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
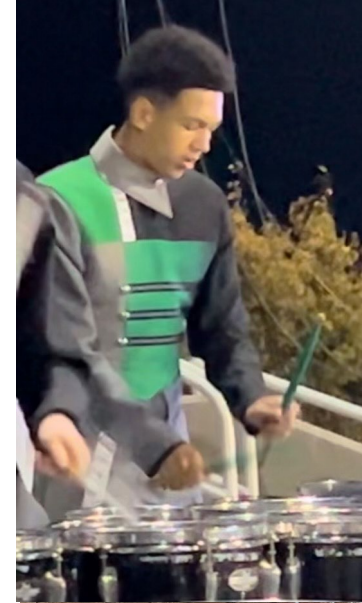
About Fulton County Schools

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

- **41%** BLACK OR AFRICAN AMERICAN
- **25%** WHITE
- **17%** HISPANIC
- **13%** ASIAN
- **4%** MULTI-RACIAL
- **0.1%** PACIFIC ISLANDER
- **0.2%** AMERICAN INDIAN

STUDENT NEEDS

- **21%** TALENTED AND GIFTED LEARNERS
- **11%** ESOL (ENGLISH TO SPEAKERS OF OTHER LANGUAGES)
- **11%** SPECIAL EDUCATION
- **53%** ECONOMICALLY DISADVANTAGED

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.

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*

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
Total	17.08

2024 SAT

Fulton	1063
State	1030
National	995

2024 ACT

Fulton	21.9
State	21.2
National	19.4

90.7% RECORD GRADUATION RATE

Map — Learning Zones

Learning Zone 7
Learning Zone 6
Learning Zone 5
Learning Zone 4
Learning Zone 3
Learning Zone 2
Learning Zone 1
City of Atlanta Public Shools (Not FCS)
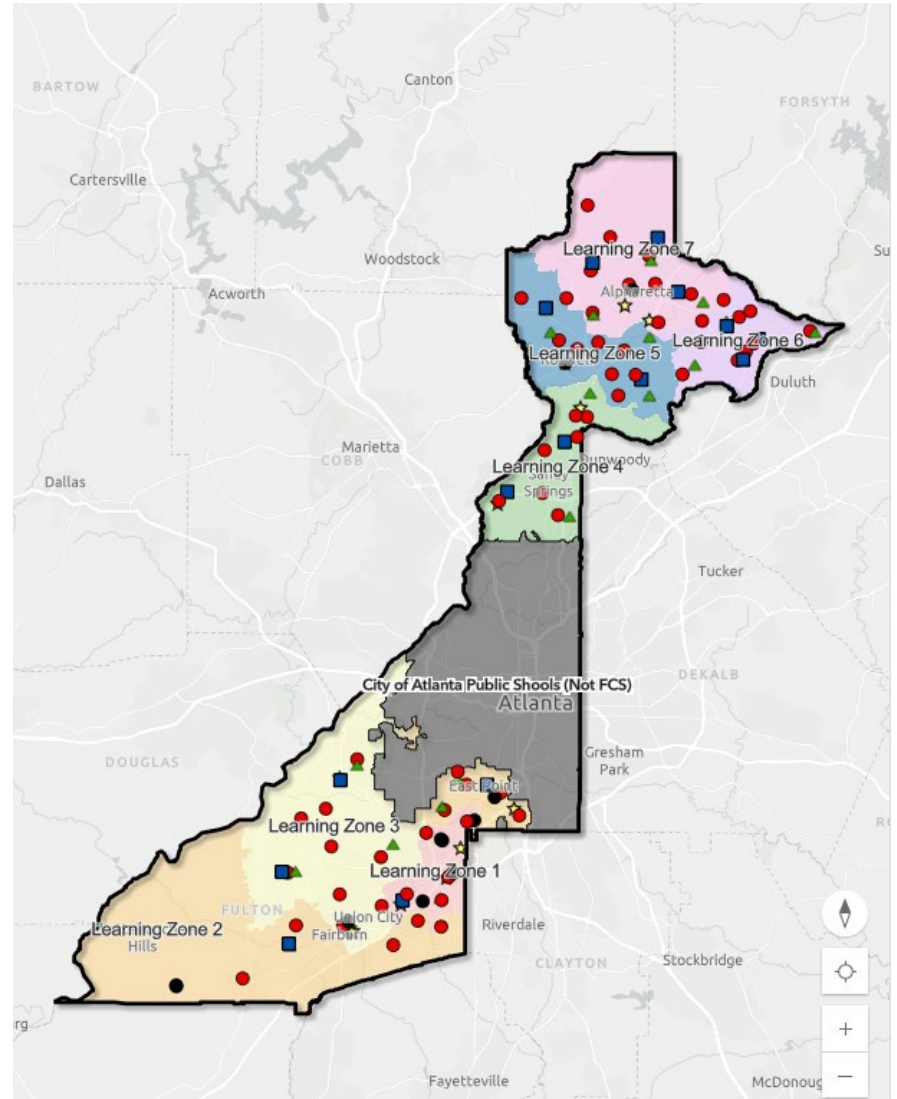
The Past

