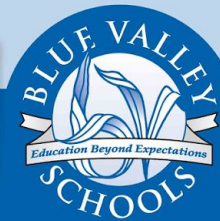
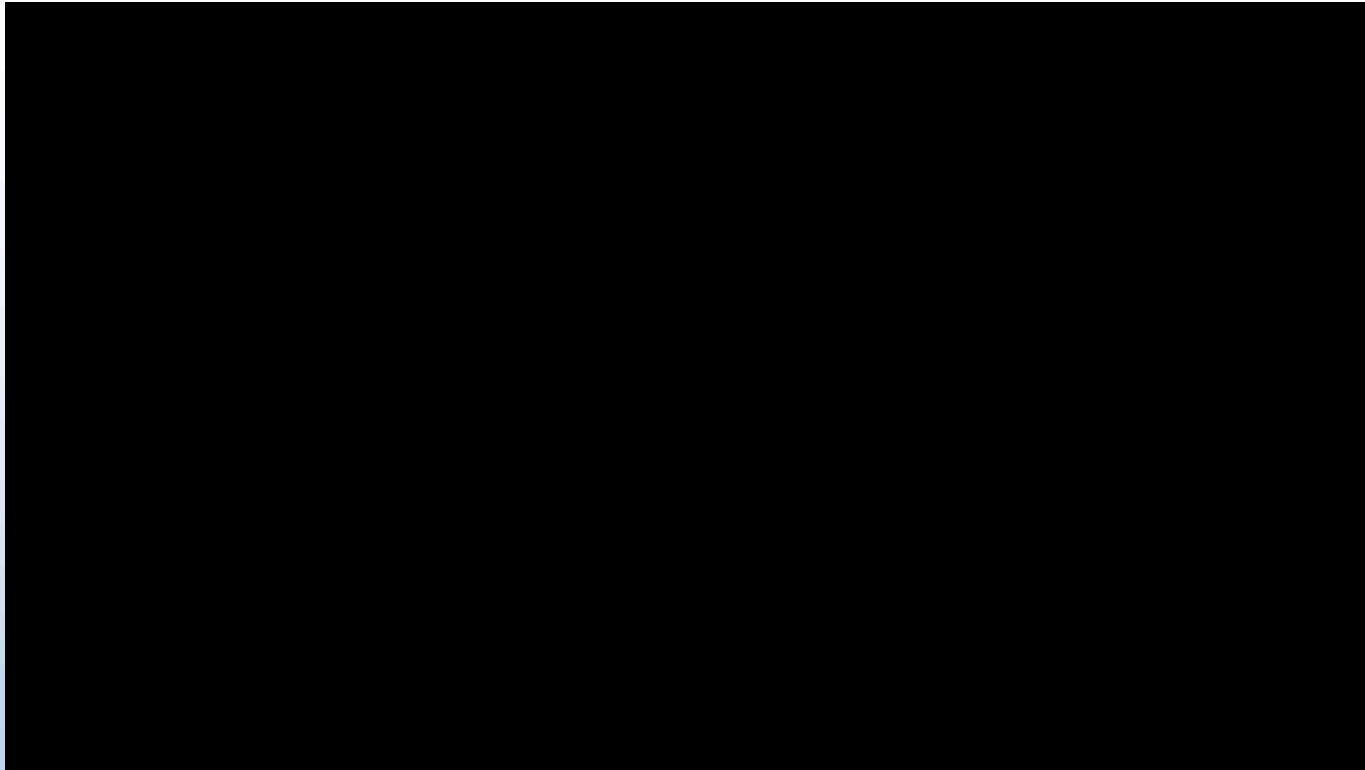


An HR Brand is Not Just a
Logo, a Website or your
Business Cards...

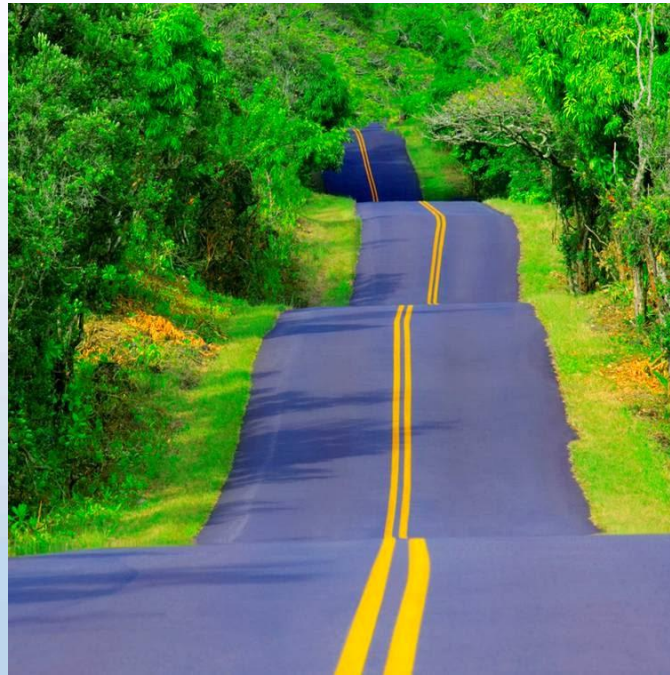
It's an Experience



What is a brand?



This has been a journey, not a sprint!



District Strategic Initiative 2

Blue Valley Schools will create and implement a system of selection, retention and professional development that will ensure that every Blue Valley student has an exemplary teacher in the classroom.



What is an exemplary teacher?



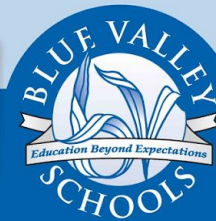
Exemplary Teacher Continuum



Step 1: Survey Analysis



- Survey regarding current branding and marketing practices
- On-line survey of five target audiences: student teachers, first-year teachers, second-year teachers, third-year teachers, and teachers with four or more years of experience



Key Themes

Salary/
Benefits

Support/
Opportunities

Digital
Communication

Academic
Standards



Salary/Benefits

This was the highest ranked factor respondents considered when selecting a school district in which to work and was one the of the most frequently mentioned categories of information respondents look for at recruiting booths.



Support/Opportunities

- Two of the top four factors respondents look for in a potential school district relate to professional development and support opportunities.
- Respondents indicated they would be most attracted to a district or booth that displayed phrases promoting professional development.
- Underneath the umbrella of support is the idea of family and community.



