



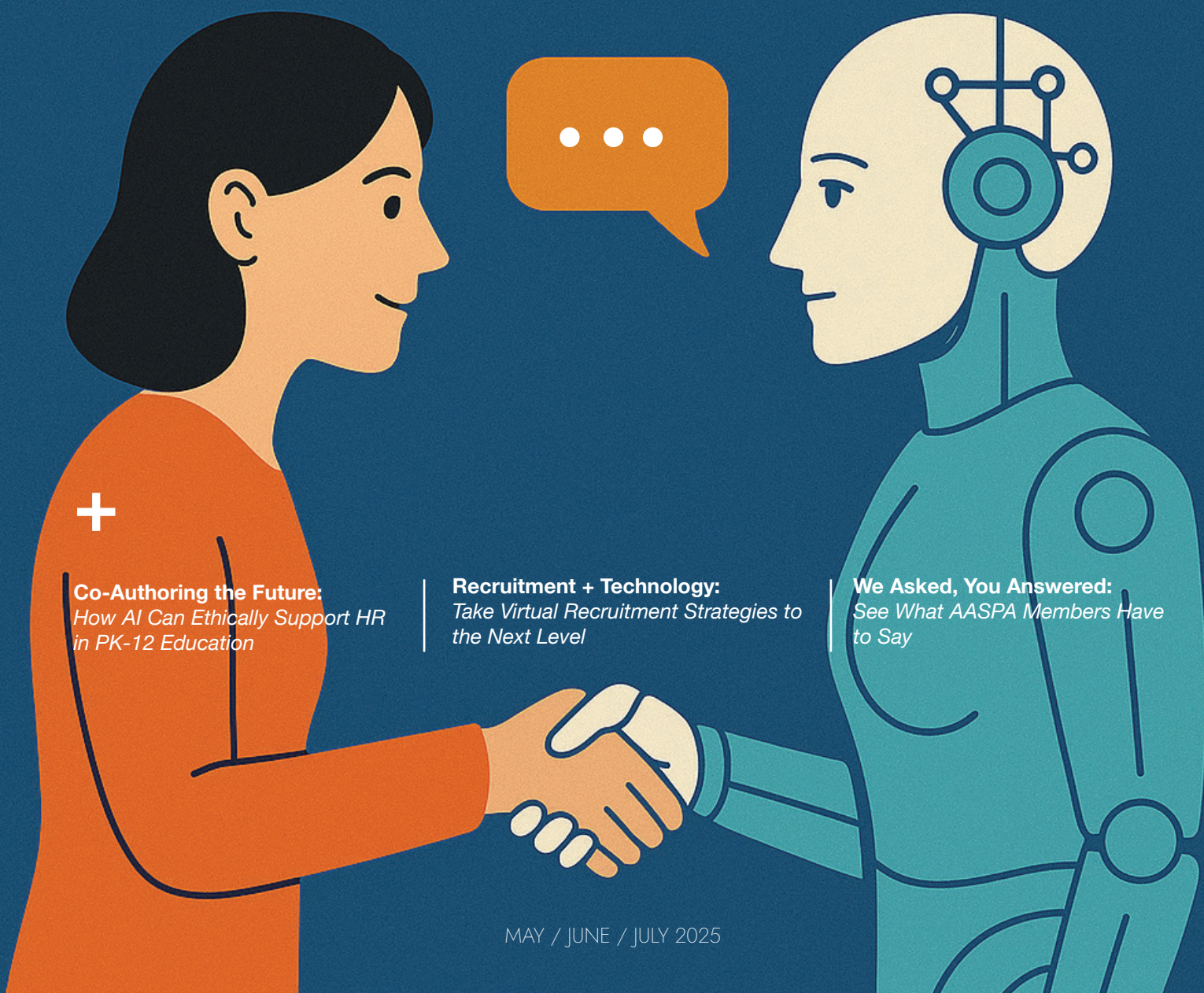
BEST PRACTICES

In School Personnel

HR Mindshift:

TECHNOLOGY IN EDUCATION

The future of PK-12 education is being reimagined – and human resources is at the forefront. In this issue, we dive into how emerging technologies, including the powerful rise of AI, are transforming the way schools attract, support and develop top talent.



Co-Authoring the Future:

How AI Can Ethically Support HR in PK-12 Education

Recruitment + Technology:

Take Virtual Recruitment Strategies to the Next Level

We Asked, You Answered:

See What AASPA Members Have to Say

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Join the conversation!

#K12Talent



PRESIDENT'S CORNER

From the Desk of Dr. Monica Schroeder, AASPA President



Dear AASPA Members,

Last month, I had the wonderful opportunity to attend our 2025 Equity in Action Summit in Schaumburg, Illinois. It was a truly inspiring experience, made even more special because I was able to bring three principals from my district with me. Though they had often heard me speak about AASPA, experiencing it firsthand far exceeded their expectations.

They shared with me their admiration for the high-quality presenters, including keynote speaker Dr. Nicole Price, the warm and welcoming AASPA staff, the excellent food and, most importantly, the meaningful connections they made with colleagues from across the country. They returned home thoroughly impressed by the caliber of our organization and proud to be connected to AASPA through my involvement.

