



Teacher and School Leader Incentive

Program: Project LEADERS

Leveraging Employee Advancement to Develop Excellence and Reach Success

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What is the Teacher and School Leader Incentive Program?

- Two primary purposes are to assist eligible grantees in developing, implementing, improving, or expanding comprehensive:
 - **Human Capital Management Systems (HCMS) and**
 - **Performance-Based Compensation Systems (PBCS)**
- Project periods are up to 3 years: **Oct. 1, 2023-Sept. 30, 2026**
- WCPSS was awarded **\$13,545,026**

Project LEADERS Goals

- To positively impact student achievement in schools designated by school performance grades and other identifying criteria
- To recruit, retain, and develop diverse teachers and school leaders in identified schools



Project LEADERS Objectives

Objective 1: Enhance Human Capital Management System to recruit a diverse teacher workforce; increase transparency in the hiring process

Objective 2: Increase educator diversity in identified schools

Objective 3: Grow a high-quality teacher pipeline, with the goal of raising the bar for teacher preparation; recruit highly effective teachers and staff to support success for all students, especially in identified schools

Objective 4: Promote and support a culture of continuous professional development that results in high student achievement

Project LEADERS Selection Criteria

Schools that had a **school performance grade of C-F** and **one of the following criteria** were eligible:

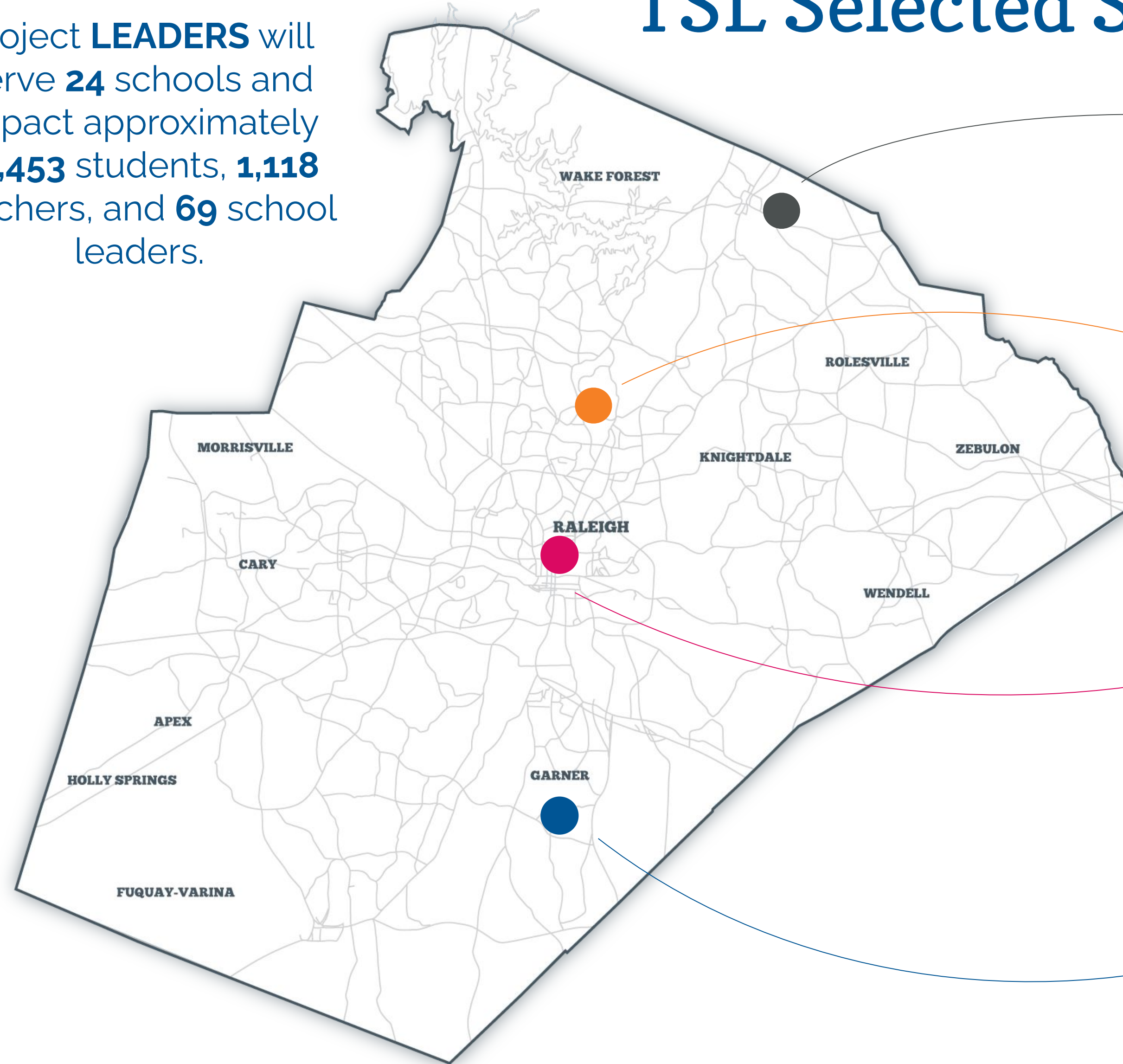
- School growth index score below .75
- Underrepresented minority students comprise 60% or more of student body
- Free and reduced lunch status students comprise 60% or more of student body
- Restart School
- Title 1 status
- Higher than district average attrition rate



