**It's a Powerful Process:**  Pursuing certification is a powerful way to contribute to creating the conditions -- classroom by classroom, site by site, district by district -- for intentional and reflective practice resulting in raising the level of the profession as a whole.  It's all about your practice, your students, your classroom, your content. Powerful and empowering.

**About National Board Certification**

Established in 1987, the National Board for Professional Teaching Standards works to advance the quality of teaching and learning

* Maintaining high and rigorous standards for what accomplished teachers should know and be able to do
* Providing a national voluntary system for certifying teachers who meet these standards

Our relationship with our educators is intimate and powerful.

* The National Board has built a lasting, meaningful network of more than 120,000 of the most qualified, effective and accomplished teachers in the country.
* Board-certified teachers embrace the powerful impact the process has on their teaching.
* The National Board accelerates equity and excellence for students through an elevated and modernized teaching profession.

We have defined what it means to be great.

* By teachers, for teachers, we have defined and assessed what it means to be an accomplished teacher.
* Board-certified teachers are proven teachers. The certification process itself is a rigorous, peer-reviewed, performance-based process.
* Created by teachers, for teachers, the [National Board Standards](http://www.nbpts.org/vision-and-impact/standards-five-core-propositions/) represent a consensus among educators about what  teachers should know and be able to do. Board certification is available in [25 certificate areas](http://www.nbpts.org/national-board-certification/overview/candidate-center/first-time-and-returning-candidate-resources) spanning 16 disciplines from pre-K through 12th grade, including career and technical education, music and world languages.
* National Board Certification is the most respected professional certification available in K-12 education.
* Eligible teachers demonstrate advanced knowledge, skills, and practice in their certificate area.

Our work is essential to equity.

* Simply put: Elevating the teaching profession improves opportunities for students.
* We must strive for every teacher in the country to be Board-certified, a minimum expectation created for professionals, by professionals.
* Board-certification accelerates equity and excellence for students through an elevated and modernized teaching profession.

Our process provides professional growth

* Board certification has been described by teachers who have achieved certification as the best professional development they have ever done because it is tailored to your classroom, your students, your subject area and your practice. And, you immediately begin implementing what you learn during your certification in your classroom, helping you and your students grow.

Our new process makes certification more accessible to teachers.

* National Board revised the process so teachers don't have to do it all at one time:
* **More affordable**: The total cost of certification has decreased from $2,500 to $1,900, with each of the four components costing $475. And, candidates now have the option to pay for and submit components over up to three years.
* **More flexible**: While teachers can complete the entire certification process in one year, some may choose to do so over several years if that fits better with other demands on their time or finances.
* What people *used to* think about National Board: Elitist, Expensive, For individuals
* What we want people *to know about* national board: about building community , leads to growth and transformation, for schools, systems and the profession

**Messaging to Teachers**

Our process grows you as a teacher.

* Teacher’s classroom practice is transformed. Better teaching for your students.
* The process has continuously been described as life changing for educators.
* The process provides personalized, hands-on professional learning.
* Teachers study their students: where each student is, what they need next, whether or not it worked, and how they know.

There are professional and financial benefits.

* Board-certified teachers are recognized as a true professionals, and are often given leadership opportunities within their schools and districts.
* Financial incentives are available in more than half the states and many districts; including increased salary or additional stipends for NBCTs
* In many locations, Board certification counts toward state licensure, renewal or step increases

Board certification increases your professional connections.

* Cohorts provide strong collaboration
* There is a community of 70 networks of NBCTs in states and districts across the country. These networks:
  + Provide valuable information about Board certification for teachers, principals and other education leaders and recruit teachers to become candidates for Board certification.
  + Support teachers pursuing Board certification.
  + Lead programs and events--including professional learning, teacher leadership programs, lobby days, etc--for educators in their region.
  + Advocate for important education issues and engage with policy makers

**Value for Administrators/Principals**

Board-certified teachers teach *and* lead.