I would also like to extend my heartfelt thanks to Michele Stephens, Chair of the Diversity, Equity and Inclusion Committee, and Co-Chair Marissa McKenzie, for their significant contributions to the success of the summit. Stephens not only attended the event, but also facilitated an engaging and informative interactive panel with all participants. Their leadership and dedication played a pivotal role in making the experience memorable and impactful for all who attended.

Reflecting on the summit reminded me of the power of participation and the value of being actively engaged. I want to encourage each of you to continue staying involved — whether by attending professional development events, contributing articles, participating in our podcasts, presenting at conferences or collaborating through the AASPA Atlas, where HR professionals share questions and insights in an online community forum.

AASPA is a strong and vibrant organization because of the passion, commitment and expertise of its members — because of you. I am proud to lead alongside you, and I look forward to everything we will continue to build together. I hope to see you at our annual conference in Nashville, Tennessee, from Tuesday, October 7, 2025 to Friday, October 10, 2025.

Warm regards,

Monica

Dr. Monica Schroeder
President, American Association of School Personnel Administrators
Deputy Superintendent, North Shore School District 112, Highland Park, IL

CO-AUTHORING THE FUTURE :

HOW AI CAN ETHICALLY SUPPORT HR IN PK-12 EDUCATION

By Jackie Levine, Director of Curriculum and Instruction, Putnam Valley Central School District, Putnam Valley, NY & ChatGPT

Artificial Intelligence (AI) has found its way into nearly every sector of our society, including education. While some hail it as a revolution in efficiency and innovation, others see it as a threat to ethics, privacy and the human touch that defines education. Nowhere is this tension more evident than in Human Resources (HR), where the balance between people and processes is everything.

This article is not just about AI; it is also written with AI. As a school district HR leader, I collaborated with ChatGPT to explore how humans and AI can work together—not in competition, but in conversation. In doing so, I hope to show what’s possible when we move past fear and toward thoughtful exploration.

Understanding the Fear

Concerns about AI are valid and worth addressing. In education, fears often stem from a lack of clarity: Will AI violate staff privacy? Will it introduce bias into hiring decisions? Will it replace human judgment with algorithms? These are big, important questions.

But we must also be careful not to conflate caution with inaction. While AI must be approached ethically, dismissing it outright may cause us to miss meaningful opportunities to streamline operations, reduce human error and free up time for what matters most—people.

We know that time is the most limited resource, and where AI can help most is reducing time spent on tasks that can easily be supported by AI. For example, hiring for new positions requires interview questions. Rather than recycling old questions for a future role or spending hours writing new questions, utilizing a well-phrased prompt in ChatGPT can assist with developing creative yet targeted questions. At the very least, what is generated can provide a starting point for you and the team to identify solid questions for candidates to discuss.

Where AI Can Help, Not Replace

Think of AI not as a replacement for HR professionals, but as a support system. Consider tasks like developing questions for interviews, automating interview scheduling or tracking onboarding paperwork. These are time-consuming processes where AI can increase efficiency without making final decisions.

Used correctly, AI allows HR teams to shift their focus from administrative overload to strategic leadership. We gain more time to build relationships, cultivate culture and respond to individual needs—the very things that drew many of us to education in the first place.

The Human Element Is Irreplaceable

AI is not a stand-in for human connection, intuition or empathy. These qualities are central to any healthy school culture and critical in HR leadership. No algorithm can replace the nuance of a difficult conversation, the discernment needed in sensitive matters or the inspiration that comes from a caring leader.

Rather than trying to discount the benefits of AI as “cheating” or a shortcut, we should clarify what only humans can offer—and elevate those skills. When AI handles the repetitive, humans have the space to do the transformative.

✦ Write with AI

Ethical Implementation Is Key

Responsible use of AI in school HR departments starts with transparency. Educators and staff deserve to know what tools are being used, how their data is protected and where decisions are being made by humans versus machines. This requires clear policies, ongoing training and a commitment to equity.

We also need collective guidance. Professional associations, including AASPA, are well-positioned to offer frameworks and share case studies that help school districts implement AI in ways that enhance rather than erode trust.

A Call for Conversation, Not Resistance

This article is both a message and a model: it was written by a school leader and an AI. The goal is not to persuade every reader to embrace AI immediately, but to encourage thoughtful dialogue about its potential role in HR. Let’s not wait for AI to be imposed on our systems—let’s lead its ethical, human-centered integration.

The future of HR in education will not be written by AI alone. Nor will it be written by humans unwilling to evolve. It will be co-authored—by those of us willing to ask hard questions, try new tools and always put people first.



Jackie Levine is the Director of Curriculum and Instruction for Putnam Valley Central School District. She has served as a regional and district leader for 10 years in New York’s Lower Hudson Valley, and is currently pursuing her doctoral degree in Educational Leadership.