24
schools selected

TSL Selected Schools

Project **LEADERS** will serve **24** schools and impact approximately **13,453** students, **1,118** teachers, and **69** school leaders.



1

Eastern/Northeastern Area

- | | |
|---------------------|--------------------|
| Brentwood ES | River Bend ES |
| Forestville Road ES | Wake Forest ES |
| Hodge Road ES | Wilburn ES |
| Knightdale ES | Wildwood Forest ES |
| Lockhart ES | Zebulon MS |
| Neuse River MS | |

2

Northern Area

- | | |
|--------------------|--------------|
| Baileywick Road ES | Green ES |
| Carroll MS | Lynn Road ES |
| East Millbrook MS | |

3

Central/Western Area

- Bugg ES
- Centennial Campus MS
- Dillard Drive ES
- Poe ES
- Walnut Creek ES

4

Southeastern Area

- Barwell Road ES
- East Garner MS
- Timber Drive ES

Human Capital Management System

Enhanced recruitment marketing strategies, including:

- Implementation of new software system to:
 - Expand searchability of job postings beyond iCIMS
 - Organize lead contact information collected via online interest forms
 - Deliver targeted messages to leads via email and text
 - Measure website and media campaign metrics and track candidate journey from advertising to hire
- Google search, search and display, radio and social media advertising
- Sponsored job postings
- Additional recruiting staff

Support for Selected Schools: Additional Pay

- Recruitment and retention bonus:
 - \$1,500 for teachers and APs; \$2,500 for principals employed on Oct. 1, 2024*
 - An additional \$1,500 for teachers and APs; \$2,500 for principals who remain at school through Sept. 1, 2026

**\$1,500 for any teacher or AP & \$2,500 for any principal hired between Oct. 2, 2024-September 1, 2026*

- Student growth-based compensation based on EVAAS scores
 - \$2,000 bonus for individual teachers who exceed growth
 - \$2,000 bonus for principals/APs if school exceeds growth

Support for Selected Schools: Professional Learning

- Funding for professional learning, including substitutes
- Stipends for teachers to attend professional learning
- Support for cost of pursuing National Board Certification
- Tuition assistance and Praxis reimbursement for alternatively licensed teachers
- Tuition assistance for advanced degrees
- 2 Coordinating teachers dedicated to professional learning facilitation and teacher support

Next Steps

- Implementation Team to:
 - Prioritize action steps
 - Collaborate with school leadership
- Develop Communication Plan to:
 - Communicate with staff at identified schools
 - Advertise teaching and leading opportunities to current employees and prospective applicants



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Questions?