* Board-certified teachers expand leadership capacity in a school.
* Board-certified teachers solve problems, inform policy, and lead instructional improvement.
* Through their work, our teachers promote the growth of accomplished teaching and the transformation of the teaching profession.
* Board-certified teachers shape the kind of teaching and conversations desired in schools(PLCs). Reflective practitioners who analyze their practice and elevate conversation around teaching

Board-certified teachers stay.

* Data shows Board-certified teachers remain in the classroom longer.
* The effect of the certification process is transformative and permanent.
* Certification changes practice and lives - for students and teachers.

Our teachers matter.

* Our teachers dramatically transform teaching and the teaching profession.
* Exceptional teaching improves student outcomes, especially for the students who need the most.
* NBCTs engage in a strong, supportive school culture. According to a recent poll of candidates for Board certification, over 79% of teachers say that teachers at their school offer time to help other teachers prepare for Board certification; and, teachers connect each other to resources to help pursue Board certification.
* Board certification provides focused professional development on student learning (evidence based, student centered and standards driven.
* Teachers in buildings with a professional culture of accomplished teachers indicate a higher job satisfaction.

Our students matter.

* Students taught by Board-certified teachers learn more *and* more deeply than their peers.
* More than a decade of research from across the country confirms, students taught by Board-certified teachers are one to two months ahead of their peers taught by non-Board certified teachers.
* Students of NBCTs demonstrate evidence of a deeper learning nearly three times more frequently than their peers.
* The positive impact of having a Board-certified teacher is even greater for minority and low-income students.
* Now, more than half of teachers pursuing certification are in high needs schools that receive Title 1 funding, enhancing teaching and learning for students who need it most.

**Value For School Board/Community**

All students matter.

* Every student deserves teachers who have met the profession’s highest standards for accomplished practice.
* See above- under “our students matter”

Board-certified teachers strengthen districts.

* Data shows board-certified teachers remain in the classroom longer, improving teacher retention, providing stability in programs for students and cost-savings to districts.
* Through their work building a culture of support and excellence, Board-certified teachers promote the growth of accomplished teaching and the transformation of the teaching profession.
* Board-certification accelerates equity and excellence for students through an elevated and modernized teaching profession.

**For Policy Makers**

National Board certification is the path to improving education.

* For students
  + Every student deserves teachers who have met the profession’s highest standards for accomplished practice.
  + Students of Board-certified teachers achieve more – wise investment for professional development dollars
  + Students with most needs: High Needs bonus helps keep Teachers in high-needs schools; emphasis on growing accomplished teachers from within challenging schools.
* For teacher’s practice
  + The certification process is a rigorous, performance based process, similar to other professional certification fields and collects standards-based evidence of accomplished teaching practice.
  + Board-certified teachers are leaders in the profession and experts of instructional practice.
* For teacher retention
  + Results from national research confirm that the retention rates of National Board Certified Teachers (NBCTs) are often significantly higher than those of teachers who are not National Board certified.
  + Promising research from South Carolina has shown that National Board Certified Teachers are 4x more likely than their peers to stay in the profession.
  + Districts that support NB initiatives makes district attractive to potential hires (teachers seeking opportunities for professional growth)
* Public opinion
  + 81 percent of Americans across the political spectrum believe teachers should achieve Board certification, as it is in other professions. (2014 PD/Gallup poll)
* Title 2 Component of School Improvement (PD) dollars can be used toward National Board.

**How would you respond to pushback on the following?**

* Process
  + Does not cover all certificate areas
  + It’s expensive (no stipends, no fee support)
  + It’s time consuming/not enough time
  + This does not allow me to teach in all states
* Personal worries
  + Need to be chosen
  + Have to be a rock star to pursue
  + Fear of “failure”
* Perceptions
  + Heard negatives from others who went through early version of Board certification
  + Perceived as “elitist”
  + Not all NBCTs are rock stars
  + Negative connection to an initiative- for those doing it as a part of a program