



Planning Guide Highlights: Participant Recruitment for NTTI Model “C”

NTTI’s Model “C” is designed for stations that are interested in doing professional development work with specific schools and districts on staff development days or in afterschool workshops. As with the other NTTI models, stations who opt for Model C are required to have at least 100 participants for a minimum of six contact hours. Try these tactics and strategies for securing participants for Model C:

- Obtain a calendar of local school districts’ staff development days to get a sense of when schools may need presenters.
- Contact local superintendents, principals, and staff development coordinators regarding NTTI.
- Contact former Master Teachers and NTTI participants for professional development contacts and/or technology coordinators in local schools and districts.
- Present at school board meetings or regional teachers’ conferences to advertise NTTI.
- Invite key administrators to other events at your station, or to observe a Master Teacher teaching an NTTI lesson in the classroom.
- Create a formal contract with any potential clients guaranteeing participants, facilities, time, and equipment.