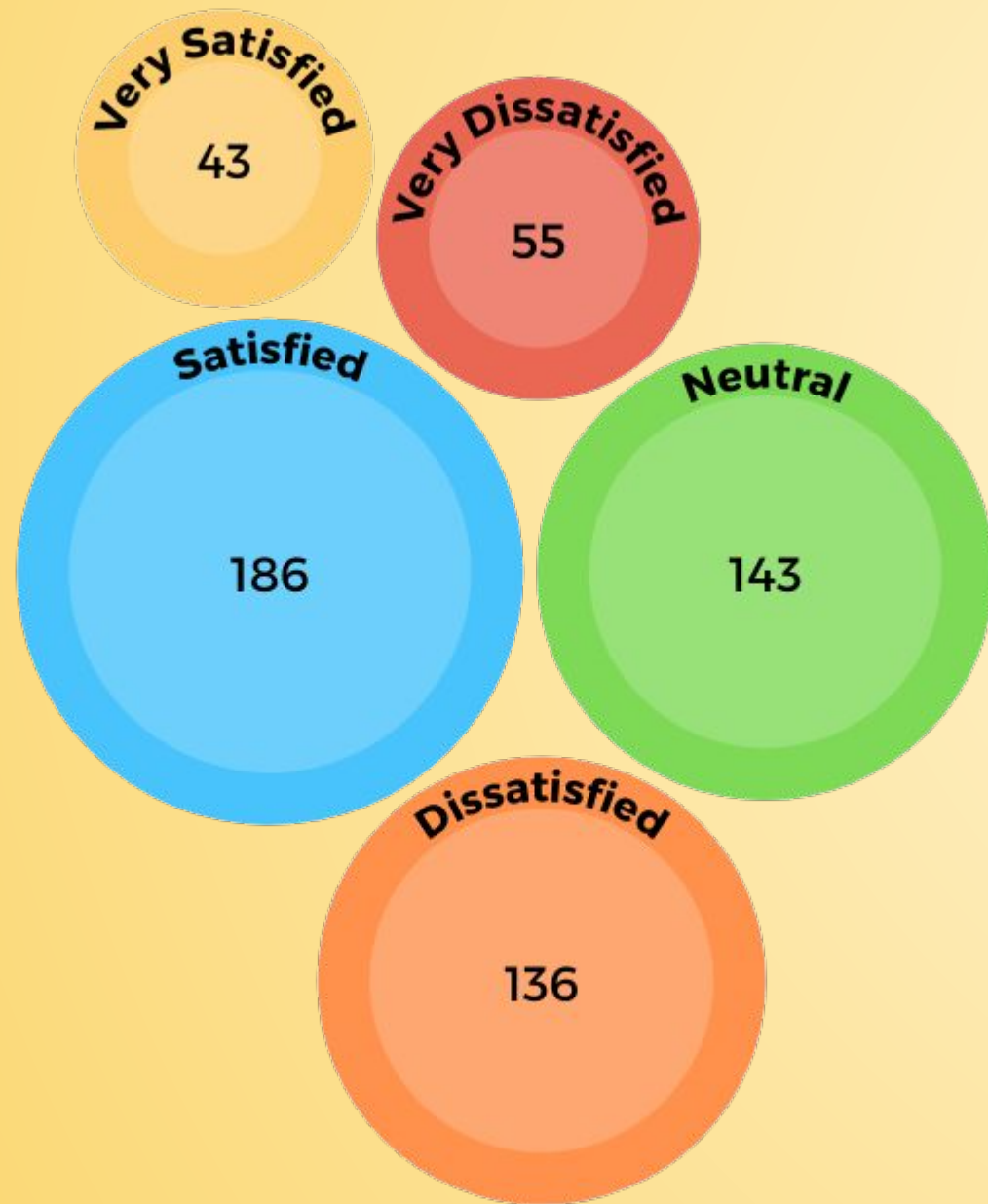
**(TEACHERS)**  
**IF ANSWER IS "OTHER", WHAT ARE THE TOP REASONS CTE TEACHERS LEAVE YOUR ORGANIZATION?**

- NO FUNDING FOR SUPPLIES / EQUIPMENT (8)
- STRESS AND BURNOUT (7)
- ADMIN AND BUREAUCRACY (5)
- LACK OF JOB SECURITY (4)
- EXTRA WORK WITH NO COMPENSATION (3)