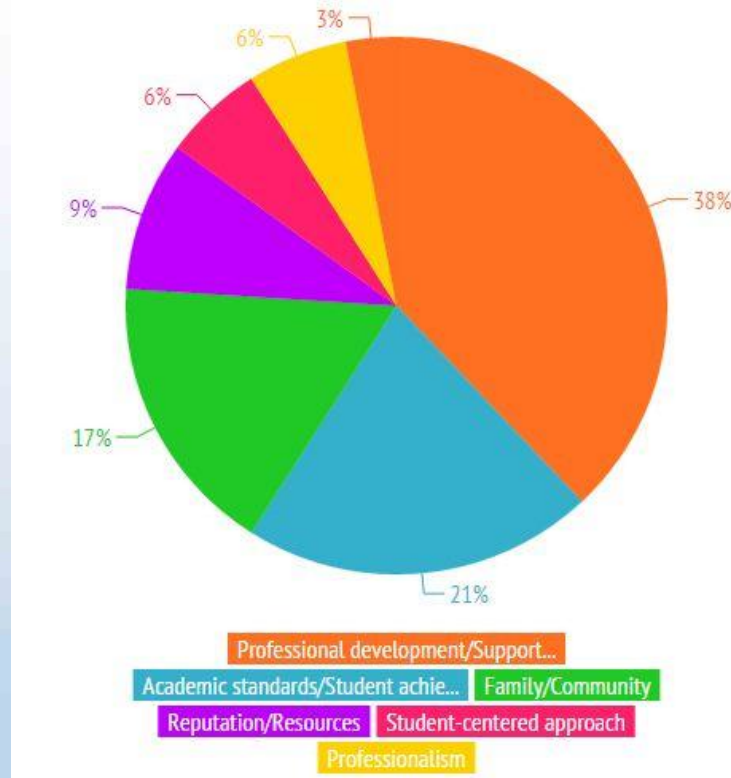
Support/Opportunities

What words or phrases would make you feel like you want to be a part of Blue Valley Schools if you saw them at a recruiting fair?



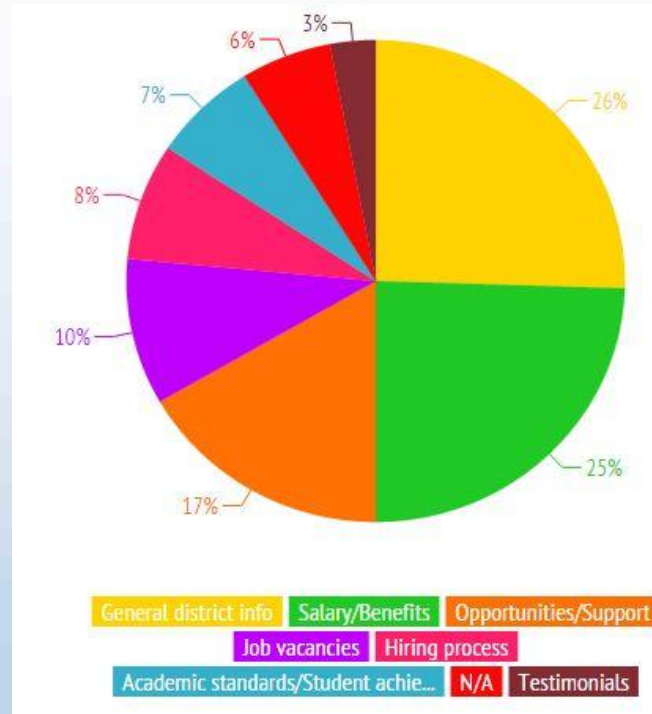
Support/Opportunities

What words or phrases would make you feel like you want to be a part of Blue Valley Schools if you saw them at a recruiting fair?



Support/Opportunities

What kind of information about a school district would be or was helpful to have access to when visiting a booth at an education recruitment fair?



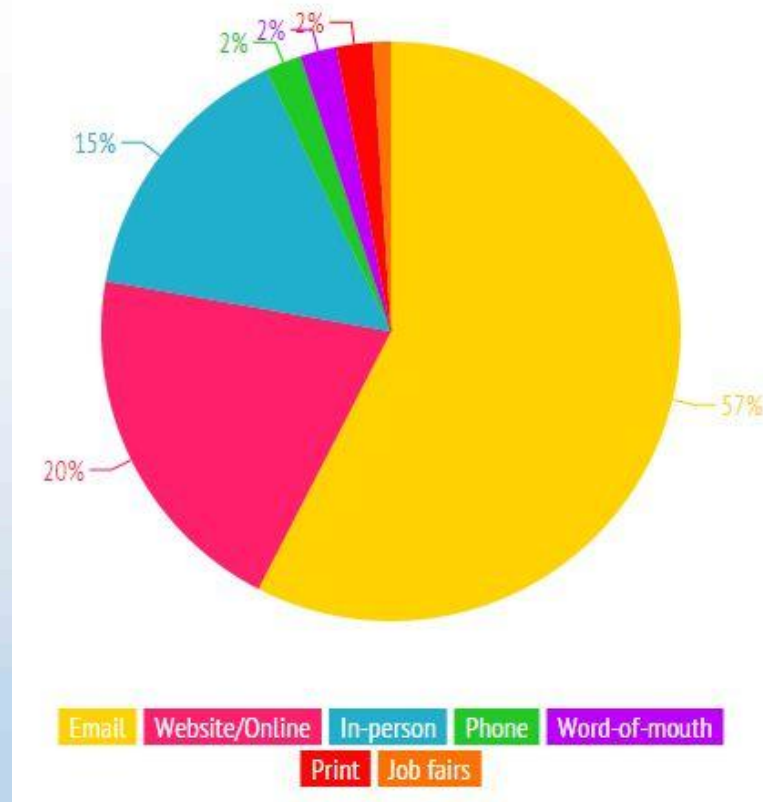
Digital Communication

- Respondents consistently indicated they prefer to “keep it digital” when it comes to communication about school districts, the hiring process and job vacancies.
- Respondents prefer to be notified of vacancies digitally and find the online application process to be a good fit.
- Email was listed as a preferred method of communication.