- 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
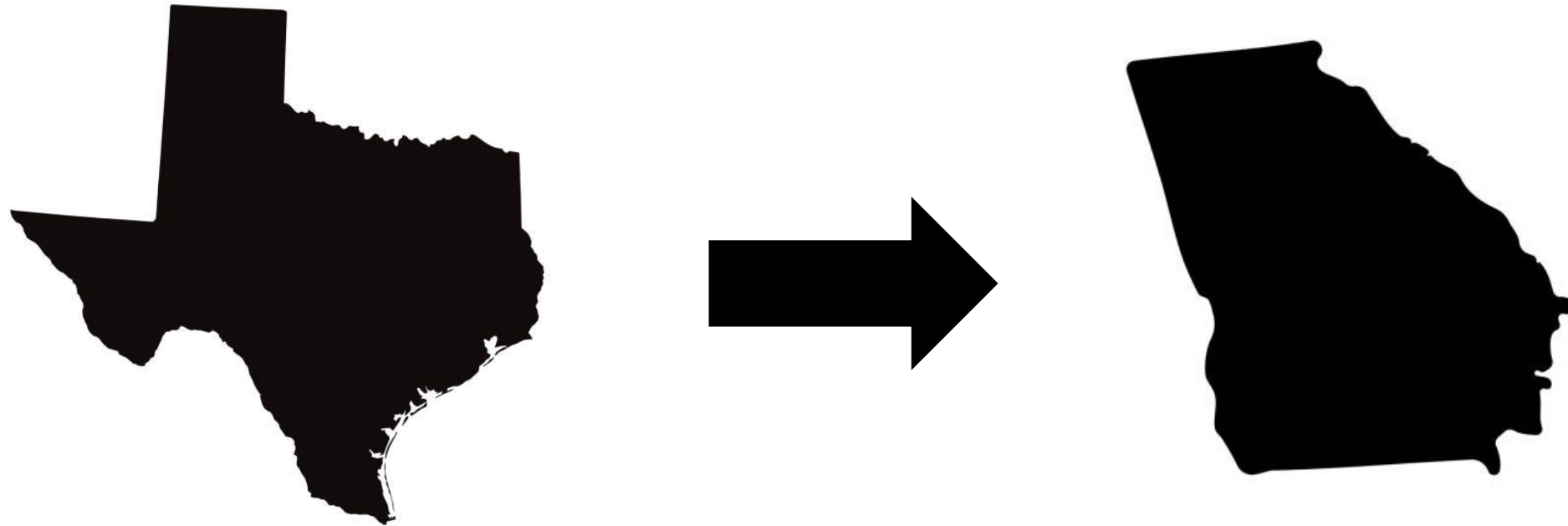- Traveling the country to consortium fairs

