

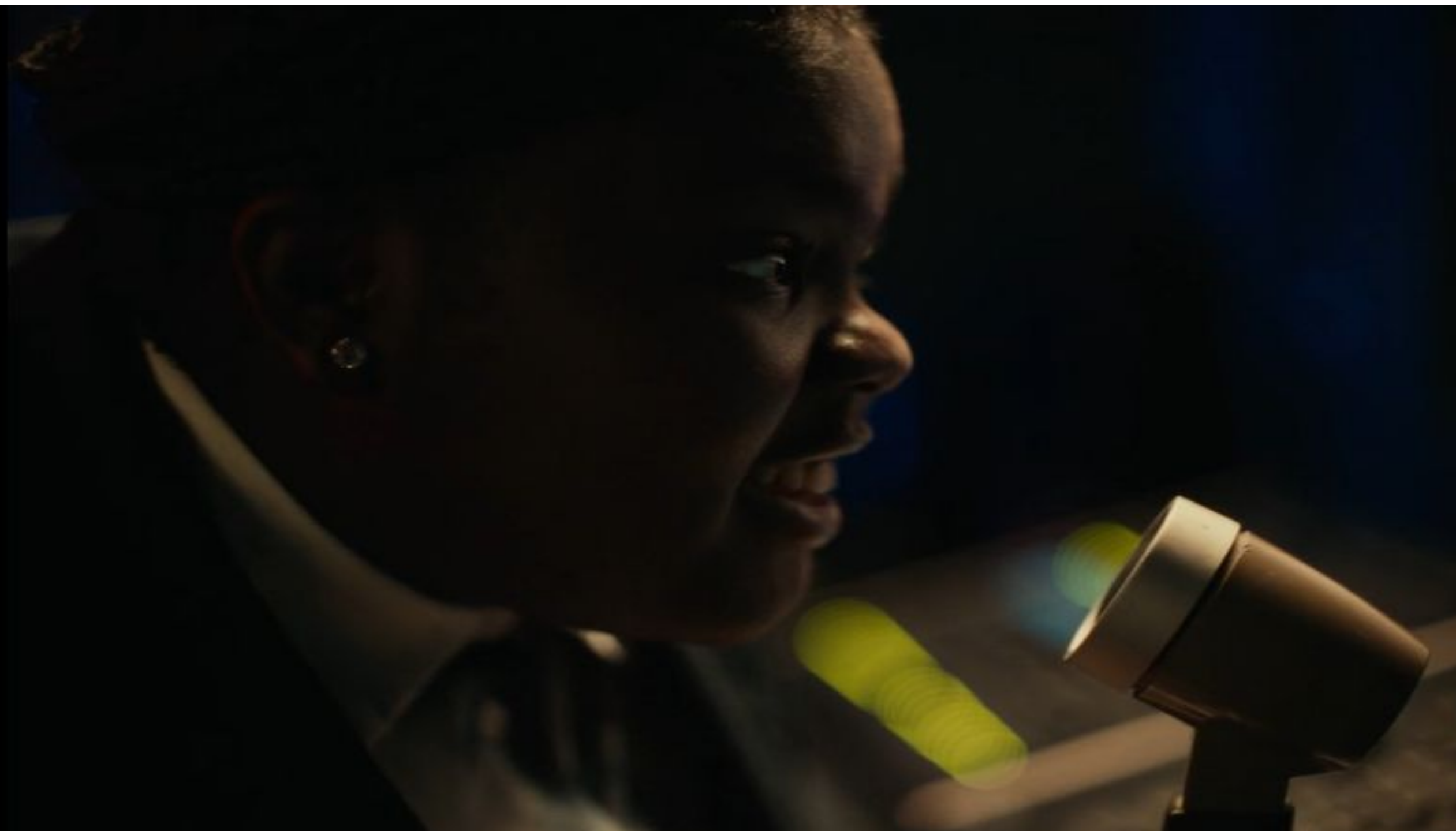
Innovative Recruitment Strategies: Creating Sustained Impact!

Dr. Yolanda Méndez

Assistant Superintendent

Office of Human Resource Services

January 20, 2023







The Next Decade 2020-30

Priority 1: Unified and Aligned Systems

Strategy 1.4: Attract and recruit highly effective and qualified staff who are excellent matches for the district, develop a pipeline of candidates for hard-to-fill areas, and provide support to all employees that enables and empowers them to fulfill their role in our mission.

