The Department of Physics & Astronomy at Rowan University is currently in its first year of a PhysTEC Comprehensive Site award. During this year we have grown our learning assistant program (including placing one LA in a local high school classroom), strengthened ties to our regional community by forming a Rowan Area Physics Teachers (RAPT) alliance, and worked both within our department and with Rowan’s College of Education to promote careers in physics teaching and ensure that students have the information they need to know regarding pathways to certification to teach high school physics. We present the progress of our efforts in creating a “teacher-rich” environment and detail Rowan’s current programs for certifying physics teachers. We also present our plans to further the project by conducting formal research and evaluation of the effects of our LA program (both on the LAs themselves and on the students in their classes) and by promoting stronger ties within the RAPT group.