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**
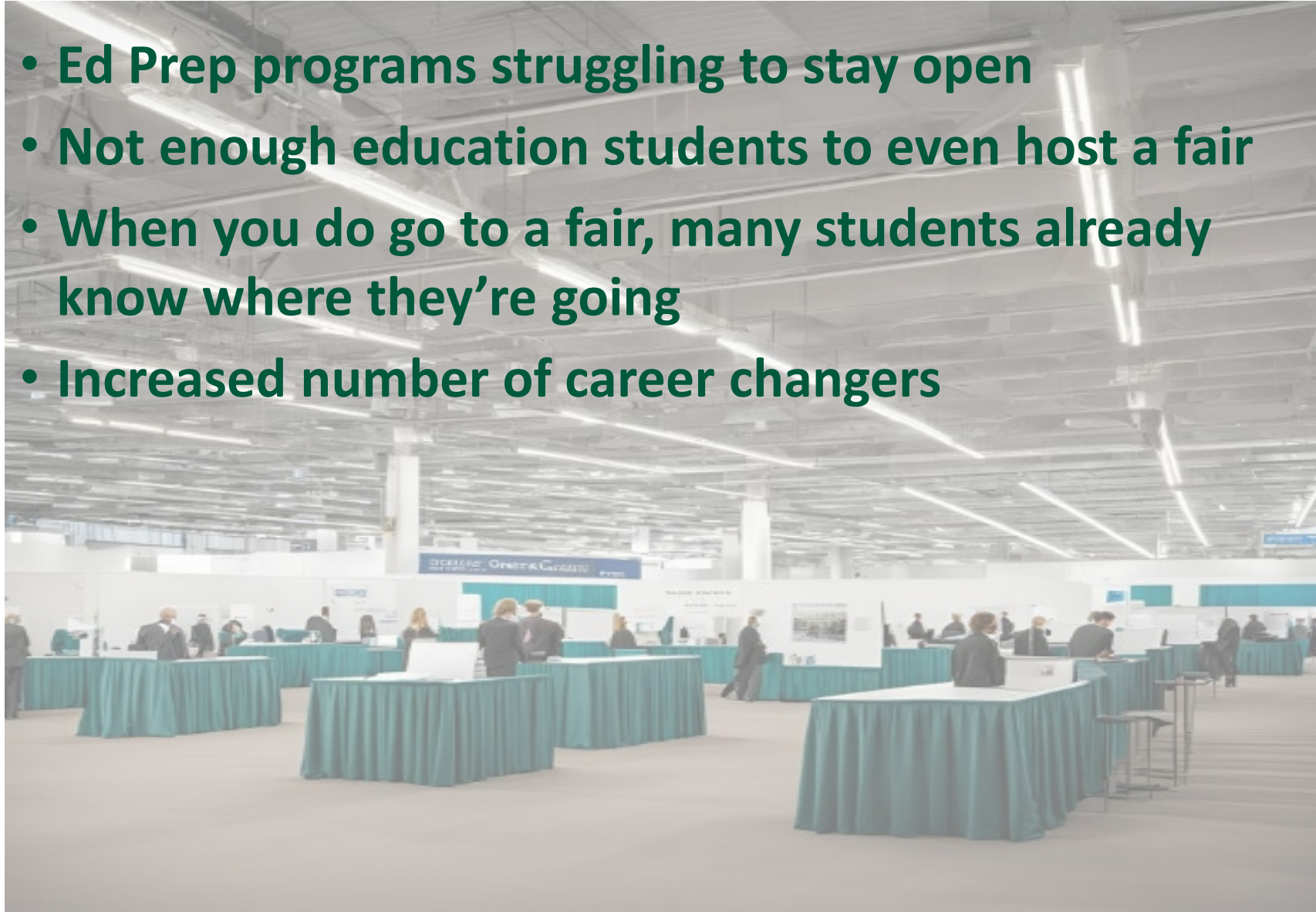
How do we reach the candidates?

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

"Teacher jobs in Atlanta"

