



PETE/HETE RECRUITMENT IN HIGHER EDUCATION:

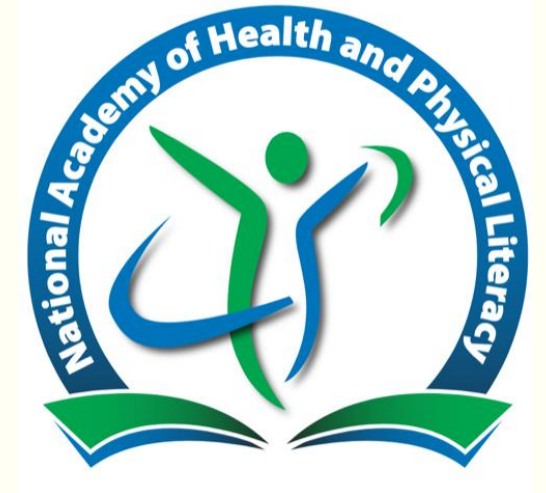
Strategies to Promote Programs and
Recruit/Retain Students

February, 2023



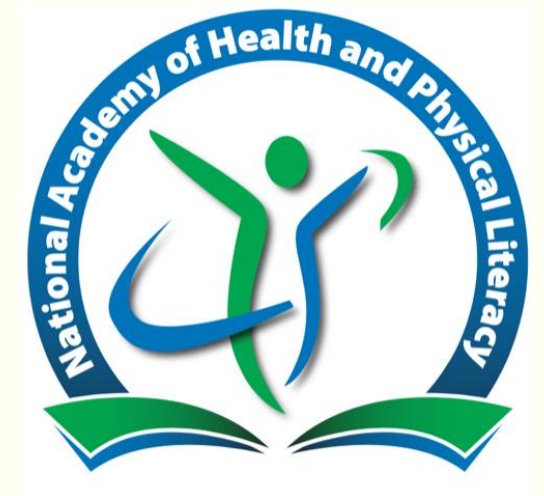
NAHPL Task Force Members

- Debbie Rhea, Chair, Texas Christian University
- Melinda Solmon, Louisiana State University
- Carol Manning, Worcester Public Schools
- Charmain Sutherland, University of West Florida
- Carol Ciotto, Central Connecticut State University
- Ellen Benham, Central Connecticut State University



Session Overview

- The number of education majors in the United States, across all subject areas, has experienced a sharp decline.
- Fifty years ago, 22% of college students majored in education; today, that number is less than 10%.
- This session will examine strategies to recruit and retain students into PETE/HETE programs and will provide information on the NAHPL PETE/HETE Recruitment Task Force.





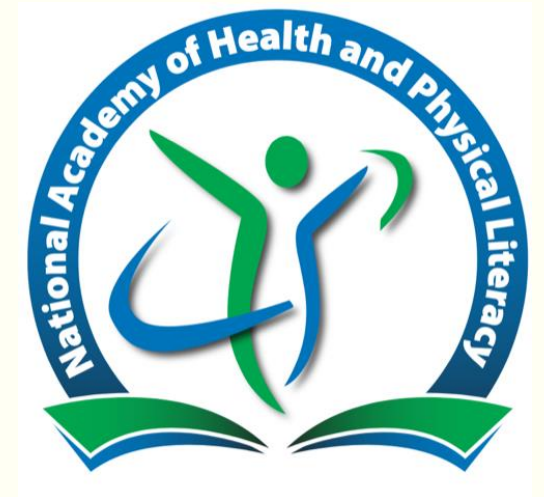
BACKGROUND ON THE TASK FORCE

Motion to NAHPL Board in January 2022

- **Motion and Approved:** To appoint a Task Force to develop strategies/processes to encourage more students into the PETE/HETE field of study when they go to college. The Task Force will investigate how best to accomplish this task, report back to the Board by Spring, 2023 and follow through with the appointment of an Ad Hoc Committee to then implement the plan.
- **Rationale:**
 - PETE/HETE enrollments across the country are on the decline, and have been declining for over a decade.
 - A PETE/HETE ad hoc committee would be charged with suggestions strategies that NAHPL can support to help increase PETE/HETE undergraduate enrollment.
 - Supporting PETE/HETE recruitment and retention could be a major contribution to the field from the NAHPL.

