

# Teach For Armenia improving its recruitment process to grow a critical mass of collective leadership

## Snapshot

In 2021, Teach For Armenia (TFA) has explored and implemented strategies to improve its recruitment, selection, and engagement process to attract more candidates that align with a collectively defined understanding of leadership. As a result, TFA attracted 1,600 applicants in that year, with a selection rate of 6%.

## Context

Since its inception in 2013, TFA has reached over 30,000 students and 175 schools and established a network of 240 alumni. A key challenge for TFA was recruiting new Teacher-leaders, as TFA is competing against attractive job offers, especially in the IT industry. Recruitment peaked in 2021. The previous year applications were around 1200, prior to that 650. The selection rate was varying at 12%.

## Choice

TFA made a number of choices to improve its recruitment, selection and engagement process. The staff started working with universities on a small pilot project and offered to pay one year's tuition fee for Science, Technology, Engineering and Mathematics (STEM) students who joined TFA upon graduating, offered webinars to increase awareness, created connections with students, and started an email newsletter for recruitment as well as a telegram channel which became popular in the aftermath of war. Moreover, TFA introduced more personalized interviews to understand what motivates participants to join the program and to tailor its messaging, making it more targeted, especially given the existing crisis context not just with Covid but with the war and post war political turbulence. As a result, TFA has built a program that is regarded as a career opportunity for recent graduates and young professionals.

## Collective leadership

In 2019, TFA involved students, parents, principals, supporters, teachers, alumni, and staff members in a co-create process to define the type of leadership needed to honor Armenia's past, to remain adaptive to the present and agile for the future. The developed leadership framework informed TFA's decisions on adapting the recruitment, selection and engagement process.



## Community impact

*TFA managed to implement a successful recruitment strategy. Each year, the organization receives nearly 2,000 applications. In 2022, the selection rate was 6%. By attracting and retaining Armenia's brightest minds, TFA is developing leaders that will have an impact at the system level.*

## Further resources

- [Start Your Career With Teach For Armenia](#)
- [Teach For Armenia's Growth Journey](#)