

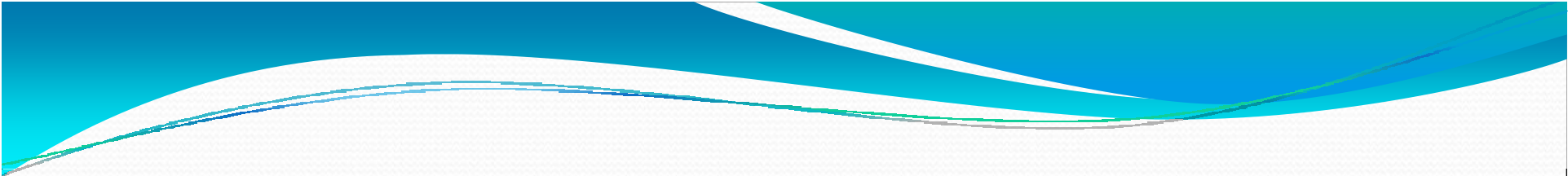
Teacher Recruitment Strategies and Initiatives

Dr. George Ann Rice
Personnel Improvement Center
NASDSE

January 13, 2012



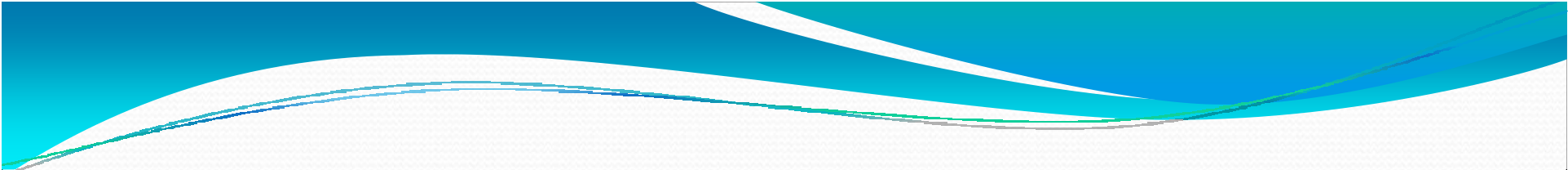
Why Is Recruiting So Important to Our Stakeholders?

- 
- Teachers in the top quartile of the talent pool have a greater impact on student performance (their students achieving at levels corresponding to two to three more months of growth each year) than those in the bottom quartile.



General Recommendations Related to Recruitment

- Aligning recruiting efforts and practices with district goals
- Casting a wide net for teacher and principal talent: broadening and deepening the recruiting pool to improve talent quality
- Having teachers who demonstrate effective teaching skills and content mastery
- Funding multiple routes to certification and holding all graduates to the same high standards
- Creating performance-based evaluations for hiring, promoting and professional development

- 
- Ensure customer service within
 - Consider policies or procedures that could be hampering your efforts or needed procedures that could help you
 - Consider partnering with other districts to recruit and to process applications
 - Consider posting teaching positions electronically on outside web sites
 - Consider giving salary recognition for other related experiences like peace corps, police, firefighter or military experience



RECRUITING IN GENERAL

- Be ready to begin early in the recruiting year
- Build a living strategic plan built upon foundation of district's goals
- Stream line application process—ask stakeholders
- Look at profiles of effective teachers who have accepted offers
- Consider where the inquiries are originating

RECRUITING IN GENERAL

- Applications—communicate, communicate, communicate
 - Ensure understanding of timelines
 - Do not let anyone slip through cracks
 - began process—stopped
 - received application—never opened
 - began application—stopped
 - Communicate with the applicants throughout the process—status, timelines, next steps, etc.
 - Consider references as another source of teachers



RECRUITING IN GENERAL

- Ensure those who are involved in recruiting are good representatives of districts and have a passion for education and the area
- Ensure those who are involved in recruiting have a strong knowledge of mission, program, area, and opportunities



RECRUITING IN GENERAL

- Select recruiters who are passionate for education and area
- Ensure rater reliability—provide general and subject matter questions
- Consider authority for on-the-spot offers for some
- Ensure knowledge of district and what is being offered
 - Benefits of living in the area
 - Salary and benefits
 - Answers to common questions



RECRUITING IN GENERAL

- Develop talking points
 - For your own Human Resource and Special Education administrators
 - For speaking with local business people/health professionals/parents
 - For Child Find opportunities
 - For those working with Special Olympics
- Inform and involve internal and external stakeholders