Charge of PETE/HETE Recruitment Task Force

- Develop strategies/processes to encourage/recruit more students into the PETE/HETE field of study when they go to college – Survey Data.
- Investigate how best to accomplish this task, and report back to the NAHPL Board by Spring, 2023.





EXAMPLES OF NATIONAL PETE/HETE RECRUITING EFFORTS

Recommendations for Key Partnerships

- Federal Policy Makers
- State Policy Makers
- Professional Organizations
- State Associations
- Universities and PETE/HETE Programs
- *See NAHPL Resources page for a full list of Key Partners*

JOPERD Article – O’Neil & Richards - 2018

Breaking from Traditionalism: Strategies for the Recruitment of Physical Education Teachers

Kason O'Neil & K. Andrew R. Richards

PDF copy available at:

<https://www.shapeamerica.org/uploads/pdfs/2018/publications/joperd/Breaking-from-Traditionalism-Strategies-for-Recruitment-of-PE-Teachers.pdf>

Breaking from Traditionalism: **STRATEGIES** *for the* **Recruitment** *of Physical* **Education** *Teachers*

KASON O'NEIL ●
K. ANDREW R. RICHARDS ●



Ellis has been a baseball player and athlete his entire life. He grew up in a family that has supported his passion for participating in athletics since he was five years old. Having played football, basketball and baseball through high school, Ellis began to wonder how he could stay connected with sports after graduation. After attending an open house at his local university and speaking to a physical education teacher education (PETE) faculty member, Ellis knew he had found the career path that best fit his passion. Choosing to be a physical educator seemed to be a natural choice. After getting accepted into the PETE program Ellis was overjoyed that he would one day be able to share his love for sport with children and adolescents as a physical education teacher and extracurricular sports coach.

Ellis's story probably sounds familiar to many in the physical education community. Teacher education programs across the United States are filled with future professionals who reflect the athlete-turned-physical educator profile. Students such as Ellis are likely to always be represented in PETE programs. However, a re-evaluation of teacher recruitment efforts may be necessary to seek candidates who not only are highly qualified academically but also bring diverse backgrounds that better reflect the P-12 students with whom they will work. This includes de-emphasizing the recruitment of students with backgrounds in team sport and potentially targeting efforts toward those with an interest in lifetime physical activities (e.g., dance, fitness, outdoor

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PETE/HETE PROGRAM RECRUITMENT EFFORTS

NAHPL PETE/HETE Considerations

- An NAHPL survey was developed – Fall 2022
- Richards, Killian, Graber, & Kern (2019) *Journal of Teaching in Physical Education*, 2019, 38, 22-36.
<https://doi.org/10.1123/jtpe.2018-0010>
- Example of a university question:
 - What ideas have you used to increase/retain the numbers of students in your HETE/PETE program?
- Example of a K-12 question:
 - Have you thought about ways to recruit your students who love PE or Health to pursue a one of these degrees? If so, how?

Recruitment Ideas

- College/University Recruitment Efforts

 - On campus recruitment

 - Brochures
 - Campus Signage
 - UNLF/FYE course - TCU
 - Intro to Kinesiology course – speak to the class
 - Academic advisors – athletics and colleges
 - Informational meeting for students across campus

 - High School/Transfer recruitment

 - Admissions Contacts
 - Monday at TCU
 - Host "future teacher days" for high school students considering PE/HE as a career campus
 - Host extended sessions or conferences on your university campus for high school students who are considering a career in teaching
 - Attend high school career fairs to promote careers in PE/HE
 - Offer scholarships or funding for students majoring in PETE/HETE
 - Recruitment letter for great students/athletes
 - High School Counselors
 - Physical Educators in Middle and High School Programs
 - Website/Social Media

- K-12 Physical Educator/Health– Recruitment Efforts

 - Discuss careers in PE/HE with their classes
 - Talk to interested students about PE/HE
 - Allow students to shadow them during a regular work day
 - Share resources (websites, journal articles, books, etc.) with students
 - Arrange college/university campus visits for K-12 students
 - Take K-12 students to professional development events (e.g., workshops, conferences, etc.)