Digital Marketing Poll

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

Google Ads
0%

Twitter/X posting/paid ads
0%

Facebook posting/boosting/events
0%

Hootsuite to organize SM accounts
0%

YouTube Ads
0%
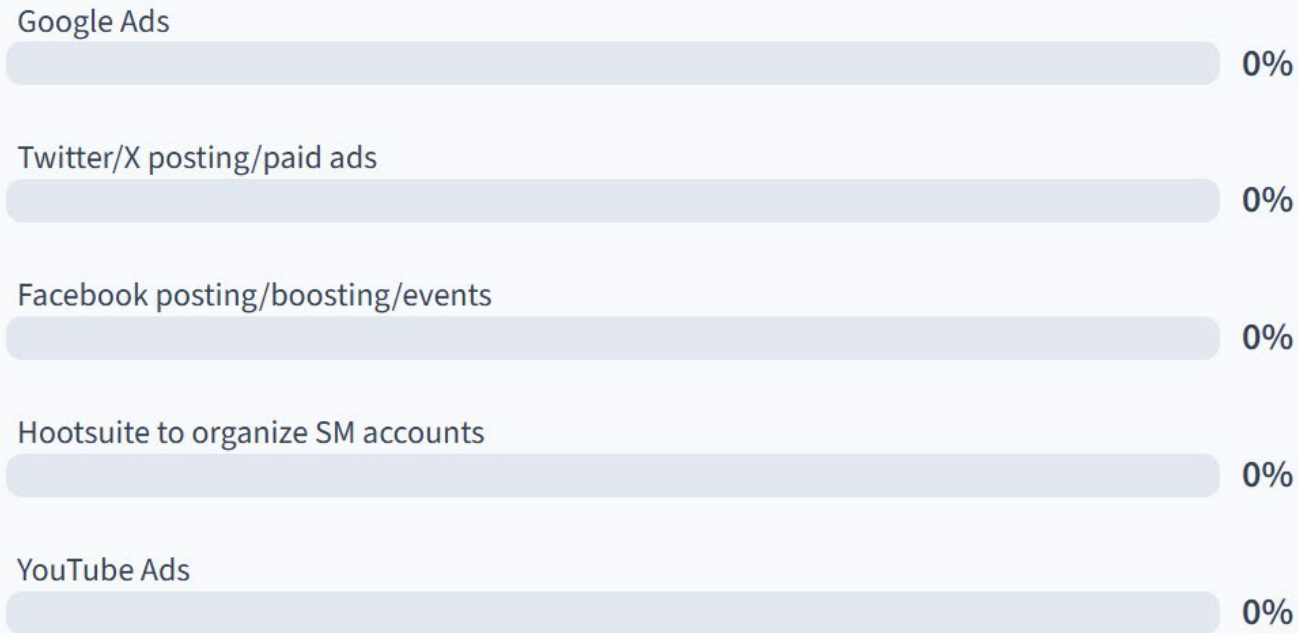
Powered by Poll Everywhere

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

Google

"Teacher jobs in Atlanta"

Web Store   Add shortcut

Google Ads allows you to:

Control your budget

Budget & ad schedule

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

Control your geographic reach

Location

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

Control your key words

Search terms report & keyword themes

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

10

Tracking Performance

Other Online Marketing

Videos on Social Media for Priority Schools

- [https://www.youtube.com/@GO_Fulton/videos](https://www.youtube.com/@GOFulton/videos)
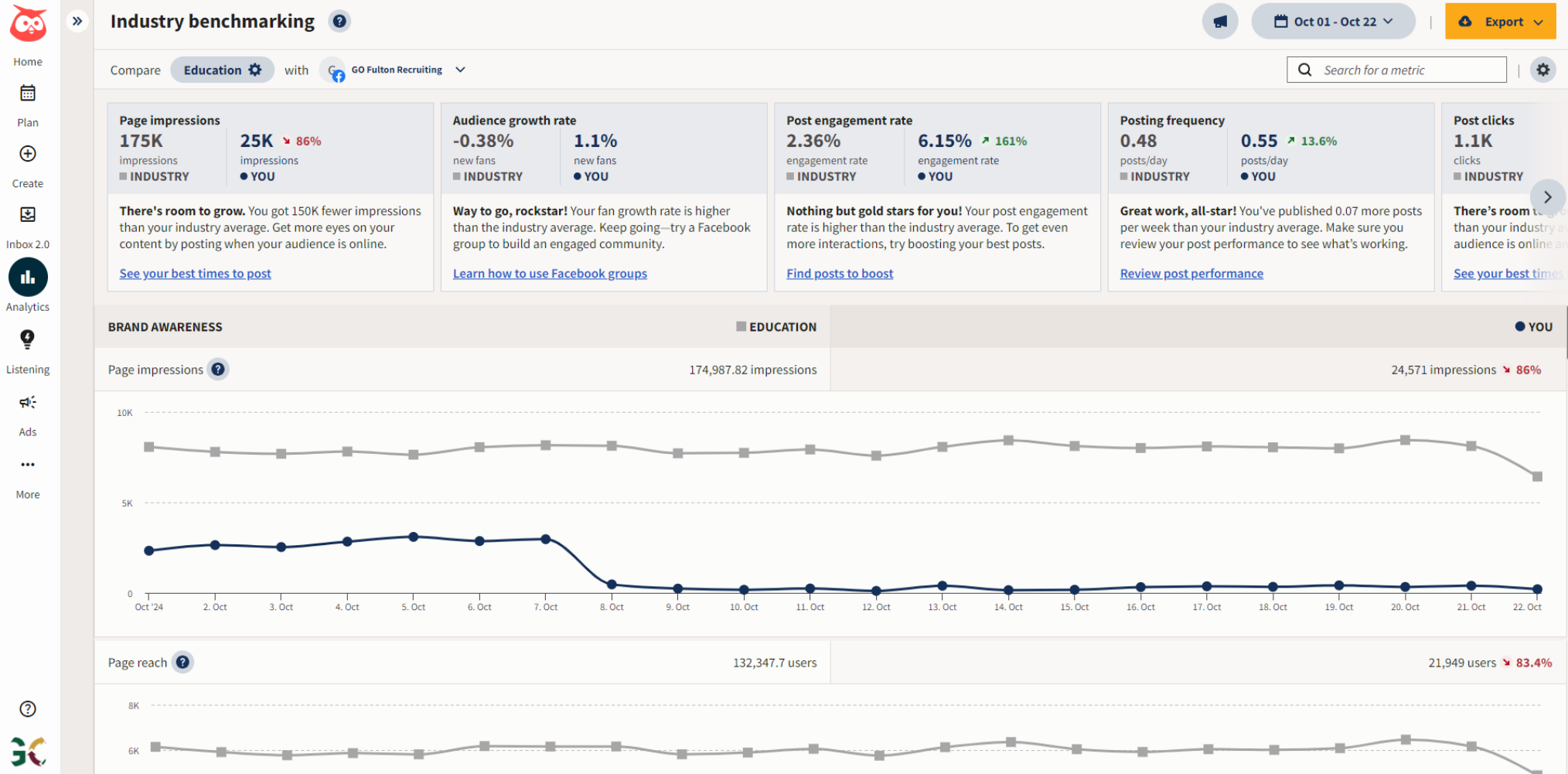
Hootsuite