- The Global Pandemic
- The Great Resignation
- Why U.S. public school teachers are quitting their jobs, for good
- Public school enrollment continues to rise in Newark



Newark's Reality

Over this past summer, we anticipated that we had to recruit for:

- + 84 Vacancies from previous school year
 - + 286 New positions created for the current school year
 - + 250 Attrition pattern in one decade over the summer
-
- 620

Newark's Reality

The over one-decade attrition pattern changed over the summer for this school year. It increased by 154 additional separations.

- + 84 Vacancies from previous school year
- + 286 New positions created for the current school year
- + 404 Attrition pattern in one decade over the summer

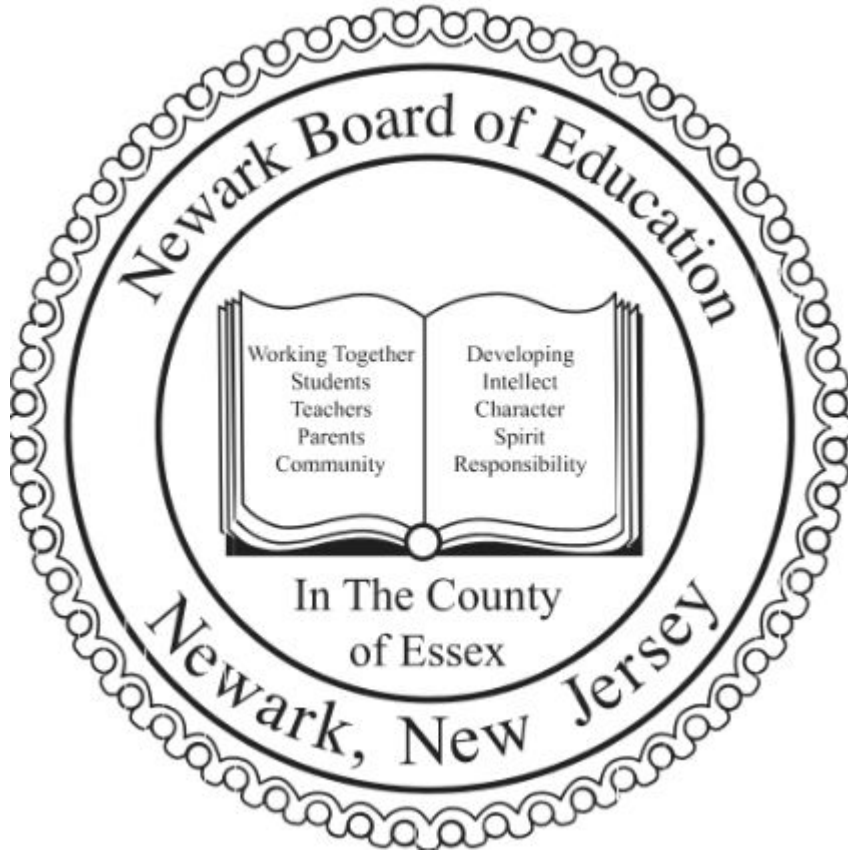
774

WHAT
NOW?

Superintendent's Councils

- Students
- Parents
- Teachers
- Principals
- Union Presidents
- Kitchen Cabinet

Collaboration



+



LET'S GET TO WORK!

JOIN OUR MOVEMENT

TEACH NEWARK! teachnewark.com

\$62,000 Starting Salary

\$4,000 Hard to Staff Signing Bonus (Special Education, Bilingual/ESL, Mathematics, Science)

\$4,000 Student Teacher Sign-on Bonus

\$1,000 Referral Bonus for Current Teachers who Recruit Teachers

\$4,000 Current Teachers Recruited for Bilingual/Bicultural Endorsement

NBOE Mass Media Recruitment Efforts



NBOE Mass Media Recruitment Efforts



Combined audio of the informal dialogues are captured, edited and distributed as content that comes to life across:



High-Frequency
On-Air Media



Feature Integrations



Branded landing page displaying job
opportunities on POWER 105.1 station
site



Targeted digital and amplification
through Streaming Audio



UNITED Hemispheres

TEACH NEWARK! JOIN OUR MOVEMENT

- Competitive Compensation Package
- \$4,000 Signing Bonus in Critical Areas
- Excellent Health Benefits
- Continuous Professional Development
- Opportunities for Career Advancement

Donald E. Carter
Principal
Oakland Elementary School

Kelvin De Lencastre
Principal
Newark Vocational High School



Newark
Board of Education
Where Passion Meets Progress
teachnewark.com



Effective Recruitment Supports



Chapter 408 & Chapter 224

Chapter 408 (Returning Retirees)

“As we continue to identify creative ways to place certified individuals in our classrooms, we are excited about the ability to hire retired teachers and to provide a pathway for new teachers to get certified,”

Superintendent Roger León (April 2022)

Chapter 224 (Limited CE)

“I could not be more pleased about these two programs and I am confident that they will further increase our pool of qualified applicants, which will help fill many of our critical need teaching positions as outlined in the applications.”