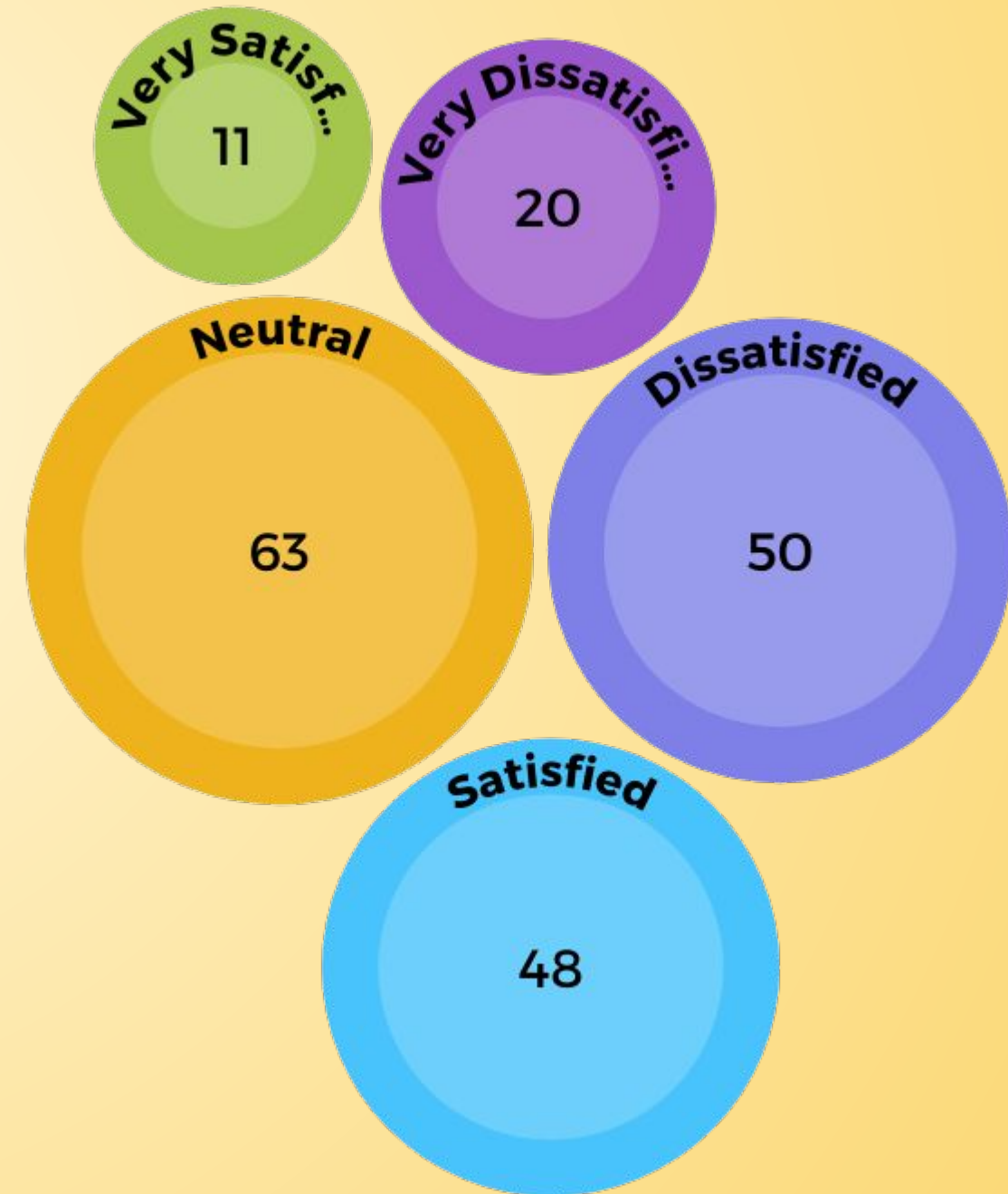
**(TEACHERS)**

**ARE YOU SATISFIED WITH YOUR CURRENT CTE  
TEACHER SALARY?**



**(ADMIN)**

**ARE YOU SATISFIED WITH THE CURRENT COMPENSATION  
PROVIDED TO CTE TEACHERS IN YOUR ORGANIZATION?**



**(TEACHERS)**  
**HAVE YOU CONSIDERED LEAVING OR CHANGING**  
**YOUR CTE TEACHING POSITION**  
**(POST-PANDEMIC)?**

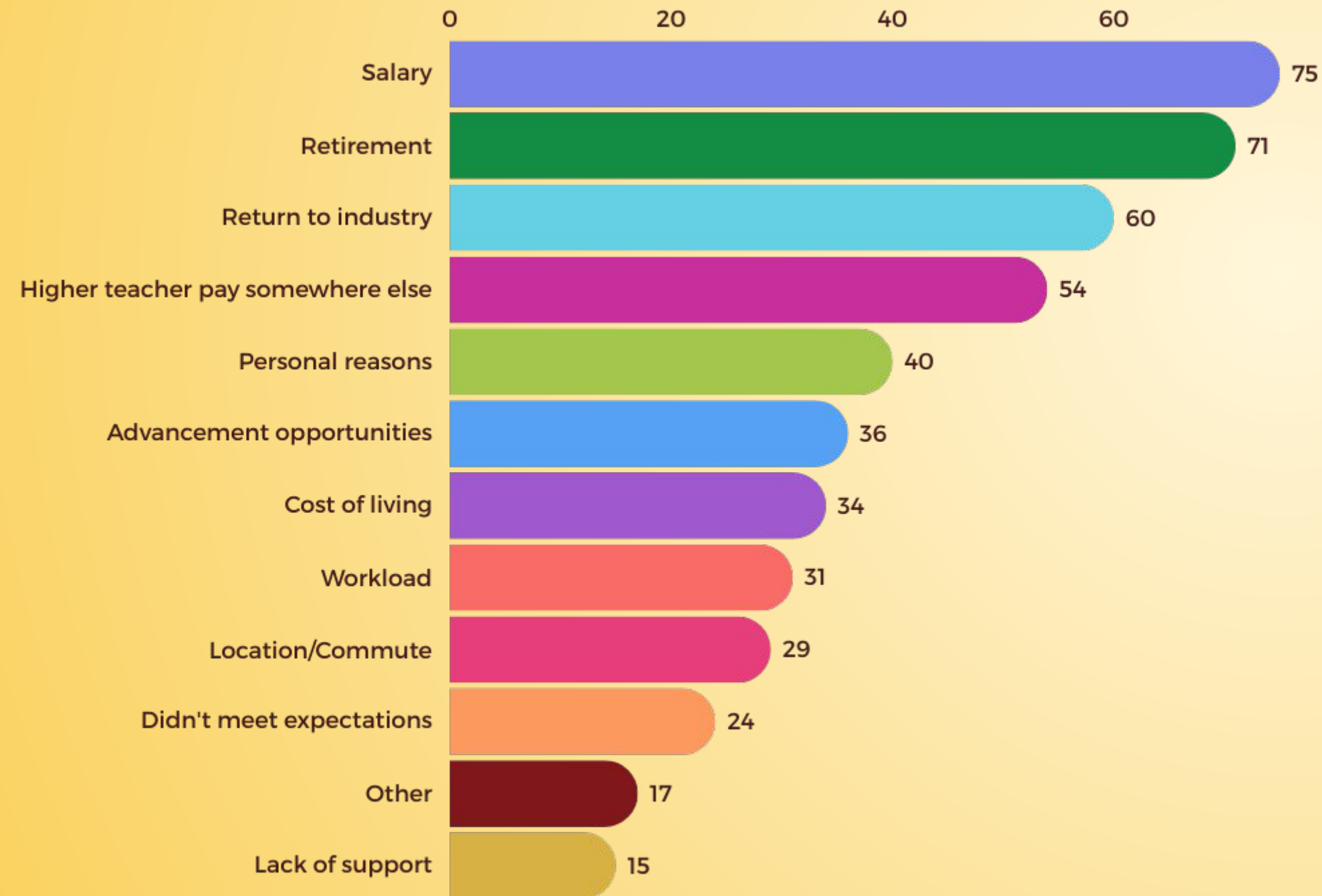


**(TEACHERS)**  
**IF ANSWER IS 'YES', WHAT KEPT YOU IN THE**  
**PROFESSION OR ORGANIZATION?**

- **YEARS OF SERVICE AND PENSION (182)**
- **FINANCIAL STABILITY, BENEFITS AND YEARS OF SERVICE (152)**
- **LOVE FOR TEACHING (150)**
- **THE STUDENTS (48)**
- **ADMINISTRATIVE AND ORGANIZATIONAL SUPPORT (46)**

(ADMIN)

WHAT ARE THE TOP REASONS CTE TEACHERS LEAVE YOUR ORGANIZATION?



