



HOW TO GUIDE: Improve Recruiting/ HR Websites



Introduction

A thoughtfully-designed human resources website can help Local Education Agencies (LEAs) attract qualified candidates and keep them interested throughout the application process.

LEAs cannot rely solely on candidates coming to their websites – they must drive them there. In our current economy, job seekers primarily rely on the Internet to review and apply for jobs.¹ LEAs should ask themselves the following questions: How do job seekers access and use our website? What information can they find there about our hiring process? What information might be missing? In addition to the LEA’s website, LEAs should also be proactively using social media, job boards, and email listservs to publicize job openings and attract candidates to their LEA.

This “How To” guide lays out key components to consider as LEAs work to optimize their websites, including driving them there, to meet the demands of an ever-changing workforce.

¹ Daniel Zhao, “The Rise of Mobile Devices in Job Search: Challenges and Opportunities for Employers” (Glassdoor Economic Research, 2019), available at <https://www.glassdoor.com/research/app/uploads/sites/2/2019/06/Mobile-Job-Search-1.pdf>; Aaron Smith, “Searching for Work in the Digital Era” (Pew Research Center, 2015), available at <https://www.pewresearch.org/internet/2015/11/19/searching-for-work-in-the-digital-era/>

KEY COMPONENTS OF AN EFFECTIVE HR WEBSITE:

1. Effective Career Page

LEAs can use the following checklists to determine whether their HR website includes characteristics likely to help with recruitment.

- ☐ **Job postings and descriptions** are easy to find and not “buried.”
- ☐ **Job seekers can quickly and easily find the information** they need to apply for various positions. For example, the Career Page is clearly labeled and easy to find from the LEA’s home page.
- ☐ **The site is:**
 - ✓ **user friendly**
 - ✓ **intuitive** to navigate
 - ✓ uses **fonts that are easy to read on** an array of mobile devices (e.g., smartphones and tablets); and
 - ✓ has **identifiable ways for job seekers to interact** with the LEA (e.g., how to apply for jobs or sign up to receive future emails about jobs). Job seekers do not need to make more than two clicks to reach a job posting.
- ☐ **The Career Page provides** some or all of the following information:
 - ☐ **Compensation and benefits;**
 - ☐ **Employees’ testimonies** (e.g., written or video descriptions of what working for the LEA is like);
 - ☐ **Links to job descriptions** and information on the hiring process; and
 - ☐ **Expectations for candidates** at each step of the hiring process.

2. Simplified Application Process

LEAs should review the application process with a focus on **time needed to complete**. A hard-to-locate job application negatively impacts how job seekers view your organization. Many job seekers use their mobile devices to search and apply for jobs, so you should test and analyze the experience for applicants on mobile devices, along with computers.

LEAs should consider the following two questions:

1. **How long does it take an applicant** to complete a job application on your current LEA website?
2. **Can your applicants complete an application** on your website or a web-based application via their phone?

3. Highlight your LEA's Culture

In a recent study, 69 percent of job seekers report if they had a negative candidate experience they would rarely or never reapply for a position at the workplace.² It's important for LEAs to help job seekers “see” themselves working at your LEA. Consider whether your LEA is using, or could use, the following approaches:

- **In their videos or other testimonials**, ask current educators to discuss what it's like to work at your LEA
- **Provide opportunities** for candidates in high-need subjects (e.g., special education, secondary STEM) to meet directly with current teachers to better understand why current teachers enjoy working and the LEA and to help applicants through the process. Alternately, HR team members or other central office staff can reach out to these applicants to share more information about working at the LEA.



