

Leveraging Online Platforms to Better Attract Candidates

Pennsylvania System
for LEA/School
Improvement

2020

+ Session Outcomes

Listen, reflect and plan

In this session, participants will learn

- How to leverage your website for effective recruiting
- How to use job posting websites and job descriptions to recruit effective educators
- How to market your LEA effectively through your website, testimonials and social media

+ Let's Find Out What You're Doing



Using the chat function, share how you have modified your employment website since the beginning of the coronavirus



Session Through Line

How do we leverage the LEA's website and other web platforms for recruiting and hiring teachers?

- LEAs are moving from traditional, in-person recruiting and hiring to the virtual environment
- Actions and strategies need to be practical and relatively easy to implement quickly to ensure full staffing for the opening of schools
- The virtual hiring process should provide a positive candidate experience

+ What We Know

- We need our schools to be fully staffed with strong, diverse teachers and leaders
- A dynamic human resources website does more than post jobs and accept job applications, it tells your district's story
- The use of social media will be even more important as LEAs increase virtual recruiting and hiring
- Recruiting and hiring processes should be dynamic and based on the context in your LEA
- As a friendly reminder, ensure that any new interview and application questions are not in violation of any legislation or laws. Please see SHRM for more details at:

<https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/interviewandemploymentapplicationquestions.aspx>

+ Remote Recruiting & Hiring Toolkit

The screenshot shows the IU13 website interface. At the top, there is a navigation bar with the IU13 logo and links for Students & Families, Educators, Administrators, Businesses & Municipalities, Our Community, and Events, Workshops & Classes. A search bar and text resize options are also present. The main content area features the title "REMOTE RECRUITING & HIRING OF EDUCATORS - TOOLKIT" and a breadcrumb trail: "Home > PA System for LEA/School Improvement > Remote Recruiting and Hiring Toolkit".

Explore the Toolkit

Recruiting Remotely
- View all "Recruiting Remotely" Tools

- LEA Employment Web Pages
- Online Job Search Platforms
- Educator Job Descriptions for Online Posts
- Social Media for Educator Recruitment
- Retention Conversations with Educators
- Staff Involvement in Virtual Recruiting
- Virtual Information Sessions

Hiring Remotely
- View all "Hiring Remotely" Tools

- Virtual Hiring Activities that Assess Desired Teacher Competencies
- Best Practices for Remote Interviews
- Remote Processes to Complete Hiring Forms
- Virtual Options for Demonstration Lessons and Other Performance Tasks
- Consistent Virtual Communication with Applicants
- Online Job Application Tracking

Using this Toolkit

As LEAs increasingly use remote approaches for identifying, attracting and hiring effective educator candidates, the following document can provide useful guidance, tools and examples. The resources are labelled "Launch," "Develop," and "Enhance." By reading the descriptors below, you can determine which resources are likely to be most relevant for your LEA—although you may also find helpful content in other resources.

Below the text are three icons representing the resource categories: LAUNCH (teal), DEVELOP (green), and ENHANCE (purple).

On the right side of the page, there is a sidebar with the following content:

- PA System for LEA/School Improvement**
[Remote Recruiting and Hiring Toolkit](#)
- DEVELOPED IN PARTNERSHIP WITH**
Pennsylvania's System for LEA/School Improvement, Lancaster-Lebanon IU13, TNTP and The Urban Schools Human Capital Academy
- Legal Considerations for LEAs:**
As LEAs make shifts in recruitment and hiring practices, ensure that all new or adjusted practices comply with relevant employment law. The employment site Monster offers guidance on virtual recruitment and hiring strategies, including legal considerations. Additionally, the Society for Human Resource Management provides a toolkit to help understand lawful and unlawful interview and application questions, with examples of acceptable and unacceptable inquiries.

