The College of Education has strategically addressed the supply and demand of educators. Based on TEA data, the state of Texas continues to have a shortage in the following areas: Bilingual Education, Science, Mathematics, and Special Education. The COE has established a recruitment committee to examine the data behind shortages that are emerging in a number of school districts. Our goal was simple: to clarify the nature of emerging shortages and their impact, and to offer evidence-based strategies to guide the responses of educators and policymakers. The committee has developed a recruitment plan with benchmarks, goals, timeline, which clearly outlines the roles and responsibility of the committee. For example, the committee recruits at the local and surrounding two year colleges as well as high schools for students interested in majoring in education. These efforts have led to an increased enrollment of minority students, specially Hispanics and male students. Secondly, the College offers a variety of concentrations that address the high demand content areas: EC-6, Special Education, Math and Science. Lastly, the College has a Curriculum Committee and Assessment Committee. The Curriculum Committee allows the college to stay current and provide teacher candidates with the knowledge, skills and disposition to be fully prepared to teach their content. The Assessment Committee allows the college to track and monitor student’s performance to ensure students can successfully matriculate through their program. Both committees have resulted in an increase in the graduation rate of our students. We believe these efforts allow the college to produce exemplary teachers who possess the 4C’s: Caring, Competent, Committed and Culturally Responsive.