Leveraging Technology

to Engage Candidates and Combat Educational Staff Shortages

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AASPA
American Association of School Personnel Administrators | Est. 1938

About Me

David Robertson

✓ Director, Human Resources/Labor Relations, Twin Rivers Unified School District

✓ Tech-savvy, modern recruiter for schools

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By the time you've emailed your candidate, I've hired them.

Understanding Our Current Workforce

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Boomers

Retiring (especially with COVID). Work hard, play hard, trophies for all.

Gen X

Kids from divorce, unsupervised, latchkey, resilient.

Millenials

Leverage with Boomer retiring and so few Gen X, delay mortgages, marriage, and kids. Living in a smartphone world with little patience. Smartest person is one who can search the fastest.
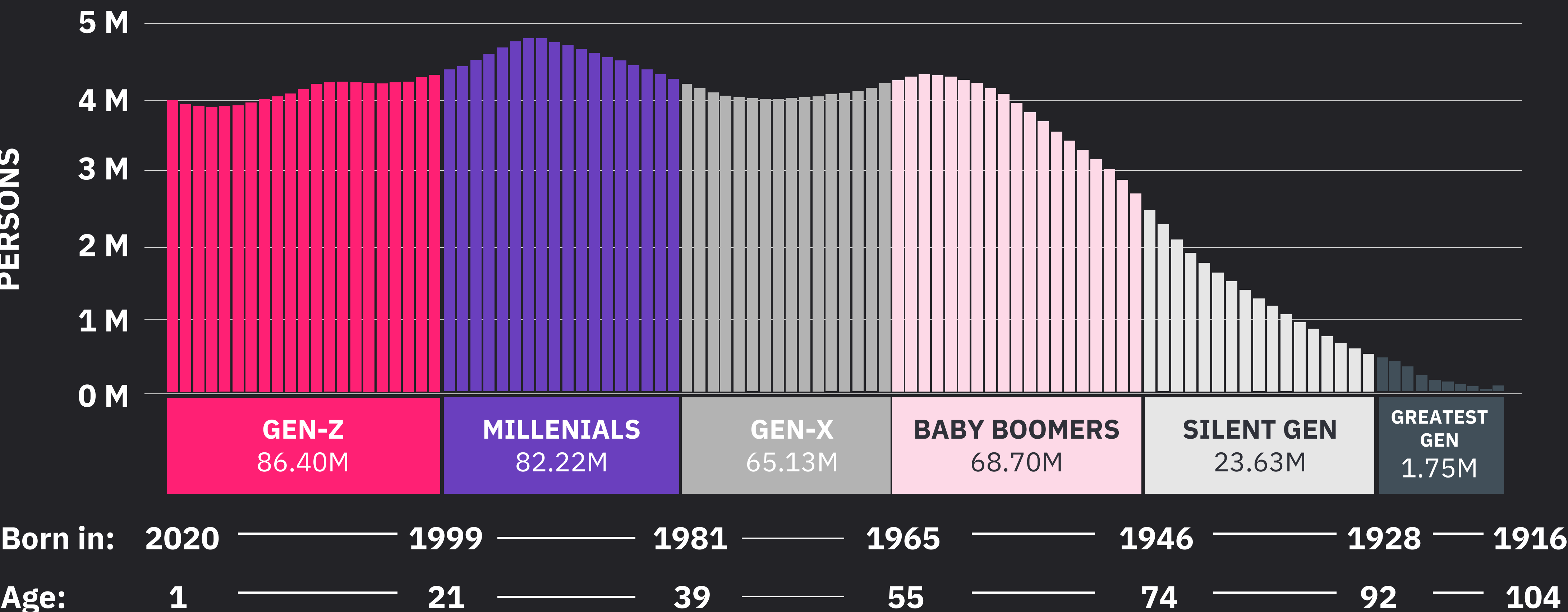
Gen Z

Just joining the workforce, life outside of work is as or more important than work.

If you're operating in a system that is more apt to hire Boomers or Gen X, you are missing out on top talent for schools.

