

Chesterfield County Public Schools? Mirror Me program aims to recruit and retain teachers of varied backgrounds by increasing the number of minority teachers, changing the perceptions of hiring practices and promoting the importance of the teaching profession. This program is conducted in partnership with three higher-education institutions. The coordinator of Mirror Me promotes this program in Chesterfield County public high schools, as well as at partner institutions and recruiting fairs. These efforts require tangible displays and handouts. The asset submitted for this award is an example of a full set of new unified, branded and thematic marketing materials created nearly from scratch. The submitted poster is one of six posters featuring different types of individuals, more thoroughly representing the target audience. Prior to these assets, the program was utilizing a single logo with a limited number of outdated photos and inconsistent materials created ad-hoc. The phrase "See yourself," accompanied by the imagery of a teenage student of color in front of their adult "self" in a teaching role, is intended to evoke an inspiring and reflective call to action. The design encourages the viewer to remember their teachers as positive role models and envision themselves making a difference in the same way. The narrative text describes the program and explains how Mirror Me is a valuable opportunity for a strong career path. This promotional poster, which is being displayed in Chesterfield County high schools, counselors' offices and at partner institutions has created a more attractive and engaging visual depiction of the program. It has also strengthened the awareness and brand recognition of the program among target audiences. This item has generated more interest from prospective applicants, as well as more leads and conversations at in-person events. This success has also allowed the program coordinator to spend more time and resources toward active recruiting and strategic planning.