EVOLVING EDUCATION RECRUITMENT :

EMBRACING THE VIRTUAL LANDSCAPE

By Peter Cunningham, Ed.D, pHCLE, Director of Instruction and Personnel,
Diamond Lake School District 76, Mundelein, IL

During the pandemic, many employers in the education sector adopted virtual career fairs out of necessity to recruit teachers and other staff. However, research revealed that by spring 2024, both employers and universities were already expressing a desire to return to in-person job fairs. Despite this shift, virtual career fairs are likely to remain a key part of teacher recruitment due to their cost-effectiveness, use of familiar technology and ability to connect with a wider pool of candidates across diverse geographic areas.



The most recent online job fair in March, facilitated by the Illinois Association of School Personnel Administrators (IASPA), an AASPA affiliate, attracted over 500 candidates who connected their profiles.

It is important that anyone overseeing recruiting for their school district or educational institution develop practices and protocols for virtual job fairs in order to attract and hire the most desirable candidates.

Speed is Key

Unlike an in-person job fair, where employers typically only have access to the candidates that visit their table, with an online fair, employers likely have access to the data and resumes of all candidates that have applied. This can be very exciting for a hiring manager until the realization arrives that every other employer has access to the same candidates. Since now there could be many competing employers for the most desired candidates, hiring managers have to be ready to move quickly to screen, interview and ultimately hire staff.

This process begins before the fair itself. The hiring manager will need to push the Human Resources department to adapt the recruitment process for speed and efficiency without compromising the importance of having a fair, ethical and consistent interview and hiring process. Before the job fair arrives, the hiring manager can work with the school or institutional leadership, human resources department and those involved in the interviewing and hiring of staff to ensure schedules are blocked-off soon after the job fair for conducting interviews, references and establishing the potential offers that would be given to candidates. Failure to do this can result in losing candidates to a district that was able to make an offer more quickly.

Establish a Normative Process

The process for virtual job fairs and hiring needs to be consistent and ensure all candidates and recruiters are engaging in an ethical process. Online fairs themselves move quickly and the better prepared a team is, the better the chance is of connecting with candidates and making a good impression. Hiring managers need to prepare questions to screen candidates and scripts about how to introduce the district or institution, answer questions about the positions that are open and give next steps.

Recruiters need to convey a lot of information and gather important feedback from staff in a very short time window. And anything electronic, like a chat record, is linked to the organization and stored. This can be helpful or it can be problematic if there is a record of a recruiter asking a question about age, family status, etc. that could expose the district.



The hiring manager needs to work with the team to decide the format of any candidate screenings or connections. Virtual fairs usually allow for using a chat, voice call and/or video call with candidates. The approaches that are allowed need to be established ahead of time, as well as what the recruiters should say and are allowed to ask. Whoever is involved in the fair also needs to know the educational institution's stance on hiring staff with out-of-state licenses and visa sponsorship, because there are often candidates at virtual fairs that fall into one or both of these categories.

Do the Homework Ahead of Time

Many virtual fairs allow for employers to invite candidates to chat with them at specific times. The importance of doing the research on candidates and inviting them to chat with a member of the recruiting team at a virtual fair cannot be understated. If the team has studied a candidate in advance, it is much easier to have a personalized, engaging screening interview and to also have an idea of who would be moved along in the process. This targeted approach and the ability to move quickly can make the difference between hiring or losing the candidate to another employer.

As an aside, there is an ethical question to consider. Employers often have access to the contact information of candidates before the fair begins. It might be tempting for recruiters to contact candidates before the fair starts. If teams are insistent on exploring if this is allowed, the team should ask the organization or company running the virtual fair. Contacting candidates ahead of the fair is likely not permitted.

Stay in Close Proximity to the Team

While virtual job fairs are online, being in the same room or area with the team can be extremely helpful. First, often candidates will need to get passed along from one person to another, depending on the position for which the



Dr. Cunningham is an innovative leader with nearly two decades of experience in education, serving as a teacher, Assistant Principal and Principal. As the Director of Instruction and Personnel in Diamond Lake School District 76 in Illinois, he oversees curriculum, instruction and many of the functions of Human Resources for the district. While in the position as the Director, Diamond Lake District

76 has been named a Fortune Top Workplace in Chicago, a Certified Great Place to Work and a Marzano High-Reliability District.

candidate is being considered. And sometimes a member of the recruiting team might try to connect to a candidate with whom someone else on the team has already spoken. Being able to have verbal conversations with someone in the same room as you is very efficient and keeps the team organized. When a candidate interacts with an accessible, organized team, such an experience can stand out.

Have a Backup Plan for Technical Difficulties

Internet connections and problems with virtual job fair platforms can and will occur. The hiring manager should plan for contingencies by developing a protocol for emailing or calling candidates that they cannot contact due to such difficulties.

First Impressions Still Matter

When a candidate interacts with an employer in a virtual fair, the candidate’s best connections to the district are the website, social media, the online booth and the virtual backgrounds seen when doing video interviews with candidates. The human resources department will want to ensure that social media and the website are updated and easy to navigate, and that the branding in the district is consistent.