RECRUITING IN GENERAL

- Develop marketing plan—large districts or regions
 - Create brand
 - Place ads—what media would reach your candidates
 - Create URL connections for web site and face book
 - Track results—wise use of resources
- Develop recruiting plan now
 - Identify sources for future candidates
 - Build relationships
 - Preparation providers
 - Other directors through blog

RECRUITING IN GENERAL

- Develop brochures/flyers (PIC can provide these)
 - Why do you work with special needs children
 - Why work for a school districts--advantages
 - Why is this a good location in which to live
- Consider the use of technology in marketing:
 - Twitter
 - As follow up for speaking opportunities
 - To announce vacancies
 - To keep potential applicants involved in districts



LINKEDIN

- Can search by such things as job title, job skill, key words
- **Can limit searches by state, postal code, and by distance range—e.g. can search for Occupational Therapists, currently not employed within 25 miles of Denton**
- Can post jobs on the global navigation bar
- Set up a tab with employment opportunities on company profile. Refer to website and/or FaceBook page



LINKEDIN

- Join a LinkedIn group or create your own group
 - Alumni of specific universities
 - Professional associations
 - Professional interests
 - Conference attendees
- Participate in group discussions—can have dynamic specialists take part. Can view discussion threads, add comments, share news and links
- Post jobs on group's Jobs Discussion Board
- Can post updates on LinkedIn account and if update is limited to 140 character can share update on Twitter

USE FACE BOOK AS A RECRUITMENT TOOL

- Face Book has an estimated 750 million users. More and more young people do not use emails, but rely on their Face Book pages and texting. We have to go where they are.
- Invite people who have contact with potential recruits to become a friend on your Face Book page.
- Have dynamic specialists post comments about their fulfilling career choice on your Face Book page.
- Refresh your page on a regular basis; we want friends to come back to see what is happening now.

FACE BOOK ADS

- **Place a Targeted Face Book Ad—Link it to web site:**
 - Target level of education (Masters)
 - Target particular school and majors!!!!!!
 - Location—state, city,
 - Keywords, relevant to our search “early childhood” “speech pathology”
 - Fee for every one who clicks on your ad, but ad is targeted and we can set limit on expense exposure
 - Consider those who want to keep current jobs, but might work on weekends, summers, a few late afternoons and evenings, etc. Include that fact in the ad

CAN SET UP “PAGE” WITHIN FACE BOOK

- Designed specifically for professional use and are completely separate from profile pages
- Face Book members can choose to be fans or supporters of Pages
- Advantages:
 - Content you post on a Page shows up in newsfeed of any fans or supporters, which can be viewed by their friends
 - Only program name can appear not the individual creator
 - Don't have to approve request by person to become fan
 - Page administrator can send out updates to every fan

NEW TOOLS INTRODUCED WITHIN PAST FEW MONTHS—BE KNOWN

- Be Known—Professional networking application for Face Book developed by Monster worldwide. It was released June 27, 2011. Ninety seven percent of Fortune 500 companies turn to Monster to find talent.
- It can help my Face Book users and can create visible recruitment campaigns. It will help expand engagement opportunities with passive job seekers (those who may not be currently in market for new job).

ANOTHER NEW TOOL— BRANCH OUT

- Branch Out was introduced in January, 2011. It is also built on top of Face Book.
- Face Book is increasingly connection medium of choice for younger people.
- New service enables companies to publish job listings on Face Book Fan pages on a Jobs Tab.

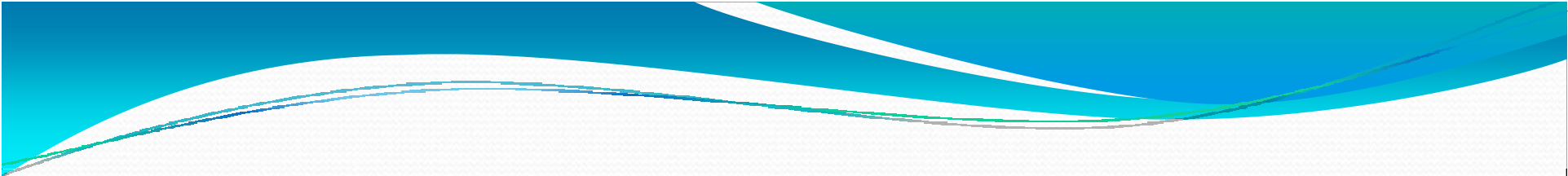


**WHAT LOCAL RESOURCES
DO YOU HAVE THAT
COULD HELP IN
RECRUITING?**



Possible Uses of Local Resources:

