

Memorandum

Date: June 26, 2026
To: PELSB Board Members
From: PELSB Staff
RE: Teacher Marketing & Outreach Campaign / Elevate Teaching Update

The 2021 legislature allocated funds to PELSB to begin a Teacher Marketing and Outreach Campaign. The stated purpose for this campaign is to:

1. Elevate the teaching profession and
2. Recruit teachers, especially teachers of color and American Indian teachers, high school and college students who have not chosen a career path, and adults seeking to change careers.

The 2021 allocation was \$500,000; of which \$485,000 was awarded to one contractor, Plum Blossom Strategy from 2022-2024.

In 2023, the legislature allocated additional funds to PELSB - \$500,000 each year (total \$1,000,000) to continue this work. PELSB has contracted with two vendors, Plum Blossom Strategy and Collectivity. They have been charged with designing a website, printed materials, and marketing materials to reach potential teacher candidates and guide them towards appropriate pathways to become teachers.

In 2025, the legislature provided another two years of funding for this work. Plum Blossom and Collectivity reported to the Board on their work in July 2025. They are here today to provide an update on past work, as well as plans for the next stage of the campaign.

Options

This is a report. No action is needed.