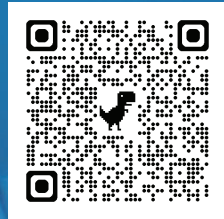


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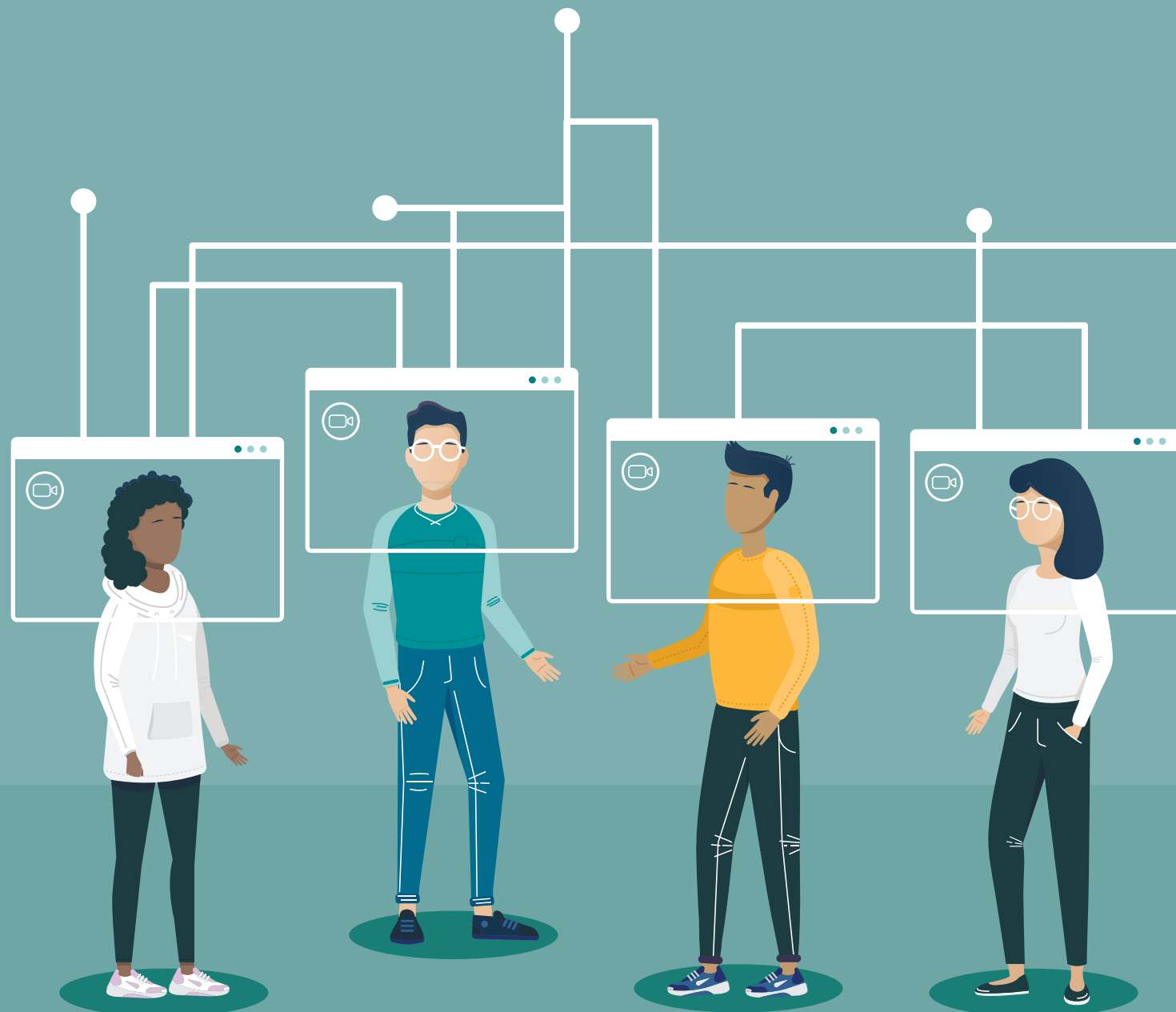
Michele Stephens | CHRO
Rockdale County Public Schools, GA

RECRUITMENT + TECHNOLOGY:

TAKE VIRTUAL RECRUITMENT STRATEGIES TO THE NEXT LEVEL

By Jamie West, Instructional Recruitment Partner, Lake County Schools, Tavares, FL

The evolution of recruitment has shifted towards virtual platforms, creating a need for organizations to adapt by blending both online and in-person recruitment efforts. Virtual recruitment, while offering increased accessibility and efficiency, also requires careful planning and intentionality.



Successful virtual events need to be well-designed, purposeful and tailored to engage job seekers in meaningful ways. This article explores key strategies for virtual recruitment, with a focus on building a recruitment process that attracts diverse and qualified candidates.

Event Design and Themes

An essential element of a successful virtual recruitment event is the design and theme. Events should have clear, appealing titles and themes that resonate with the target audience. The purpose is to draw candidates in and ensure that they understand what the event is about. For instance, a recruitment event with a theme like “Tech Careers for Innovators” can immediately signal to tech-savvy candidates that the event aligns with their interests and professional goals. Engaging themes and straightforward event titles not only capture attention, but also enhance the overall participant experience by setting clear expectations.