- Shrink wrapped delivery trucks
- Signs in airport/ads on cabs
- Notices on the back of monthly menus
- Movie trailers and local celebs on tv ads
- Teachers already recruited
- Bus stop signs
- Hotel TV runners in rooms

- 
- Motor Vehicles Offices
 - Involve media
 - Flyers in electricity or gas bills
 - Poster contest; then posters in prominent places



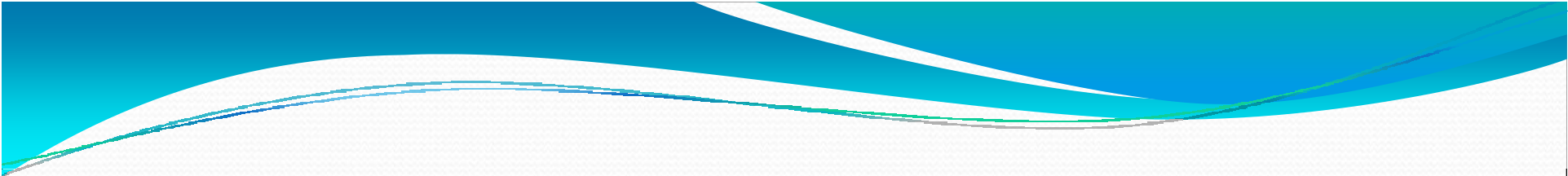
CHAMBER OF COMMERCE:

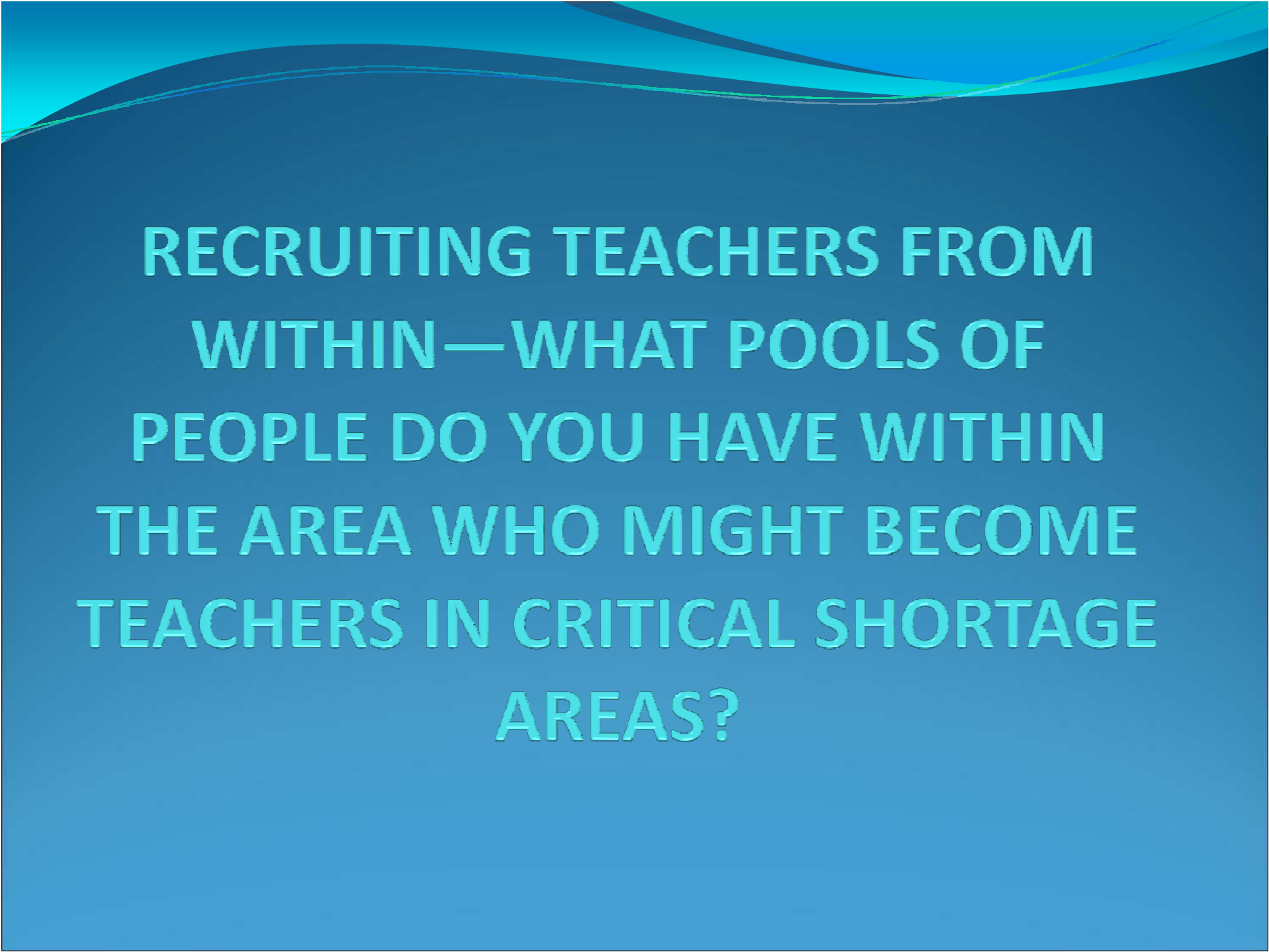
- We Care
- Calls and follow-up
- Important information back to the district
- Information for chamber ambassadors
- Hotel stays
- Marketing help
- Job fairs for spouses and older children