<https://www.iu13.org/schoolimprovement/remote-recruiting-and-hiring-toolkit/#OnlineJob>

Using the LEAs Website and other Web Platforms for Recruiting

+ Key Components of an Effective HR Website

Keep it Simple

Career page should be easy to find	Simplify the job application
<ul style="list-style-type: none">• Don't bury job postings and descriptions• Make them intuitive to navigate• Use of an array of devices, such as smartphones and tablets• Analyze the number of clicks it takes an applicant to get to job posting (should be two clicks or less)	<ul style="list-style-type: none">• Analyze the time it takes an applicant to complete the application• If possible, make the application easy to use on Smartphones• Review your current process and make adjustments to streamline

Candidates have consistently identified a prospective employer's website as a top factor influencing their decision to apply and is a key foundation in ensuring a positive candidate experience



Key Components of an Effective HR Website

Highlight District Culture

- Provide job seekers with a sense of what it is like to work in your district
- Post videos and testimonials
- Highlight great teachers and principals
- Create online opportunities for candidates to meet with current staff

TEACHER PROFILES

We sat down with six of our teachers to learn more about their work in the Boston Public Schools. Find out what they had to say.

Meet Anita

Meet Bernadine

Meet Shannon

Meet Marcus

Meet Lisa

Meet Rene

© 2019 TeachBoston

Boston Public Schools
Office of Human Capital
2300 Washington St
Roxbury MA, 02119

BOSTON
Public Schools

INFO

- Mission
- In the news
- Explore your teaching purpose
- Become a teacher
- Positions at BPS
- BPS main site

ACTION

- Apply to BPS
- Meet us at an event
- Contact Us

LANGUAGE OPTIONS

STAY CONNECTED

f t i y

Sign up to receive news and updates from teachboston.org

Email Address

SIGN UP



Determine the Right Messaging to Set Your District Apart Your Value Proposition

- **Identify what differentiates your LEA and schools**
- **Audience.** Are you seeking candidates with specific experience or qualities?
- **Benefits.** Are there unique professional development opportunities, salary scales, or career ladders that make your school system unique? What is your total compensation package?
- **Reputation.** Are there academic or social success metrics that distinguish your school system?
- **Community.** Why would educators want to live and work in your community?
- **Endorsements.** Highlight current employees and their experiences



Website Examples: Community

TEACHBOSTON.ORG

Who We Are Teacher Support Becoming A Teacher Join BPS Events

Language Options

Relocating to Massachusetts

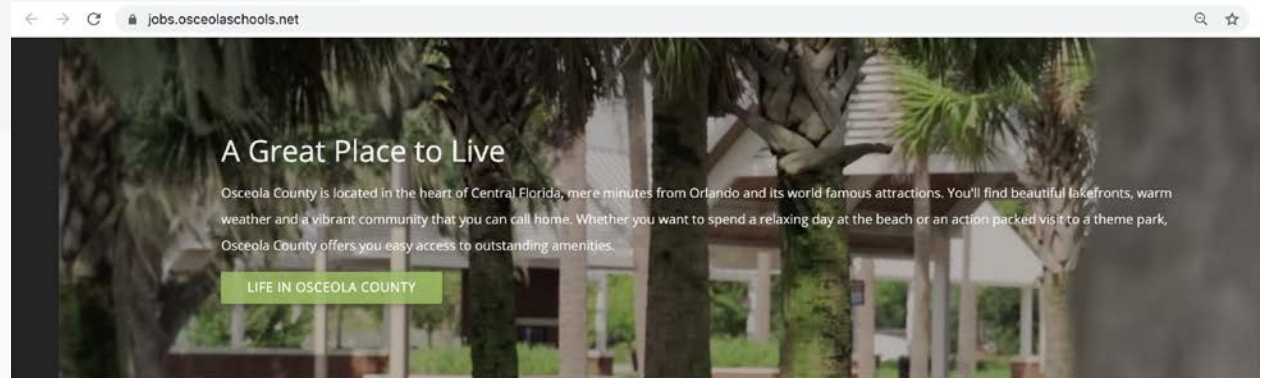
What to Know

The Greater Boston Area contains a diverse array of neighborhoods, cities, and communities. Working in BPS doesn't require you live in the city of Boston, though many of our community members do. Greater Boston encompasses a diverse array of neighborhoods and communities, and many of our staff commute from the suburbs.