Social Media Engagement

Social media plays a pivotal role in virtual recruitment. Platforms such as LinkedIn, Twitter, Facebook and Instagram provide opportunities to reach diverse demographics and engage potential candidates. The key to effective social media engagement is maintaining an interactive presence. Regular posts, quick responses to queries and creative content help foster a sense of community and encourage candidates to stay engaged with the organization. For example, using polls, questions and behind-the-scenes glimpses of the organization can generate excitement and provide candidates with valuable insights into the company culture.

Marketing Tactics

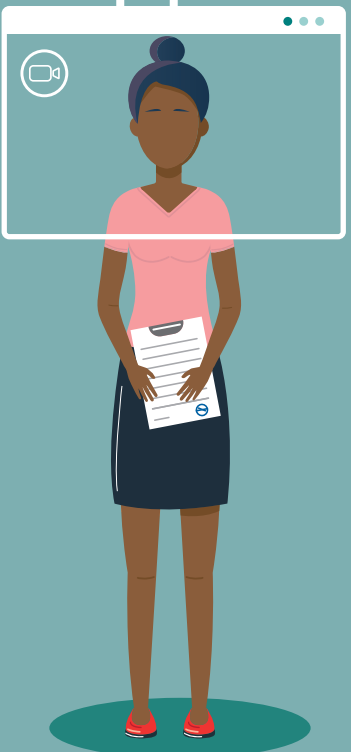
In the digital age, leveraging the power of video content is essential to increase engagement and attract candidates. Video posts showcasing the organization’s culture, success stories and job openings can be highly effective in capturing the attention of potential applicants. Additionally, boosting popular posts with a modest budget can expand the reach and visibility of the event. The consistent use of visuals, along with interactive elements such as QR codes, further enhances participation and encourages attendees to take action, such as submitting resumes or attending a live session.

Building Excitement

Building excitement for virtual recruitment events is crucial for sustaining engagement. One way to do this is by creating a sequence of social media posts that highlight various aspects of the event. For example, collaboration with sponsors or influencers can extend the event’s reach, while fun elements like virtual scavenger hunts, live music playlists or countdowns to the event can keep the audience excited and motivated to participate. By maintaining a steady flow of engaging content, organizations can ensure that candidates stay connected and look forward to the event.

Feedback and Improvement

Post-event feedback is essential for refining future virtual recruitment strategies. After an event, organizations should solicit feedback from participants to understand what content was most engaging and what improvements can be made. Analyzing metrics such as engagement rates and the number of applications received can offer valuable insights. This feedback loop allows organizations to continuously improve and fine-tune their recruitment efforts, ensuring they stay effective in attracting the best candidates.





A Winning Recruitment Strategy: Building Lasting Relationships

Recruitment can be likened to a game of baseball – it requires strategy, precision and the ability to connect with your team. To succeed, organizations need a comprehensive and strategic approach to recruitment. The following steps outline a process that can help organizations effectively recruit top talent.

Step 1: Implement a Recruitment Strategy

The first step in creating a winning recruitment process is to establish a clear recruitment strategy. Understand your target audience and define what qualities you are looking for in a candidate. Whether you are recruiting career changers, fresh graduates or experienced professionals, having a clear plan will help guide your efforts. Just like in baseball, where the first step is to get on base, recruitment begins with a clear purpose and a well-thought-out strategy.

Step 2: Create Diversified Marketing

A diverse marketing approach is essential for maximizing recruitment reach. Traditional methods, such as newspaper ads and flyers, may still be useful for reaching non-tech-savvy candidates. However, modern methods such as targeted social media ads, emails and job boards can provide valuable data and allow organizations to track engagement. A combination of both traditional and modern marketing techniques ensures a broad reach and increased chances of attracting the right candidates.

Step 3: Host Successful Recruitment Events

Hosting recruitment events is an essential part of the process, as it allows organizations to engage directly with potential candidates. Virtual events offer the advantage of expanding the reach, allowing candidates from various locations to participate. In-person events, on the other

hand, provide opportunities to connect with candidates face-to-face, which can help build personal relationships. A hybrid approach that includes both virtual and in-person events will cater to diverse candidate preferences and increase the effectiveness of the recruitment strategy.

Step 4: Build Meaningful Candidate Connections

Finally, recruitment should not be seen as a transactional process. It is about building lasting relationships with candidates. Effective communication, both before and after the recruitment events, is critical. Tailor your messages to be personal and informative, and ensure that candidates are clear on the next steps in the process. Additionally, providing a seamless, mobile-optimized experience will enhance engagement and make it easier for candidates to apply for positions. By focusing on building meaningful connections, organizations can not only attract top talent but also create a positive experience that encourages long-term relationships.

Conclusion, But Not The End

Recruitment is not just about filling positions; it's about building a strong community around your organization. By embracing a hybrid recruitment strategy that combines both virtual and in-person elements, organizations can effectively engage a wide range of candidates. From event design and social media engagement to feedback and continuous improvement, a well-rounded recruitment strategy is key to attracting top talent and fostering meaningful connections that last.



