



Nashville Public Education FOUNDATION

What we do: This Project

Advocating for Change	
Promoting Excellence & Innovation	●
Supporting MNPS	●
Convening Stakeholders	

What We Did:

The Nashville Public Education Foundation (NPEF) collaborated with MNPS to launch a teacher recruitment website and video that centered around MNPS’ unique and dynamic offerings as a place to work, and highlighted the city of Nashville as a fantastic and vibrant place to live.

Teach Nashville

What it is:

[Teach-Nashville.com](https://teach-nashville.com) is a one-stop-shop website built to attract and recruit diverse teaching talent for Metro Nashville Public Schools (MNPS). The website, accompanying recruitment video, and corresponding communications campaign explore the ins and outs of teaching in MNPS and living in Nashville.

The website and video showcase the strengths of MNPS and its community by featuring a diverse selection of students, teachers, and schools. The Teach Nashville website was designed and launched to clearly communicate what it is like to teach in MNPS and why the work in our district is so important, as well as to compile concrete information and resources on teacher pay, processes for teacher licensure, and other details related to starting and growing a teaching career in MNPS. The site features information on different neighborhoods and city recreation and activities to help teachers considering moving to Nashville begin to visualize their life as a Nashvillian. The overall goal is to support MNPS’ teacher recruitment efforts with standalone, branded materials that position Nashville as an emerging destination for top teacher talent.

In collaboration with district leaders, NPEF identified the following value statements to help recruit aspiring teachers:

1. MNPS has an amazingly diverse student body that teachers get to learn from every day.
2. MNPS works to focus on reducing and eliminating existing inequities and teachers can be a part of the solution.
3. MNPS values principals who understand the importance of a positive, impactful learning culture not just for students, but also for teachers.
4. Teachers in MNPS have the opportunity to explore unique and innovative programming to truly meet the needs of students.



Teach Nashville

The Impact:

The website and corresponding communications campaign have reached hundreds of prospective teachers and helped support their decisions to choose Nashville and MNPS. In addition to serving as a recruiting tool, Teach-Nashville.com has also helped celebrate our wonderful teachers and highlight great stories in our schools.



Why it Matters:

Effective teacher recruitment is a vital step to ensuring all our students are thriving in school each day. NPEF was proud to support MNPS by producing a high-quality recruitment video that highlighted the talent and joy present in our classrooms from both teachers and students. The Teach Nashville website provides a one-stop-shop of resources and information on pursuing a teaching career in Nashville to help demystify and streamline the process and information-gathering prospective teachers are often met with, particularly when moving to a new city or state.