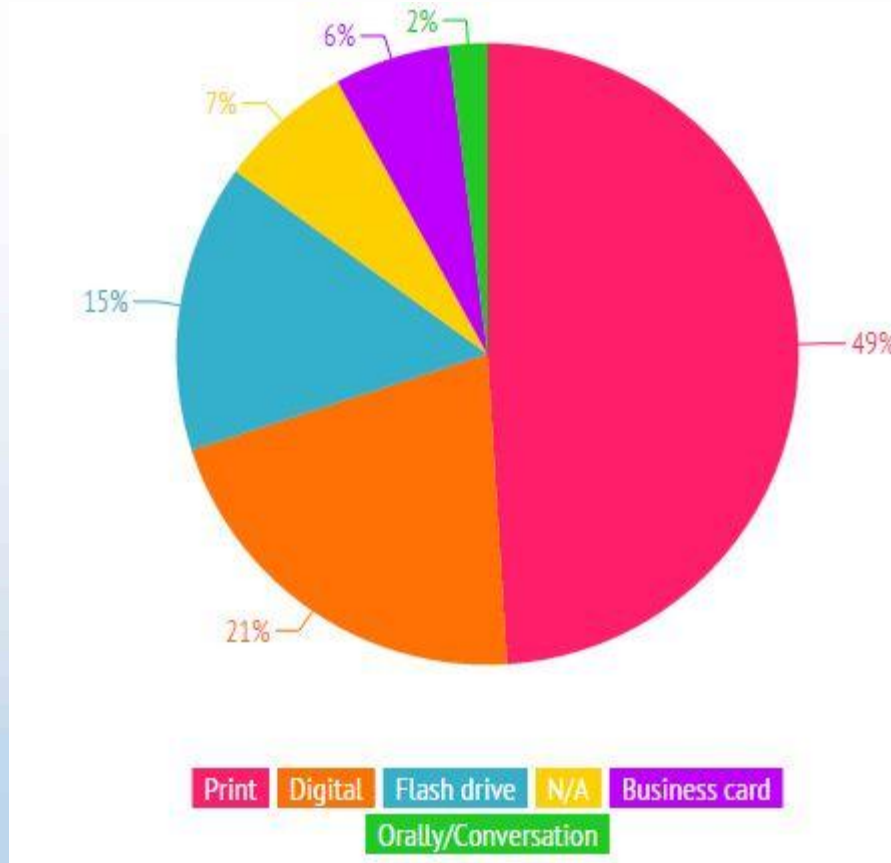
Digital Communication

How do you/did you like to receive information about employment opportunities in Blue Valley?



Digital Communication

In what format would you prefer to receive information from recruiting fairs?



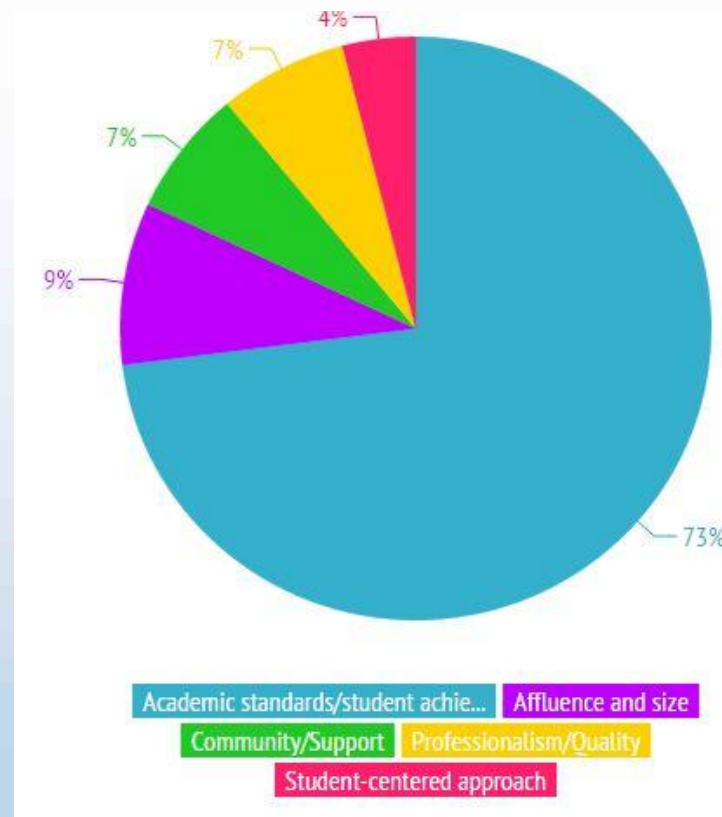
Academic Standards

- As indicated by survey responses, Blue Valley is known for its high academic standards and achievement.
- Respondents most frequently associated Blue Valley with academic rigor and also indicated high academic standards as one of the key deciding factors in selecting a school district in which to work.



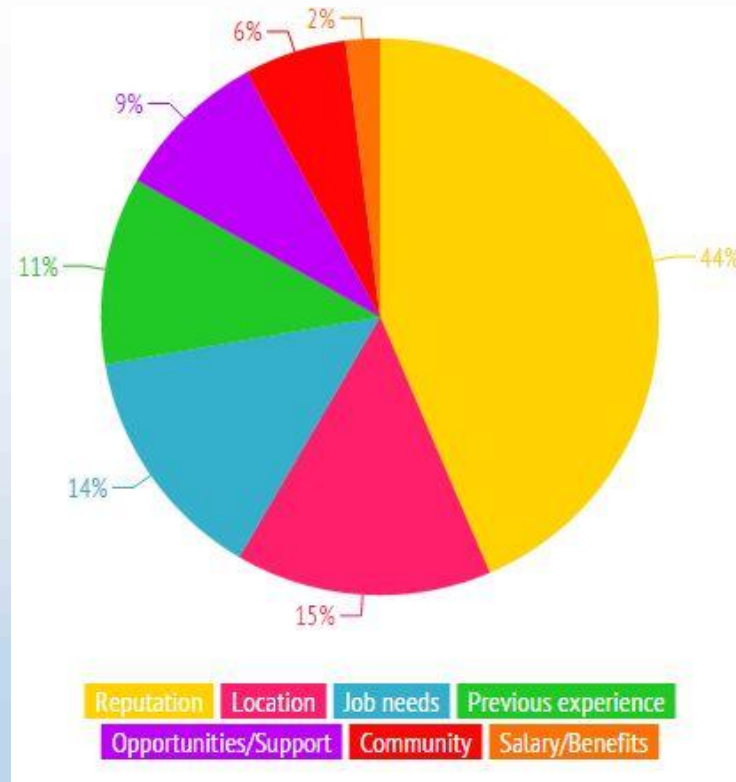
Academic Standards

What words or phrases come to mind when you think of Blue Valley Schools?