Jamie West, enthusiastically new to Human Resources and Recruitment, is a recruiter who focuses on filling instructional roles and overcoming challenges in educator retention. She actively engages with candidates using social media marketing and virtual recruitment to find those best suited for

our students. Her passion and personality help drive her daily goals of finding quality candidates who plan to grow as educators and professionals at Lake County Schools. Jamie also specializes in consulting educationally-focused businesses to help grow their community partnerships and social media footprint. From speaking at national conferences to presenting at online webinars, Jamie's presence in the Educator Recruitment industry is rapidly advancing.

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AI TO THE RESCUE :

CRAFTING INTERVIEW QUESTIONS SO YOU DON'T ASK 'WHAT'S YOUR SPIRIT ANIMAL?' AGAIN

By Chris Fore, Principal, Mojave High School, Hesperia Unified School District, Hesperia, CA

Have you ever looked at the date in small font on your interview questions? I recently saw the questions for a school employee that had not been updated since 1997! Although I don't work in that school district, I can tell you that 70% of those questions were outdated and irrelevant to being an educator in 2025, and some of the most important questions you should ask now were missing.

Hiring the right person can make or break a team, department or school culture. Whether it's a teacher inspiring students or a coach leading athletes to victory, the stakes are high. Bringing the right person, not just a person, into the fold requires finding candidates who align with your school's mission, vision and goals while bringing the right skills and fit. Crafting effective interview questions to uncover these qualities can be challenging, but artificial intelligence offers a solution. Advances in AI are revolutionizing hiring, offering tools to craft smarter interview questions and strategies. By feeding AI your school's core principles, desired characteristics, soft skills, staff "fit," job description and current questions, you can generate tailored prompts that reveal who truly belongs on your team.

Hiring Slow and Smart

With over a decade of hiring practice as an Athletic Director and Administrator, one thing I have learned and swear by is the mantra: hire slow, fire fast. Your culture rises and falls with those you hire. A rushed hire can derail morale or classroom dynamics; a deliberate process finds game-changers. Artificial Intelligence, or Machine Learning, enhances this approach. Using AI can help you to generate tailored questions from job descriptions, desired traits and existing prompts. For a Head Football Coach role, input traits like "strategic thinker" and "culture-builder," and AI turns vague questions like "What's your coaching philosophy?" into "You're down by 2 with 6 seconds left—draw up a play and explain." This approach is similar to how I used my "white board tactic" as an Athletic Director; I would put Head Coach candidates under pressure to reveal true skills by asking them to walk me through an inbounds play (basketball) or their favorite kick return (football). I once watched a basketball coach candidate freeze during a whiteboard challenge, exposing a gap between resume and reality. I do the same thing with teachers now that I'm a Principal. "Pick any standard from Integrated Math 2, and teach it to us on the whiteboard behind you, please."

AI Supercharges This Approach!

Open up your preferred AI tool (Grok, Chat GPT, School AI, etc.). Input a job like "High School English Teacher" with traits like "engaging" and "adaptable," and AI crafts prompts like "Design a 10-minute Shakespeare lesson for mixed reading levels—walk us through it." This tests skill and mirrors the "white board" ethos, moving past clichés to reveal who delivers.

As you craft your prompts for AI, start with the foundation: your mission, vision and goals. For example, if your

mission emphasizes "fostering critical thinkers in a supportive community," AI can weave that into questions like, "Describe a time you encouraged a struggling student to solve a problem independently—how did you balance support and challenge?" Add the characteristics you seek—say, "collaborative" and "innovative"—and soft skills like empathy and adaptability, and AI might produce, "How have you adapted a lesson or strategy to meet diverse needs while collaborating with colleagues?" Take this a step further by turning it into "Tell us about the last time you adapted a lesson or strategy to meet diverse needs while collaborating with colleagues to best meet the needs of your students."

Next, define the type of person you want—perhaps "a proactive team player"—and how they'll mesh with your current staff, like "complementing our veteran teachers' experience with fresh ideas." Pair this with a job title, such as "Middle School Science Teacher," and existing questions like "How do you engage students?" AI refines them into specifics: "You're teaching a unit on ecosystems to a mixed-ability class—walk us through your plan to engage every learner while integrating a colleague's feedback."

The Result?

Questions that test for skills, values and cultural fit, moving beyond generics to reveal candidates who live your school's ethos. One thing that I have found through experimenting with this approach is that AI-crafted prompts cut through rehearsed answers, spotlighting a teacher whose real-world problem-solving aligned with their goal of "preparing students for a changing world." AI doesn't replace instinct—it enhances it, ensuring hires strengthen your school's mission and will be a good "fit" no matter what your culture is, one precise question at a time.

"AI enhances, not replaces, human judgment ensuring slow, smart hires through better questions, tests and vetting."

Culture Is King

Why does this matter? NOTHING sets the tone of your team, department, campus and culture like hiring. A misstep erodes morale; whereas a stellar hire like a Head Football Coach who ended a 15-year rivalry drought in his first season, or a game-changing, department-inspiring English teacher, transforms organizations. AI enhances, not replaces, human judgment ensuring slow, smart hires through better questions, tests and vetting.