Understanding the Educational
Staff Shortage Crisis

Contributing Macro Factors

COVID-19

Political

Cultural

Economic

Environmental
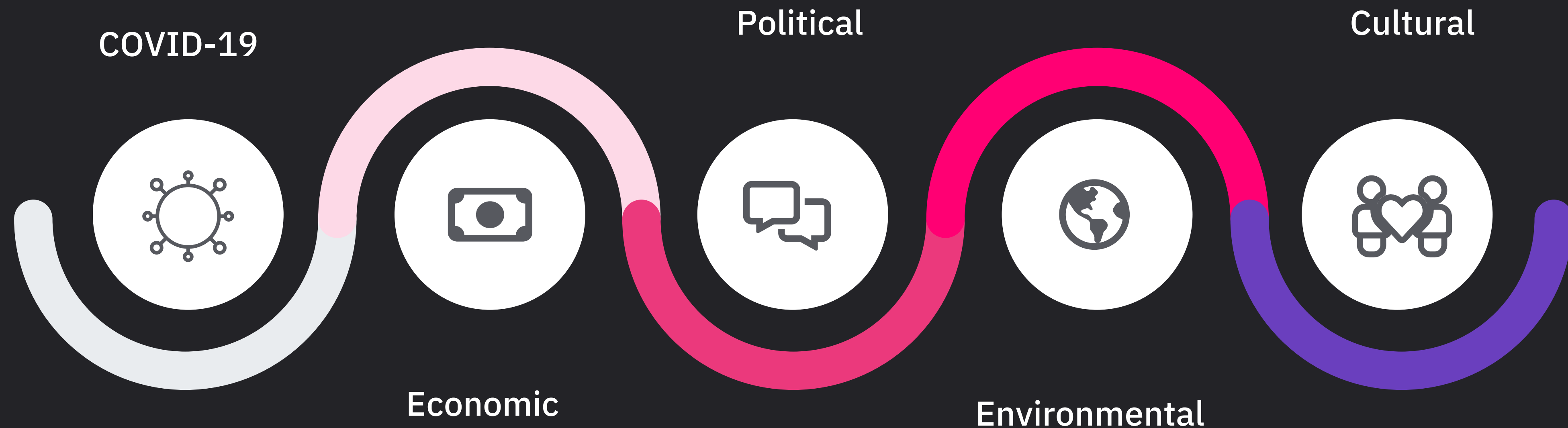
Understanding the Educational Staff Shortage Crisis

Pandemic led to largest-ever drop in U.S. school employment

Number of employees in public schools, in millions

Data is seasonally adjusted. It includes all employees at public primary and secondary school districts, but not higher education.

Source: https://apnews.com/article/health-covid-education-birmingham-0785042a3da15bcbcc58922c747fd961

Contributing Micro Factors to the Crisis: Technology

Districts and schools are hindered by antiquated technology tools.

Schools and colleges can't hire fast enough for new job openings

Number of job openings and new hires per 100 current employees at public schools and colleges.