BOSTON METROPOLITAN LIVING GUIDE

The OHC (RCD Team) has compiled a document of resources for living in the city of Boston and surrounding suburbs (the "Greater Boston Area"). This PDF can be downloaded using the link below. If for some reason the download is not working, please contact recruitment@bostonpublicschools.org for more information, or [click here](#) for a link to a google docs version of the document.

[Download the Guide PDF \(updated 9.14.19\) ->](#)



Become Part of Our Success

- The Professional and Technical High School (PATHS) in Osceola County boasts a consistent 100 percent graduation rate.
- Katie O'Malley, a student at OCSA, earned top 1% national recognition in the 2016 Scholastic Art & Writing Award.
- Osceola students earned top awards at the 2016 Florida State Conference for the Technology Student Association.
- Congratulations to Neptune Robotics Team for winning 1st place at the 2017 Alliance Captain TESLA League Meet.

+ Using Job Websites Effectively

- Craft job descriptions and postings to effectively attract candidates
- Share how the LEA/school will:
 - Offer development and leadership opportunities
 - Get support from leaders
- List educator competencies that indicate who will be a good fit for the LEA/school
- Aim to attract candidates who align with your mission and values. A good resource is the [Opportunity Culture Toolkit](#) (see Job Description section on page 6)



REMOTE RECRUITING & HIRING TOOLKIT:
Educator Job Descriptions
for Online Posts

Content Level: DEVELOP

See PA Job Description [Guidance](#)

+ Online Job Search Platforms

Search platforms are used to post jobs and save time instead of visiting individual websites.

Here is a list of some common [Online Job Search Platforms](#):

- PA-Educator - <https://www.paeducator.net>
- Pennsylvania REAP - <http://www.pareap.net>
- Handshake - <https://www.joinhandshake.com>
- LinkedIn - <https://www.linkedin.com>
- School Spring - <https://www.schoolspring.com>

REMOTE RECRUITING & HIRING TOOLKIT:
Online Job Search
Platforms

Content Level: LAUNCH & DEVELOP

Best Practice Examples



Use Effective Virtual Sourcing of Diverse, High Quality Candidates



- Let candidates know you're still hiring and share any changes to timelines or events. Post all information on your website also.
- Emails should include clear, prominent calls to action, such as the word: *Apply* (linking to the job fair or interview activity)

- Assess strengths and areas for growth within current recruitment and sourcing strategies
- Design and facilitate virtual processes for recruitment and hiring strategies
- Cast a wider net with job postings

Online Job Search Platforms



If your LEA is not using a robust applicant tracking system, LEAs can create a “homemade” document to manage all applicant activity including key stages of the process: (Prospect, Applicant, Interviewed, Offer, Hired)

+ Marketing Your LEA or School Make your LEA come to life online!

Complete a quick audit of your job descriptions to ensure district or school's competitive advantage

Teacher Support

Teachers are offered many avenues of support to ensure teaching success:

- A trained teacher mentor in each school
- Access to an instructional coach
- An extensively trained school principal
- Progressive teacher evaluation and instructional best practices
- Teacher professional development with instructional best practices
- Students who have access to 1:1 technology
- District instructional best practices and school leadership teams

Compensation

Mr. Brady Falls
Principal, Beaver High School

Beaver High School serves approximately 1,100 students and provides services in grades 7-12. School academic programs include Language Arts, Mathematics, Science

The school brings job all education 1:1 technology device initiatives a technology.

Beaver High School offers many job opportunities for students—including curricular opportunities.

School vocational programs include Technology, Trades, Agriculture, and

School music programs include one opportunity for students. School and perform in region and state music. School music programs are important for students.