Recent University Recruitment Samples



We don't stop playing because we grow old; we grow old because we stop playing.

[HTTPS://WWW.TCU.EDU/ACAD
EMICS/PROGRAMS/PHYSICAL-
EDUCATION.PHP](https://www.tcu.edu/academics/programs/physical-education.php)

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Physical Education & Coaching minor

Where individuals with a passion for physical activity, skills, sports, & youth gather



Our Program

Combine courses in kinesiology and education to prepare for a career teaching grades K - 12.

Become a qualified and competent professional who meets the needs of a diverse society in physical education, fitness, & coaching settings.

Acquire the tools you need to create a culture of health and movement for future generations, by promoting physical & health literacy, fitness, and skill proficiency.

Physical Education makes every child stronger and every life longer

Possible Jobs

- K-12 Physical Education teacher
- Sport coaching - youth, middle school, high school, club, college, & professional
- Outdoor education & recreation professional
- Strength & conditioning coach
- Health and wellness programs
- Multiple job opportunities across the country

Salary

- K-12 Physical Education teacher - \$62,400
- Sport coaching stipends are additional and depend on district and sport

Program Experiences

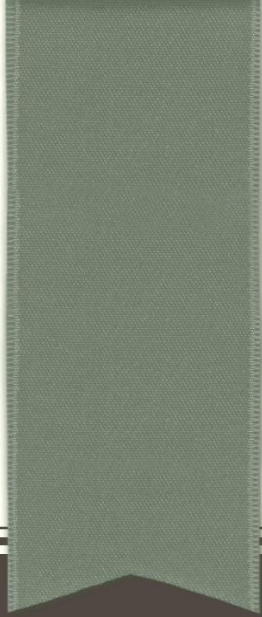
- Develop skills and strategies to teach physical education
- Participate in peer teaching and coaching experiences
- Observe and teach at the elementary and secondary school setting before your student teaching internship experience
- Develop foundational skills to be a great coach in sport or strength & conditioning
- Observe and learn from mentor teachers and coaches
- Be eligible for outdoor education, strength & conditioning, & coaching certifications

Only 1 in 3 American children are physically active every day & children spend more than 7 hours a day using some kind of screen.
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

TURN YOUR PASSION INTO A CAREER

SPORT COACHING MINOR

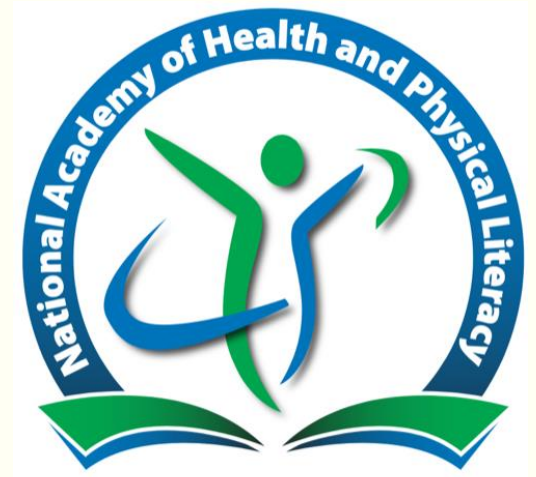
ADD TO ANY MAJOR ALL ARE WELCOME



ADDITIONAL RESOURCES

PETE/HETE Recruitment Resources

- US Bureau of Labor Statistics: High School Teachers:
<https://www.bls.gov/ooh/education-training-and-library/high-school-teachers.htm>
- Job Market for Physical Education Teachers in the United States:
<https://www.careerexplorer.com/careers/physical-education-teacher/job-market/>



DISCUSSION