

**Session Titles and Descriptions**  
**AASPA Virtual Recruitment & Retention Summit**  
**Thursday, February 8 | Virtual (All sessions will be presented in CST.)**

**A Critical Conversation: Employee Experience Best Practices**

**Experience Management, Total Rewards, Work-Life Integration**

*Presented by J.W. Mozley, Executive Director, Cathay Hardin, Chief Human Resources Officer & Rebecca Carlisle, Asst. Director of Employee Experience, Gwinnett County Public Schools, Suwanee, GA*

Peter Drucker said, "Of all the decisions an executive makes, none is as important as the decisions about people." The talent management team will facilitate a critical conversation on how to retain current talent within the organization. Best practices and strategies will be discussed; participants will leave with ideas that can be implemented immediately.

**Attracting Top Tier Talent in Education**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by David Robertson, Assistant Superintendent of Human Resources, Vacaville Unified School District, Vacaville, CA*

This conference session will delve into the critical topic of recruiting and retaining high-caliber professionals within the education sector. As schools and institutions increasingly recognize the impact of exceptional educators on student outcomes, the session aims to explore innovative strategies and best practices for attracting and retaining top-tier talent in the field of education. By focusing on competitive compensation, professional development, innovative environments, diversity and inclusion, and brand building, educational institutions can position themselves as desirable workplaces and cultivate a cadre of top-tier talent dedicated to shaping the future of education.

**Bridging the Gap: Building a Positive Culture by Investing in People**

**Experience Management, Total Rewards, Work-Life Integration**

*Presented by Rick Colpitts, HR Specialist, & Kelly Simon, Director of Curriculum and Instruction, Western Dubuque School District, Farley, IA*

Better Every Day isn't just a mission statement that hangs on a wall, it is a culture that the Western Dubuque School District has been intentionally working to create for the past six years. Our district has invested a significant amount of time, talent and treasure in our greatest resources, our people. By training ALL staff to be more positive and resilient, as well as helping them find their own core values, we are building a district culture that leads to happiness and success for all. This work has been a part of our onboarding process for 6 years and has helped us with recruitment and retention of staff.

**PIVOT! Indicators for Recruitment Success**

**Strategy, Talent Acquisition, Recruitment**

*Presented by Quiana Peterson, Instructional Recruitment Partner & Jamie West, Non-Instructional Recruitment Partner, Lake County Schools, Tavares, FL*

The one where we talk about how to PIVOT! in the right direction. When planning your recruitment strategy you must ensure you have the correct data to make an informed decision. In this session, we will discuss what data to pull and how to analyze it. We will also identify the Key Performance Indicators (KPIs) that are essential for success.

**Recruiting 101: Recruiting and Hiring Basics**

**Strategy, Talent Acquisition, Recruitment**

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

Join us as we discuss the basics of recruiting and hiring in a school district. We will provide an overview of the stages and steps necessary to successfully hire talent for your district. In addition, we will discuss job fairs and online recruiting.

**Recruiting and Retaining Diverse Candidates**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by Leah Zavala, Teach Denton Coordinator, Denton ISD, Denton, TX*

In Denton ISD, we are committed to recruiting and retaining a richly diverse workforce to serve our students and our community. We recognize the value of ensuring that our students' and families' cultural heritage, language, and traditions are reflected in their teachers' experiences, as well. Come hear how Denton ISD's innovative Teach Denton program is providing a teacher pipeline for Denton ISD schools. In this session you will gain the knowledge, tools and ideas on how to create and implement a "grow your own" program in your district and how to include diversity, equity and fidelity. We know that many of you share these priorities, and we look forward to exchanging ideas to grow in this vital area. We want to learn from you, as well as share our own experiences. We are in this together and we will leave energized and excited!

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**Recruiting in the Digital Age**

**Strategy: Process Management/Talent Acquisition**

*Presenters: Erin Howell, Director of Marketing & Communications, Experience Management Institute, Delaware, OH*

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.

**Some May Come...But Will They Stay? Retention Strategies**

**Strategy, Talent Acquisition, Planning & Preparation**

*Presented by Nora Ryan, Director of Human Resources & Equity, Marshalltown Community School District, Marshalltown, IA*

It's hard enough to find qualified staff, but how do we get them to stay? In this session, we will discuss strategies for retaining high performing staff that might sound off-the-wall, but perhaps they're exactly what you need in order to prevent dangerous turnover.

**Stay Interviews to Improve Employee Retention and Promote Recruitment**

**Experience Management, Total Rewards, Work-Life Integration**

*Presented by Dr. Dale Fisher, Assistant Superintendent for Human Resources, Deerfield Public Schools District 109, Deerfield, IL*

Stay interviews can emerge as your strongest marketing and branding tool! These conversations foster retention and engagement and serve as a testament to the district's commitment to its core brand. Utilizing data gleaned from Stay interviews values staff insights, addresses concerns and leverages strengths. In turn the district not only bolsters morale but also positions itself as an employer of choice. All of this not only strengthens the retention of talented professionals but also attracts new talent seeking a supportive and forward-thinking educational system.

**Utilizing a Director for Recruitment and Retention**

**Experience Management, Talent Acquisition, Recruitment**

*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 responsibilities of this position and provide over 50 strategies for recruiting and retaining the most highly qualified employees.

\*Topics and times are subject to change.