Math Teacher
Job Announcement

Beaver County, Utah

The County of Beaver, Utah, is brimming with colorful history, diverse geography, spectacular outdoor recreation areas, and friendly, accommodating residents eager to welcome travelers, new businesses, and residents to the area.

Beaver County lies in the southwest region of the state. It encompasses an area of 7,570 square miles with a population of approximately 6,400.

Some of the most beautiful and varied scenery in the West is found in Beaver County. It is the perfect area to locate your family or business. Beaver County is a year-round vacation destination retreat for families, history buffs, and outdoor enthusiasts.

Beaver County, Utah Link: <https://beavercountyu.gov/>

"Pure mathematics is, in its way, the poetry of logical ideas."

— Albert Einstein

This position is a great career opportunity for...

- An outgoing secondary school math teacher (Utah Level II, III, or IV license)
- An elementary teacher with a strong math background, and who would like to be a math teacher for 7th and 8th grades
- A person with a bachelor's degree or higher, who has a strong math background and math college-level training, and who would like to consider teaching as a career opportunity

Please visit [this link](#) for Coronavirus updates. KIPP MA schools will be closed 3/13-5/1.

KIPP MA
PUBLIC CHARTER SCHOOLS

JOIN OUR MAILING LIST [search] [social icons] [Donate]

About • Our Schools • Enroll **Careers** • Donate • Family & Community Engagement • KIPP Through College & Career • News & Events [Select Language]

HOME » CAREERS

Careers

KIPP MA will be at the Diversity in Ed Virtual Career Fair on 4/15 from 12-6pm. Register here: <https://diversityrecruitmentexpo.vfairs.com/>

Join the dedicated and dynamic team at KIPP MA! Our faculty and staff are part of a supportive team that works collaboratively to provide the highest quality education to students and families in both Boston and Lynn. **Apply now**

- WORKING WITH KIPP MA
- APPLICATION PROCESS
- SEARCH FOR JOBS
- TEACHING FELLOWSHIP
- TEACHER DEVELOPMENT
- SUBMIT A REFERRAL
- STAY CONNECTED

Stay Connected

Sign up to receive our e-newsletter and get updates on KIPP MA growth, career opportunities and student accomplishments.

Get Started

Ensure that the Careers tab on your website is up-to-date and includes visuals of your school, staff, students, and families.

+ Website Examples

Prince William County PUBLIC SCHOOLS
Providing A World-Class Education

PARENTS STAFF COMMUNITY

Home About Us Academics & Programs Departments Operations Employment

Recruitment And Retention

Home / Departments / Department Of Human Resources / Recruitment And Retention

DEPARTMENT OF HUMAN RESOURCES

Recruitment And Retention

Areas Of Critical Need

Overview Of Career Opportunities In PWCS (PDF)

Office Of Recruitment & Specialty Programs Staff

Retired Teachers Who Want To Teach In PWCS!

PWCS Recruit Sign-Up

PRINCE WILLIAM COUNTY PUBLIC SCHOOLS

You Belong Here!

Upcoming Events

Teacher Recruitment Events Calendar

Job Fairs:

Virtual Instructional Job Fair (Once confirmed, participants will get the opportunity to interview for instructional positions): [April 13, 2020](#)

Virtual Instructional Job Fair (Once confirmed, participants will get the opportunity to interview for instructional positions): [April 15, 2020](#)

Virtual Instructional Job Fair (Once confirmed, **Let's Stay Connected!** participants will get the opportunity to interview for instructional positions): [April 30, 2020](#) [Sign-up here to stay up-to-date with our Teacher Recruitment Events!](#)

Why PWCS?

World-Class Communities
World-Class Schools and Educators
World-Class Opportunities

Learn what makes Prince William County Schools a great place to work!

