

JANUARY, 2025



# BEYOND THE JOB FAIR: THE DIGITAL TRANSFORMATION OF TEACHER RECRUITMENT

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RETENTION, AND STRATEGY

*Fulton*  
County Schools  
Where Students Come First

# Session Outcomes & eHCLE Standards



- Session Outcomes

- Understand the dynamic nature of recruiting in a digital world.
- Obtain strategies that can be adapted for district size and budget.

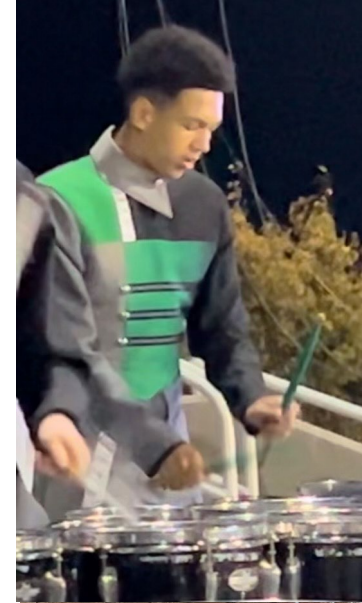
- eHCLE Standards

- Talent Acquisition – Recruitment

- Market the organization as an employer by cultivating a positive employer brand.
- Evaluate recruitment outcomes to inform talent acquisition strategy.

# About Me

- Originally from the Boston area
- Moved to Atlanta in 2004 through Teach for America
- Taught High School Science for 10 years before moving to HR in Fulton County Schools to lead the Teacher Selection process
- Now Executive Director of Recruitment, Retention, and Strategy
- My additional job titles include Soccer Mom, Band Mom, & Orchestra Mom





# About Fulton County Schools



## 2024-2025 FACTS-AT-A-GLANCE

### EMPLOYEES

**MORE THAN 10,900 FULL-TIME PERSONNEL**  
**MORE THAN 6,900 CERTIFIED PERSONNEL**  
(those who hold teaching or administrative certifications)

### NUMBER OF SCHOOLS

**104 TOTAL**

- 58 ELEMENTARY SCHOOLS GRADES K-5**  
PREKINDERGARTEN AVAILABLE IN SOME SCHOOLS
- 19 MIDDLE SCHOOLS GRADES 6-8**
- 19 HIGH SCHOOLS GRADES 9-12**
- 7 START-UP CHARTER**
- 1 FULL-TIME VIRTUAL SCHOOL**

### SYSTEM-WIDE ENROLLMENT

**87,262**  
(Projected)

### DIVERSE STUDENT DEMOGRAPHICS

<b>41%</b> <small>BLACK OR AFRICAN AMERICAN</small>	<b>25%</b> <small>WHITE</small>	<b>17%</b> <small>HISPANIC</small>	<b>13%</b> <small>ASIAN</small>	<b>4%</b> <small>MULTI-RACIAL</small>	<b>0.1%</b> <small>PACIFIC ISLANDER</small>	<b>0.2%</b> <small>AMERICAN INDIAN</small>
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### STUDENT NEEDS

<b>21%</b> <small>TALENTED AND GIFTED LEARNERS</small>	<b>11%</b> <small>ESOL (ENGLISH TO SPEAKERS OF OTHER LANGUAGES)</small>	<b>11%</b> <small>SPECIAL EDUCATION</small>	<b>53%</b> <small>ECONOMICALLY DISADVANTAGED</small>
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### BOARD OF EDUCATION

Kimberly Dove, *President*  
 Kristin McCabe, *Vice President*  
 Sara Gillespie • Katie Gregory  
 Michelle Morancie, Ph.D.  
 Lillie Pozatek • Franchesca Warren  
 Mike Looney, Ed.D., *Superintendent*

### GEORGIA MILESTONES

	Fulton	State
AMERICAN LITERATURE AND COMPOSITION	52%	40%
ALGEBRA I	51%	37%
BIOLOGY	56%	47%
UNITED STATES HISTORY	40%	37%

End of Course Assessment 2022-23 School Year.