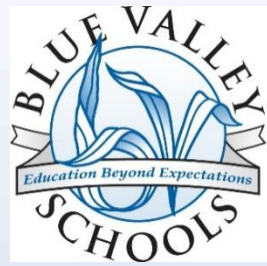


Academic Standards

Ultimately, what is the number one reason you chose to work in, student teach in or apply to work in Blue Valley schools?



The Blue Valley Brand



BLUE VALLEY SCHOOLS

Dedication. Collaboration. Innovation.

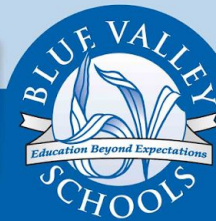
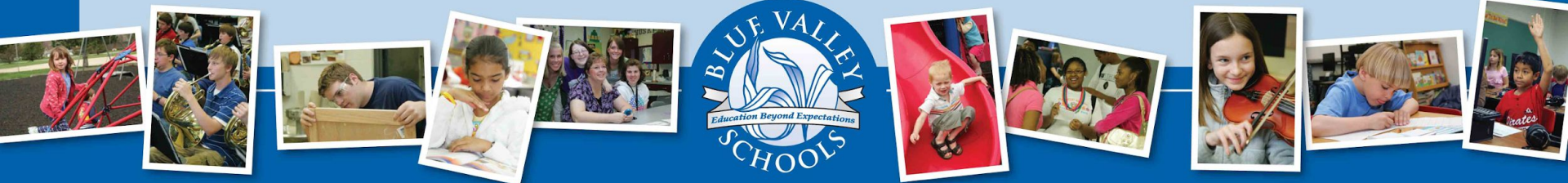


Step 2: Action Plan



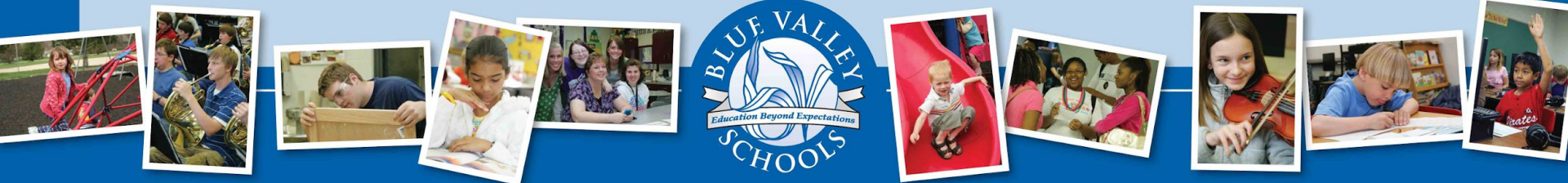
FIVE MAJOR STRATEGIES

- I.) Marketing and Recruiting
- II.) Induction and Mentoring
- III.) Evaluation
- IV.) Professional Development
- V.) Working Conditions and Compensation



I.) Marketing and Recruiting Plan

Increase the visibility and sell the brand of Blue Valley Schools to expand the pool of exemplary candidates.



SWOT Analysis

A SWOT analysis is a visual framework used to evaluate the strengths of an organization consistent with its goals. Strengths are positive factors over which we have some measure of control, especially as they relate to the issues the organization is presently confronting. Weaknesses are negative factors that currently exist, especially as they relate to the organization's competitors. Opportunities are positive factors that may exist in the future, especially as they relate to the issues the organization is addressing. Threats are negative, external factors that may exist in the future, especially as they relate to the issues we are addressing.



STRENGTHS

- [What are your strengths?]
- [What do you do better than others?]
- [What unique capabilities and resources do you possess?]
- [What do others perceive as your strengths?]

WEAKNESSES

- [What are your weaknesses?]
- [What do your competitors do better than you?]
- [What can you improve given the current situation?]
- [What do others perceive as your weaknesses?]

SWOT

OPPORTUNITIES

- [What trends or conditions may positively impact you?]
- [What opportunities are available to you?]

THREATS

- [What trends or conditions may negatively impact you?]
- [What are your competitors doing that may impact you?]
- [Do you have solid financial support?]
- [What impact do your weaknesses have on the threats to you?]



Swot Analysis of Google

Strengths

1. Globally recognized brand
2. Simplified approach
3. #1 search engine
4. #1 mobile operating system
5. Adwords & Adsense program
6. Diversified web presence (Picasa, G+, Music, etc.)

Weaknesses

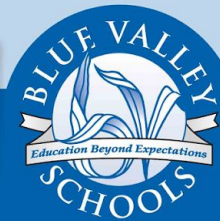
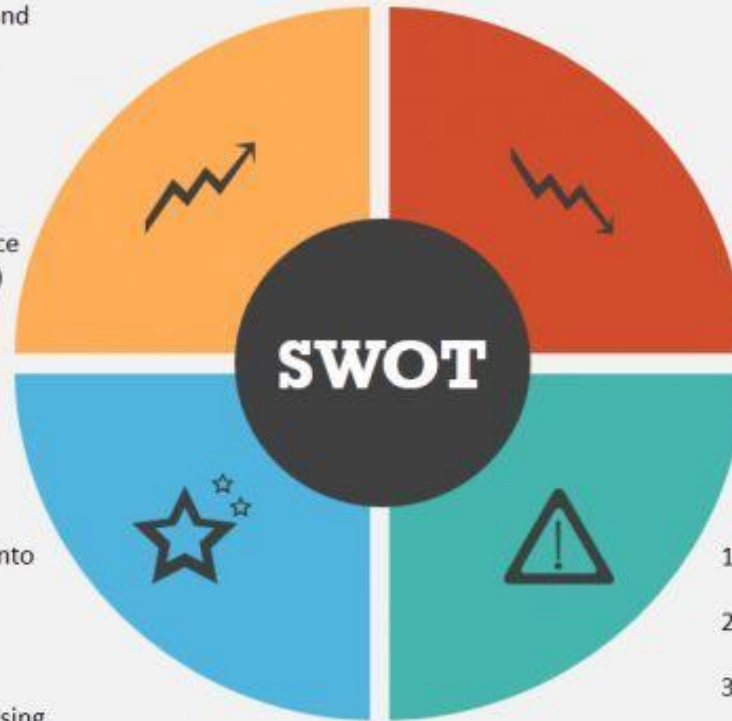
1. Weak social media presence
2. 96% of income from online advertising
3. Credibility of information
4. Google products like book search, finance, picnic, etc not known to all

