

Confessions of a Teacher Recruiter Press Kit



Press Contact Information

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What is Confessions of a Teacher Recruiter?

Confessions of a Teacher Recruiter is an educational project that helps both teachers and principals maximize the results of the teacher hiring process based on best practices and more than a decade of on-the-ground experience. The project launched in the spring of 2013 with the publication of our first book, *Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job*.

Teachers often miss out on amazing career opportunities because they haven't been taught how to be successful in today's job market, especially how to claim their full potential and communicate the unique value they can bring to student lives in the language educational leaders want to hear. On the flip side, many school leaders and other recruitment professionals often don't manage the hiring process well, inadvertently eliminating talent that could positively impact students' educational achievements.

If we can eliminate just one missed connection in the hiring process by launching an unexpected teacher/principal relationship that changes a student's life, the Confessions of a Teacher Recruiter project has done its job.

Why is Confessions of a Teacher Recruiter relevant to the education community?

It's a tough time to launch a career as a teacher. In September 2013, Monster Worldwide, Inc. found that 78% of teachers believe that it is more challenging to find a job now than it was a year ago, and only 31% noted confidence in finding future work within their profession, placing them *10th out of the 11 professions surveyed*.^{*} Teachers need all the career guidance they can get to succeed in this competitive environment.

The United States Department of Education and Secretary Arne Duncan recently launched the RESPECT Project to promote teaching as one of the most respected professions in our country.^{**} Reaching this goal must include first class, customized and

honest career development assistance that professionals in other industries automatically expect.

Likewise, good teacher hiring is critical to our society. Economic research shows there is no bigger school-based impact on long-term student achievement than the quality of one's teacher. In fact, the quality of a teacher has been estimated to have *two to three times* the impact of any other school-related factor.^{***} Teacher hiring is also a large scale issue. Every year, approximately 200,000 teachers are hired for open positions out of five million processed applications, creating opportunities for many good candidates to be lost in the process.^{****} Educational leaders need expert guidance to navigate the recruitment and selection processes as efficiently and effectively as possible.

^{**} "For Many Teachers, the Job Doesn't Make the Grade," Monster WorldWide.

^{***} "Launching Project RESPECT", United States Department of Education.

^{****} "Teachers Matter: Understanding Teachers' Impact on Student Achievement," RAND Corporation.

^{*****} Aspx Solutions.

What type of information is included in the book *Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job* and who can benefit from it?

Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job details exactly what today's teacher needs to construct an exceptional resume and manage a job search that attracts the attention of recruiters and principals.

The book includes best practices on resume writing, including the following.

- Teacher resume examples that outline how to demonstrate your excellence
- Detailed checklists to help to create your specific and unique resume
- Interviews with teachers who were successful in their job hunts
- Funny stories from almost 15 years of recruiting teachers

In addition, readers will learn how to perform these skills.

- Format a resume so it's not thrown away when it's opened
- Pass the cover letter test
- Master an online presence and have offers come to you
- Maintain a great attitude throughout a stressful job search

Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job includes advice that is appropriate for the following audiences.

- Newly certified recent graduates and students
- Career changers
- Experienced teachers who are exploring new opportunities or want to build their profiles
- Anyone who is thinking about becoming a teacher

It is also appropriate for any professional seeking solid resume advice for an entry-to-mid level job search.

When was the first *Confessions of a Teacher Recruiter* book published?

Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job was published on May 1, 2013.

What do readers have to say about the book?

Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job has received positive reviews since its release and has 4 and 5 star reviews on Amazon and Goodreads. Here are three sample reviews. A list of more reviews can be found on our Praise & Reviews page at <http://confessionsofateacherrecruiter.com/praise-and-reviews/>.

- ❖ *“I just read the book and LOVED it! I immediately recommended it to a colleague who I know is also on the hunt for a new position. The tips were so incredibly helpful, and I was thrilled with the format of the book. Personally, I had a few small things on my old resume that I honestly just didn’t realize were frowned upon until reading the advice you gave, so hopefully my fabulous new resume and cover letter will help me get my foot in the door somewhere new!” -Ashley H., San Diego Science Teacher via LinkedIn*

- ❖ *“I put this book on my iPad and spent an afternoon reading the first few chapters... I am a recent college grad and I went to school to become a teacher. I thought finding a teaching position would be easy after I graduated. Not the case... I had applied for over 75 jobs in my area and never even got the interview. I read the first few chapters of this book, tweaked my resume the next day, and got hired within a week after sending out my resume to a new batch of districts...” -A. Ross, Washington Teacher via Amazon.com*

- ❖ *“[The book] is a straight-talking quest to transform terrible resumes into terrific ones, with advice on topics from what experiences to include to how to utilize social media. Like any good teacher, [Brisson] includes ample checklists, samples, mini-assignments, and a healthy dose of encouragement for what’s often a difficult job search.” -One Day Magazine*

How has the book performed on the market?

Thousands of readers have downloaded the ebook version or purchased the paperback edition of *Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job* since it was released on Amazon.com. It has appeared on the Top 25 list of Amazon’s bestselling resume books multiple times. It has also been purchased in bulk by various non-profit and educational organizations that support teachers.

Where can you buy the book and how much does it cost?

The book can be purchased at every major book retailer as well as The Opportunities Project’s store. The ebook can be purchased for \$9.99 and the paperback version for \$14.99.