### BUDGET

**FY25 General Fund Budget**  
\$1,422,055,825

**FY25 Cost Per Student**  
\$16,296 (estimated)

**FY 24 Tax Levy**

Maintenance & Operations	17.08
Debt Service	0.00
<b>Total</b>	<b>17.08</b>

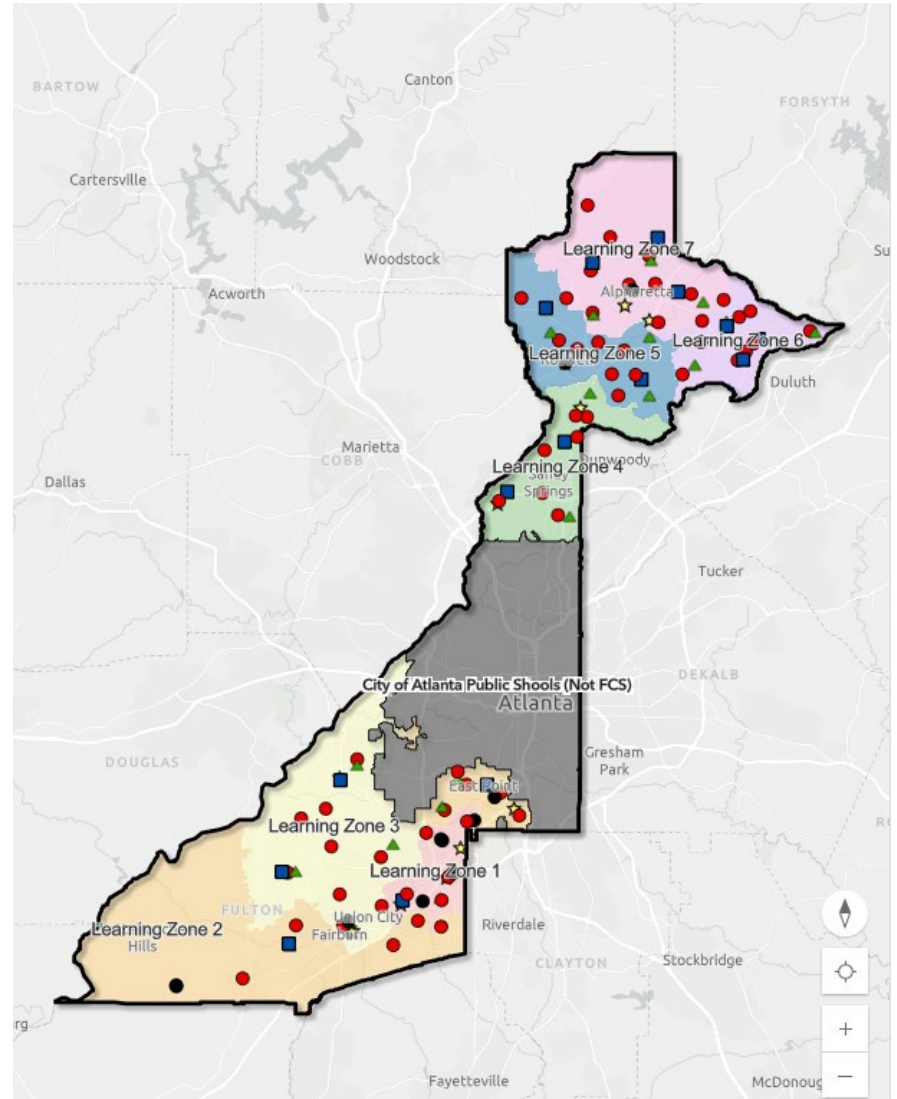
### 2024 SAT

Fulton	<b>1063</b>
State	<b>1030</b>
National	<b>995</b>

### 2024 ACT

Fulton	<b>21.9</b>
State	<b>21.2</b>
National	<b>19.4</b>

**90.7%**  
RECORD GRADUATION RATE



# The Past

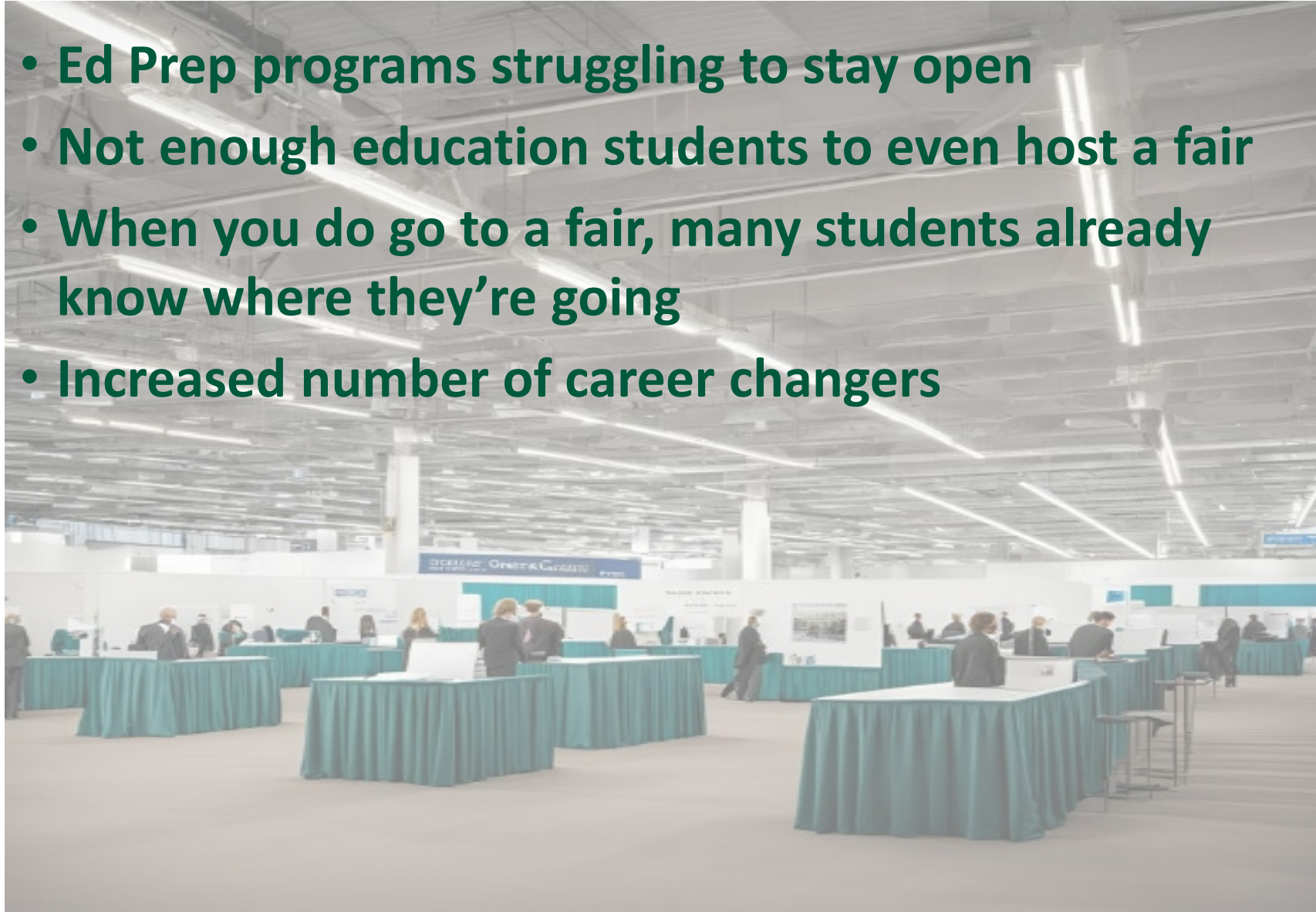
- Colleges and Universities producing plenty of teachers
- Student teaching alone filling many positions
