

# Every teacher we retain *strengthens a generation.*

*Coaching-centered retention for Houston's educators and schools.*

## THE CHALLENGE

### When Teachers Leave, Students Lose.

*Houston is losing its best educators, not to a lack of passion, but to a lack of investment.*

She has taught third grade for four years. She knows her students by name, by learning style, by the way they carry their backpacks when something is wrong at home. She stays late to plan. She responds to parent emails on weekends. She loves this work.

#### She is also close to leaving.

Not because of her students. Because no one has invested in her.

Her principal is overwhelmed. Professional development comes once a year in a large auditorium. She has never had a coach. Someone who watches her teach, asks the right questions, and helps her grow. So each year, the gap between what she gives and what she receives widens. And one day, the math stops working.



*Coaching moves from conversation into practice, a teacher works alongside students, putting instructional strategies to work in real time.*

*“One year of structured coaching produces instructional gains surpassing what most teachers achieve in a full decade of experience alone.”*

**Kraft, Blazar & Hogan · Review of Educational Research, 2018**

## THE PROBLEM

### A Crisis That Costs Students the Most

Texas is losing its teachers. In the 2022–2023 school year, teacher attrition reached a historic high of 13.5%. The 2024–2025 rate holds at 12.9%, well above pre-pandemic levels. Nationally, nearly one in four teachers reports intentions to leave.

The classrooms hit hardest serve students who can least afford the disruption: low-income communities, students of color, and English language learners.

Turnover rates run 50% higher in Title I schools and 70% higher in schools serving the largest percentages of students of color (Carver-Thomas and Darling-Hammond 19).

This is not a pipeline problem. Enough people enter teaching. The crisis is that too many leave too soon, not because of students, but because of inadequate support, weak leadership, and systems that ask educators to give endlessly without investing in their growth.

Replacing a single teacher in an urban district costs more than \$20,000. Nationally, districts absorb an estimated \$7 billion or more in turnover costs each year (Alliance for Excellent Education).

That burden falls hardest on the students who most need stability, creating what researchers describe as a vicious cycle of disruption.

**13.5%**

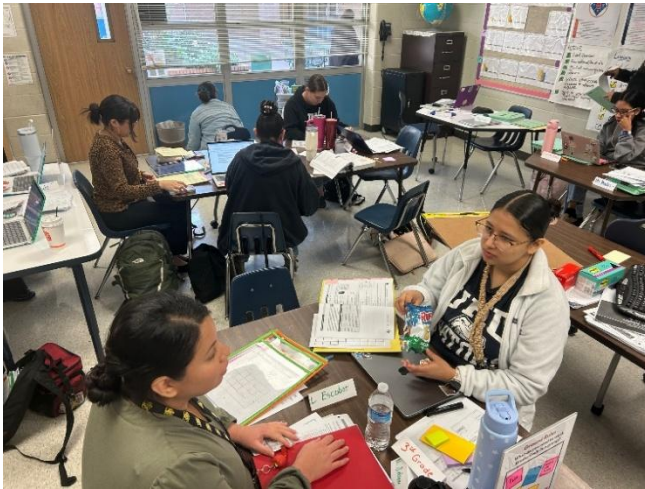
**Texas Attrition Peak**  
2022–23 school year · TEA

**\$20,000+**

**Cost Per Teacher Lost**  
Recruiting, hiring & onboarding

**22%**

**U.S. Intent to Leave**  
RAND State of Teacher Survey, 2024



EverNorth coaching brings teachers together to learn, then follows them into classrooms to model implementation directly with their students.

“Effective coaching is sustained, individualized, trust-based, and embedded in a school’s daily fabric. EverNorth builds all these conditions deliberately, not because they are aspirational, but because the research makes clear they are essential.”

~**Monique Lewis**, Founding Partner

## THE SOLUTION

### Coaching-Centered Retention

No intervention in professional development carries a stronger evidence base than individualized instructional coaching. A landmark meta-analysis across 60 studies found coaching produced effect sizes of 0.49 standard deviations on instructional practice, gains surpassing what most teachers achieve in a full decade on their own.

EverNorth Education exists to deliver exactly this intervention. We are not a recruiting organization. We are not a professional development vendor. **We are a coaching organization.**

## OUR MODEL

EverNorth delivers three interconnected service models, all grounded in International Coaches Federation frameworks:

**1-on-1 Coaching** Individualized coaching for teachers, instructional leaders, and administrators, tailored to each educator’s goals and campus context.