(ADMIN)

IF ANSWER TO PREVIOUS QUESTION IS "OTHER", WHAT DO YOU THINK ARE THE TOP REASON(S) CTE TEACHERS LEAVE YOUR ORGANIZATION?

- **NONE HAVE LEFT (5)**
- **STUDENT BEHAVIOR (5)**
- **LACK OF UPDATED EQUIPMENT (3)**
- **CLASS SIZE (3)**
- **THEY DON'T WANT TO PUT IN THE HOURS (1)**

# CTE Teacher Mentorship & Professional Development



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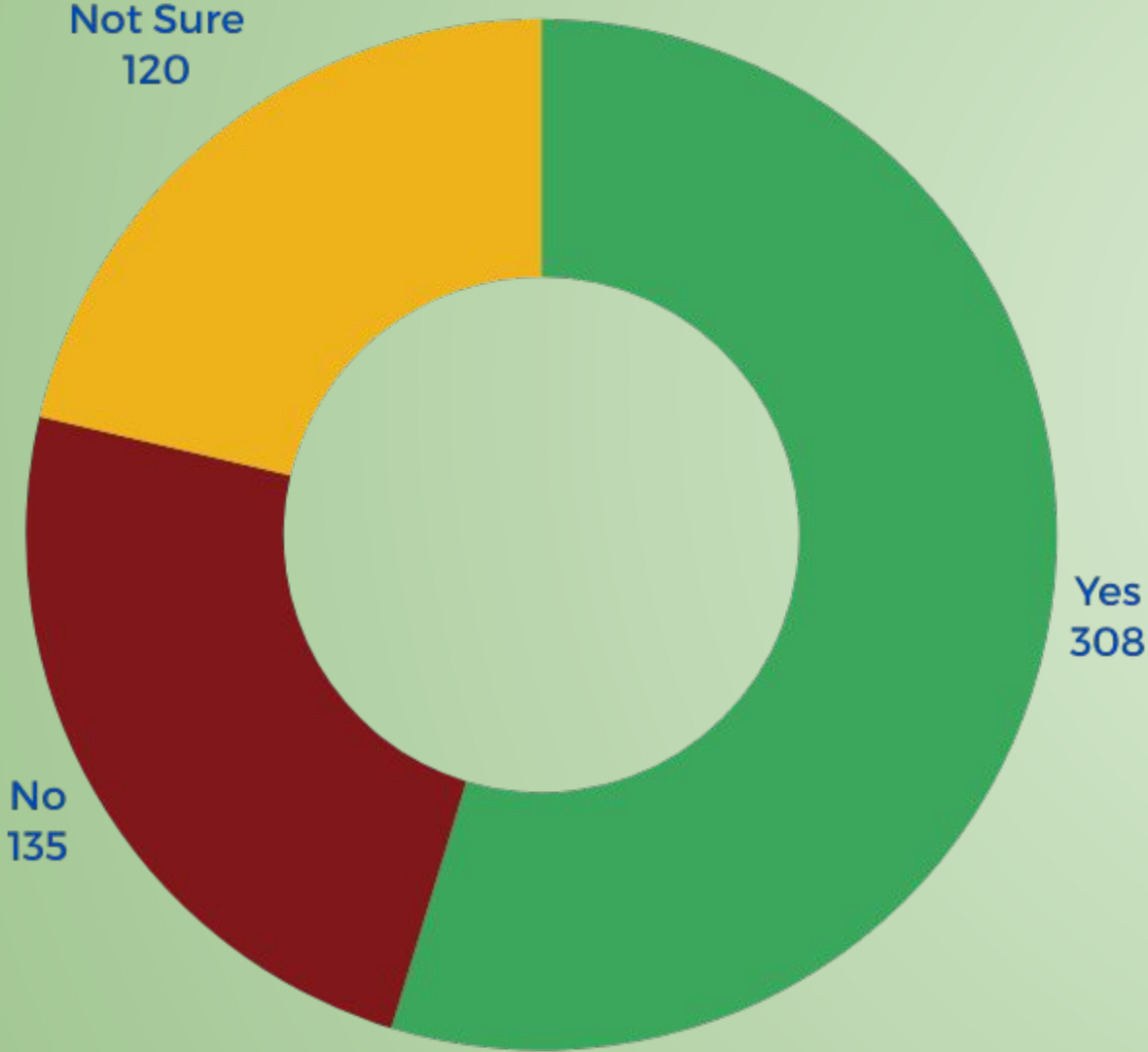