Data is seasonally adjusted. It includes both K-12 school districts and higher education but excludes private schools.
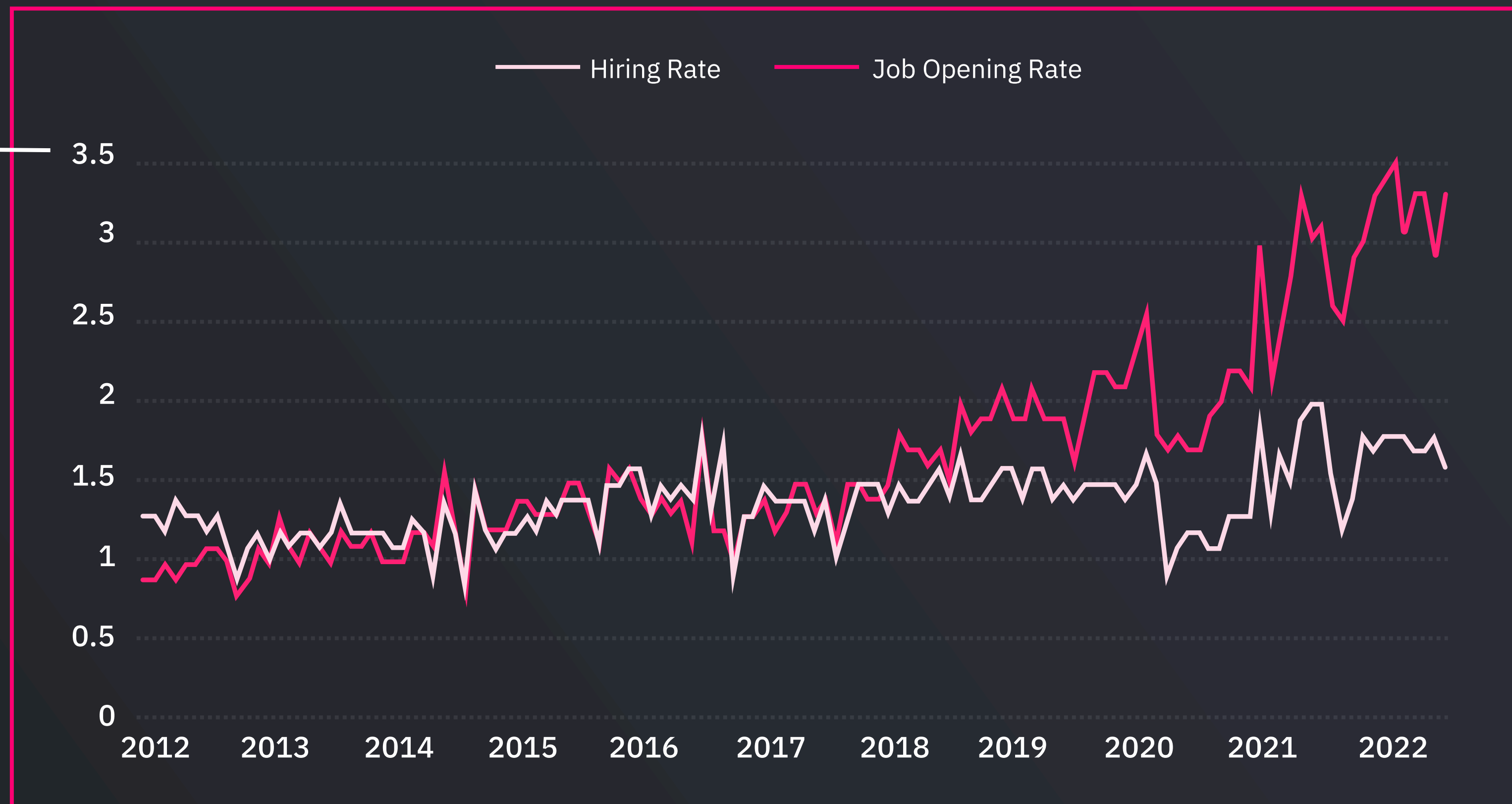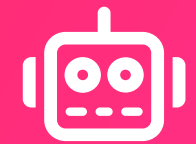