- 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

Analytics

Virtual Fair Platform

Combining Strategies

- Events tend 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.

Google Ad for Virtual Fairs → Candidates meet school leaders and receive reminders to apply → Candidates apply to teacher pools and can be hired or attend our in-person fairs
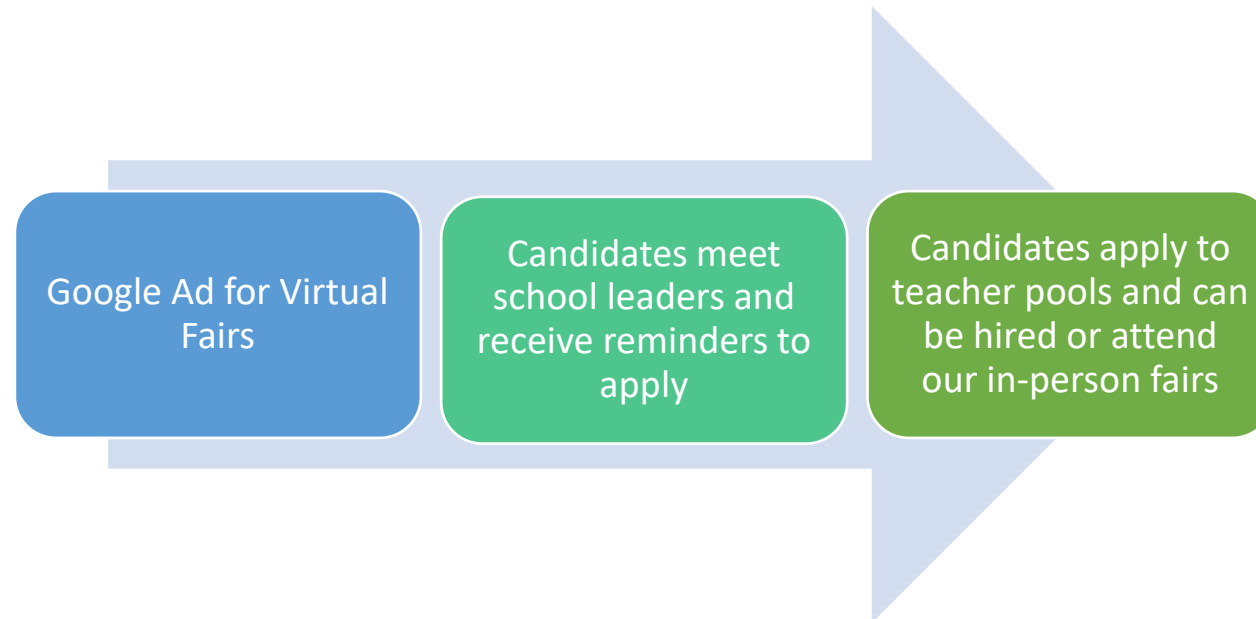
New Hire Performance Comparison 2023