[cteteach.com](http://cteteach.com)



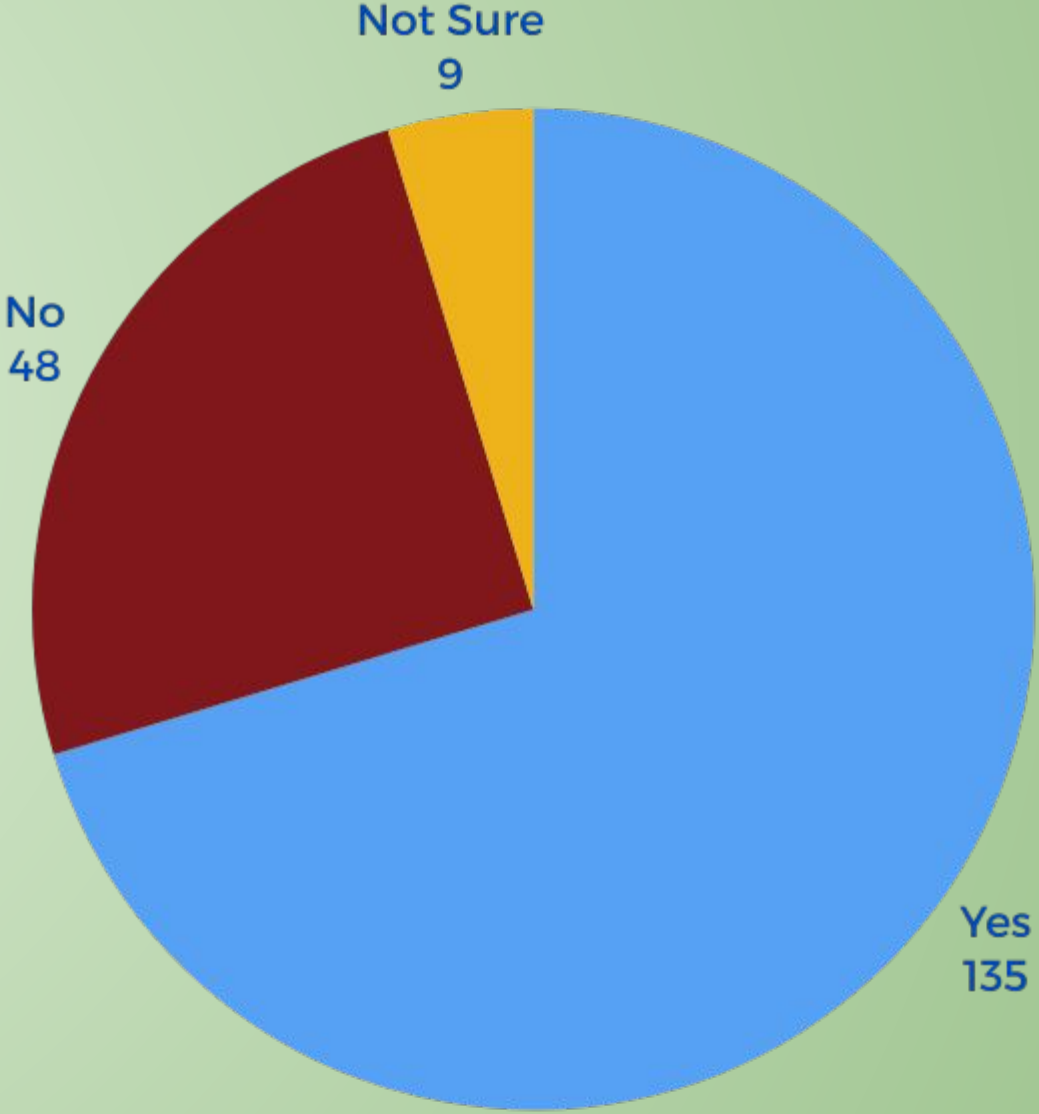
**(TEACHERS)**

**DOES YOUR ORGANIZATION HAVE A MENTORING OR INDUCTION PROGRAM FOR NEW CTE TEACHERS?**



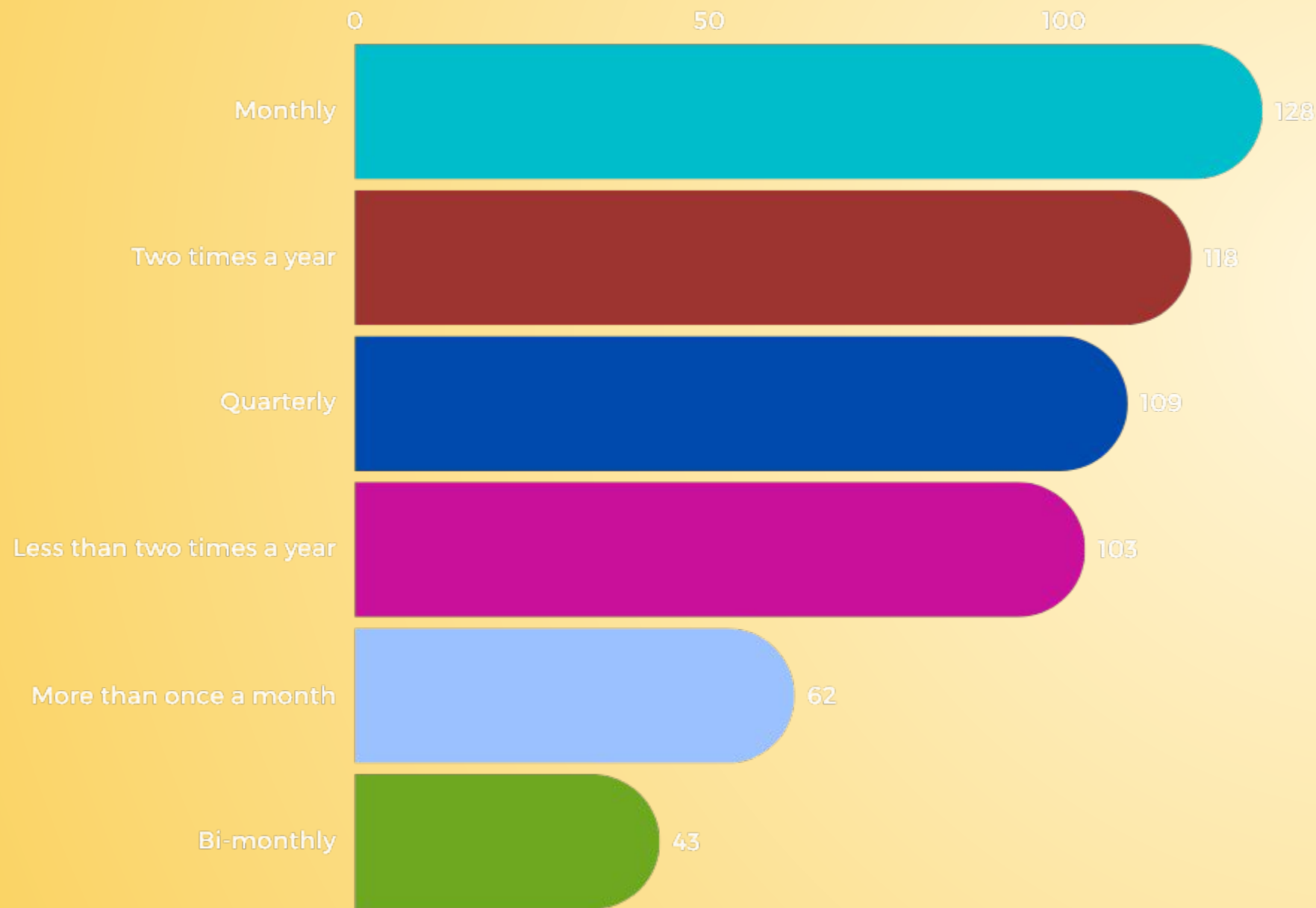