Conclusion: Winning with AI and Instinct

Whether building a championship athletic program or a thriving faculty, the goal is finding culture-elevating talent. AI crafts questions, widens searches and deepens vetting, but human instinct—pushing candidates to the whiteboard or making that call—closes the deal. Ditch the spirit animal clichés, harness AI and hire staff who lead to victory, one deliberate step at a time.



Chris Fore is a veteran Administrator, Athletic Director, and Head Football Coach from Southern California; he currently serves as the Principal at Mojave High School in the Hesperia Unified School District. Mojave was recently recognized by the California Department of Education as a 2025 Model Continuation High School. Both

schools where he served as the Athletic Director set school records for championships won in a single school year and were recognized for both sportsmanship and academic excellence. Fore completed the ACSA Personnel Academy, holds a Master's in Coaching and Athletic Administration and is a NIAAA Certified Athletic Administrator. He served as President of the California Coaches Association from 2018–2021, has written four books and serves as an expert witness in school related lawsuits.



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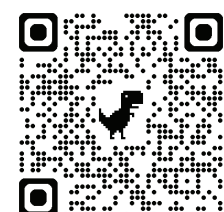
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FROM OVERWHELMED TO OVERACHIEVER:

AI ESSENTIALS FOR PK-12 EDUCATION MICRO-CREDENTIAL

By Emily Douglas-McNab & Minny Poon,
Experience Management Institute,
AI Essentials for PK-12 Education
Micro-credential Facilitators

For the past 20 years, public education has been expected to do more with less, and in 2025, that challenge is greater than ever.



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Education leaders are attempting to juggle an overwhelming list of demands and issues—staffing shortages, professional development planning, funding change, board dynamics, risk assessments, strategic planning and communications that don’t read like they were drafted at 2 a.m. We’ve crossed into ‘mission impossible’ territory, except instead of Tom Cruise, it’s just us, a half-empty coffee cup, a cell phone with 9% battery life and a to-do list that seems to regenerate overnight.

But what if—hypothetically—there was a way to offload some of that work that seems tedious or repetitive? Enter: Artificial Intelligence (AI). No, not the “robots are coming for your job” kind (calm down), but the “hey, maybe we don’t have to manually do all the things?” kind. The real question is: Are you ready to embrace it, or at least stop denying the future is here?

Today, the conversation around AI in education primarily focuses on AI literacy for students and classroom applications for teachers. While that’s important, we believe that overlooking education leaders and how they can use AI in their daily work is a missed opportunity. In some of the latest research out of Harvard Business School and the University of Pennsylvania Wharton School (2025),

researchers have found that an individual working with AI performed just as well as teams of people without AI. Let that sink in for a moment.

At this point in our conversations with educators, the biggest barrier to using AI appears to be fear and uncertainty. This matches Pew Research Center data collected in October 2024. Lin and Parker (2025) found that 52% of workers are worried about how AI may impact the workplace in the future.

We think that fear of change or the unknown is rational. The hard part is not letting fear take over and keep you from learning and growing. Organizations beyond PK-12 are already leveraging AI to work smarter, and we can’t afford to let PK-12 education fall behind. What we can share is that the potential for AI use in education, leadership and HR is exciting. From personalized onboarding to tailored recruitment fliers to the analysis of qualitative survey data in seconds, the use cases are endless.

The good news? To use AI, you don’t need to know how to code or have a degree in computer science. You can start small with free tools in the safety and security of your



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home or office. Try using AI to rewrite an email, summarize a meeting or generate bullets for a job description. Even a few small wins can spark big ideas and momentum, but we think you’ll be hooked!

If you’re ready to turn AI from a buzzword into your secret weapon, the AASPA AI Micro-credential may be a great place to start your AI adventure. This dynamic learning experience blends live, instructor-led sessions with flexible asynchronous content, giving you both real-time support and the freedom to learn on your schedule. We’re going beyond theory for a practical deep dive into how AI can actually lighten your workload. What makes this different? We’ve built a safe, judgment-free zone specifically for education leaders—because developing AI literacy shouldn’t feel like learning a new language, blindfolded, while riding a rollercoaster. This is your chance to build confidence and community while preparing for what’s next.

“The AI Essentials for PK-12 Education was a wonderful experience!... Without the cohort, I would have still been creating low-level work. Now, I am equipped to create prompts that will allow me to leverage AI to make better informed decisions about high-level strategies.”

Eric Melnychenko, Assistant Superintendent of Personnel and Culture, Crete-Monee CUSD 201-U, Illinois

Do your skills need an upgrade? Join us for the next AI Essentials for PK-12 Education cohort!

**WE ASKED,
YOU ANSWERED!**
See what AASPA members
have to say...

How are you using technology to drive your human capital strategies?



"I use AI daily. Sometimes it is just to make an email sound more professional. Other times it is to analyze spreadsheets full of data. Most recently I used it to conduct a salary study. I was able to enter multiple

districts' salary charts in varying formats and come up with averages, daily rates, recommendations, etc. The key is ensuring that your spreadsheets are as easy to read as possible!"