Opportunities

1. Increased penetration into Chinese market
2. Integration of Android capabilities
3. Strategic Acquisitions
4. Growing mobile advertising market
5. Worldwide Internet growth surge

Threats

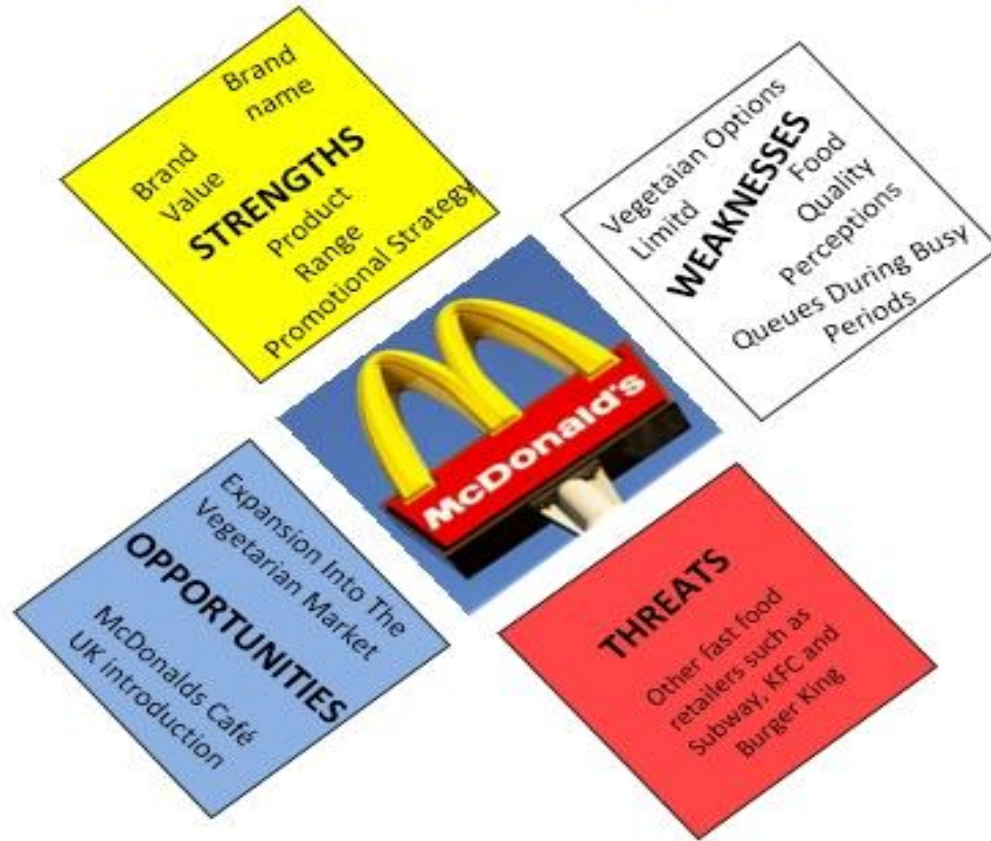
1. Competition from Facebook in social media
2. Competition from Bing in the search sector
3. Competition from Apple & Amazon in the tablet & phone sector
4. Legal trials





McDonald's SWOT Analysis

www.learnmarketing.net



Starbucks SWOT Analysis



Strengths

- Valued at \$4 billion
- Good Track Record
- Largest coffee house chain in the world

Weaknesses

- Bad Publicity
- Expensive Coffee
- Coffee Bean Price Fluctuations

Threats

- Rising Coffee Bean Prices
- Trademark Infringement
- Imitation Goods
- Weak Patent Rights in Expanding Markets

Opportunities

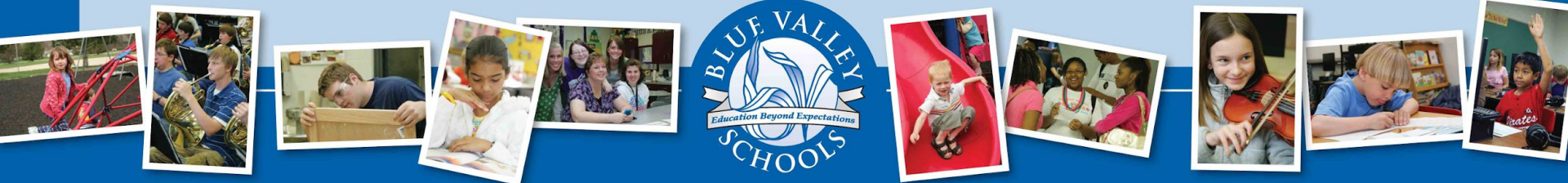
- Market Expansion
- Rising Coffee Demand in South Asian Markets
- Extended Supply Range



SWOT Analysis

STRENGTHS:

- Reputation
- Recruiters
- Professional development
- Collaboration
- High ranking academics
- First-year teacher support
- Dedicated teaching staff
- Strong family/community bond within schools and staff members
- New facilities
- Technology in the classroom
- Location
- Supportive parents and community



SWOT Analysis

WEAKNESSES:

- Lower salaries than competitors
- Basic/uninviting recruitment booth appearance
- Limited digital presence
- Cumbersome application process for some
- Limited information about interview process available to candidates



SWOT Analysis

THREATS:

- Budget cuts
- Decreased interest in teaching because of current financial environment
- Strong nearby competition
- Changing superintendent/uncertainty with new leadership



SWOT Analysis

OPPORTUNITIES:

- Expand digital presence/communication
- Expand social media presence
- Technology at recruitment fairs
- Kansas City is a growing city, especially among millennials
- Growing district - new elementary school opening soon
- Attending more recruitment fairs
- University career center partnerships



Tactic 1: Create a marketing brand or slogan with a specific and consistent design and message for teacher recruitment

- ✓ Adopt the slogan “Dedication. Collaboration. Innovation” across all marketing platforms to create an identifiable and cohesive design/marketing campaign.
- ✓ Update “Top 10 reasons to work in Blue Valley.”
- ✓ Create a mentoring information sheet
- ✓ Design a visually appealing pop-up banner so candidates can easily spot Blue Valley’s booth.
- ✓ Create informational brochure about Blue Valley Schools.
- ✓ Create recruitment videos to loop on a tablet at recruitment fair.
- ✓ Create a more visually appealing booth.