POSSIBLE USES OF LOCAL RESOURCES

- Poster contest in local high school —inexpensive art work
- Article in local paper about winners of art contest
- Posters re: advantages of working with special needs children and opportunities posted throughout community in markets, banks, credit unions

- 
- Speaking opportunities
 - Groups like Lions, Shriners, which already have a commitment to children
 - Chamber of Commerce
 - Empty bill boards



**RECRUITING TEACHERS FROM
WITHIN—WHAT POOLS OF
PEOPLE DO YOU HAVE WITHIN
THE AREA WHO MIGHT BECOME
TEACHERS IN CRITICAL SHORTAGE
AREAS?**

RECRUITING FUTURE TEACHERS FROM WITHIN:

- STEP UP (current high school students)
- Incentives to return to critical shortage areas
- Cohort (current support staff)
- “Step”—add endorsements
- Long-term substitutes in self contained classrooms
- Substitutes with degrees in fields outside education
- Parents
- Recycle retirees
 - Teachers
 - Administrators



“RETOOLING”

- Specialists who may be retiring from medical field
- Candidates from surplus fields
- Current educators who can be replaced from existing pool of applicants
 - New speech pathologists
 - New psychologists



More Looking Within

- Consider offering future contracts to those going through special programs your district and partners have created
- Consider RTI as not only means to meet students' needs, but also reducing number of referrals to special education and therefore number of needed special education teachers
- Ensure customer service to all “customers”
- Closely monitoring credentials of those who are not yet highly qualified



Further Looking Within

- Teaching assistants
- Teachers ready for a change
- SLP assistants, OT assistants, and PT assistants



EVEN MORE LOOKING WITHIN

- Work with universities to place student teachers—
using technology for observations in rural or distant
districts
- Consider interviewing electronically

Still Looking Within—Staffing Hard To Staff Schools

- New teacher placement on the salary schedule
- Incentives to return to critical shortage subject areas
- Stipends to teach in these schools in last three years before retirement
- Contract waivers and empowerment schools
- Special and focused professional development
- Instructional coaches
- Best principals
- Teach for America; Troops to Teachers; urban residency programs



RECRUITING FROM COMMUNITY

- Alternative route to licensure—critical shortage areas
- MITT—people with fluency in a relevant second language
- Project GROW
- High school classes, community college and four-year universities
- Child care workers with 4 year degrees
- Corporate partnerships



Recruiting Future Teachers With Help Of Outside Agencies:

- Troops To Teachers, National Guard, and Reserves
- Retirees from other government agencies or from business
- Teach for America