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² “Candidate Experience Report: Perceptions and Behaviors” (Talentegy, 2019), available at <https://www.talentegy.com/hubfs/2019%20CX%20Report/Talentegy-2019%20Candidate%20Experience%20Report.pdf>

KEY COMPONENTS OF AN EFFECTIVE HR WEBSITE:

4. Attract Candidates to Your Website

The Power of Social Media and Email Listservs

In addition to a LEA's website, LEAs should post jobs to various social media platforms (e.g., LinkedIn, Facebook, etc.) and may want to consider paying to boost posts and/or advertising for key positions (e.g., special education teachers). In a recent study, 94 percent of LEAs posted jobs on their website but only 30 percent of the same LEAs posted job openings on social media platforms.³

The social media strategy should:

- keep in mind **key groups** you are trying to recruit (e.g., teachers of color and/or hard-to-staff vacancies);
- include messages intended to **directly address/appeal** to such groups;
- include messages that also **appeal to the general candidate pool**; and
- provide candidates with **links to online applications** and key information such as **deadlines**.

Make it easy for candidates to express interest and join listservs with a short online form that includes name, email address, and phone number. Such forms or subscribe links for job openings can engage job seekers and notify them of current job openings.

³ Annette Konoske-Graf, et. al., "To Attract Great Teachers, School Districts Must Improve Their Human Capital Systems" (Center for American Progress, 2016), available at <https://www.americanprogress.org/issues/education-k-12/reports/2016/12/22/295574/to-attract-great-teachers-school-districts-must-improve-their-human-capital-systems/>

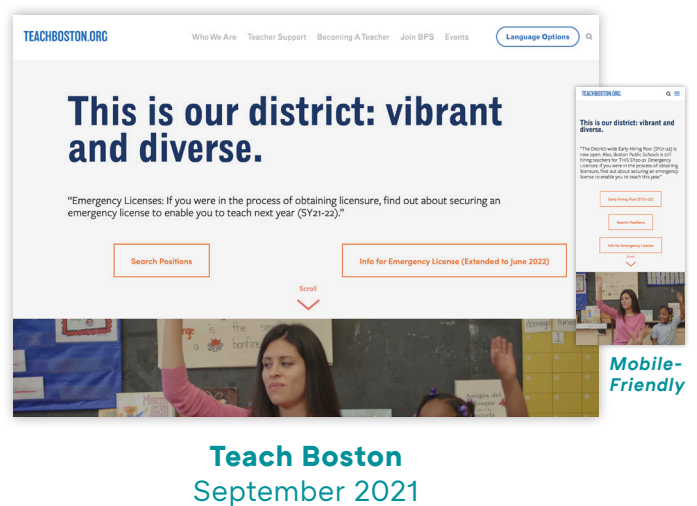
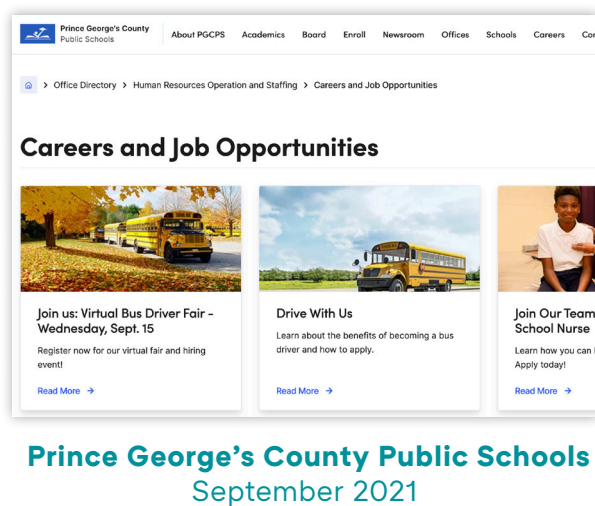
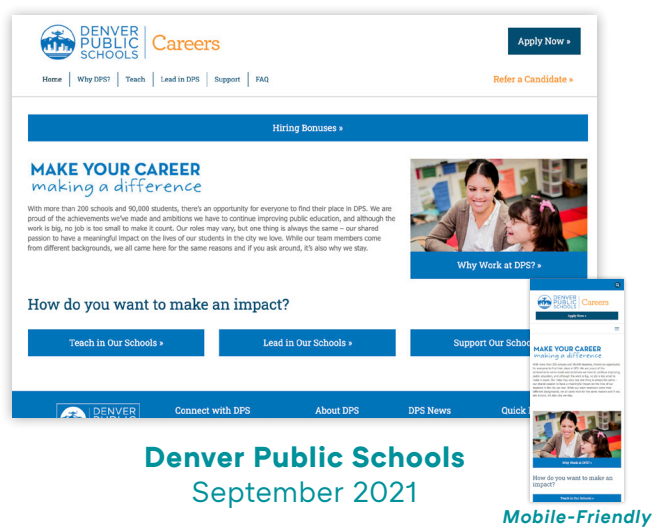
5. Overcome Potential Obstacles