Tactic 2: Partner with our website redesign team to incorporate the marketing brand and design and enhance the marketability of Blue Valley Schools via the district's website.

<https://district.bluevalleyk12.org/Employment/Pages/Employment.aspx>



Tactic 3: Create a social media presence targeting potential teacher candidates.

Blue Valley HR
@BVSchoolsHR
Follow us to see when openings become available!
district.bluevalleyk12.org/Employment/Pag...
Joined November 2013

TWEETS 201 FOLLOWING 158 FOLLOWERS 265 LIKES 9

Blue Valley HR @BVSchoolsHR - Jun 30
JUST POSTED! Middle school guidance counselor, apply online: bit.ly/29j8P3w

Blue Valley HR @BVSchoolsHR - Jun 30
Happy 4th! Stay safe, stay cool & stay stylin' #BVSD #SocialMediaDay #USA 🇺🇸

Who to follow - Refresh - View all

- Vessel Medical @VesselMe...
Follow Promoted
- Charlie Gaskill @gascap34
Follow
- Amy Farthing @PSE_tweets
Followed by Tonya Merigan...
Follow



Tactic 4: Bring teacher candidates into Blue Valley Schools, showcase what makes Blue Valley a great place to learn and work, train recruiters, and strategically align interviewers with candidates.

- Survey respondents expressed interest in speaking with current Blue Valley teachers at recruitment fairs in addition to principals and HR employees. They want to hear from someone who “is in their shoes” and can authentically explain the teacher experience in Blue Valley.
- Train recruiters on how best to interact with prospective teacher candidates.
- Provide recruiters with up-to-date district information.
- Create and distribute annual survey to all new teacher hires at the end of the year regarding recruitment process.
- Provide tablet at recruitment fairs for prospective teacher candidates to complete basic information.



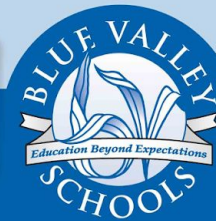
Tactic 5: Building and District-Level Interview Study

- Review and analyze current building-level interview processes and then create a research-based interviewing process that combines current and research-based best practices.



Tactic 6: Year-Long Onboarding Process

- Human Resources will create and maintain communication with each new hire providing useful employment information and addressing questions from job acceptance through the end of the first year of employment.



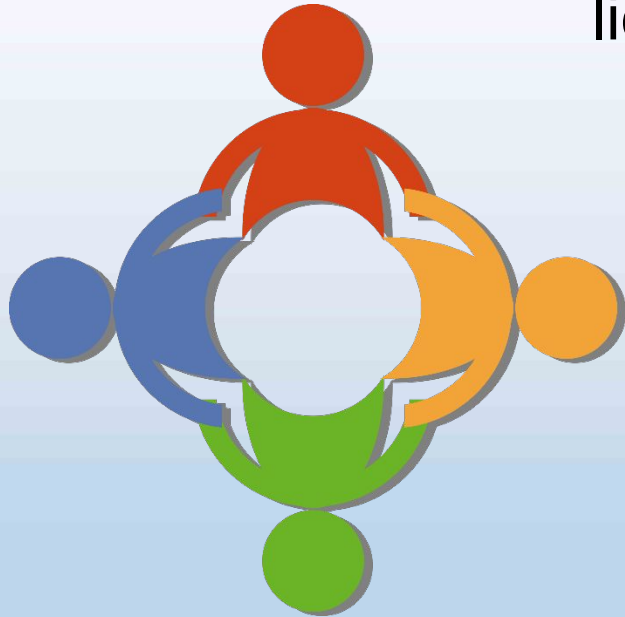
Tactic 7: TeacherInsight Audit

- Human Resources will conduct an internal audit comparing TeacherInsight scores with teacher performance to ensure TeacherInsight is accurately sorting talent for Blue Valley Schools.
- Since the study, we have started using TeacherFit as our screener and will conduct an internal audit with our new tool.



II.) Induction and Mentoring

Expand and refine induction, mentoring and development programs to address career-specific needs from student teaching through professional licensure.



II.) Induction and Mentoring

- A. Student Teacher Experience
- B. New Teacher Academy/Blue Valley Onboarding
- C. District Mentoring Program
- D. Effective Teacher Modules
- E. Early Career Support



III.) Evaluation

- A. Vendor partnership for online evaluation system
- B. Intra-rater-reliability training sessions
- C. Committees to define student performance measures
- D. Expand BV-KEEP system to include specialty areas



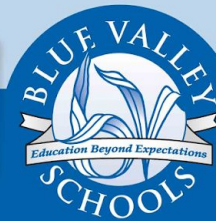
IV.) Professional Learning

- A. Professional Learning Communities
- B. Administrative pipeline
- C. Administrative mentoring
- D. Building administrator and leadership team capacity
- E. Evaluation and professional learning link
- F. District professional learning plan

