

★ ASTRA School-Centred Teacher Training

10 YEAR ANNIVERSARY

December 2023

Dear Colleague

Recruiting the next generation of teachers with Astra

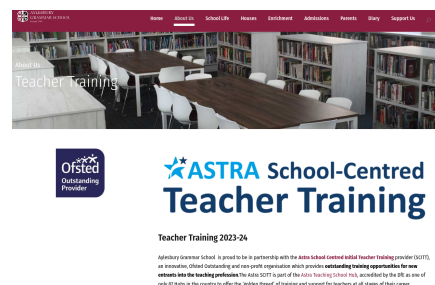


Thank you for your partnership with Astra School Centred Initial Teacher Training. Over the last ten years, over 550 entrants to the teaching profession have gained QTS through Astra, in no small part due to the hard work and dedication of our partner schools. And the best news is that the overwhelming majority of these trainees have gone on to work in local schools.

We are now writing to you about how you can play your part in helping Astra continue to recruit well qualified, ambitious and effective classroom teachers. Indeed, our own research suggests that it is through schools such as yourselves that most trainees hear not only of how to get into teacher training but also of Astra.

School Websites

Website links are a great way of helping boost recruitment to teaching. Many of you have already updated your websites with the latest Astra information. If yours needs a refresh, please see [here](#) (example enclosed in posted version) for suggested text for you to add to or update your website page.



Emails and Letters

Communicating directly with alumni and parents is an effective method for recruitment and a number of partner schools are now employing former students. Linked [here](#) (enclosed in the posted version) are some letter/email templates which can be edited and shared with alumni and parents.

Teacher Training Marketing Flyers



In this age of information overload, paper flyers still have a vital place. Why not place a number of flyers in your reception area for parents and visitors to the school to take or leave some in the staff room? Feel free to display on notice boards in strategic places. We are posting some A5 flyers to you but can also supply larger versions for notice boards as well, up to size A3.

01494 787573
hello@astra-alliance.com
www.astra-alliance.com
www.astrahub.com

Dr Challoner's Grammar School
Chesham Rd
Amersham
Buckinghamshire
HP6 5HA



Assessment Only Marketing Flyers



This route is perfect for unqualified teachers who are experienced in teaching and are wanting to achieve their QTS. We are sending out flyers to you next week for you to put in your staff room, reception or noticeboards.

Social Media

The power of social media is widely known and it's a fantastic way to raise awareness of what's available when it comes to teacher training. Our social media handles are linked below, so please like, follow and share our posts!



@astra_hub



astratsh



Astra Teaching School
Hub and SCITT



Astra Teaching School
Hub & SCITT

Careers Fairs and School Events



We regularly attend career fairs in schools across Buckinghamshire and beyond. We are often able to provide a stand with experienced colleagues to encourage students to consider teaching as a career. We've also found that a number of parents at such events have learnt about Astra and teacher training through our presence. We are happy to provide publicity materials about Astra for school events such as parents evenings and PTA events. Please do get in touch if you'd like us to attend one of your events.



Astra Banners

After word of mouth and personal recommendation, Astra school gate banners (see the photo!) are the most common way of people - especially those who don't have school aged children - finding out about Astra. As part of the partnership agreement, you should have a banner on display outside your school. If you don't have one yet or yours has become rather tatty, please let us know and we'll arrange for a new one to come your way.



Thank you again for your partnership with Astra and for all that you are doing to help raise awareness of teaching as a career, both with recent graduates and career changers. Sue Lewis

sue@astra-alliance.com is always pleased to be able to discuss any questions about recruitment, while Jules Montgomery-McCullagh on jules@astra-alliance.com loves to talk about all things marketing!

Yours

Andrew Millar

Co-Principal, Astra SCITT



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