Benefits And Salary

Employee Benefits
Comparison of Full-Time Employee Health Insurance Premium Contributions (PDF)
Housing and Relocation
Salary Scales

get connected

Tweets by @PWCSRecruit

PWCS Recruit Retweeted @PWCSNews

No computer? No sweat! Watch VA TV Classroom on PBS station @wetatvfm (channels: Comcast 265, Cox 800, FiOS 474, and RCN 39). For the on-air schedule and more, please visit our Home Learning webpage. #PositivelyPWCS #VAIs4Learners pwcs.edu/cms/One.aspx?...

PWCS Recruit Retweeted @Diversity_In_Ed

DIVERSITY in ED @Diversity_In_Ed @PWCSRecruit will exhibit & recruit at our April 15th Virtual Recruitment Fair. #RegisterNow and get hired at the event! #teacherjobs #SchoolJobs

Register for free at: [diversityrecruitmentexpo.vfair.s.com](#)

School District of OSCEOLA COUNTY, FL

Careers Home Career Paths What We Offer Living in Osceola Returning Applicants Jobs

Careers at the School District of Osceola County, FL

From Good To Great: Building Your Legacy

The School District of Osceola County stands in the gap between what is and what can be.

SEARCH JOBS PLAY VIDEO

MAXIMIZING POTENTIAL

We serve a multicultural community, and our students live across a wide range of the socio-economic spectrum. Through our celebration and embrace of diversity, we are able to meet the needs of every student with dedicated resources and talented colleagues.

ELEVATING OUR COMMUNITY

Who We Are Looking For & How To Apply

We are all educators. We're born to do this. We're here to make a difference.

Learn how you can make your mark at the School District of Osceola County by browsing our current job openings. Don't see a position in your area of expertise? Submit your profile to our Talent Community for future opportunities.

VIEW ALL JOBS

What We Offer

We know that our employees deserve to be compensated in a variety of ways for their hard work and dedication to helping our students. Learn more about our competitive salaries and the many other benefits available to our staff.

LEARN MORE

A Great Place to Live

Osceola County is located in the heart of Central Florida, mere minutes from Orlando and its world famous attractions. You'll find beautiful lakefronts, warm weather and a vibrant community that you can call home. Whether you want to spend a relaxing day at the beach or an action packed visit to a theme park, Osceola County offers you easy access to outstanding amenities.

LIFE IN OSCEOLA COUNTY

TEACHBOSTON.ORG

Who We Are Teacher Support Becoming A Teacher Join BPS Events Language Options

This is our district: vibrant and diverse.

"While the Boston Public Schools are currently closed for students due to Covid-19, hiring teams are moving forward in getting schools staffed for SY2021. Please apply to positions for which you are qualified and prepare for virtual interviews, demo lessons, and other remote hiring practices!"

Search Positions

"The Accelerated to Community to Teacher (ACTT) Application is now open for SY20-21. Click for more info below"

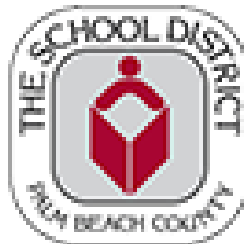
More ACTT info

+ Examples of LEA Websites

Career Page



Culture and Community



Mobile Friendly





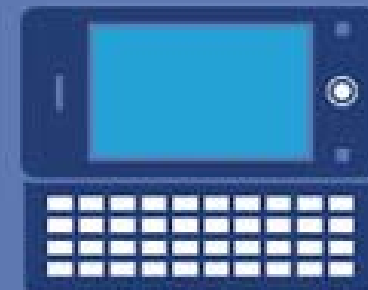
Now that we shared best practices, in what areas would you like to upgrade your website presence.

Use of Social Media

- + **Must Do:** At every stage of our engagement with prospects, we need to use technological platforms to effectively connect

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP..**

**ABOUT 28% CHECK THEIR FACEBOOK
ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**





Think about the Following Definitions of How to Use Social Platforms

- **Social media for marketing your LEA** - forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)
- **Social recruiting for sourcing** - when companies and recruiters use social platforms to source and recruit candidates for employment. Social recruiting is more than sourcing candidates and advertising career opportunities via Facebook, Twitter, or LinkedIn, etc.

