



Marketing of Science Teaching and Induction (MOSTI)

<http://www.mstrac.org>

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Marketing of Science Teaching and Induction (MOSTI) is a collaboration of the University of South Florida Coalition for Science Literacy (CSL), Museum of Science & Industry (MOSI), Tampa, and the School District of Hillsborough County (SDHC).

This project tests a model program that implements innovative marketing to increase the number of career-change professionals teaching middle school science while improving their preparation and support through strongly linked mentoring and content focused teaching workshops. MOSI builds on its local and national visibility to implement an innovative marketing strategy that combines multimedia advertising and public presentations to promote careers in teaching.

Career-change professionals recruited as a result of marketing are prepared and supported through an innovative program of integrated science-specific mentoring and pre-service and in-service professional development focusing on classroom management, science teaching content and pedagogy, and use of student data for planning.

CSL, in partnership with SDHC, coordinates science faculty, master teachers and trained science mentors to strongly support the new teachers. A Blackboard Internet community maintained by CSL offers another innovative approach to helping new teachers more effectively teach, learn, communicate, and collaborate in their transition to teaching. Comprehensive program evaluation will rely on several measures.

We will follow student performance of second-career (MOSTI) middle school science teachers as compared to certified and other new middle school science teachers who were not supported by MOSTI. Such data will be disaggregated by school SES, demographics, and classroom assignments if the effect size is sufficient. Other measures will include teacher retention, confidence in classroom management and content, vacancy levels, and additional participation within school. Any additional relevant data that becomes apparent during the project will be documented.