- Tons of resumes and shaking hands at in person college/university education fairs
- Traveling the country to consortium fairs



# The Present



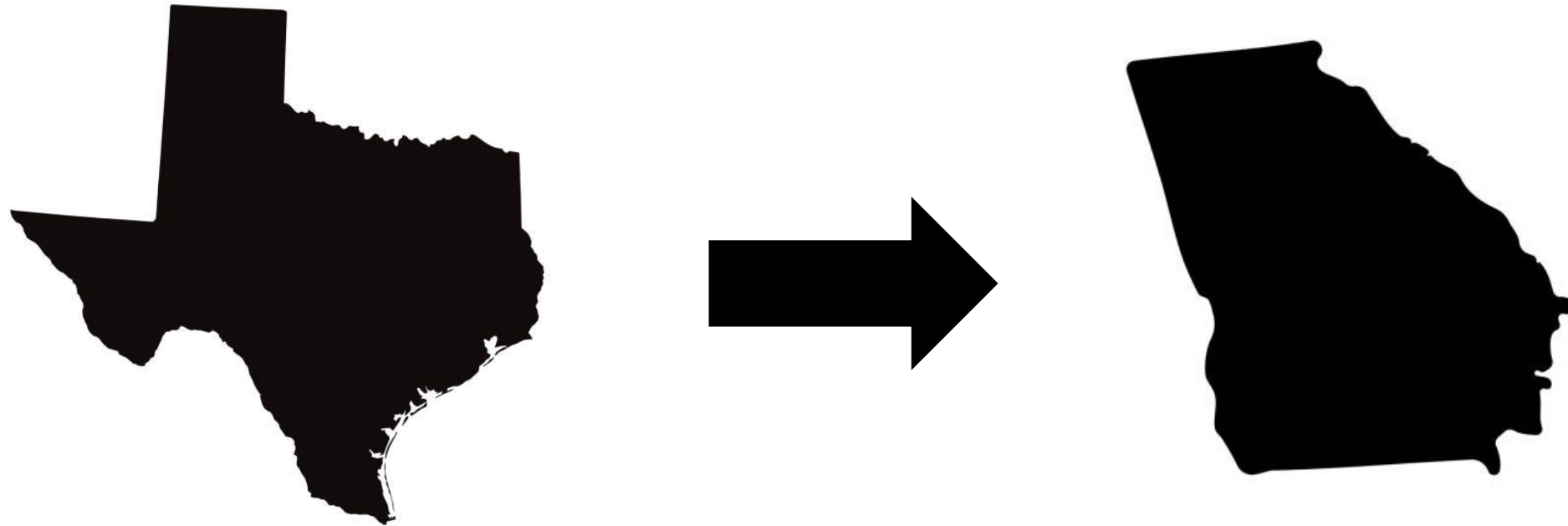
- Ed Prep programs struggling to stay open
- Not enough education students to even host a fair
- When you do go to a fair, many students already know where they're going
- Increased number of career changers





# How do we reach the candidates?



- If you were a teacher in Texas and you were relocating to Atlanta, what would be your first step?