**(ADMIN)**

**DO YOU HAVE A MENTORING OR INDUCTION PROGRAM FOR NEW CTE TEACHERS?**



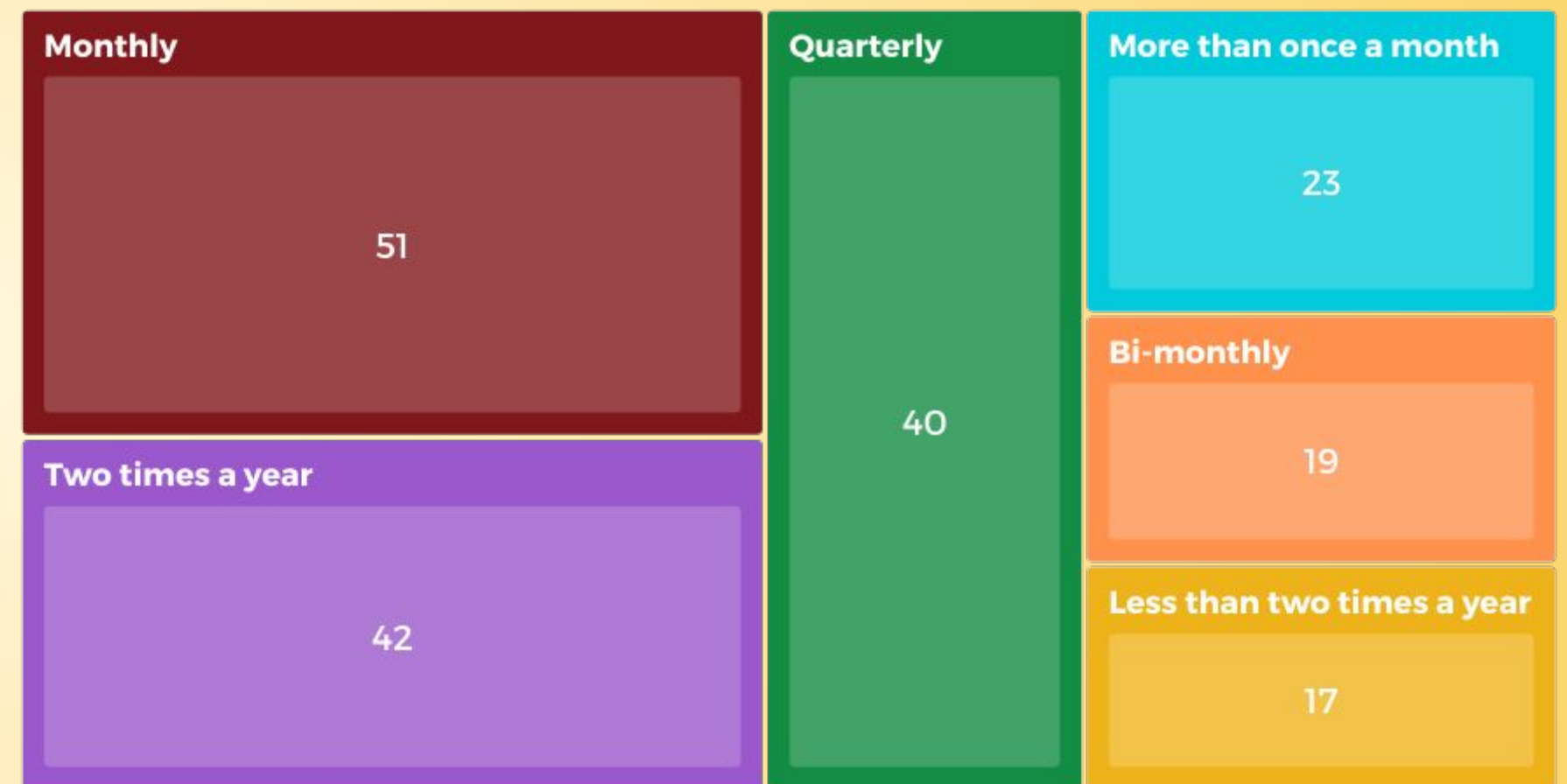
**(TEACHERS)**

**HOW OFTEN DO YOU RECEIVE PROFESSIONAL DEVELOPMENT OPPORTUNITIES OR TRAININGS?**



**(ADMIN)**

**HOW OFTEN DO YOU PROVIDE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR YOUR NEW CTE TEACHERS?**



# CTE TEACH



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[cteteach.com](http://cteteach.com)



# CTE TEACH

A teacher training and professional development program for new and veteran **CTE** teachers.



