



50 GreatSM

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ETS Launches 50 GreatSM Teacher Retention Initiative

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Princeton, N.J. (March 13, 2007) — ETS has launched a new recognition program to support teacher retention. ETS is seeking corporate sponsors to join its 50 GreatSM program, which will recognize 50 outstanding new teachers in each state with a maximum of two years of classroom experience. Applicants will be selected to receive awards based on academic achievement, exemplary demonstrated new teacher performance and their dedicated decision to enter the teaching profession.

ETS President and CEO Kurt Landgraf says the program is a first step in addressing the sober reality that nearly a quarter of new teachers leave the profession before their third year of teaching, according to the National Center on Educational Statistics (NCES). At the same time, Landgraf adds, “other studies predict that 2.7 million newly hired public school teachers will be required in the next decade and that 30 to 50 percent of new teachers will leave the profession within their first five years without support.”

“We are sure that corporate America will step up to the plate, as it has done so often in the past, to address issues related to education,” says Landgraf. “All business leaders have a keen interest in maintaining our country’s high quality teaching and learning resources. Good teachers produce the educated workforce that is critical to maintaining America’s competitive edge in the global marketplace. By joining ETS in the 50 Great program, corporate sponsors can provide support and encouragement to outstanding new teachers at a time when they need it most.”

ETS’s Scholarship and Recognition Programs (SRP) unit will design and administer this customized education recognition program on behalf of the participating companies and organizations.

“This program acknowledges the responsibilities teachers accept and the challenges they face,” explains SRP Director William McCambley. “It will provide a way to encourage and recognize the best and the brightest teachers and, we hope, increase the number of excellent teachers in our nation’s classrooms.”

ETS will develop the program, including eligibility requirements and criteria for application. SRP will also oversee selection, award distribution and administrative elements of the program, as well as coordination of teacher mentoring resources and professional development materials distribution.



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Teachers who are selected for the 50 Great program will also be provided a copy of Take One!TM, a professional development resource produced by the National Board for Professional Teaching Standards[®] (NBPTS[®]). Take One! introduces new teachers to professional teaching standards and their impact on student achievement through the creation and reflective analysis of a video portfolio demonstrating classroom practice.

For additional information on the 50 Great program, contact Linda Bailey, Manager, Educational Program Advisor, at 609-243-6545 or by e-mail at lbailey@ets.org.

ABOUT SRP

ETS's Scholarship and Recognition Programs unit administers more than \$30 million in new and renewable awards, in the United States and internationally. Every year the program processes more than 40,000 scholarship applications, fields more than 22,000 phone inquiries, creates new scholarship programs and improves or enhances existing corporate recognition programs. SRP has a five-decade record of success. Its expertise has helped bring the concept of a scholarship program to life for Fortune 500 companies, prominent foundations, labor unions and other organizations.

ABOUT ETS

ETS is a nonprofit institution with the mission to advance quality and equity in education by providing fair and valid assessments, research and related services for all people worldwide. In serving individuals, educational institutions and government agencies around the world, ETS customizes solutions to meet the need for teacher professional development products and services, classroom and end-of-course assessments and research-based teaching and learning tools. Founded in 1947, ETS today develops, administers and scores more than 30 million tests annually in more than 180 countries, at more than 9,000 locations worldwide.