- ❖ **Paperback:** [The Opportunities Project's Store](#), [Amazon.com](#), and [Barnes & Noble](#)
- ❖ **Ebook:** [The Opportunities Project's Store](#), [Amazon.com \(Kindle\)](#), [Barnes & Noble \(NOOK\)](#), [iTunes \(iPad, iPhone, iPod, iBooks\)](#), [Smashwords](#), [Kobo](#), SONY (SONY eReader), [Google Play \(Android\)](#)

Where else has news about the book appeared?

Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job has appeared in stories on Yahoo!, Peopleogy TV, MyEdMatch, and other outlets.

A list of media appearances relating to *Confessions of a Teacher Recruiter* can be found on our main media page at <http://confessionsofateacherrecruiter.com/speaking-and-media/>.

For a complete list of 50+ media appearances for Tracy Brisson and The Opportunities Project's, please view The Opportunities Project's press page at <http://opportunitiesproject.com/press/>.

Who is Tracy Brisson and why is she qualified to write *Confessions of a Teacher Recruiter*?

Tracy Brisson is the Founder and CEO of The Opportunities Project, a national talent development, coaching and recruitment consulting agency, and a recognized career coach, recruitment expert, and author. Tracy is a former Director of Teacher Recruitment for all of New York City's public schools who now recruits teachers nationwide for districts and charters as part of The Opportunities Project's portfolio of services.

Over her career, Tracy has reviewed 20,000+ educator resumes, hired thousands of applicants into teaching positions, and... more importantly, rejected three times as many prospective job seekers.

Tracy's career advice regularly appears in print and national media outlets, including *New York Post*, *Time Out New York*, Mashable and CBS MoneyWatch. She has also been a featured speaker at many universities and selective conferences, including the Brazen Careerist Social Recruiting Bootcamp, the CollegeRecruiter.com FedCollege Conference, #140edu, and TEDx.

Tracy is an alumna of Syracuse University, New York University, and Teach For America. She grew up in Fairhaven, Massachusetts and after 15 years in New York City, now lives in Savannah, Georgia.

More information about Tracy Brisson can be found at her author site at <http://tracybrisson.com>.

What topics is Tracy Brisson available to talk about for articles and other stories?

Tracy is available to talk about topics related to the teacher workforce, educational recruitment, school or district hiring policies, and teacher career management.

Through her work as Founder of The Opportunities Project, Tracy also often speaks generally about careers, recruitment, education policy, small business, women's leadership, work/life integration and related subjects. For more information on this, please visit The Opportunities Project press page at <http://opportunitiesproject.com/press/>.

Assets

A zip file of all of these assets can be downloaded at

<http://confessionsofateacherrecruiter.com/wp-content/uploads/2014/02/CTR-Assets.zip>

Press Releases

- ❖ Book Announcement PDF: Download at <http://confessionsofateacherrecruiter.com/wp-content/uploads/2014/02/CTR-Launch-Press-Release.pdf>
- ❖ Book Announcement HTML: <http://www.prweb.com/releases/2013/9/prweb11123790.htm>

Logos + Images

- ❖ Confessions of a Teacher Recruiter Header. Download at http://confessionsofateacherrecruiter.com/wp-content/uploads/2013/04/cropped-Confessions_Logo.png
- ❖ Confessions of a Teacher Recruiter Logo with Tagline. Download at http://confessionsofateacherrecruiter.com/wp-content/uploads/2013/04/Sticker-mockup_edited.jpg
- ❖ *Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job* Paperback- Front Cover. Download at <http://confessionsofateacherrecruiter.com/wp-content/uploads/2014/02/CTR-front-cover.jpg>
- ❖ *Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job* Paperback- Back Cover. Download at <http://confessionsofateacherrecruiter.com/wp-content/uploads/2014/02/CTR-back-cover.jpg>
- ❖ Tracy Brisson's Headshot. Download at <http://confessionsofateacherrecruiter.com/wp-content/uploads/2013/04/TracyBrisson-045-PROOF.jpg>
- ❖ Social Media "No Rookie Mistakes" cover photo. Download at http://confessionsofateacherrecruiter.com/wp-content/uploads/2014/02/IMG_20130507_162124.jpg
- ❖ The Opportunities Project's logo. Download at http://confessionsofateacherrecruiter.com/wp-content/uploads/2013/04/Purple_Name.jpg

Tracy Brisson's Biography

- ❖ PDF: Download at <http://confessionsofateacherrecruiter.com/wp-content/uploads/2014/02/About-Tracy-Brisson-and-The-Opportunities-Project.pdf>
- ❖ HTML: <http://www.tracybrisson.com/#!/bio/c1hkm>
- ❖ Video and Audio Clips: <http://www.tracybrisson.com/#!/video-reel/c1ee5>

Past Publications

- ❖ ***Create Your Own Opportunities: Coach Yourself to Career Success (2011)***
<http://create-your-own-opportunities.com>
- ❖ ***The Get Inspired by Social Media Workbook (2011)***
<http://opportunitiesproject.com/product/get-inspired-by-social-media/>
- ❖ ***Why Internships Are Good: The Best Education Money Can't Buy (2012)***
<http://astore.amazon.com/theopporproje-20/detail/1477476784>

Social Media Channels

- ❖ Facebook: <http://facebook.com/confessionsofateacherrecruiter>
- ❖ Twitter: <http://twitter.com/TeacherRecruitr>
- ❖ LinkedIn: <http://linkedin.com/in/tlbrisson>
- ❖ Tumblr: <http://tracybrisson.tumblr.com/>
- ❖ Goodreads: <https://www.goodreads.com/tracybrisson>

Booking Information

Information on how to book Tracy Brisson for a speaking engagement can be found on or Speaking & Media page at <http://confessionsofateacherrecruiter.com/speaking-and-media/>.