

Creating Awareness Throughout the Year

With the Press:

- ✓ **Inform local and trade press about the special features of your education unit.** Offer to be interviewed or show reporters around the campus. Having favorable articles or pieces appear in the media is all the more valuable as a marketing tool because it's *free*.
- ✓ **Create a paid advertisement.** Reach out to your community with a paid advertisement touting NCATE accreditation and other noteworthy facets of your program that you may use to promote NCATE accreditation.
- ✓ **Prepare and send op-ed pieces to the newspapers on the need for higher standards for teachers and teacher preparation, and the role your institution plays in the reform of teacher education through participation in accreditation, restructuring and other renewal efforts.** See the op-eds by [Carmen Coballes-Vega](#) (dean at the University of Wisconsin- Oshkosh) and [Gerardo Gonzalez](#) (dean of the Indiana University School of Education) for ideas.

Other Audiences to Address:

- ✓ **Include information about special features of your school, college or department of education in a letter to prospective students,** including a brief explanation of the meaning of professional accreditation.
- ✓ **Imprint “NCATE Accredited” on official student documents.** It will raise awareness among students and inform those in a position to hire that your school has met standards developed by working professionals in the field of education. NCATE Logos in all formats are also available for download [from our website](#). See Greensboro College’s (NC) [Teacher Education Program website](#) for an example of how the NCATE logo could be integrated onto your school’s website.
- ✓ **Communicate closely with guidance counselors and principals and ensure that your promotional brochures and catalogs highlight NCATE accreditation.**
- ✓ **Reach out to the schools and districts from which you recruit**—Offer to provide speakers on the importance of NCATE accreditation and teacher quality at state association meetings of guidance counselors.

- ✓ **Coordinate and collaborate with policymakers—legislators, school boards, teachers’ associations, superintendents, school district personnel, etc.—on education reform task forces and committees.** Reach out to forge community alliances that can help support your program.

- ✓ **Integrate recent developments in the professionalization of teaching into the curriculum so that prospective teachers have a broad view of the evolution of teaching as a profession.** Advanced certification standards are now spurring changes in state licensing, and have aided the development of more rigorous accreditation standards.

Please send us your ideas and approaches to share with all accredited institutions!