Consider whether your LEA is doing, or could be doing, any of the following to optimize hiring processes:

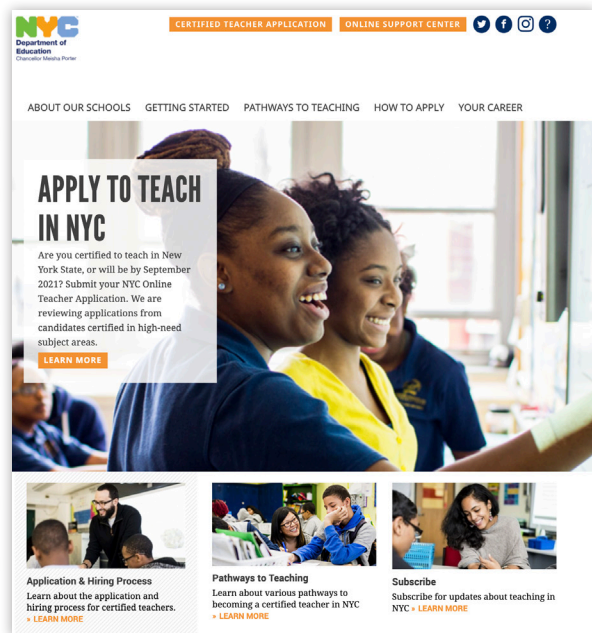
- **Create a generic inbox** to monitor job-seeker driven questions, which all LEA staff involved in hiring can access.
- **Work to minimize the steps** needed to complete an online application and ensure job seekers can complete the application in 45 minutes or less.
- **Avoid redundant application questions.**
- **Save open-ended “short essay” questions** for those applicants who advance to a later round of the hiring process/
- **Allow applicants to upload a resume** rather than fill in a form about their experience (this may be more practical for LEAs who have a smaller number of applicants and who will not be analyzing data aggregated from the online forms).

Appendix 1: Examples of District Recruiting Webpages

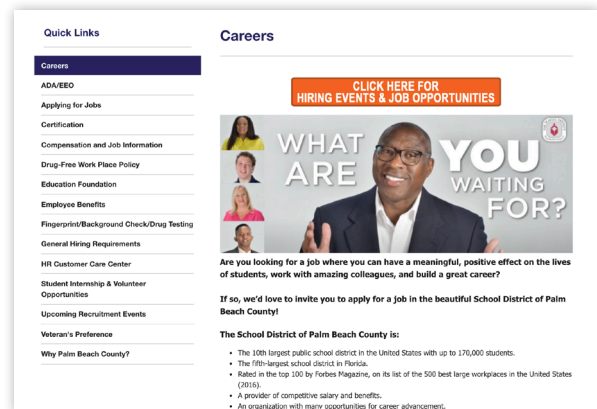
Appendix 1 provides links to examples of best practice LEAs websites that serve as a recruiting tool for talent with a focus on career page, LEA culture and mobile friendly.



(Career Page Examples, Cont'd.)



Teach NYC
September 2021



The School District of Palm Beach County
September 2021



Mobile-Friendly

The School District of Osceola County
September 2021

HOW TO GUIDE:
**Analyze Educator Data
for High Impact**

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