# Google

Search Google or type a URL "Teacher jobs in Atlanta"  



Web Store



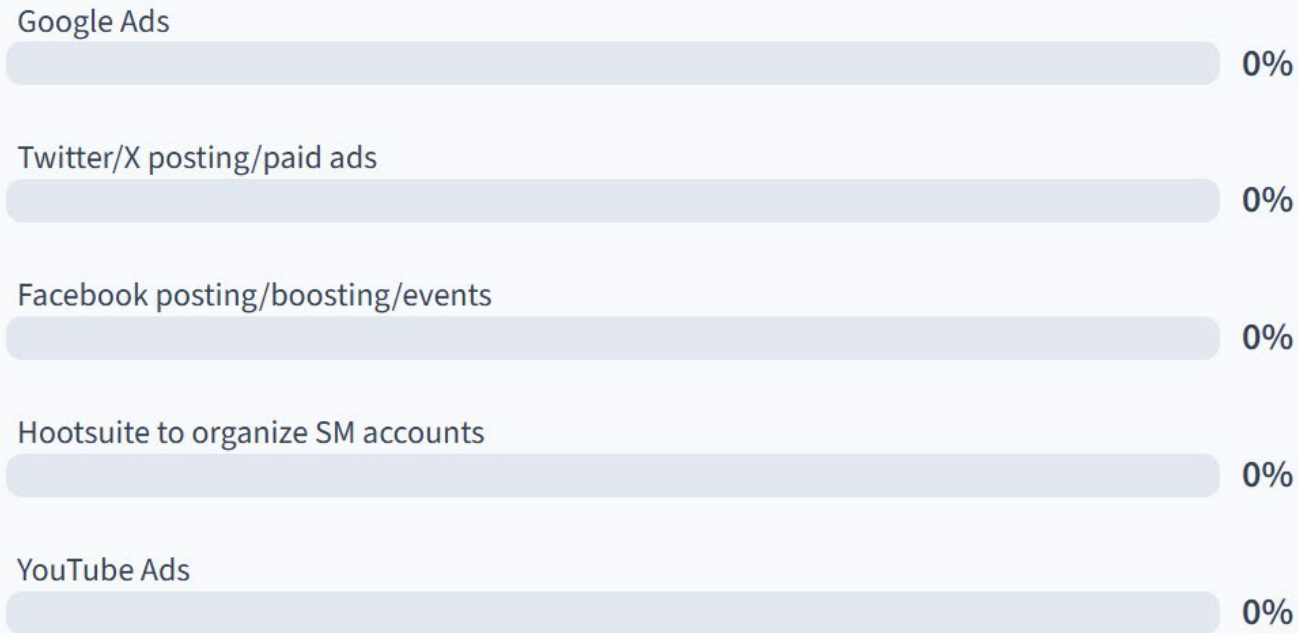
Add shortcut



# Digital Marketing Poll



Which of the following online marketing strategies do you currently use?



Powered by  Poll Everywhere



<https://www.polleverywhere.com/surveys/9eHvisMCXz7uaK2yZA29B>



Search Google or type a URL "Teacher jobs in Atlanta"

Web Store Add shortcut

# Google Ads allows you to:

## Control your budget

## Control your geographic reach

## Control your key words

### Budget & ad schedule

### Location

### Search terms report & keyword themes

**Budget** Ad schedule

You only pay for clicks on your ad. Some days you might spend less than your daily average, and on others you might spend up to 2 times as much. But over the month you won't pay more than your monthly max. [Learn more about understanding costs and payments](#)

Your budget

**\$50** daily average · \$1,520 monthly max

Edit

Location settings Location report NEW

Your ads show to people in your locations, and people who search on Google for these locations. [Learn more about location settings in Smart campaigns](#)

Advertise in specific locations  
Alabama, Arizona, California, Florida, Louisiana, Maryland, Michigan, Mississippi, North Carolina, Ohio, South Carolina, Tennessee, Virginia, Atlanta, DeKalb County, New York, Cobb County, Douglas County, Forsyth County, Fulton County, Gwinnett County, Henry County and Newton County

