

Recruitment and Retention of Personnel Serving Young Children with Disabilities: **Public Awareness about Career Opportunities**



For more, visit <https://ectacenter.org/topics/personnel/recruitment.asp>

It is essential to create awareness about the significance of the early intervention (EI) and early childhood special education (ECSE) workforce.



Research has shown that many workers view teaching as a semi-profession until they get a "real" job in other fields.^{1, 2} Unfortunately, there is a lack of promotion and marketing of educational and EI settings as attractive workplaces and promising career choices. As a result, people do not consider it a promising career path. To change this perception, it is important to implement robust strategies that positively promote and market educational settings.

States, cities, and organizations use social media, branding, and marketing campaigns to recruit and develop future EI and ECSE professionals.



Arizona's comprehensive system of professional development (CSPD's) [Recruitment and Retention Guide for AZ Early Childhood Programs](#) tackles the challenges that cause personnel shortages. This ensures that all of Arizona's children and families, including those with disabilities, have access to highly qualified educators, resources, and services to support their needs.



The Division for Early Childhood's [Be A Part of Early Intervention Public Awareness Video](#) provides awareness of EI as a career that offers job satisfaction in a government-mandated, multidisciplinary field with excellent career prospects.

¹ Darling-Hammond, L. (2010). *The flat world and education: How America's commitment to equity will determine its future*. NY: Teachers College Press. <https://doi.org/10.1007/s10833-010-9137-7>

² Wiggan, G., Smith, D., & Watson-Vandiver, M. (2021). The national teacher shortage, urban education and the cognitive sociology of labor. *The Urban Review*, 53, 43–75. <https://doi.org/10.1007/s11256-020-00565-z>



Illinois Occupational Therapy Association [Community Outreach Committee](#) increases awareness of occupational therapy (OT) as a profession within various communities throughout the state.



New Mexico's [Teaching is Changing Lives](#) is a campaign and one-stop portal for information on teaching careers including PreK.



Texas Education Agency's [#IAmTXEd Campaign](#) is a social media campaign that shares ongoing success stories of Texas practitioners. The state campaign collects and disseminates educator stories that lead to improved student outcomes and achievements shared weekly through social media.

The ECTA Center is a program of the FPG Child Development Institute of the University of North Carolina at Chapel Hill, funded through cooperative agreement number H326P220002 from the Office of Special Education Programs, U.S. Department of Education. Opinions expressed herein do not necessarily represent the Department of Education's position or policy.

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Office of Special Education Programs
U.S. Department of Education