% of New Teacher Hires (717)

Category	% of New Teacher Hires
COLLEGE/UNIVERSITY FAIRS	3%
PREMIER VIRTUAL FAIRS	11%
EMPLOYEE REFERRALS	33%
CAREER OR SEARCH SITE	55%

■ % of New Teacher Hires
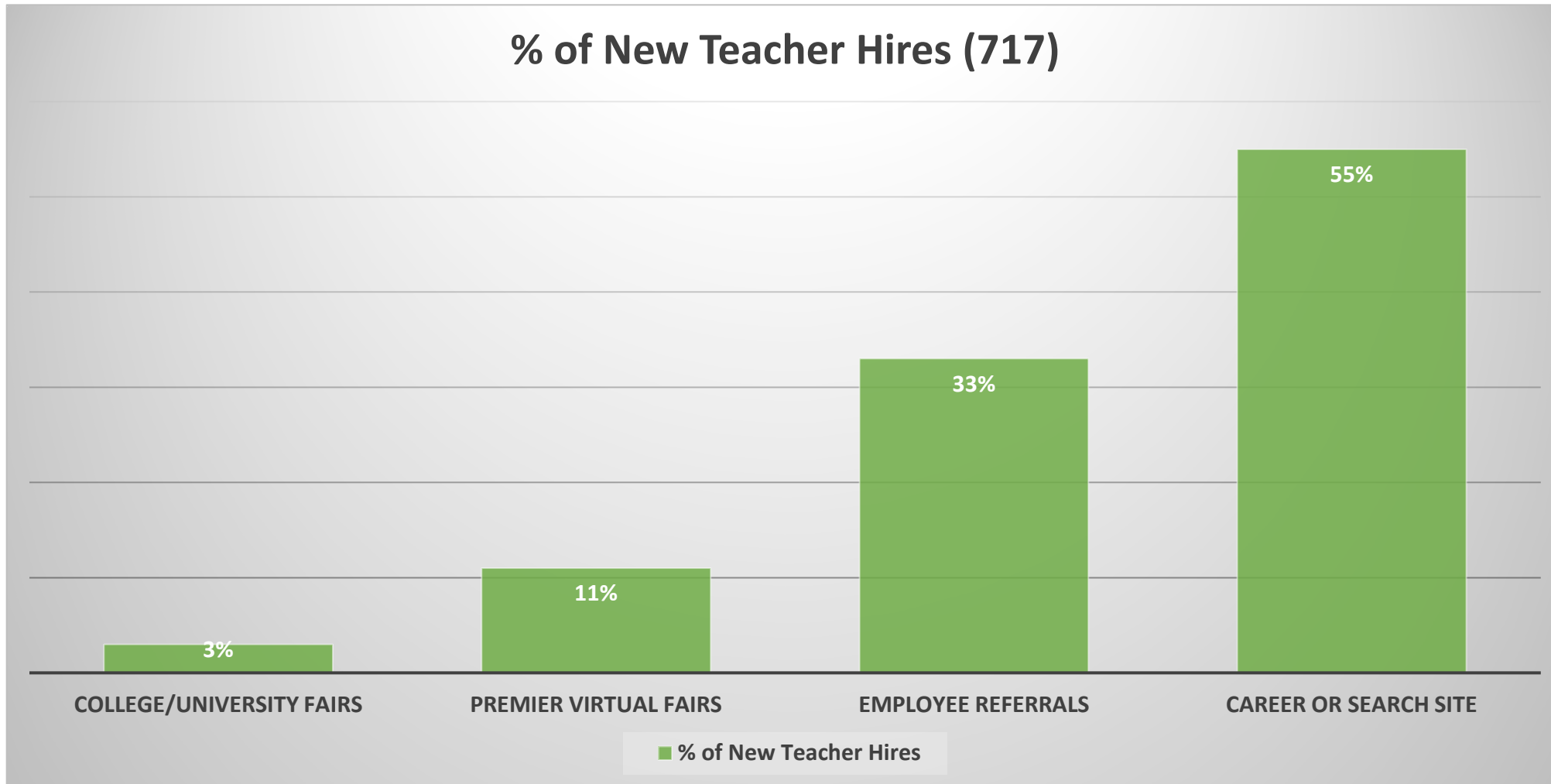
Scaling Strategies

Online marketing allows you to control your budget.

How much do you spend on recruitment travel?

Posting (without boosting) on social media is free.

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

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Where Students Come First