Board President Dawn Haynes (April 2022)

Sustained Innovative Strategies



Newark Board of Education

**Pathways
to Teaching**

**career
pathways** 

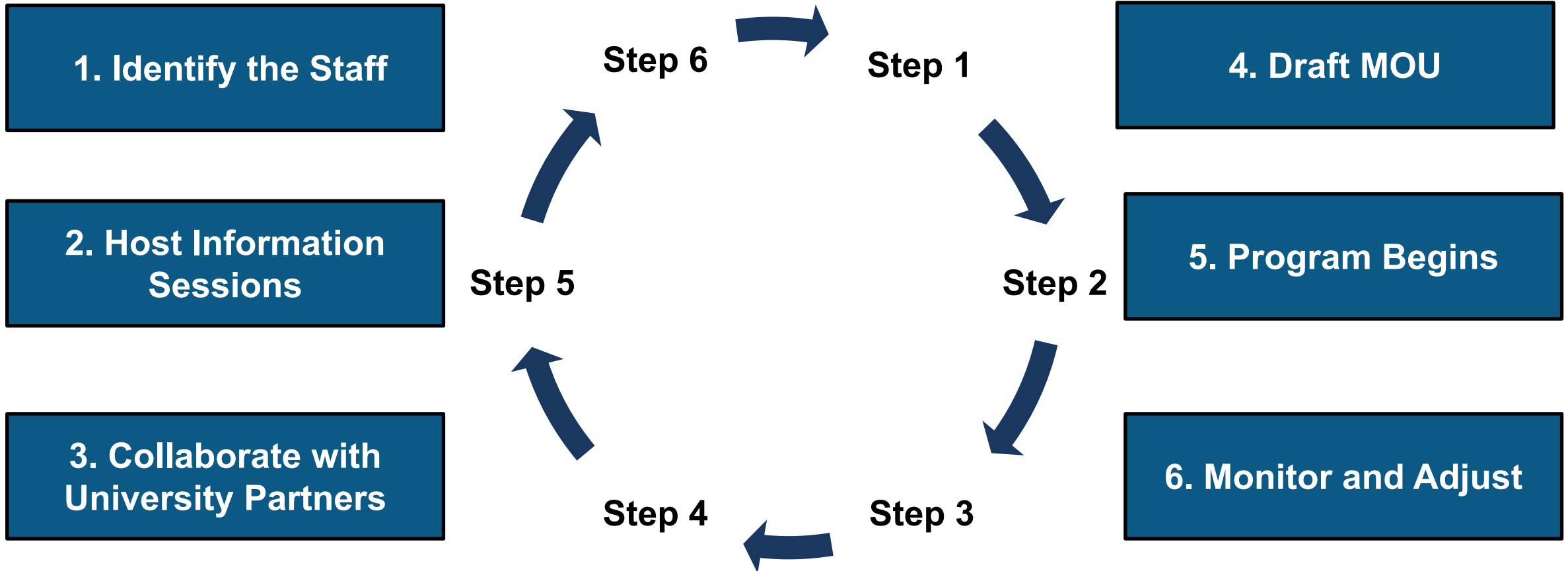
REALIZING OPPORTUNITIES



Newark Board of Education



Process & Procedure





Newark Board of Education

Pathways to Teaching

2.0

Pathways to Teaching 2.0 / Our enhanced
version of Alternate Route

Collaborated with University Partners to
support increased enrollment for upcoming
semester (hybrid model)

Collaborated with Principals, administrators,
HRS Recruitment team to Identify viable
(Degree bearing) candidates (Possessed
Substitute Licenses)

Created contract language which specified
contingencies associated with the completion
of program(s) towards identified certification
(CE)

Paid candidates full starting salary and full
benefits

Paid for course of study, bonus and provided
cohort support

NBOE IS HIRING! JOIN OUR MOVEMENT



Non-Instructional Positions

Clerks
Custodial Staff
Food Service Workers
IT Specialists
Security Guards
Trades Staff

Competitive Compensation Package
Excellent Health Benefits
Continuous Professional Development