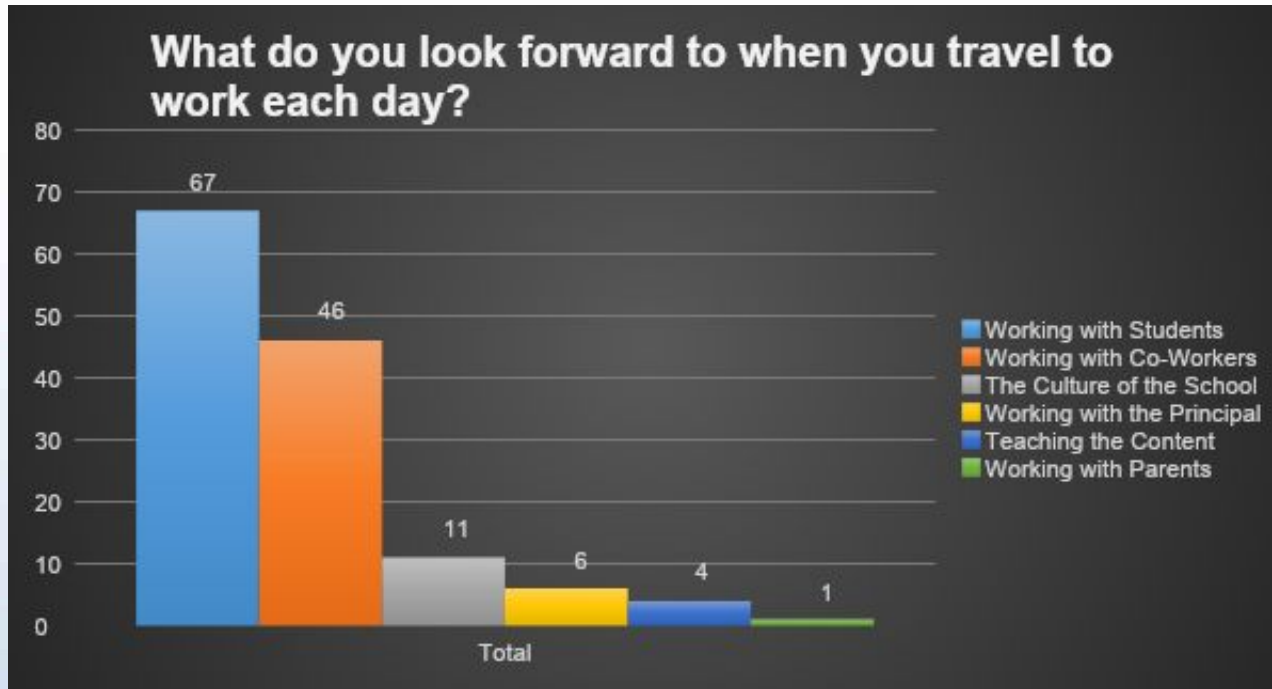


V.) Working Conditions & Compensation

- A. Compensation study and analysis
- B. Track stay interview data from exemplary teachers and their administrators
- C. Track exemplary teacher turnover and denied job offers
- D. Participate in a districtwide budget analysis process
- E. Use interest-based bargaining to create strategic improvements



