

APPENDIX V - 84

[TUSD Website: Dual Language Parent Resources](#)

Marketing

Various local publications:

Tucson Weekly, Desert Times, Explorer (Catalina Foothills), Marana News and Arizona Bilingual



KOLD 13:

- Geo Fencing, Behavioral, Demo Targeting 200,000 Impressions
- Will target Demo Tucson DMA-Families with kids pre-k and Kindergarten.
- 2 schools centrally located and 8 on Southside and 1 on Broadway and Pantano Frys
- Trader joes
- Heirloom farmers markets (Udall on Fridays and Rillito on Sundays)
- Santa Cruz farmers market on Thursdays-100 South Avenida del Convento, Tucson, AZ 85745
- KOLD –all digital platforms 80,000 Impressions
- Monthly Digital reporting-overviewing your campaign.

Telemundo Tucson

- Digital banners
- All digital platforms (desktop, mobile)
- Targeted zip codes

Gerdes
Perez
Ramirez Reyes

MAKE THE MOVE
TWO-WAY DUAL LANGUAGE



Your Commitment
Teach for TUSD in a dual language classroom for four years, after earning your Arizona Bilingual Endorsement.

January 2021

- Attend an informational meeting,
- Thursday January 14, 2021 5:30-6:30
- Join Zoom Meeting
- Meeting ID: 814 1512 1710
- Passcode: TWDL2020

February 2021

- Submit completed application by February 24, 2021 by 4:45 P.M.
- Drop in observations conducted by the Language Acquisition Department.
- HR notifies applicants upon passing the application portion of Make the Move

March 2021

- Qualifying applicants must have signed up for the Spanish Proficiency exam
- Review current Dual Language teaching vacancies

April 2021

- Sign commitment agreement
- Apply for Provisional Spanish Endorsement
- Register for Bilingual Education Coursework at a state approved college or university

Criteria

- Submit completed application by the deadline: 4:45 P.M. on February 24, 2021

Other Requirements

- Accept a dual language teaching position beginning in the 2021-22 school year.
- Sign Commitment Agreement-Four year commitment to teach in a dual language classroom.
- Attend Dual Language Professional Development

Support

- Tuition Reimbursement: not to exceed \$5,000 over the course of two years, nor exceed \$5,000 per individual per lifetime.
- Participate in the TUSD Mentor Program
- Bilingual endorsed teachers and teachers with a provisional bilingual endorsement will receive an annual \$5,000 recruitment and retention stipend for teaching in a dual language classroom.





WITH YOUR APPLICATION SUBMIT:

- a letter of recommendation from your principal addressing your potential as dual language teacher
- copy of your Arizona Teaching Certification
- you will need to list (3) professional references on the application

CONTACT INFORMATION

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TUSD Human Resources
Andrew Campbell
Sr. HR Program Coordinator
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TUCSON UNIFIED
SCHOOL DISTRICT