Context in Chile: Performance of Chilean children in recent international tests (TIMMS, PISA and others) has been well below the OCDE average. National and international evaluations of graduating teachers show them to be, on the average, below the 50% achievement line. Active teacher national evaluations show few professionals to be good or better. The context for this outcome is an almost absent drafting selectiveness, low quality training programs and poor working conditions, affecting the image of the profession. Elige Educar addresses these shortcomings by raising public awareness of the critical role of the teaching profession and by attracting talented students to become teachers.

This is important because international studies agree that the most important factor in children learning is the school teacher. Countries that do best in education value highly the teacher profession and select their future teachers from the top 30% of each drafting process. This is not what happens in Chile, where high school students rate education as the poorest professional alternative and where teacher programs have historically drafted mostly in the lowest 50% of every generation. To achieve sustained and universal quality education this perception must change in order that talented students and effective teachers be attracted and retained in the educational system.

Brief Description of Elige Educar: International studies agree that the most important factor in children learning is the school teacher. In Chile few professionals in the public sector attended by vulnerable children are effective in the classroom, mostly due to poor selectiveness and training. Elige Educar aims at attracting more talented students to become teachers, by bettering the public image of the profession, teacher training programs and school working conditions.Employing a propositional and direct style, since its creation technical assessments of teachers social prestige and the interest to become a teacher show a significant improvement, while more talented students have entered teacher training programs.
**Principal Objectives and challenges:**

- To develop communication campaigns to improve the perception of the teaching profession and attract outstanding students to teaching training programs.
- To develop and promote incentives to attract, retain and develop good teachers. Specifically:
  a. To achieve that in Chile, either by law or the voluntary cooperation of all teacher training institutions, future teachers be drafted from the best 30% of their generation.
  b. To commit universities and other training institutions to upgrade their curricula and teacher practice, aiming at best quality training, and to develop professional support programs that help retain effective teachers in the classroom.
  c. To commit politicians and other relevant decision making agents involved in public policies affecting education, to improve working conditions of teachers.

**Organization and Partnerships**

To achieve these aims, from its original inception, Elige Educar was structured as a public-private enterprise, involving government, universities, and the private sector. Important in this partnership is the presence of the government, by now having involved terms by presidents from opposite political conglomerates and four ministers of education. The undersecretary of education is presently an active member of the board. Another important partner is the Center for Public Policies of Universidad Católica de Chile, ranked as the second best university in Latin America by QS in 2012, where strategic support is provided and the headquarters located. The presence of the private enterprise, represented by large companies, supports good management, as well as funds. These enterprises are: Anglo American, CCU and Fundación Arauco.

In order to work with the best professional teams available, Elige Educar has partnered with one of the biggest strategic communication consultant (Tironi & Asociados), with a prestiged market research company (Adimark GFK), as well as influential institutions that foster Chile’s development (Fundación Chile and the International Development Bank). All partnership members participate actively in the board.

**Model of Work:** Elige Educar is the only program addressing directly the challenge of raising the number of effective teachers working in public sector by raising public awareness of the critical role of the teaching profession and by attracting talented students to become teachers. Both purpose and means it uses to achieve its goals are innovative: the use of different media (a dedicated web page, 7 TV campaign seasons up to date, 203,405 facebook and 17,600 tweeter followers, a weekly prime time radio program, a film production about teachers "Profes" by a prestiged film maker already viewed by 373,000 in half a year), visiting and working with schools,
universities and different educational actors, creating incentives (scholarships) and encouraging public policies to improve the teacher profession. The style is not to criticize and denounce but rather be propositional, showing the good side of being an educator and offering actions to improve the quality of the profession.

**Reach and Impact:** According to a professional survey of public opinion, since the creation of Elige Educar social prestige of the profession has increased significantly. Among young people between 18 and 24 years of age, between 2009 and 2011 the associated index increased by 11 percentile points, while in the higher income group the raise was by 10 points. Also while in 2009 only 51% of people demonstrated interest that them or their children pursue studies to become a teacher, 56% did so in 2012. Among the higher income respondents the raise was by 11 percentile points. (Adimark GfK, 2012). Consistently with the above, action concerning incentives and public policies - two new full scholarships aimed at talented students - has resulted in important changes in the profile of students who entered teacher training programs. The percentage of those coming from the best 20% in Chile’s university selection test (PSU) increased by 68% between 2010 and 2011. Along with the above, in 2012 the government introduced a bill for improving teacher working conditions that is highly based on a proposal elaborated by Elige Educar with the help of academic experts and school teachers. Finally, by now 140 outstanding teachers (recipients of an Elige Educar scholarship) have been employed by schools attended by vulnerable children. The project is a brand positioned that has had more than 450 media appearances - in the press, radios, and TV channels - where its objectives have been highlighted.