



Training and Managing Field Personnel for Touring in Schools

by Pat Rowan

NTC
Ed Talks

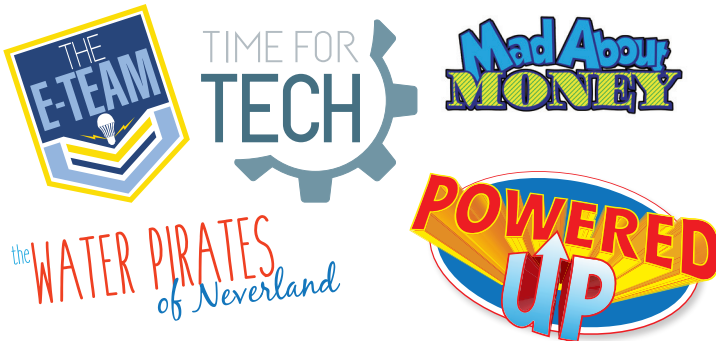




Pat Rowan, Vice President of Operations, is responsible for production, quality assurance and training of NTC's in-school presenters nationwide.



NTC is the largest provider of live in-school educational theatre events for K-12 students in the United States. We produce more than 4,000 theatre presentations each year and our program catalog has over one hundred titles concerning a variety of important societal issues and life skills. Therefore, when hiring our field personnel, the folks who will be responsible for building our client's reputation everyday while on the road for months at a time, I make it our team's top priority to find the most talented and reliable people.



The Right People

To give you a sense of scale, last year we produced 62 different theatre tours, with 124 presenters, traveling approximately 360,000 miles from coast to coast and visiting thousands of schools. Therefore, it is imperative that we find the right people for each unique tour.

Presenters must be able to easily connect with kids and understand their position as a role model. We entrust our field personnel to impart knowledge and teach practical skills on behalf of our clients. Students consistently take home this learning and use it in their everyday lives.

We have discovered, over the years, that all the special actor-educators we hire tend to have similar personal characteristics and a high-quality work ethic. These necessary traits include:

- Talented
- Professional
- Creative
- Responsible
- Intelligent
- Experienced
- Fun
- Charming

And, they are well-educated young adults, who are prepared for the challenges of the road and are excited for the gratifying experience of educating young people through live presentations.

We've also learned to always strive for diversity, inclusion and equal opportunity for all who participate in our live events. Students must envision themselves on the stage teaching and learning in order to produce truly effective educational presentations.

A tall order!



Finding the Best

Recruiting is a never-ending process. We meet and interview candidates at college festivals, job fairs, professional auditions and conferences in the Midwest, the Southeast and on the East and West Coasts. Last year alone we interviewed over 2,000 potential presenters. And in our 40 years of experience we've evaluated nearly 60,000 presenters and have hired nearly 4,000 of them.

Trust, But Verify

Background checks are essential to touring programs in schools. We run a comprehensive search including motor vehicle records, Social Security validation, nationality status, criminal history and government sanctions. We recommend using a criminal database, the Department of Corrections and the Nationwide Sex Offender Registry to find out if there has been any personal misconduct or red flags. Furthermore, we conduct a DOT five-panel drug screen before any hiring.

Finally, we review Facebook pages and Instagram accounts of potential hires to get a deeper understanding of each candidate.



Training and Continuous Feedback

Once a candidate is hired, our onboarding and training is personal, in-depth and comprehensive. Each new hire is given one-on-one direction from orientation all the way through dress rehearsals to heading out on the road.

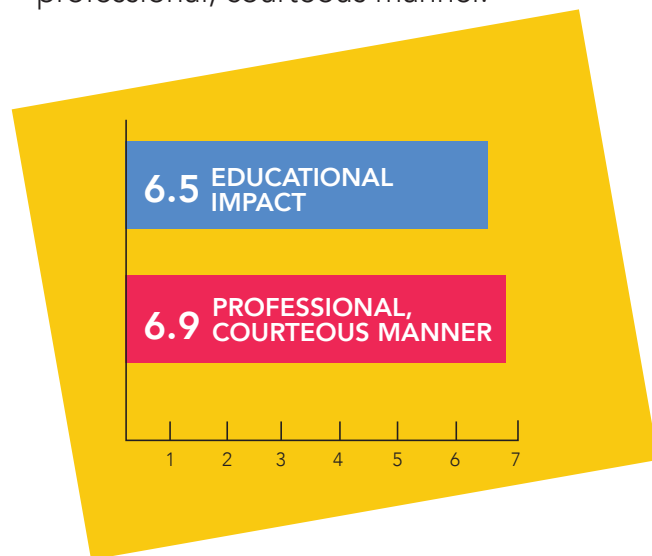


New employee onboarding covers topics about their client, such as, client specific messaging, press relations, activation plans and service territory. They learn audience management, how

to pick the right audience volunteers and performance etiquette. Touring procedures and policies are stressed including personal safety, housing, interpersonal communication and sexual harassment.

Continual and consistent feedback is given to presenters while in the field using a real-time rating system. We ask all school teachers, administrators and staff to evaluate our field personnel after every presentation. They rate the presentation with a score from one to seven, with one being low and seven being the highest rating.

Out of 6,100 evaluations received last year, our field personnel averaged a rating of 6.5 out of 7 for their educational impact and a rating of 6.9 for their professional, courteous manner.



Build Reputation

Delivering consistently high-quality programs in schools – at scale – can be a daunting task. So carefully selecting, training and evaluating your field staff makes all the difference in the world.

Always remember, these are real people and they can make a real difference in communities. So, if you give them the tools they need to do it right, they will build your organization's reputation community by community, school by school.



NTC is a premium provider of educational programming with operations in the U.S., Australia and New Zealand. We work directly between schools and clients to promote beneficial behaviors and life skills to students in grades K-12 on a local, regional and national level.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.

Our award-winning educational programs are provided free for schools and are customizable to accommodate specific messages and goals for clients. Through formats including live performance, in-class discussion, graphic novels, print curriculum, and digital games and activities, we present topics such as energy conservation, safety, financial literacy, STEM, water and environmental stewardship, and health and social responsibility in ways that engage and empower students. In doing so, we are helping our clients to be forces of change for students, parents and communities.