Edit

Search terms report **Keyword themes** Negative keyword themes

Your ads show when people search for your keyword themes and related phrases. [Learn more about keyword themes in Smart campaigns](#)

teacher teaching job cobb county job opportunities job fair


teaching jobs Atlanta Jobs Fulton County Schools education career fair


full time teacher Fulton Schools



Edit

# Tracking Performance






Fulton County Schools Events 

Paused 

 All time 

**\$5,089.03** Spend all time

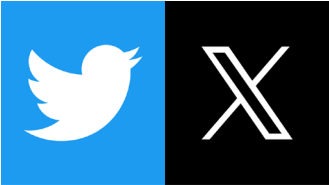
 Impressions <b>521K</b> How often your ads were shown	 Clicks <b>35.4K</b> Actions on your ads	 Conversions <b>92</b> Actions on your website from ads
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[View performance details](#)

# Other Online Marketing



facebook



LinkedIn

Posts Filters

GO Fulton Recruiting created an online event.  
October 21 at 12:08 PM · 🌐

Tue, Nov 5 at 4:30 PM  
FCS Zones 6 & 7 Virtual Open House  
2 people going

Like Comment Share

Comment as GO Fulton Recruiting  
⚠️ You're commenting as GO Fulton Recruiting.

GO Fulton Recruiting @GO\_Fulton · 1d

💡 Are you interested in #Teaching in FCS Zones 4 & 5? Join us at our upcoming virtual event to chat with schools about opportunities in Fulton! #TeachInFulton #ThriveInFulton 🍏

Register Today: [ow.ly/vEb350TMFBI](https://ow.ly/vEb350TMFBI)

**Zones 4 & 5**  
**VIRTUAL OPEN HOUSE**

Seeking Teachers of all contents and grade levels!  
Get to know Fulton!  
Chat with FCS about available positions!

**October 29, 2024**  
**4:30 pm - 5:30 pm EST**

**REGISTER NOW**

TEACH. GROW. THRIVE  
GO Fulton

[jobs.fultonschools.org](https://jobs.fultonschools.org)

Schools in Learning Zone 4	
<b>High Schools</b>	<b>Elementary Schools</b>
<ul style="list-style-type: none"> <li>Fulton Academy of Virtual Excellence (FAVE)</li> <li>Independence HS</li> <li>North Springs HS</li> <li>Riverwood HS</li> </ul>	<ul style="list-style-type: none"> <li>Dunwoody Springs ES</li> <li>Heards Ferry ES</li> <li>High Point ES</li> <li>Ison Springs ES</li> <li>Lake Forest ES</li> <li>Spalding Drive ES</li> <li>Woodland ES</li> </ul>
<b>Middle Schools</b>	
<ul style="list-style-type: none"> <li>Ridgeview MS</li> <li>Sandy Springs MS</li> </ul>	
Schools in Learning Zone 5	
<b>High Schools</b>	<b>Elementary Schools</b>
<ul style="list-style-type: none"> <li>Centennial HS</li> <li>Roswell HS</li> </ul>	<ul style="list-style-type: none"> <li>Father Jackson ES</li> <li>Hembree Springs ES</li> <li>Hillside ES</li> <li>Mimosa ES</li> <li>Mountain Park ES</li> <li>Northwood ES</li> <li>River Eves ES</li> <li>Roswell North ES</li> <li>Sweet Apple ES</li> <li>Vickery Mill ES</li> </ul>
<b>Middle Schools</b>	
<ul style="list-style-type: none"> <li>Crabapple MS</li> <li>Elkins Pointe MS</li> <li>Haynes Bridge MS</li> <li>Holcomb Bridge MS</li> </ul>	

1 2 6 64K

Fulton County Schools  
21,203 Followers  
8mo · Edited · 🌐

We're excited for you to #GetHiredInFulton! Join us at our 2024 Spring #Hiring Events! Offering early contracts for the 2024-2025 school year! Receive an offer on the spot! ...more

**FULTON COUNTY SCHOOLS**  
**SPRING HIRING EVENT**  
February 24, 2024 10:00am - 1:00pm (Zones 1-3)

**REGISTRATION OPEN NOW!**

Apply to a Teacher Pool to qualify for on site interviews. Approved candidates will be able to receive a job offer on site.

**JOIN US** [jobs.fultonschools.org](https://jobs.fultonschools.org)



# Videos on Social Media for Priority Schools



**WE ARE**  
**HIRING!**  
**BEAR CREEK**  
Middle School

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**JOBS.FULTONSCHOOLS.ORG**



**\$5,000.00**  
**SUPPLEMENT**  
**FOR NEW TEACHERS**

A vertical yellow and blue hiring advertisement for Bear Creek Middle School. The top section is yellow with blue text. Below that is a blue bar with a white rounded rectangle containing the website URL. The middle section is black. The bottom section is yellow with a QR code on the left and a salary supplement offer on the right.