SCAN THE QR
CODE TO APPLY

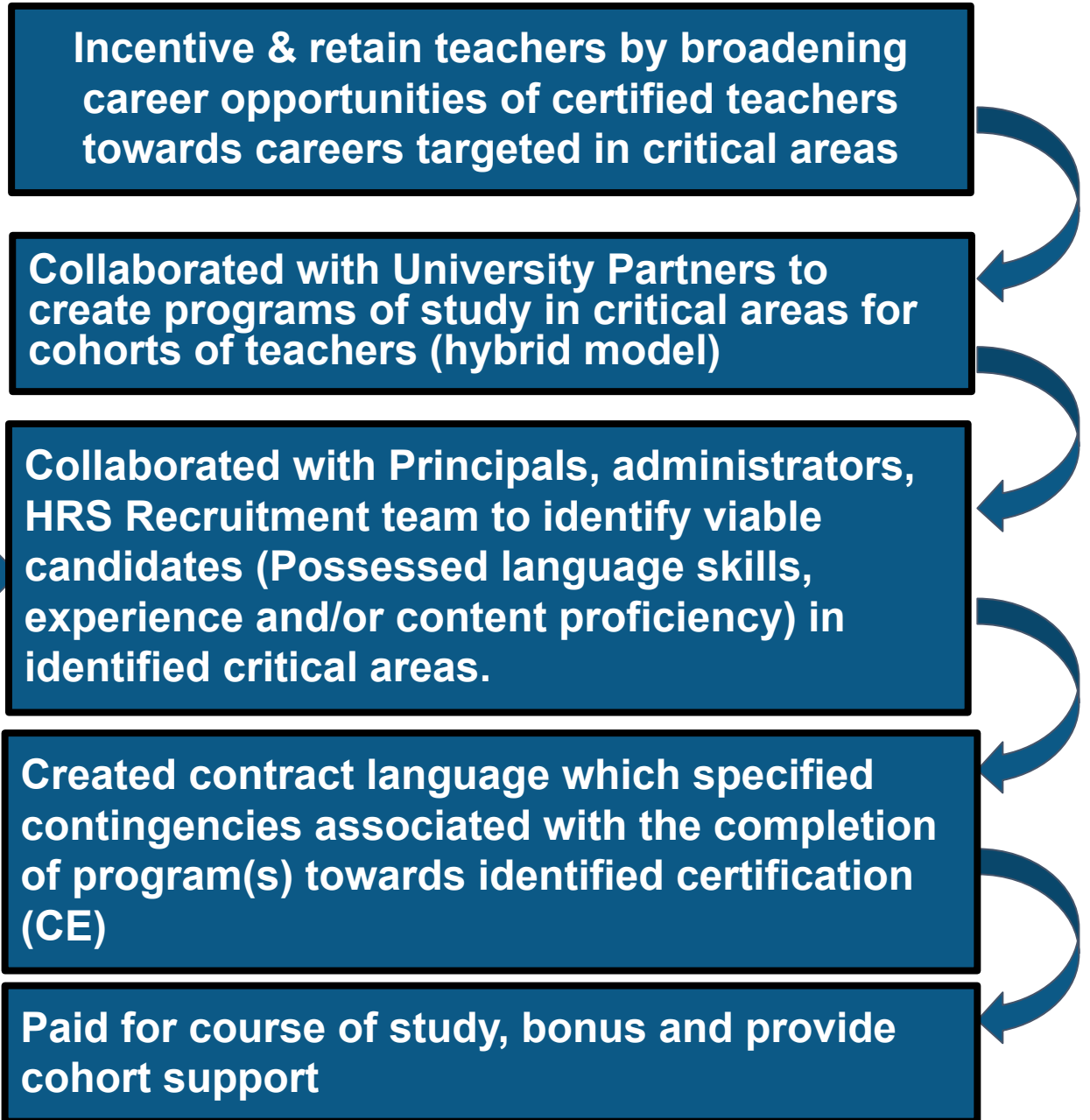
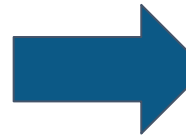
<https://www.applitrack.com/npsnj/onlineapp/>



These positions will remain open until filled.

To Apply please scan or go to:

<https://www.applitrack.com/npsnj/online.app/>



BILINGUAL/BICULTURAL TEACHER

We need YOUR HELP!

\$4,000 BONUS

if you become a Bilingual/Bicultural Teacher

Red Hawk Rising - East Side High School Teacher Academy



East Side High School



University High School



MONTCLAIR STATE
UNIVERSITY

Higher Education



A Union of Professionals

Professional Organization

Know More. Choose Better. Live Well.

NOOM

NBOE
well

Know More. Choose Better. Live Well.