**Increase Teacher Retention**



**Improve & Provide Teacher Training**



**Greater Teacher Effectiveness**



**Promote Student Learning**



# Impact of CTE TEACH



- Over **150** sites across **55** districts
- Over **500** mentors trained statewide
- Over **8000** new and veteran teachers received PD
- Districts have delivered over **50,000** hours of direct mentoring to teachers
- Enabled over **3200** teachers to meet Early Orientation requirement to fulfill credential requirements
- Website has been visited over **82,000** times across **50** states and **43** countries



# CTE TEACH

## Welcome to **CTE TEACH!**

**CTE TEACH**, in partnership with the California Department of Education, is a program that helps to address the Career Technical Education (CTE) teacher shortage by developing and conducting a comprehensive study including surveys, needs assessment, database, and toolkit to better understand and assist in teacher recruitment and retention issues. In addition, **CTE TEACH** assists new and veteran CTE teachers to learn, grow, and mentor in all areas of CTE.

**CTE TEACH** supports the unique needs of new CTE teachers transitioning from industry into the classroom with free resources such as early online orientation and professional development courses, teacher induction and industry sector resources, CTE media, and mentor training programs.

# cteteach.com - Early Orientation Course

15 Designated Subjects Credential Programs utilize the Early Orientation Training Modules to satisfy the CTC requirement of an orientation to teaching within the first 30 days

## CTE **TEACH** ONLINE COURSES

### Please Note:

CTE TEACH is not a credentialing program. Our online Canvas courses are not affiliated with your credential program, or the school you teach for. Please contact your program/credentialing lead for any assistance dealing with Canvas courses and accounts that are not CTE TEACH related.

[Access CTE TEACH Online Course Catalog](#)

### Early Orientation Course

- Module 1: Engaging and Supporting all Students in Learning
- Module 2: Classroom Environment
- Module 3: Understanding and Organizing Subject Matter
- Module 4: Planning Instruction and Designing Learning Experiences for All Students
- Module 5: Assessing Student Learning
- Module 6: Developing as a Professional



# cteteach.com - Other Online Courses

## Mentor Course

- Module 1: Introduction
- Module 2: Your First Day
- Module 3: Qualities and Characteristics
- Module 4: Mentoring Overview
- Module 5: California Standards for the Teaching Profession
- Module 6: New Teacher Orientation
- Module 7: Early Orientation
- Module 8: Professional Development
- Module 9: CTE TEACH Workshops
- Module 10: White Board Configuration
- Module 11: Teaching Strategies
- Module 12: Lesson Planning
- Module 13: Walkthroughs
- Module 14: Observations
- Module 15: Feedback Conferences

## Professional Development Courses

- Instructional Technology
- Work-Based Learning
- Middle School Learners
- Adult Learning/Community
- Increasing Rigor and Relevance in the Classroom
- Teaching CTE Online
- Teacher Externship Toolkit
- CTE Foundations

## CTE Administrator Course

- Module 1: Introduction to Career Technical Education
- Module 2: Planning and Implementing CTE Programs
- Module 3: Curriculum Development and Instructional Design
- Module 4: Assessment and Accountability in CTE Programs
- Module 5: Funding and Equity in CTE Programs
- Module 6: Building and Sustaining Effective CTE Programs
- Module 7: Leadership and Professional Development in CTE
- Module 8: Conclusion and Future of CTE Programs

All asynchronous  
training, support, and  
online professional  
development via  
CTE TEACH can be  
accessed for

**FREE**

at [www.cteteach.com](http://www.cteteach.com)



# cteteach.com - Industry Sector Resources

**Assignments**

**Labs**

**Worksheets**



**Presentations**

**Projects**

**Videos**

# Thanks for joining us!



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## Melissa Dix

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melissa\_dix@cry-rop.org

Complete Survey Results



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**CTETEACH.COM**

## David Aman

Program Coordinator  
david\_aman@cry-rop.org