Source: APNews

The Technology Leverage

Unlike other factors, the technology we use is in our control. Technology allows us to:
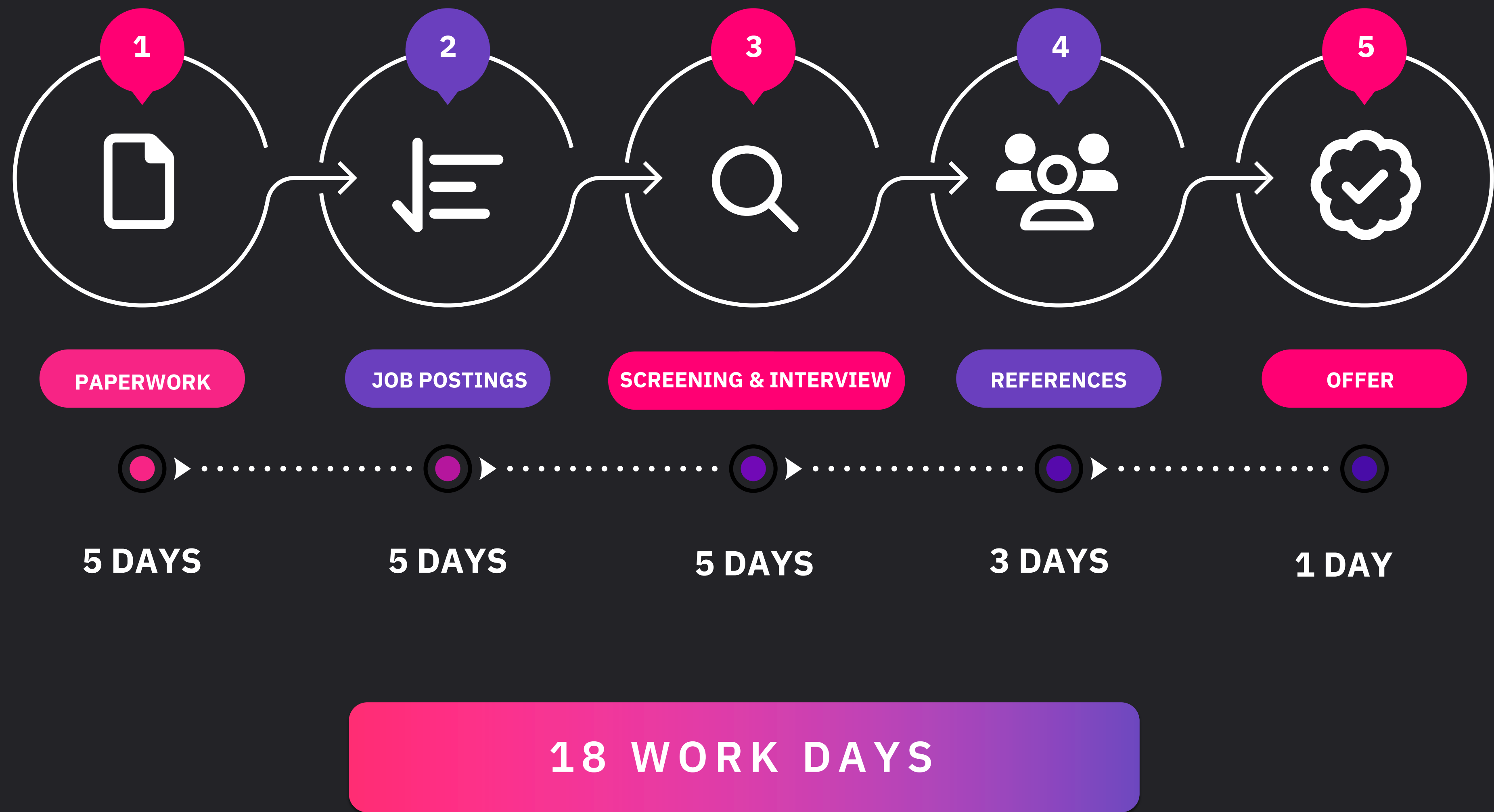
Modernize our systems

Bridge the gap between the upcoming workforce and careers in education with positive, frictionless, and proactive candidate experience.

Increase hiring efficiency

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Do you think that math, science, or special education teachers are still available?

Candidate: Taylor

4:14 PM
We had a new counselor applicant apply for a vacancy at Sierra View 8/15.

9:19 AM
Emailed with applicant.

10:42 AM
We sent contact to Principals with counselor vacancy.

Staff reached out and spoke with Taylor two times before they reviewed her digital interview.

First to introduce the school and answer any questions.

The second time, was Taylor letting him know she completed her digital interview.

Two references already completed.

By 2:00 PM
Offer made and accepted.

12:51 PM
He had a team ready to review her interview and had an offer request.

12:31 PM
Digital interview completed.

9:26 AM
She replied and started her digital interview process.