- [https://www.youtube.com/@GO\\_Fulton/videos](https://www.youtube.com/@GO_Fulton/videos)

# Hootsuite



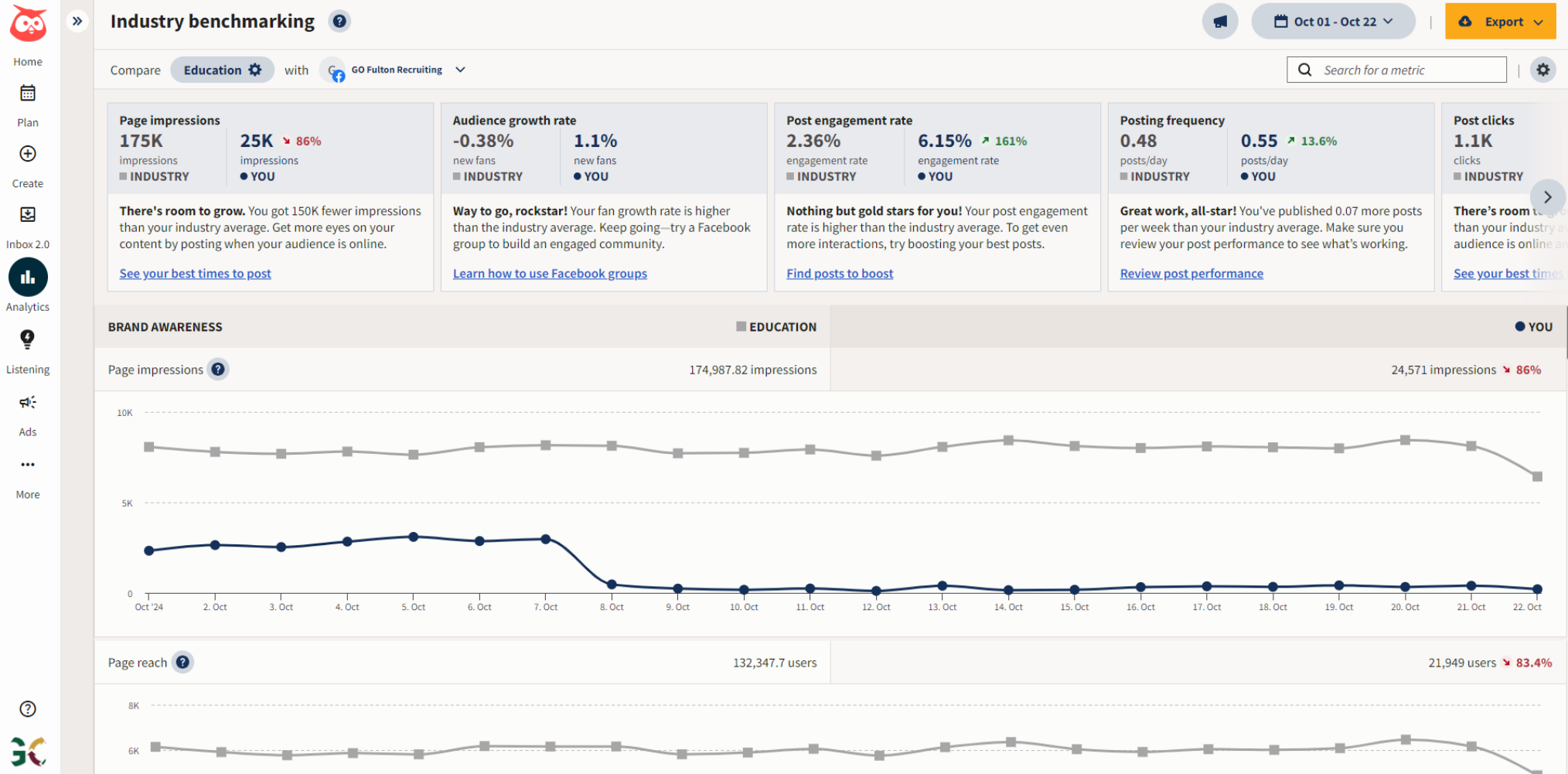
- Manage all your Social Media from one site
- Create and schedule posts
- Post across various social media platforms at once
- Industry Benchmarking
  - Compares social performance against the average of similar brands who do the same type of work you do. Helps identify what's working and ways to improve by comparing performance to industry players.
  - Can compare key metrics such as audience growth, engagement, posting frequency, etc.
  - Social Media used to benchmark: Facebook, X, and Instagram