+ Increasing your Use of Social Media

- Connect with candidates through Instagram, Facebook, Twitter, and LinkedIn
 - Two USHCA Tools
 - [Social Media in K-12 Recruiting](#)
 - [Use of Social Media in Screening Candidates](#)
- If you choose to reallocate budget resources for subscriptions to virtual job sites and social media, base your decisions the effectiveness of those sites and applications
- Track engagement on platforms and adjust your activities. For example, if you find that posts featuring students have the highest engagement, feature more students going forward.
- Use email to keep in frequent touch with candidates to keep candidates warm and aware of opportunities in your LEA.

REMOTE RECRUITING & HIRING TOOLKIT:

Social Media for
Educator Recruitment

Content Level: DEVELOP & ENHANCE

See PA Social Media [Guidance](#)

+ Attract candidates to your website by using social media and email listservs



- Post jobs to various social media platforms
- Your social media should be targeted towards key demographics, hard-to-staff vacancies, and other local initiatives
- Use newsletters of other subscription links to broaden your LEAs reach
- Establish an email list with job seekers for future vacancies

+ Attract candidates to your website by using social media and email listservs



Social Media for Marketing Your LEA

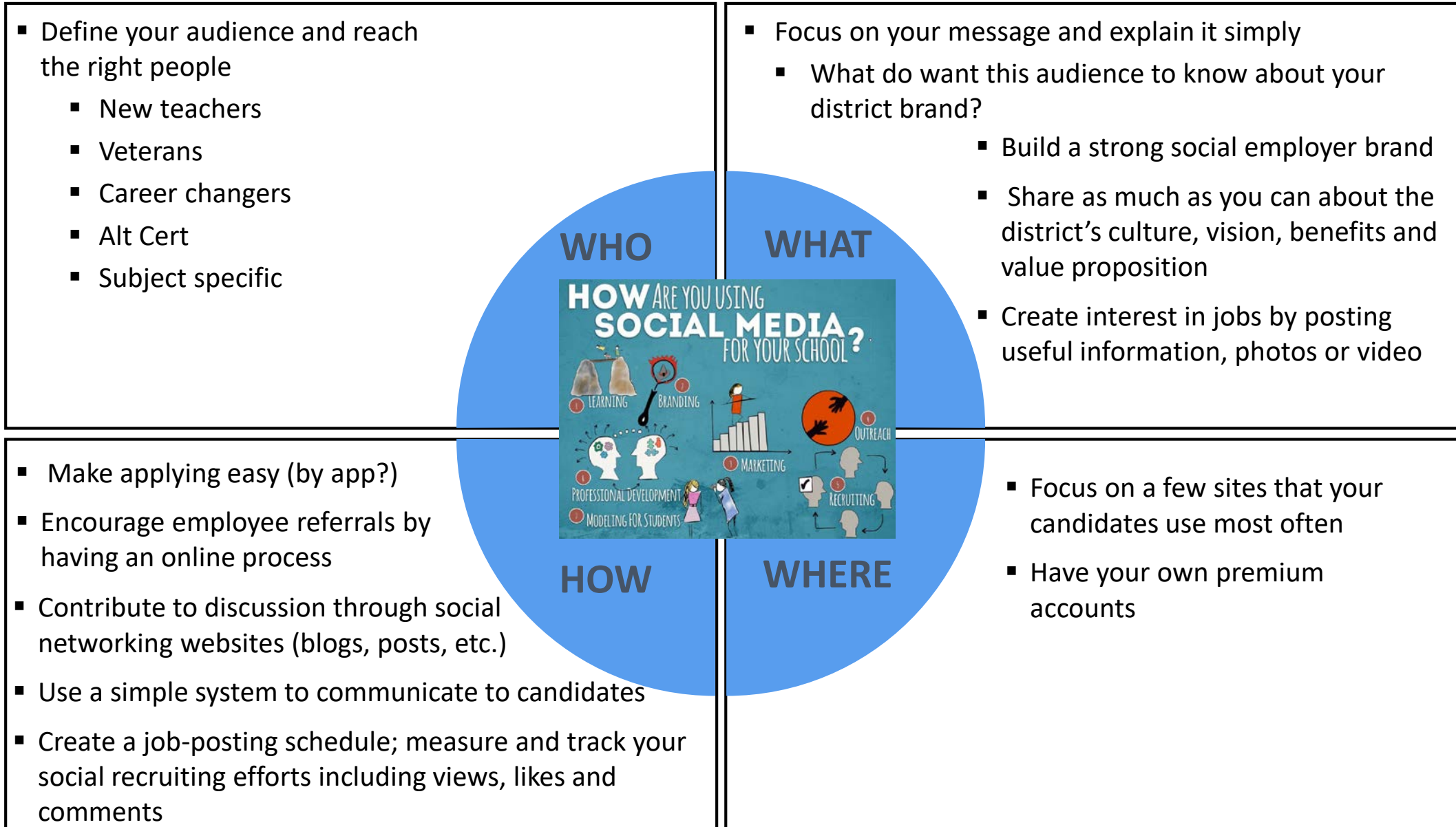
- Social networking websites and microblogging and online communities
- Target key demographics, hard-to-staff vacancies and other local initiatives

