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**Recruiting future science and mathematics teachers into alternative certification programs: strategies tried and lessons learned.**

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SMAR<sup>2</sup>T: Science and Mathematics Academy for the Recruitment and Retention of Teachers is an NSF-funded project for the alternative certification of science and mathematics teachers. Since 2003, we have recruited 4 cohorts of students for 2 different routes to postbaccalaureate teacher certification for teaching grades 5-12. Because we did not meet our target numbers for the recruitment of the 1st cohort, we examined our recruitment strategies and their effects. In this paper, we discuss strategies used to recruit for the 1st SMAR<sup>2</sup>T cohort and the outcomes of those strategies. We present ongoing recruitment efforts and data on inquiries and applicants for the 2nd cohort. Finally, we highlight the intentional and unintentional gatekeepers of our program and present implications for others engaged in designing and implementing alternative pathways certification.

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