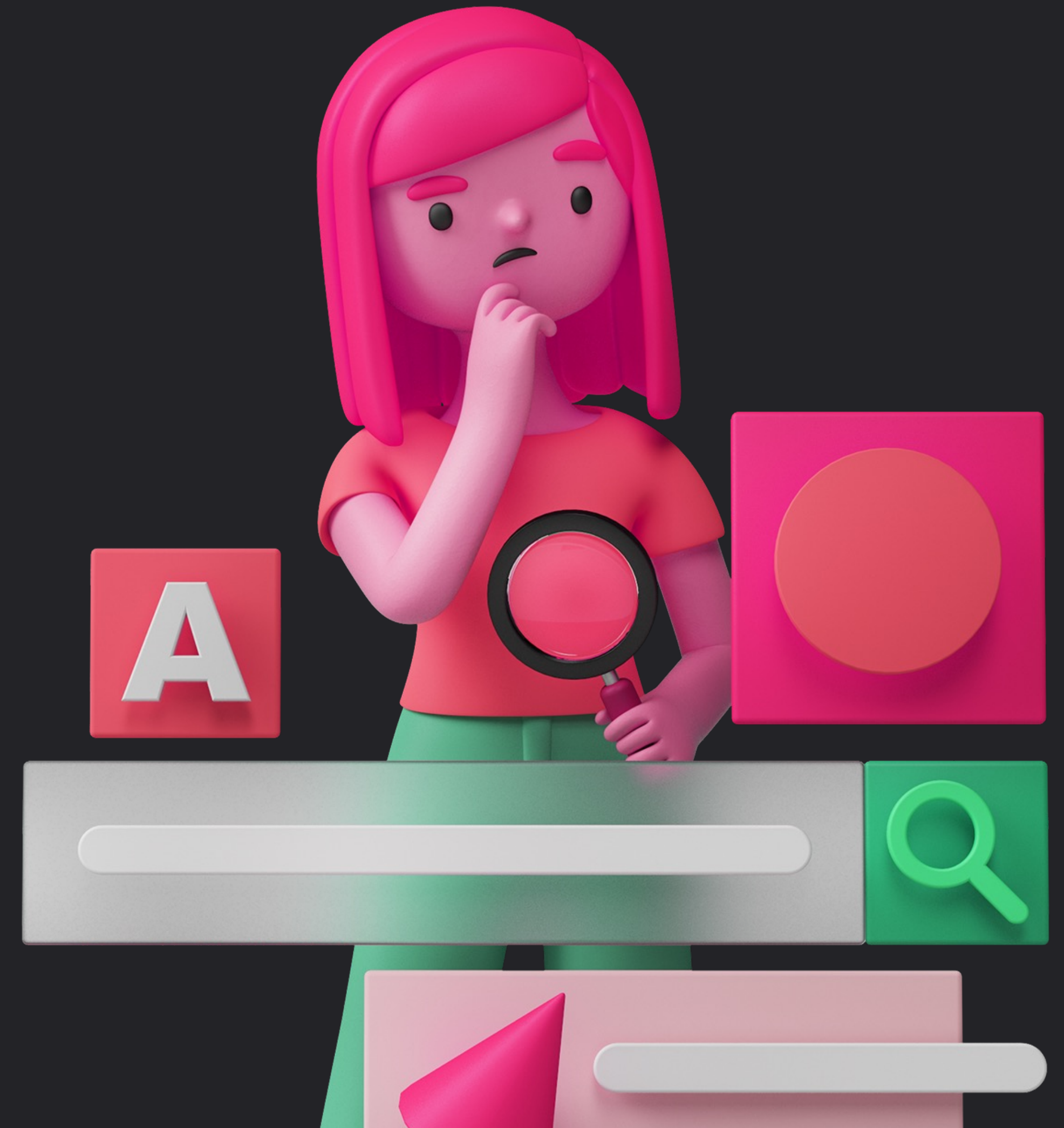Screened the next morning by HR.

How do we accomplish this at scale?

**We've modernized our technology infrastructure
with specific tools:**

✓ Mobile-friendly application process

✓ Self-scheduling video interviews

✓ Constant communication via SMS text

✓ Automate tasks with an applicant tracking system

✓ Review data and analytics

Be mobile-friendly!

We're a mobile-first world — **especially Gen Z**.

To attract high-quality candidates nowadays, an easy-to-apply mobile job application is not just "nice to have," **it's a requirement**.

Our applications can be **completed in as little as three clicks**.

