

**Session Titles and Descriptions**  
**AASPA Virtual 5 Shifts to Address the Educator Shortage**  
**Thursday, April 4 | Virtual (All sessions will be presented in CST.)**

**Denton ISD is Growing Their Own!**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by Leah Zavala, Teach Denton Coordinator, Denton ISD, Denton, TX*

Studies show that 87% of people work 44 miles or less from where they grew up. Come hear how Denton ISD's innovative Teach Denton program is providing a teacher pipeline for Denton ISD schools. In this session you will gain the knowledge, tools, and ideas on how to create and implement a "grow your own" program in your district and how to include diversity, equity, and fidelity. You will leave energized and excited to implement what is gained from this session.

**Educator Workforce: Driving Decisions with Data**

**Strategy, Talent Acquisition, Planning & Preparation**

*Presented by Katelyn Boswell Gallagher, Data & Accountability Unit (DAU) Manager and Caitlin Groom, Staffing Data Coordinator, Michigan Department of Education, Lansing, MI*

Michigan received a grant for a multiagency effort to develop a joint data system, the Michigan Online Registry for Educators (MORE), for the collection of educational personnel data and the credentialing of educators. This new system will improve use and efficiency of systems for our workforce, districts, and vendors and increase data transparency and accessibility for educators, Michigan school districts, and educator preparation providers. This presentation will discuss Michigan's journey in data system development to better support the accuracy and availability of data while reducing the burden of reporting on our districts and educators. The ultimate goal of MORE is to empower decision makers with a data driven understanding of workforce needs and initiative impacts.

**Employee Value Propositions: The Key to Elevating Your Recruitment Messaging**

**Strategy, Talent Acquisition, Recruitment**

*Presented by Mellissa Braham, APR, Associate Director, National School Public Relations Association, Rockville, MD*

With widespread competition for limited pools of quality employees, staffing up continues to be a challenge for many school districts. Discover how to make your district's employment opportunities stand out from the crowd with a distinctive Employee Value Proposition. In this hands-on session, you'll learn how to create a research-backed EVP that will elevate your recruitment messages. Leave inspired by examples from national communications award-winning districts that use EVPs in their recruitment efforts.

**From Groundwork to Graduation: One Story of Nurturing Paraprofessionals into Teachers**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by Dr. Andrea Haynes, Assistant Superintendent, Westside Community Schools, Omaha, NE*

Join us as we delve into the transformative journey of paraprofessionals transitioning into certified educators. This session will explore the comprehensive framework and strategies behind one successful "Grow our Own" program. From the initial stages of program inception to the culmination of graduation, we will examine the key components and best practices that support paraprofessionals every step of the way. Whether you're looking to establish a new ladder program or enhance an existing one, this session offers valuable insights and strategies to help you cultivate a pipeline of talented educators from within your organization.

**How to Attract and Hire Top Talent**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by Dr. Rovel Pollock, Director of Human Resources, Valley View School District, Romeoville, IL*

**Session Description Coming Soon!**

**Leveraging Data to Improve Educator Experience**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by Aimee Green-Webb, Chief of Human Resources, Dr. Marco Munoz, Assistant Director Employee Retention and Faith Stroud, Director of Leadership Development, Jefferson County Public Schools, Louisville, KY*

The effective use of data is one of the six essential systems for a strong learning climate used in Jefferson County Public Schools (JCPS). The JCPS Human Resources team supports schools and departments by regularly collecting and analyzing data to make improvements in the employee experience. We strive to provide school leaders with a comprehensive set of tools to support their development as human capital leaders. Understanding what teachers want and need and how to use data to deliver on those needs is critical to our leaders' success. Join us for an overview of our process and what we have learned along the way.

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**Strategic Planning for Human Resources: An Example From a Mid-Size District**

**Strategy, Talent Acquisition, Planning & Preparation**

*Presented by Alan Moore, Project Manager/Analyst, HR, Sarah Semroc, Human Resources Partner and Dr. Steve Grubb, Chief Talent Officer, Highline Public Schools, Burien, WA*

An important element of effective Human Resources Management is a comprehensive strategic plan that integrates many elements of HR functions into a coherent multi-year plan centered on organizational values. This session features the lessons learned from this process over a ten-year period in a Northwest school district near Seattle. Participants will learn how various elements of HR: recruitment, retention, employee services and HR management integrate around a set of equity-centered values that support the overall district promise of knowing all students by name, strength and need.

**TPS Proud Transparent and Equitable Total Rewards**

**Experience Management, Total Rewards, Compensation & Benefits**

*Presented by Kristin Kaser, Director of Educator Development, Brian Murphy, Chief of Strategy & Organizational Development, Toledo Public Schools, Toledo, OH and Emily Douglas-McNab, Co-Founder & Chief, Experience Management Institute, Delaware, OH*

"Total rewards" encompasses compensation along with all forms of financial and experiential incentives, rewards, and benefits provided to employees. In this session we will share how Toledo Public Schools established employee-centric total rewards systems, competitive and equitable pay, and encouraging careers in education. You will walk away with ideas and actionable steps to make a difference when it comes to recruitment and retention in PK12 education.

**Utilizing Affinity Groups to Support Retention in Rural School Districts**

**Experience Management, Talent Acquisition, Recruitment**

*Presented by Casey Alderson, Deputy Superintendent, Three Rivers School District, Grants Pass, OR*

See how a rural Southern Oregon school district has taken a regional approach to supporting teachers. Three Rivers School District and Southern Oregon Educational District utilize Affinity Groups to create a network of support for teachers. Affinity groups are the key to supporting a region's diversity and retaining teachers that meet the diverse backgrounds of our students.