**WHAT ADDITIONAL LOCAL
RESOURCES DO YOU HAVE
THAT COULD HELP IN
RECRUITING?**



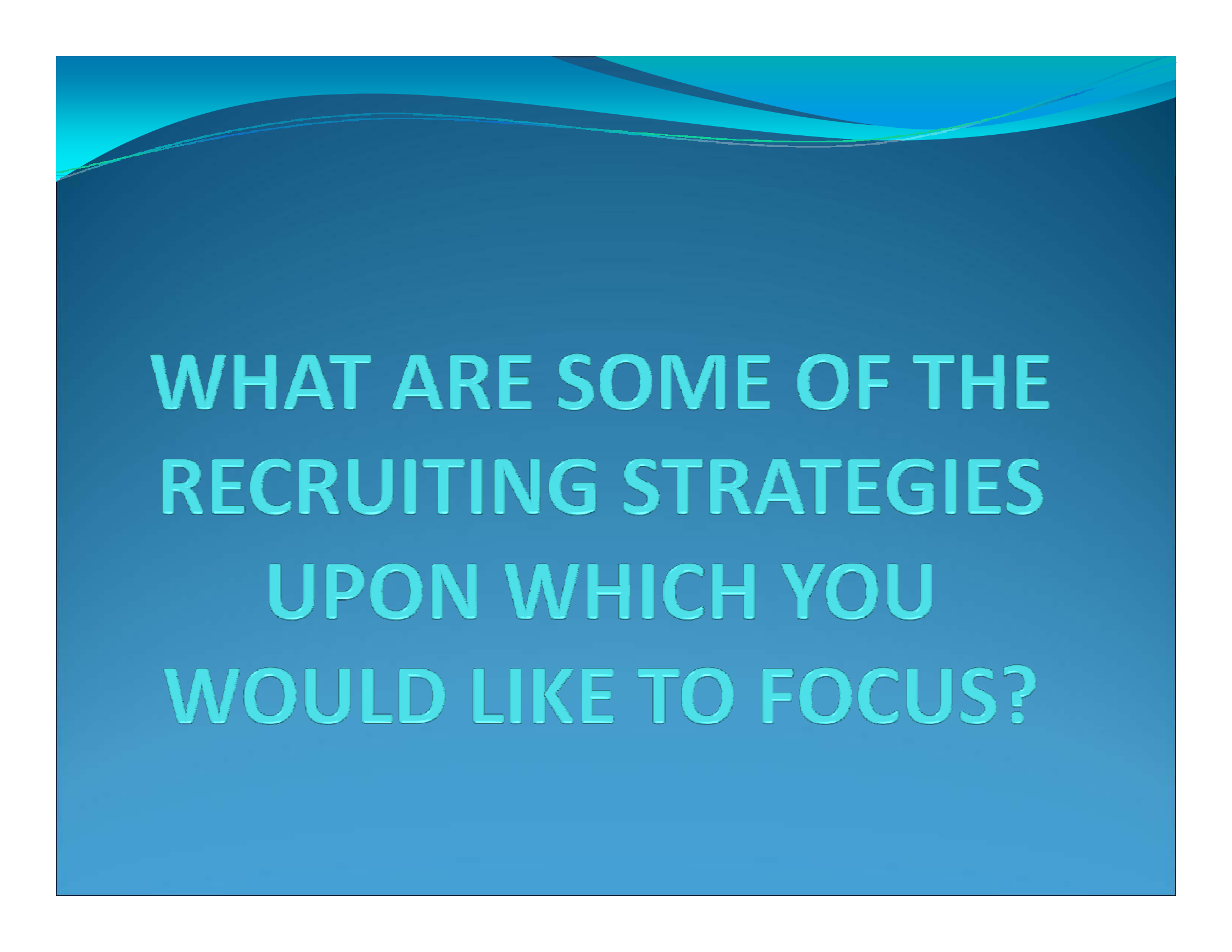
Involve Local Groups and Agencies

- Community agencies—Airport Authority
- Military installations in the area
- Teachers recently hired
- References of teachers recently hired
- Churches
- Parents of students
- Special Olympic organizers and volunteers
- Media outlets—newspapers and radio/television
- Chambers of Commerce
- Local businesses



Local Businesses

- Summer work programs for teachers
- Special discounts for teachers
- Sponsor a candidate through a teacher preparation program
- Marketing ideas



**WHAT ARE SOME OF THE
RECRUITING STRATEGIES
UPON WHICH YOU
WOULD LIKE TO FOCUS?**