Social Recruiting for Sourcing

- Post jobs to various social media platforms
- Recruit and source candidates
- Advertise career opportunities via Facebook, Twitter, or LinkedIn, etc.

***It is important for LEAs to have policies around the use of social media and virtual interviewing. Often districts have a policy about student and teacher use, but not about HR Functions

+ Connect Social Media and Recruiting Platforms to your District's Value Proposition





In the chat, share how your use of social media has changed the way your district recruits teachers

+ What Questions, Suggestions and Reflections Do You Have?

*Using the chat function,
please share take-aways,
any questions or
suggestions.*





All resources and toolkits are available along with a recording of this webinar:

<https://www.iu13.org/schoolimprovement/remote-recruiting-and-hiring-toolkit/>

The screenshot shows the IU13 website interface. At the top right, there is a search bar with the text "iu13" and a magnifying glass icon. Below the search bar, the text "Serving education, businesses, and the community." is displayed. The navigation menu includes "Students & Families", "Educators", "Administrators", "Businesses & Municipalities", "Our Community", and "Events, Workshops & Classes". The main content area is titled "REMOTE RECRUITING & HIRING OF EDUCATORS - TOOLKIT". Below the title, there is a breadcrumb trail: "Home > PA System for LEA/School Improvement > Remote Recruiting and Hiring Toolkit". The page is divided into several sections: "Explore the Toolkit" with sub-sections for "Recruiting Remotely" and "Hiring Remotely", each with a list of resources; "Using this Toolkit" with a paragraph explaining the resource categories; and "Legal Considerations for LEAs" with a paragraph about compliance. A central image shows the cover of the "TOOLKIT: Remote Recruitment & Hiring of Educators". At the bottom, there are three icons labeled "LAUNCH", "DEVELOP", and "ENHANCE".



Examples of District Websites

Career Page	Culture and Community	Mobile Friendly
<ul style="list-style-type: none">• <u>Denver Public Schools</u>• <u>Houston ISD</u>• <u>Pittsburgh Public Schools</u>• <u>Prince George's County Public Schools</u>• <u>Teach Boston</u>• <u>Teach NYC</u>• <u>The School District of Philadelphia</u>	<ul style="list-style-type: none">• <u>Denver Public Schools</u>• <u>Teach Boston</u>• <u>Teach NYC</u>• <u>The School District of Palm Beach County</u>	<ul style="list-style-type: none">• <u>Denver Public Schools</u>• <u>Teach Boston</u>• <u>Teach NYC</u>• <u>The School District of Osceola</u>