



Network for Excellence in Teaching

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Bush Foundation Launches TV Spots Recruiting Next Generation of Teachers

Ads aim to attract effective teachers in an effort to increase student achievement

St. Paul, Minn. – May 10, 2011 – Starting today, the Bush Foundation, along with 14 partner universities in Minnesota, South Dakota and North Dakota, together known as the Network for Excellence in Teaching (NExT), is launching new public service style television spots designed to inspire people to consider teaching as a career option.

Two 30-second spots offer poignant reminders of the profound and lifelong impact teachers have on the lives of the students they teach, and ask viewers if they're ready to become a teacher and "make their mark" on people's lives. The spots will appear throughout the month of May on television and online in Minnesota, North Dakota and South Dakota.

Leading up to the campaign, the Bush Foundation conducted primary research to determine what types of people are most likely to be drawn to teaching and would succeed in the classroom. The ads were created to reach high school and beginning college students, but the message appeals to anyone who wants a career that makes a difference in people's lives.

"In our research, we identified which kind of people to target. We call them Change Makers," said Peter Hutchinson, president of the Bush Foundation. "They are ambitious, passionate and driven by a desire to improve people's lives and make a difference."

With nearly half the teachers in the upper Midwest expected to retire or leave the profession in the next 10 years, the Bush Foundation is investing \$40 million in partner universities to improve how future teachers are recruited, trained, placed and supported in the classroom.

"Research shows that the quality of a teacher is the single most important in-school factor in determining a student's success," said Hutchinson. "Our goal for the decade is to drive student achievement and eliminate disparities among diverse student groups. Recruiting highly effective teachers will help us do just that."

The television spots encourage viewers to visit www.nextteacher.org, where they can explore the teacher-preparation programs at each of the 14 participating universities, take a quiz to learn the attributes of a great teacher and learn more about the NExT initiative.

About The Bush Foundation

[The Bush Foundation](http://www.bushfoundation.org) was established in 1953 by 3M executive Archibald Bush and his wife, Edyth. The Foundation strives to be a catalyst to shape vibrant communities in Minnesota, North Dakota and South Dakota and the 23 Native nations that share the same geography by investing in courageous and effective leadership that significantly strengthens and improves the well-being of people in these areas.

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The Foundation's education goal is to see that the percentage of students in Minnesota, North Dakota and South Dakota, from pre-kindergarten through college, who are on track to earn a degree after high school increases by 50 percent and disparities among diverse student groups are eliminated.

More information is available at www.bushfoundation.org.

About the Network for Excellence in Teaching (NExT)

NExT is a partnership of the Bush Foundation and 14 higher education institutions in the upper Midwest working to transform teacher-preparation programs and recruit new, highly effective teachers over the next decade. The Bush Foundation is investing \$40 million to help improve the way teachers are recruited, prepared, placed and supported in the classroom. More information about NExT is available at www.nextteacher.org.

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