

Teacher Recruitment Roadmap

This Project is funded in part by the Georgia Professional Standards Commission from federal Transition to Teaching funds awarded by the U.S. Department of Education.

Effectively recruiting a pool of high-quality candidates is critical to building strong teacher teams, the foundation for any successful school. No matter the budget, there are many things that schools and districts can do to more effectively recruit teachers.

Step 1: Know Your Recruitment Best Practices

Use the following best practices in recruitment to guide your recruitment efforts:

1. **Use compelling marketing messages and materials to attract teaching talent.** Teachers want to know what sets a school apart and what traits a leader is looking for in his teachers. School leaders and recruiters should therefore develop a “school pitch” and attractive marketing materials emphasizing school highlights that attract top teaching talent.
2. **Use your recruitment funds strategically.**
 - a. Target high-yield online recruitment sources that deliver a high return on your investment. Online sources typically reach a larger audience and yield better results than print sources (e.g. choose Craigslist.com over an ad in a local newspaper). Online teacher-specific recruitment sources like Teachers-Teachers.com typically yield better results than general online job sites like CareerBuilder.com, though both are valuable sources if you have the funds.
 - b. Education recruitment fairs are good sources of candidates...to an extent. Regional area university education fairs are worthwhile to attend because they typically yield a target audience interested in teaching in your area. The farther you travel from your school district, however, the less useful they become. As a general rule, don't travel farther than 150 miles for a recruitment fair unless you know that it delivers on quality or quantity of candidates. Also, unless you have a large recruitment budget, do not attend generalized, non-education recruitment fairs as the candidates at these events are not typically interested in teaching.
3. **Good teachers can come from anywhere.** Don't limit yourself to recruiting just local teachers or only those who are already certified. Sometimes the best teacher can come from a neighboring state or be a career changer seeking to begin teaching on a transitional license. Remaining open to different types of teachers will expand your hiring possibilities.
4. **Limit unnecessary barriers to entry and application requirements.** Think carefully about your school's or district's application process. Is it efficient? Are all components of it absolutely necessary? For instance, if your district only accepts paper applications or requires that all applicants attend in-person interviews prior to entering the hiring pool, you are likely missing out on many high quality candidates. Similarly, if you require reams of documentation to make a teacher eligible to interview, you will likely lose that teacher to the charter school down the road whose application and interview process is streamlined and efficient.

Step 2: Create a Recruitment Budget

The key to successful teacher recruitment is to use a limited set of resources for maximum return on investment. As outlined above, the highest yield sources are typically online recruitment and regional area education fairs, so we suggest that you allocate the bulk of your money there, with the remainder allotted to creating compelling marketing materials. Initially, though, you may have to allocate more money up front to creating marketing materials if you are starting from scratch (e.g. creating a school website).

It is suggested that you allocate your recruitment budget in the following way:

- approximately 40-50% toward online recruitment
- approximately 20-25% toward registration and travel for regional area education fairs
- approximately 20-25% toward creating marketing materials such as recruitment flyers, marketing signs and promotional materials that can be given to potential applicants to attract their interest
- approximately 10-20% for additional recruitment related expenses such as printing costs or payment to staff for attending recruitment fairs, posting job descriptions, etc.

Step 3: Create Compelling Marketing Messages and Materials

When recruiting top teaching candidates, it is important to provide compelling messages and materials that attract their interest. Why should a talented teacher consider your school? What is your vision for teacher effectiveness and student achievement? What are some of the highlights of your school that would make a teacher want to work there? Use your answers to these questions to develop a “pitch” for your school.

Not only is your message critical, but the manner and quality in which it is delivered is equally important. After all, a school with a clean, attractive website and well-crafted school recruitment flyer is going to attract more and better candidates. Take your “school pitch” and use it to create a recruitment flyer with attractive visuals, a page on your school website highlighting the sort of candidates that you are looking for, and a job description template emphasizing your school’s highlights.

Resources:



Step 3: Identify Recruitment Sources and Create a Recruitment Plan

Once you’ve established a recruitment budget and created marketing materials, it is time to create your recruitment plan outlining the education fairs that you will attend and the online job sites you will use to attract teaching candidates.

Use the resources below to identify the best teacher recruitment sources in Georgia. Post your job descriptions (that include your “school pitch”) to these online sources and use your marketing materials at the recommended teacher education fairs you decide to attend.

Resources:



Recommend GA
Teacher Recruitment

Step 4: Hire Early and Use a Selection Model to Identify the Best Candidates

The best teaching talent gets hired early in the spring so that by the time summer arrives most of the best teaching candidates have already found positions. For this reason, it is critical to identify your vacancies and begin hiring early.

Recruitment sources cannot tell you the quality of an applicant. Therefore it’s important to have a strong selection model in place to help you identify the highest potential applicants most likely be strong fits for your school.

Resources: See *Teacher Selection Roadmap* for resources

Step 5: Recruit Creatively for Specialized and High Priority Candidates

For hard-to-staff positions, you may have to get creative to recruit teachers. When a highly specialized vacancy opens and you have no one to fill it, it is recommended that you:

- a. Utilize specialized internet sources: Need a teacher for hearing impaired students? Try www.DeafEd.org, a site specializing in the sourcing of Deaf Education teachers. There are sites like this out there for other specialized areas, but you’ll have to research them.
- b. Contact regional area faculty: Can’t find a Math teacher? Reach out to math faculty at local and regional universities to help you identify recent or upcoming graduates who may be looking for a job.
- c. Reach out to regional area community organizations: A local Chinese church might be the key to finding your next Chinese teacher. Identify the specialty community organizations in your area and build relationships with their leaders so that you can turn to them when you are in need of a teacher for a hard-to-staff position.
- d. Offer open contracts to teachers in high need areas: What do you do if you happen to meet an incredible Spanish teacher before you have a Spanish position available to offer, even though you know that your current Spanish teacher is about to retire? Ask your district to offer the teacher an open contract guaranteeing her a Spanish teaching job in the district once one (i.e. yours) opens. This is a great way to lock up top talent before a rival school or district can scoop it up. Note: You must be certain that you will have an eventual position to offer any open contracted candidates so as to not owe them a job in the event that their anticipated position never materializes.