TELADOC



RethinkCare



headspace

AbleTo

CNA associates Inc.
A Charles Netherland Company



peerfit

Additional Retention Strategies



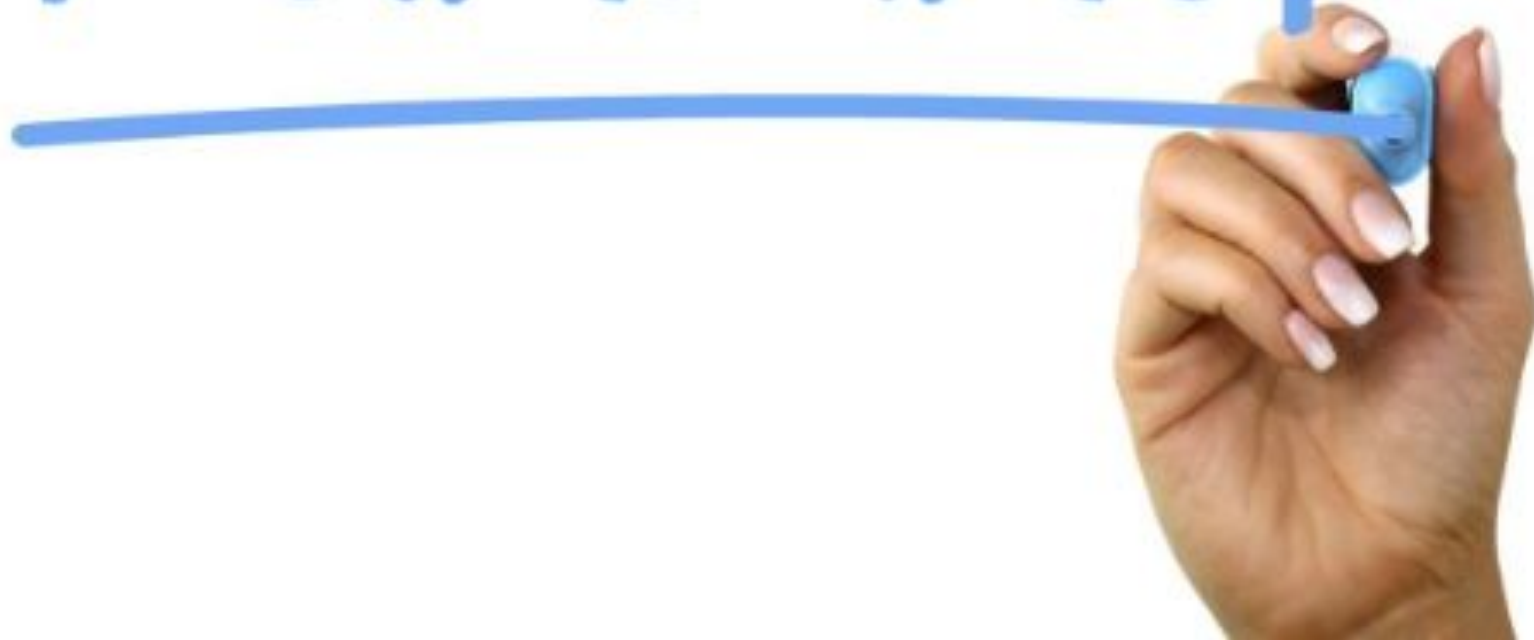
Foundation

Leadership Pipelines



- Buddy Systems for Novice Teachers
- Professional Development Opportunities (school year and summer)
- Declaration of Intent/Stay conversations
- Retention Pay
- Qualtrics Engagement and Exit Surveys

FUNDING



OUTCOMES



Outcomes

Pathways to Teaching (1 & 2):

- Total Number of Teachers working on their Certs: 137

Career Pathways:

- Total Number of Teachers Enrolled in the Program: 79

Vacancies Filled



Newark Board of Education

**Pathways
to Teaching**

216



Where are we today?

How we started on July 2022...

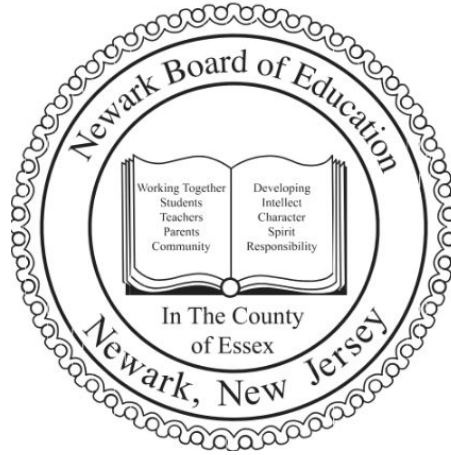
774 vacancies

As of September 2022 (start of school year)...

74 vacancies

Today...

66 vacancies



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Dr. Yolanda Méndez

Assistant Superintendent

Office of Human Resource Services