**Team Coaching** Coaching for school leadership teams designed to build collective capacity and align systems around educator and student success.

**Leadership Institutes** Intensive learning experiences in communication, data-driven practice, and content development, the core competencies for educators who lead.

## PROVEN RESULTS

Campus	What Educators Say	Measurable Impact
<b>Barber Middle School</b> Dickinson ISD <b>TEA: 63 → 86</b>	“Monique helped me see that the data was never the problem, it was the answer.” ~ <b>Dr. Billye Smith</b> Principal	Accountability jumps from D to B in one year. 23-point TEA gain driven by coaching-led instructional systems.
<b>Fondren Middle School</b> Houston ISD <b>TEA: 50 → 85</b>	“This work helped us move from good intentions to precise action.” ~ <b>LaQuisha Knowles</b> Assistant Principal	Zero distinctions to six distinctions over five years of sustained coaching and leadership development.
<b>Orange Grove Elementary</b> Aldine ISD <b>STAAR Gr. 3–5 48% Meets Grade Level</b>	“When teachers felt supported, it showed up in classrooms, and when it showed up in students.” ~ <b>Nolita Bechara</b> Instructional Specialist	STAAR passing rates climbed from single digits to 48% across grades 3–5 through multi-year coaching engagement.
<b>NeSTEM Middle School</b> Raul Yzaguirre Schools <b>2022–Present</b>	“The student growth numbers told us that what we were doing was working, and more importantly, they told us which students still needed more from us.” ~ <b>Crisabella Van Den Bossche</b> Teacher, Specialist	Entire cohorts completed Algebra by end of 8th grade. Coaching continues with the next cohort, moving more students to Meets and Masters grade level.

<b>11+</b> <b>Schools Served</b> Harris County & Greater Houston	<b>300+</b> <b>Educators Reached</b> Teachers & Administrators	<b>95%</b> <b>Improve Instruction</b> Of coached educators	<b>\$4.6M+</b> <b>Saved in Turnover</b> Across partner districts
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## THE MOMENT DEMANDS ACTION

Attrition remains elevated. The proportion of newly hired Texas teachers entering classrooms without any state certification reached a historic high of 28.8% in 2022–23, a 23-percentage-point increase over the prior decade.

The educator retention crisis will not resolve itself. Recruitment campaigns alone will not solve it. Salary increases alone will not solve it. Policy mandates alone will not solve it. It requires sustained investment in the development, support, and leadership of the people who walk into classrooms every day.

EverNorth has the model, the track record, and the relationships to deliver this work at scale across Harris County. **The need is urgent. The evidence is clear. The moment is now.**

*“Coaching conversations with teachers were truly transformative. Real growth in practice was visible, and the overall culture of learning was strengthened.”*

~Stephanie Gonzalez  
Campus Instructional Specialist  
Escamilla Elementary, Aldine ISD

## INVEST WITH US

Your investment in EverNorth Education is an investment in the educators who shape Houston's classrooms. Partner with an organization already inside schools producing results, one that measures success in retained teachers, stronger campuses, and students who benefit from stability every day of the school year.

Join us in building schools where teachers stay, grow, and lead.

<p><b>\$100,000</b> Champion for Education</p>	<p><b>Support Campus Yearlong Coaching Initiatives</b> Fund a full year of sustained coaching for teachers and administrators at selected campuses reaching over 35 educators and, through them, thousands of students.</p>
<p><b>\$50,000</b> Leadership Partner</p>	<p><b>Sponsor an EverNorth Leadership Institute</b> Power a hands-on training program that transforms experienced educators into confident instructional leaders and builds the next generation of school leadership.</p>
<p><b>\$25,000</b> Educator Advocate</p>	<p><b>Sponsor Teacher Coaching Sessions or Workshops</b> Fund hands-on coaching workshops and one-on-one coaching sessions for teachers and school leaders, practical strategies and real-time coaching that strengthen classrooms immediately.</p>
<p><b>\$10,000</b> Classroom Supporter</p>	<p><b>Provide Resources and Training for Educators</b> Equip teachers and leaders with coaching guides, leadership toolkits, and access to professional learning resources that drive lasting student outcomes.</p>
<p><b>\$5,000</b> Friend of Education</p>	<p><b>Support Classroom Resources</b> Provide essential coaching resources, lesson planning guides, leadership development tools, and instructional strategy materials, that empower educators at every level.</p>

### *Ready to invest in educators?*

Contact us to discuss a partnership, multi-year commitment, or naming opportunity.

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## WORKS CITED

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