GRETCHEN LAWN, HR CONSULTANT, EDUCATIONAL SERVICE CENTER OF NORTHEAST OHIO, INDEPENDENCE, OH



"We recently transitioned to a new recruit and hire platform alongside a new ERP system. These platforms have streamlined repetitive tasks, such as sending certification expiration reminders, automating resignation

emails and even creating employee ID numbers. As a result, we can dedicate more time to those strategic HR tasks."

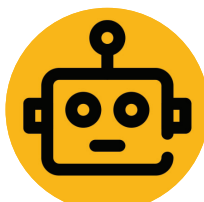
GINGER BLANCHON, SHRM - CP, PHCLE, DIRECTOR, HUMAN RESOURCES, HAYS CONSOLIDATED INDEPENDENT SCHOOL DISTRICT, KYLE, TX



"We use video interviews to drive our human capital strategies by streamlining the selection process and identifying top talent more efficiently. With a large applicant pool, this technology allows us to assess

communication skills, problem-solving abilities and overall fit before advancing candidates to final-round interviews. By integrating video interviews into our hiring process, we make smarter, data-driven decisions; because together, we can build a stronger workforce."

DR. MICHEL PANTIN, EXECUTIVE DIRECTOR OF TALENT SERVICES, PHCLE, SAVANNAH-CHATHAM COUNTY PUBLIC SCHOOL SYSTEM OFFICE OF TALENT AND HUMAN RESOURCES, SAVANNAH, GA



"I utilized AI to create more descriptive 'look for's' to interview questions to increase inter-rater reliability for assessing candidates."

ROBERT PHILLIPS, PHCLE | HRTD DIRECTOR, RECRUITING, SCHOOL-BASED STAFFING & SUBSTITUTES, LOUDOUN COUNTY PUBLIC SCHOOLS, ASHBURN, VA

NEW COURSE

Find more info and sign up at aaspa.org/ai-essentials-microcredential

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"More than ever, it is now a primary focus for Comal Independent School District to more effectively utilize technology to reach prospective employees. Our HR department works hand-in-hand with both technology

and communications to ensure effective use of technology. Our latest efforts have been to employ the use of digital billboards around the San Antonio metro area to advertise Comal ISD and more specifically our upcoming teacher career fair. Coupled with this, we are geofencing in the same area as the billboard to bolster our reach. This method will then populate drivers' social media with our messaging. Additionally, we regularly post happenings on social media."

DR. RANDY D. DAVIS, PHCLE, CHIEF HUMAN RESOURCES OFFICER, COMAL INDEPENDENT SCHOOL DISTRICT, NEW BRAUNFELS, TX



"We are leveraging technology in more sophisticated and strategic ways than ever before, using it as a powerful tool to enhance the efficiency and effectiveness of our human capital strategies. Rather than replacing human judgment,

technology supports our work by helping us fine-tune data insights and uncover trends we may not have initially considered.

This data-driven approach enables us to take a more open-minded and proactive stance when addressing key areas such as recruitment, staffing and gap identification. For example, our HRIS system allows us to organize data across multiple areas—including retention, attrition, turnover, talent pool demographics and more. We can then feed these data points into AI-powered tools to highlight areas of strength and pinpoint opportunities for improvement.

Ultimately, this technology empowers us to focus more intentionally on the human side of our work."

NINA Y. YOUABB, PHCLE, HUMAN RESOURCES MANAGER, GLENBROOK HIGH SCHOOL DISTRICT 225, GLENVIEW, IL

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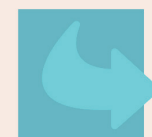


Clinical learning included

LEAD WITH PURPOSE

Clarity, Culture & Change | AASPA's Newest Virtual Event | May 14, 2025

As a follow-up to the **Equity in Action Summit**, AASPA is pleased to announce our newest Virtual Event focused on creating access and opportunity through strategic school HR leadership. Join Keynote speaker, Dr. Nicole Price, along with PK-12 leaders who will share best practices and innovation in recruitment and retention. This one-day virtual event is sure to provide a refreshing approach to **Leading with Purpose**.



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VIRTUAL CLASS SCHEDULES/TIMES FOR 2025:

July 10-August 21, 2025 (Thurs. 11:00 am - 12:30 pm ET)
September 23-November 11, 2025 (Tues. 1:00 pm - 2:30 pm ET)



2025 TESTING WINDOWS

June 10-30, 2025 (Reg. Deadline: June 6)
October 20-November 21, 2025 (Reg. Deadline: October 15)



For more information
contact kelly@aspa.org

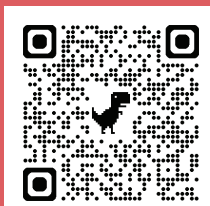


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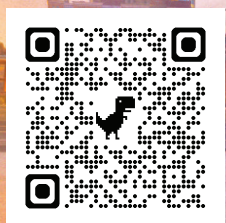
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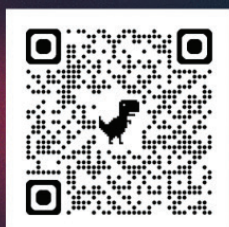
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