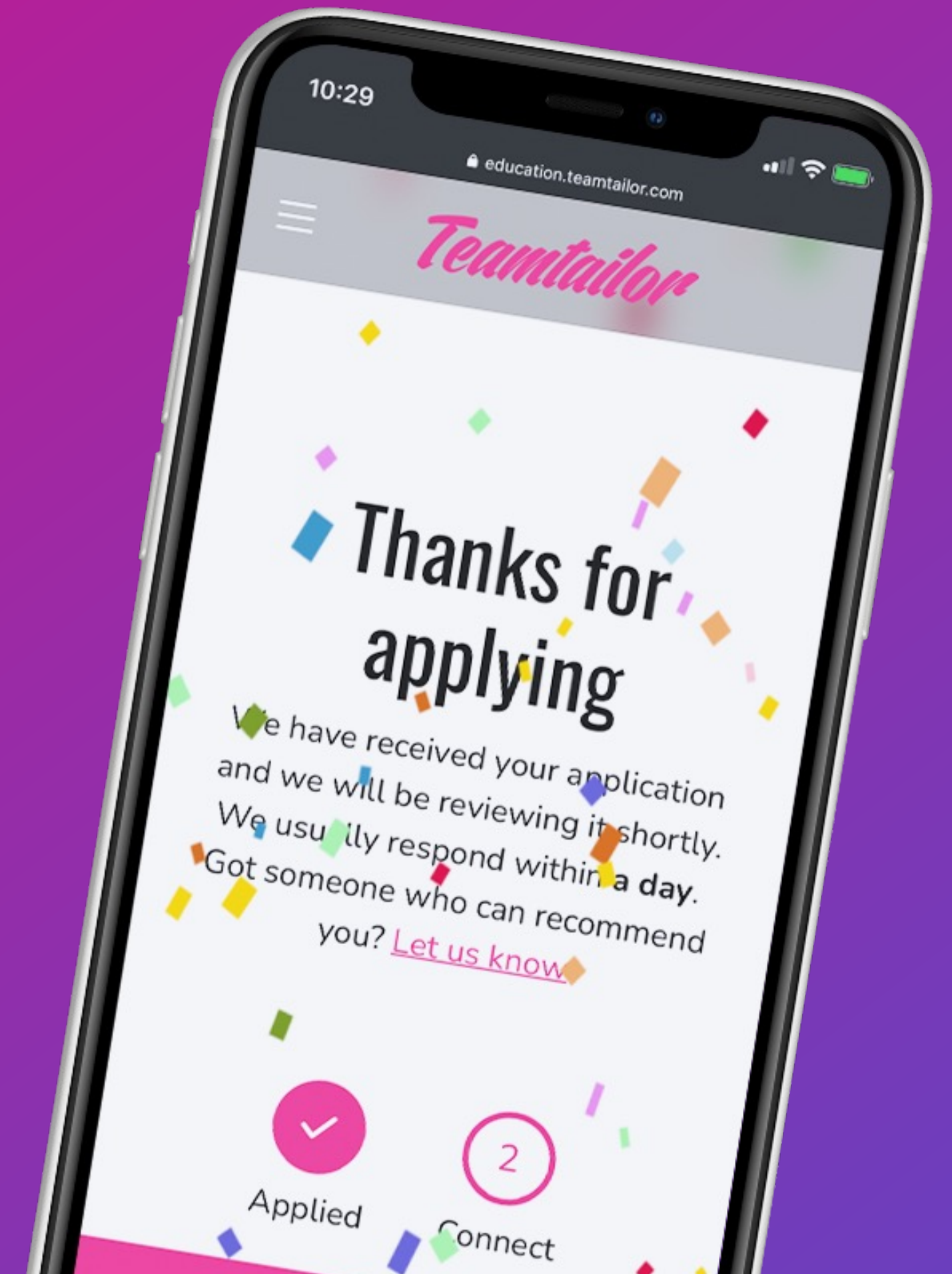**Hiring teams in education nationwide lose 90% of candidates by:**

Requiring candidates create profiles before applying

Having an overwhelming application process

Not being mobile-friendly

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Self-Scheduling
Video Interviews!

We sync our entire hiring staff's calendars.

Allows our ATS to automatically send a link with our shared availabilities for a video interview, making it easy for the candidate to select an interview time.

Text your candidates directly!

We communicate with our candidates via SMS text and email.

Our tool enables SMS texting within the app.

