THE POWER OF YOU MAKES IT POSSIBLE.

The Cato College of Education strives to be a leader in providing educators who make a difference for students and their communities. Through this campaign, we will advance our ability to attract top talent to our programs and transform the way we prepare the professionals who will advance educational equity both locally and nationwide.
As a high school senior in 1987, North Carolina native Tracy Rock wanted to become a teacher but wasn’t sure that studying education would work out for her financially. Then she was accepted into the first class of North Carolina Teaching Fellows, and the accompanying scholarship allowed her to attend UNC Charlotte. After teaching elementary school and earning her master’s and doctorate, she returned to UNC Charlotte to help prepare other students for the teaching profession.

“It’s a great honor to be able to have that influence,” she says. “I have the opportunity to impact not only the teacher candidates but also their future students. I can make sure our candidates have the right skills and the right attitude to have a positive impact on children and their families in our community.”

Her classroom work has been recognized with UNC Charlotte’s 2015 Board of Governors Excellence in Teaching Award and 2014 Bank of America Award for Teaching Excellence. Beyond teaching, she led efforts in the elementary education program to revise the structure of the early clinical experiences, such that teacher candidates are now placed in partner schools for a two-week intensive experience in their second semester of the four-semester preparation program. As a result of these efforts, early clinical experiences are now more intentional, structured and integrated with the curriculum.

She strives to go beyond simply teaching the classroom skills students need to be effective teachers. “Even more importantly, I try to provide them with the right dispositions and attitudes—the importance of being passionate about what you do.”
“Our program needs are at a critical point. Our schools need professional development for reading teachers, who can directly raise the literacy achievement of youth. Returning veterans and their families need counselors educated in our specialized addiction program. We need to continue to attract new talent to our principal preparation programs. With support from this campaign, we can impact our communities like never before.”

Ellen McIntyre, Ed.D. | Dean, Cato College of Education

Well-educated, dedicated teachers, principals and school counselors are the life-force of every school, tasked with ensuring that every child grows into an educated adult who can join—or help lead—tomorrow’s workforce. With your help, the Cato College of Education can play a leading role in producing the professionals and community outreach needed to do this.

ACCESS FOR TOMORROW’S TEACHERS
Teaching Preparation Scholarships—$1.5 million

We know there are many smart, talented young people who are passionate about teaching but cannot afford college. When they do receive financial support for college, often it comes from non-teaching programs, removing some of our best teaching prospects from the profession. Teaching scholarships will make it possible for more students to follow their passion and enroll in UNC Charlotte’s strong teacher preparation programs.

TOWARD GREATER LITERACY
Reading Specialist Scholarships—$2 million

Our community is galvanizing around raising the literacy achievement of young people through Read Charlotte, the initiative to double the number of area third-graders reading proficiently over the next 10 years. We believe that if teachers are better trained—with a specialist degree in literacy—the classroom instruction of teachers in our community will dramatically improve. Today in North Carolina, teachers have little financial incentive for graduate work. Scholarships for teachers to obtain a reading specialist degree would be attractive to students, resulting in greater literacy among our children.
REAL-WORLD IMPACT
Reading Clinic—$30,000 annually

The Center for Health, Education and Opportunity, to open in East Charlotte at Aldersgate Retirement Community, will be a “Renaissance East” effort to serve the health and education needs of low-income African American and Latino families. The center will house a clinic to support struggling readers, and it will serve as a laboratory to train prospective teachers from UNC Charlotte’s Cato College of Education. Maintaining the summer reading program portion of the Center will require $30,000 a year.

EXPERT LEADERSHIP
Endowed Professorship in Early Reading Education—$1 million

In order for the reading clinic to operate at its best, we must recruit top talent to drive the Center for Health, Education and Opportunity initiative. We need a professor with expertise in the diagnosis and remediation of reading difficulties.

GROWING URBAN PRINCIPALS
Endowed Professorship in Principal Preparation—$1 million

The role of principal preparation is critical for North Carolina today. We currently have a shortage of principals willing and able to work in our most challenging environments. We need a leader in urban principal preparation to join our excellent faculty in the area to shape our work and the future of principal preparation.

LEARNING TO LEAD
Principal Preparation Program and Scholarships—$200,000

We have exciting ideas about how to transform principal preparation at no additional cost to students. Many teachers who would like to develop as leaders currently cannot because they cannot afford graduate school tuition. New, innovative instructional models can help recruit students to our principal preparation programs, if they are supported with scholarship money.

TARGETED TRAINING
Counseling for Sufferers of Addiction and Trauma—$200,000

The Cato College of Education has in place an addiction counseling program designed to prepare counselors to serve those suffering from addiction and trauma. We would like to expand the program with scholarships for students who agree to serve in our community’s most vulnerable venues.

INVEST IN NORTH CAROLINA TEACHERS

IN U.S. RANKING

<table>
<thead>
<tr>
<th>Category</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Teacher Pay</td>
<td>42nd</td>
</tr>
<tr>
<td>Per-Pupil Expenditures</td>
<td>46th</td>
</tr>
</tbody>
</table>

NC Teacher Turnover Rate: 15%
UNSTOPPABLE MOMENTUM

At no time in modern history have the goals for educational equity been more important than they are today. With the changing demographics of children in our schools, both locally and nationally, the power to effectively meet the needs of all learners is urgent. Educating children of poverty, children of color and children whose home language is not English will have huge social, cultural and economic impacts on our community. If we do not educate our community members who have historically been disenfranchised, the consequences for our society could be dire. Indeed, helping the Charlotte community with its social mobility goals—such as improving the potential for people born into poverty to get out of poverty—rests in large part on education.

To contribute to the community mission, and to address the current shortage of teachers and principals in the pipeline, we need to attract top talent in our teacher, counselor and principal programs and we need to reform how we prepare these professionals. Recruiting new talent to the field can be achieved simultaneously with reform of programs, but only with the investment of both public and philanthropic dollars. Join us in multiplying opportunity, resources, talent and impact through Exponential: The Campaign for UNC Charlotte, and discover the power of you.