

Session Titles and Descriptions

AASPA Virtual Recruitment & Retention Summi

March 16-17, 2023

Accelerate and Communicate - How to Improve Your Hiring Success in a Job Seekers Labor Market

Strategy: Process Management/Talent Acquisition

Presented by Brian White, Executive Director of HR & Operations, Auburn-Washburn USD 437, Topeka, KS

It is a tough labor market out there for the education industry for both teaching and non-teaching positions. Join this session to learn more information about best practices about how to evaluate and improve your processes and communication to meet the needs of today's labor market. It's all about speed and communication is key.

Creating a Virtual Recruitment & Retention Experience

Strategy: Process Management/Talent Acquisition

Presented by Quiana Peterson, Instructional Recruitment Partner, Lake County Schools, Tavares, FL

Virtual events can feel cold and uninviting. However they don't have to be. Virtual recruitment and retention events can be warm and welcoming if you plan them with the attendee in mind. We'll discuss everything you need to host a successful event from beginning to end.

Getting Creative Around Support Staff Recruitment and Retention

Strategy: Talent Acquisition & Talent Development

Presented by Jeff Bergholtz, Director of Human Resources, Downers Grove District 99, Downers Grove, IL

Like most districts, CHSD 99 has struggled to recruit and retain support staff over the past few years. This has led to trying several approaches and ideas to attract and retain support staff and make them feel valued in our district. This session will review the strategies that have been tried, what we have learned, and what the level of success has been so far. Hopefully, you can at least walk away from this session with a new idea to try in your school or district.

Hiring Teachers in 2023: A Recruitment Crossroads

Strategy: Talent Acquisition

Presented by Melissa Izatt, Director of Educator Quality, Clarksville-Montgomery County Schools, Clarksville, TN

In this session, we will explore multiple recruitment strategies with a focus on alternative licensure pathways and how districts can no longer recruit a single funnel. We must approach recruitment from multiple angles in order to continue to attract talent while combating the growing teacher shortage.

Hooked! Tips for Attracting and Retaining Top Help

Strategy: Talent Acquisition & Talent Development

Presented by Sarah Burnett, Employee and Labor Relations Coordinator, West Chicago School District, Chicago, IL

These days recruiting seems like a hungry fisherman casting in an empty sea. Now more than ever, relationships matter. First impressions and candidate's doing their homework on a school district is often the first touchpoint that candidates have, so let's make those impressions memorable and get them hooked on your district! Branding, Grow Your Own Programs, and Relationships are a few high leverage strategies to hook candidates and keep them in your district. This session will provide short and long term strategies to recruit and retain top talent, while focusing on the heart of HR: Our staff.

How Do We 🪝 "Hook" 'Em, 🎣 "Reel 'Em, and "Keep" 'Em Fresh!

Strategy: Talent Acquisition & Talent Development

Presented by Lori Hudson, Recruitment & Retention Coordinator, Indian River School District, Shelbyville, DE

During the current National Teacher Shortage, it is more critical than ever to "catch" future educators, while they are "swimming with their schools"! Join Lori Hudson, IRSD Educator Recruiter as she shares how: We 🪝 "Hook" 'Em, 🎣 "Reel 'Em, and "Keep" 'Em Fresh! "

Innovative Partnerships Leading the Way with Teacher Pipelines, Recruitment and Retention.

Strategy: Talent Acquisition & Talent Development

Presented by Bonnie Toffoli, Director of Talent Acquisition and HR Compliance and Kimberly Wood, Sr. Manager of Instructional Recruiting and HR Programs, Orange County Public Schools, Orlando, FL

To keep instructional vacancies in our district low during a time when the teacher candidate pool is shrinking, Orange County Public Schools builds on established relationships with personnel and local universities. Recruiting strategies include grow your own programs, pre-internship connections, consistent campus visibility with education and career centers as well as opportunities to support paraprofessional and teacher growth. Through campaigns such as "Become a Hero" and "Come Grow with Us" our district focuses on the importance that each educator has on the success of students and the future.

Managing Mistakes to Create a Culture of Retention

Strategy: Talent Acquisition & Talent Development

Presented by Philip S. Georgia Ed.D, Director of Human Resources, Lake Forest School Districts 67 & 115, Lake Forest, IL
Everyone makes mistakes! As educational leaders, are we using these as opportunities to grow our employees' capacity, emotional investment in our districts, and school culture? Join this session for some thoughtful reflection on how putting the "Human" in Human Resources can improve performance and retain employees.

Recruiting in the Digital Age

Strategy: Process Management/Talent Acquisition

Presenters: Emily Douglas-McNab, Co-founder & Chief and Erin Howell, Director of Marketing & Communications, Experience Management Institute

It's a new day for recruiting—the way we've always done things isn't going to cut it anymore. Learn how to strategically audit and improve your recruiting processes. We'll share tips, tricks, and real-world examples from school districts so you can feel prepared to improve your recruiting strategies and stay competitive.

Recruitment, Selection and Retention Challenges in Schools

Strategy: Process Management/ Talent Acquisition & Talent Development

Presented by David Robertson, Director of Human Resources/Labor Relations, Twin Rivers Unified School District, McClellan, CA

Are you facing shortages? You can't approach a solution by only focusing on one aspect of the challenge. Now is the time to be forward thinking in your actions to make a difference for your school system. In this session we'll start with some research to help everyone know the current job market. You will get to engage in some concrete strategies you can take to help engage, recruit, and onboard with efficiency with data to back it up. You will see some data and research on our "stay" surveys to help make better decisions for your organization about possible retention strategies

Search Near and Far, While Growing from Within

Strategy: Experience Management/Talent Acquisition

Presented by Natacia Campbell Tominov, Assistant Superintendent for Human Resources, Joliet Public School District 86, Joliet, IL

Recruiting and retaining diverse highly qualified staff is everyone's goal. In today's market you need to cast a wide net to attract the type of candidates that will best serve your students and community. However, once you find the people, you have to keep them! Although my district has continued to see retention rates in the low 90% range. We are always looking at ways to better support our staff. I'll share recruiting ideas based upon what has been successful for us, as well as strategies that other districts have used across our region. Lastly, I will discuss our Grow Your Own programs and initiatives we use to retain staff.

The Power of Your People

Strategy: Process Management/Talent Acquisition

Presented by Dr. Lori Reffert, Sr. Director of Talent Acquisition & Management, Toledo Public Schools, Toledo, OH

There is value in using innovative methods to recruit employees to your organization. What is the story your organization tells? Learn how a large urban district uses the powerful stories of their employees in their refocused recruitment strategies.

Utilizing a Director for Recruitment and Retention

Strategy: Talent Acquisition & Talent Development

Presented by Dr. Chad Teague, Chief Human Resource Officer, McKinney ISD, McKinney, TX

Teachers are leaving the profession at a greater rate and fewer people are entering the profession emphasizing the importance of recruitment and retention in education. McKinney ISD created a Director for Recruitment and Retention to meet these needs. This presentation will identify the benefits and challenges associated with the position whose prime focus is recruitment, mentoring and acknowledgements.