# Create & Schedule Posts Across Platforms

The screenshot displays the Hootsuite dashboard interface. At the top, the browser address bar shows 'hootsuite.com/dashboard#/planner'. The main navigation bar includes 'Calendar', 'Drafts', and 'Content' tabs, along with a 'Create a post' button. The left sidebar contains navigation icons for Home, Plan, Create, Inbox 2.0, Analytics, Listening, Ads, and More. The central calendar view shows a grid for October 2024, with the current date set to 'Today'. The calendar indicates that 3 posts were published on Tuesday, October 1st, and 3 posts were published on Friday, October 11th. A specific post is highlighted for Monday, October 21st, showing '3 Published'. The right-hand panel displays a preview of a post for 'GO\_Fulton' at 12:00 PM, including social media icons and a 'Published' status.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1 ✓ 3 Published	2	3	4	5
6 ✓ 3 Published	7	8	9 ✓ 3 Published	10	11 ✓ 3 Published	12
13 ✓ 3 Published	14	15	16	17	18	19
20	21 ✓ 3 Published	22	23	24	25	26
27	28 📅 3 Scheduled	29	30	31	1	2

# Analytics





# Virtual Fair Platform



PremierVirtual  
by career.io

Liz Young



Liz Young  
Host

Dashboard > Events List > FCS Zone 1 Virtual Open House > Overview

SHARE EDIT TO LOBBY TO REG. PAGE PUBLISHED CLONE

OVERVIEW PARTICIPANTS REPORTING MORE

Statistics updated at Oct 23; 12:06 pm



FCS Zone 1 Virtual Open House

Fulton County Schools  
younge1@fultonschools.org

### Attendees

Registered	31
Active	0
Logged In	22
Not Logged In	9

### Organizations

Registered	5
Active	0
Logged In	4
Not Logged In	1

### Attendees participation



### Organizations participation

Booth Preview



### MENU

- Dashboard
- Organizations
- Attendees
- Events
- Video Interviews
- Reports

### SETTINGS

- My Organization
- My Profile
- My Schedule

### HELP

- Training
- Help Center

Oct 08, 2024  