SMS Analytics

Open and response rates are much higher than email:

- **SMS 98% open rates vs. 20% with email**

SMS texts also deliver faster responses from candidates:

- **SMS texts are opened in 90sec vs. 90min with email**
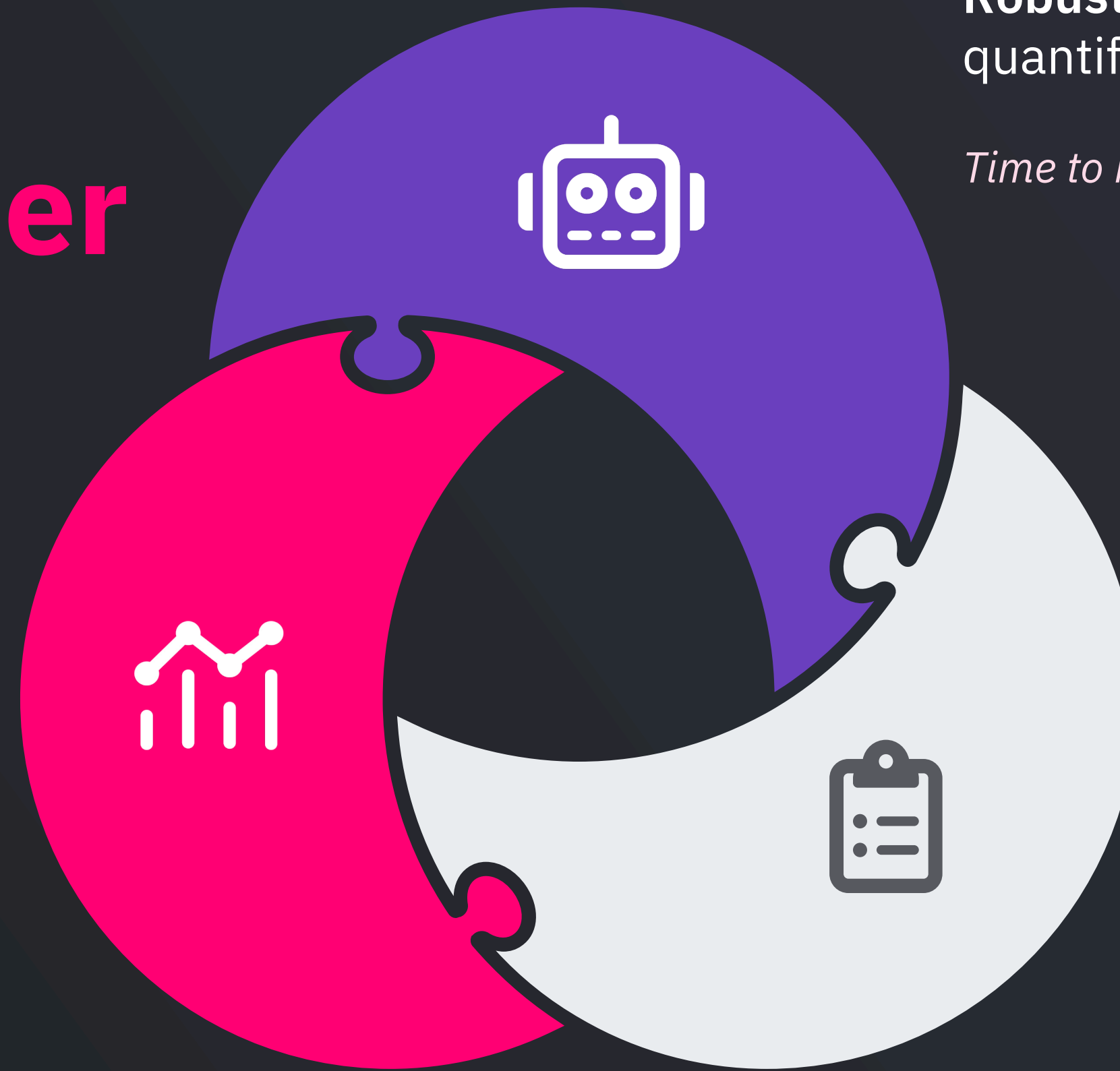
Automate Your Tasks

- Our ATS automates our hiring workflow with triggers throughout the candidate journey.

- Jobs are automatically posted to all job boards upon publishing.

- Automation has improved our hiring efficiency immensely.

We processed 4100 candidates in 2022

Using Data to
Improve Further

Robust technology tools can quantify efforts at a granular level

Time to hire • Time to fill • Hiring efficiency

Using data and analytics to identify hiring bottlenecks and opportunities for improvement

Candidate surveying. Understanding our candidates' experience is paramount to a great, long-lasting, high-quality hire

Thank You!

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