“GNIST” (spark)  
- partnership for a coherent and comprehensive effort for teachers in Norway

Gerd-Hanne Fosen
Two insights back in 2008

• Teachers are of enormous importance
  – hours spent in school represent an enormous potential for academic and personal development for each student

• Policy not sufficiently directed towards ensuring enough well-qualified teachers in Norwegian schools

(human capital is more than 70 percent of GNP)
Partnership for a coherent and comprehensive effort for teachers

• Partnership between the most important stakeholders:
  – teacher education institutions, school owners, unions and the national authorities
• Partnership Objectives:
  – increase the status of the teaching profession
  – raise the quality in teacher education
  – increase recruitment to teacher education
  – raise the quality in teacher profession
  – raise the quality in school leadership

(former Prime Minister, Kaare Willoch emphasizing the importance of the teacher)
Example: Campaigning to raise teacher status and recruitment

2009: TV/Movie/Web-ads

2010: Interactive film

2011: Viral film
Measuring progress (1)

Strong positive shift in media coverage of teacher profession and teacher education

(Media coverage of "Teacher Education*" based on approx 9 000 articles, jan 1st – sep 1st 2008-2010. Source: Geelmuyden.Kiese./Norway)
Measuring progress (2)
Increased attractiveness of teacher profession in target groups

<table>
<thead>
<tr>
<th></th>
<th>Low attractiveness 1-2</th>
<th>Medium attractiveness 3-4</th>
<th>High attractiveness 5-6</th>
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</thead>
<tbody>
<tr>
<td>Primary target group 2011</td>
<td>28%</td>
<td>46%</td>
<td>25%</td>
</tr>
<tr>
<td>Primary target group 2010</td>
<td>31%</td>
<td>49%</td>
<td>20%</td>
</tr>
<tr>
<td>Primary target group 2009</td>
<td>44%</td>
<td>40%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Measuring progress (2)

45 percent increase in recruitment to teacher educations 2008-2011
Levers for success

• Meetings at policy-making level
• Information exchange
• Ambitious goals
• A thorough follow-up system (23 indicators in all)
• A secretariat at the Ministry to support and challenge the partnership