04:30 pm

Oct 08, 2024  
05:30 pm

### Booth Activity



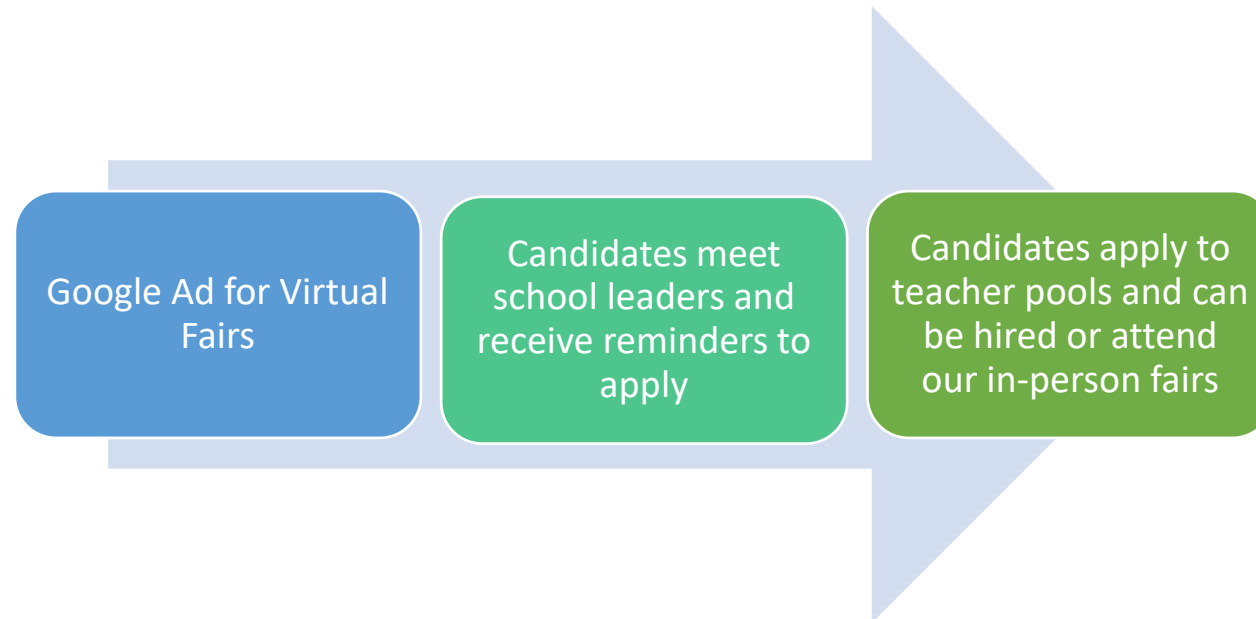
### Reg



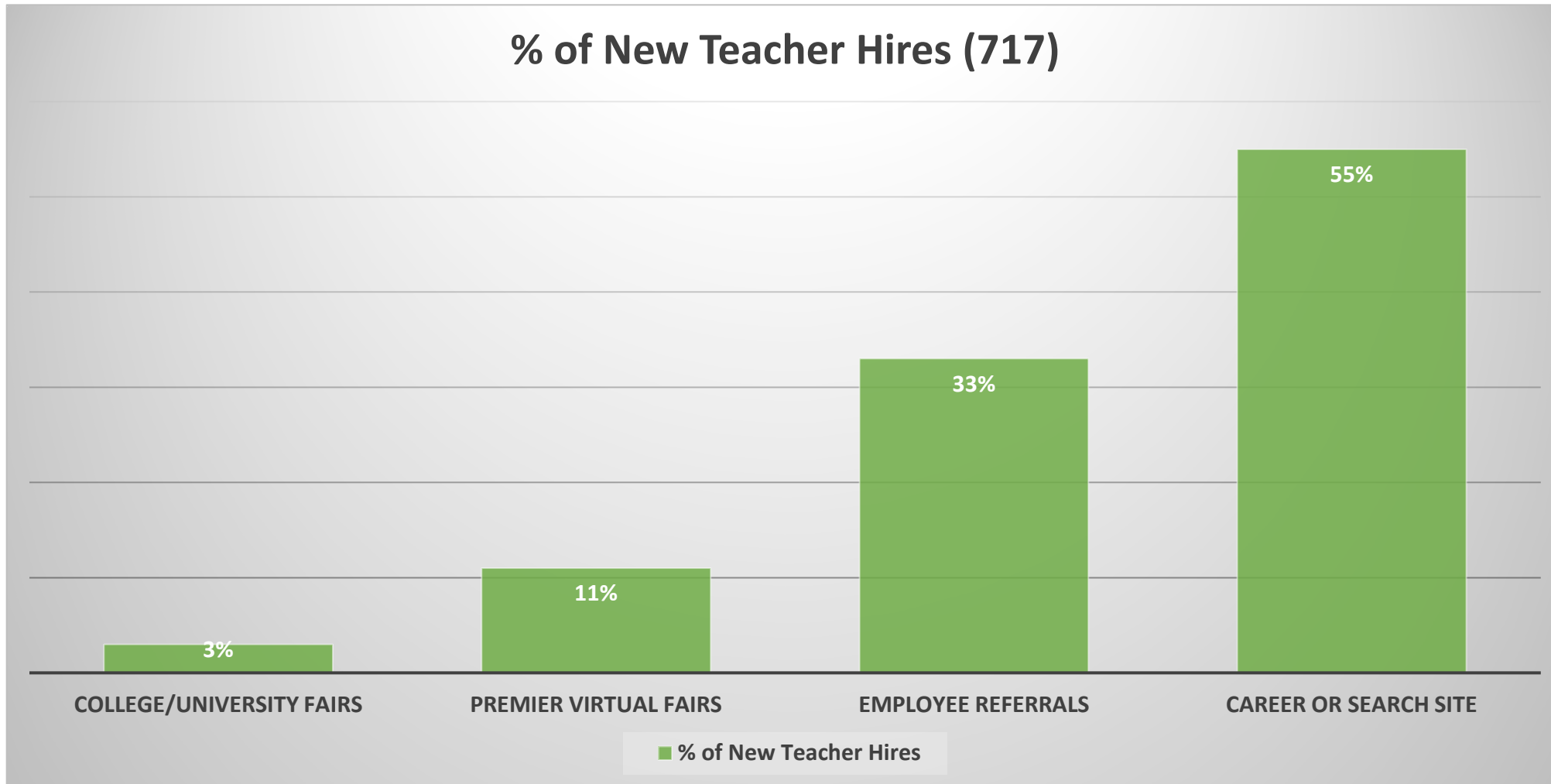
# Combining Strategies



- Events tend to get more clicks than “hiring” posts (anecdotal observation).
- We use virtual events throughout the year to drive clicks to our career site where they register. This is our “cast a wide net” strategy.
- Candidates are then encouraged via email and text (after some filtering) to apply to our Teacher Candidate Pools.
- We have engaged over 5000 candidates over two years on our virtual platform.



# New Hire Performance Comparison 2023



# Scaling Strategies



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Online marketing allows you to control your budget.

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How much do you spend on recruitment travel?

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Posting (without boosting) on social media is free.

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Numerous virtual event platforms exist, and many may adjust price for size/use.



# Next Steps



We have already reduced recruitment travel



Always stay on top of trends

New social media site, get an account

Teacher RIF in Chicago, adjust your ad reach to target Illinois

TikTok, maybe someday we will go viral 😊



Continue to analyze results and adjust as needed



YouTube Ads (just started with video for School Police)

<https://www.youtube.com/watch?v=5OBfZp745V8>

# What are your next steps?



## Padlet



- What data do you have?
- What strategies are you already implementing?
- What's one strategy that you could start when you get home?
- What wonders do you?

<https://padlet.com/younge110/digital-recruitment-next-steps-p16w4l8c1s4ybd7s>

# QUESTIONS & ANSWERS



*Fulton*  
County Schools  
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