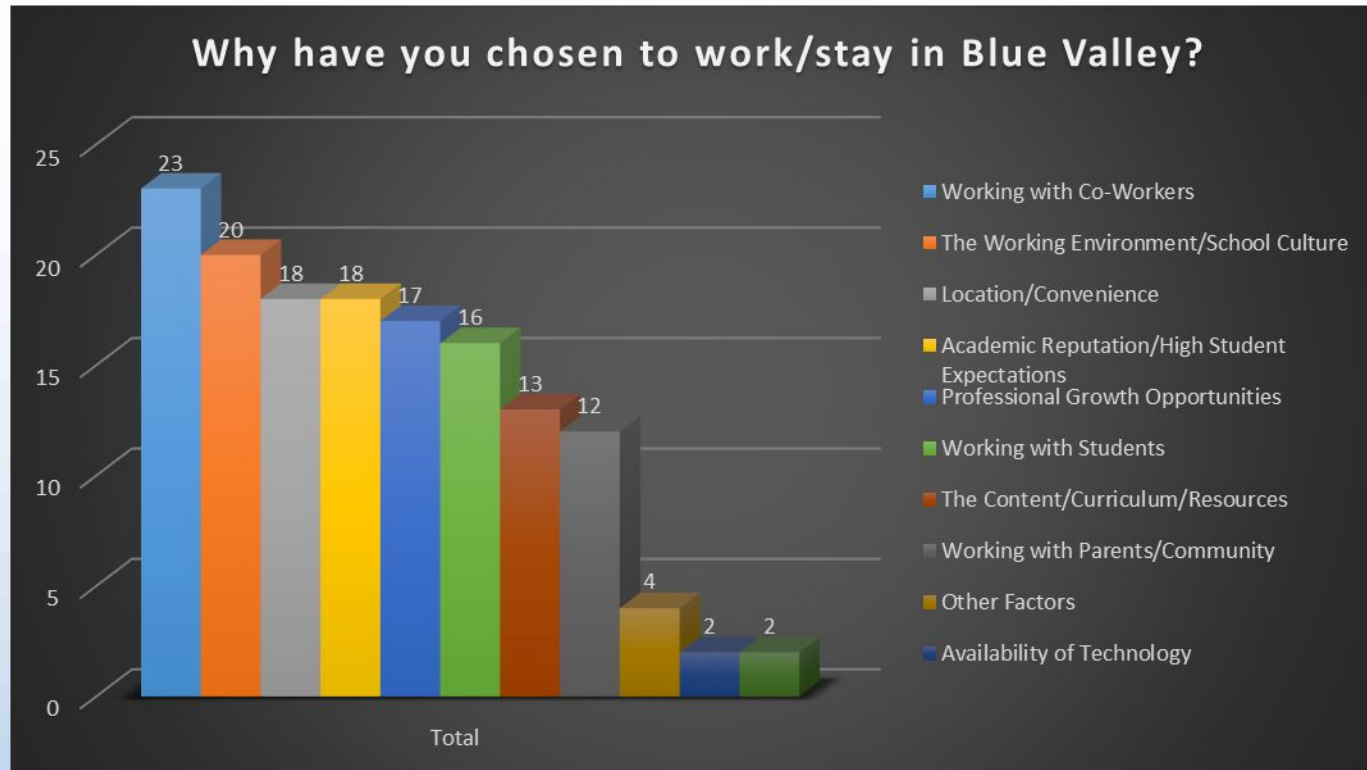
Stay Interview Results



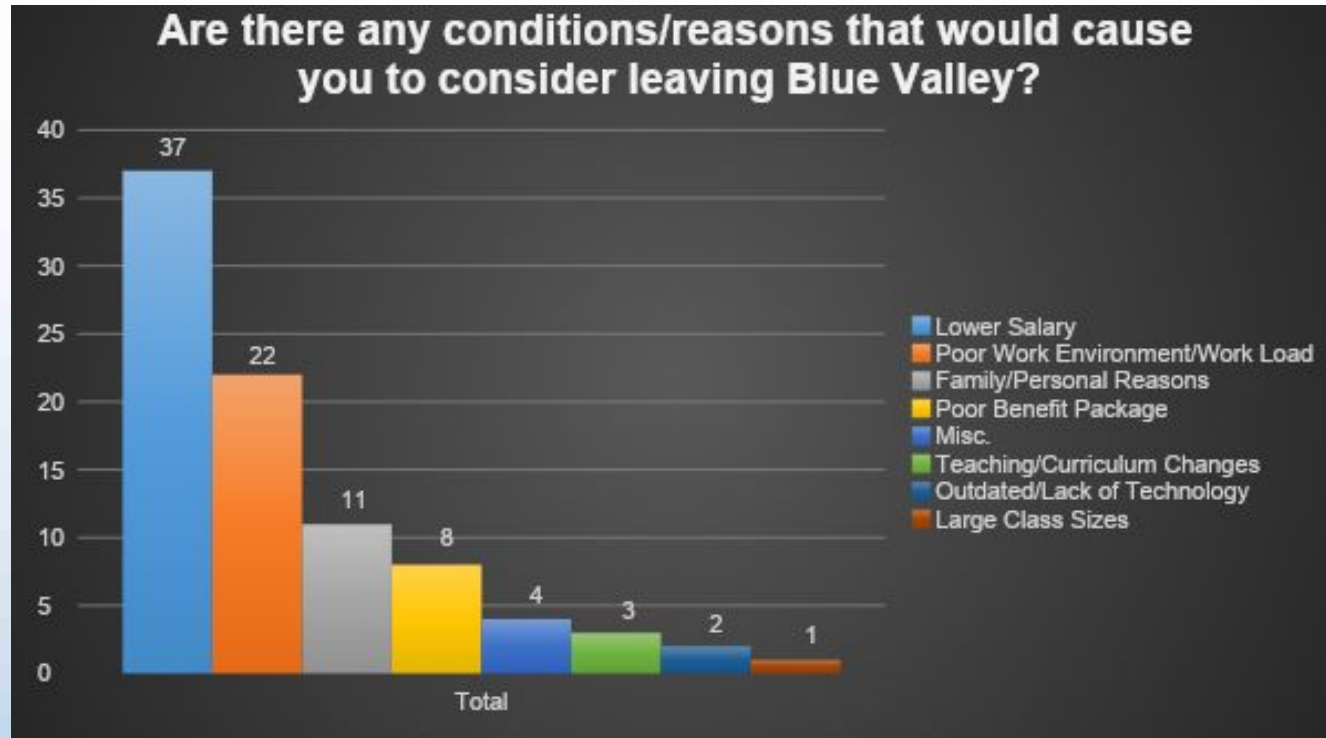
*Working with students and co-workers were the top two answers to this question across all grade levels and varied years of experience.



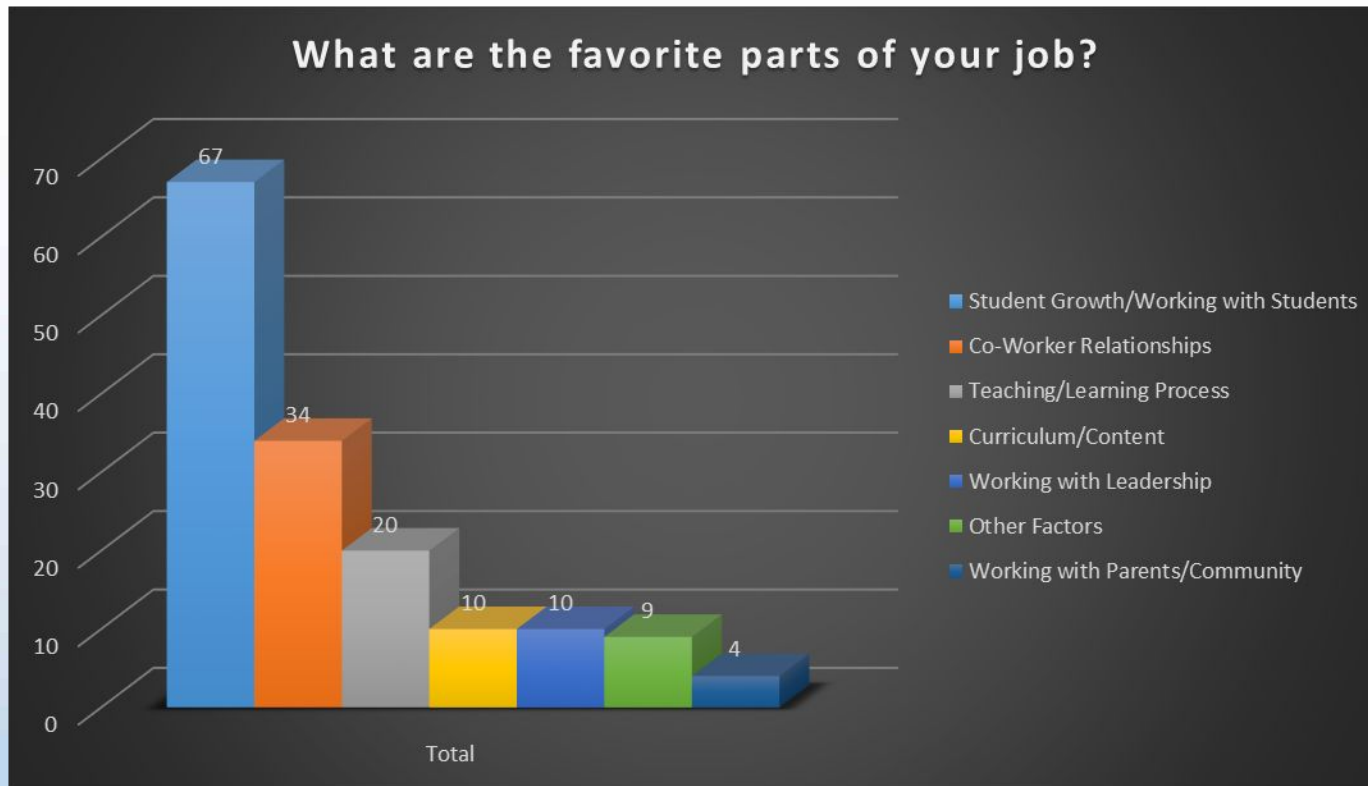
Stay Interview Results



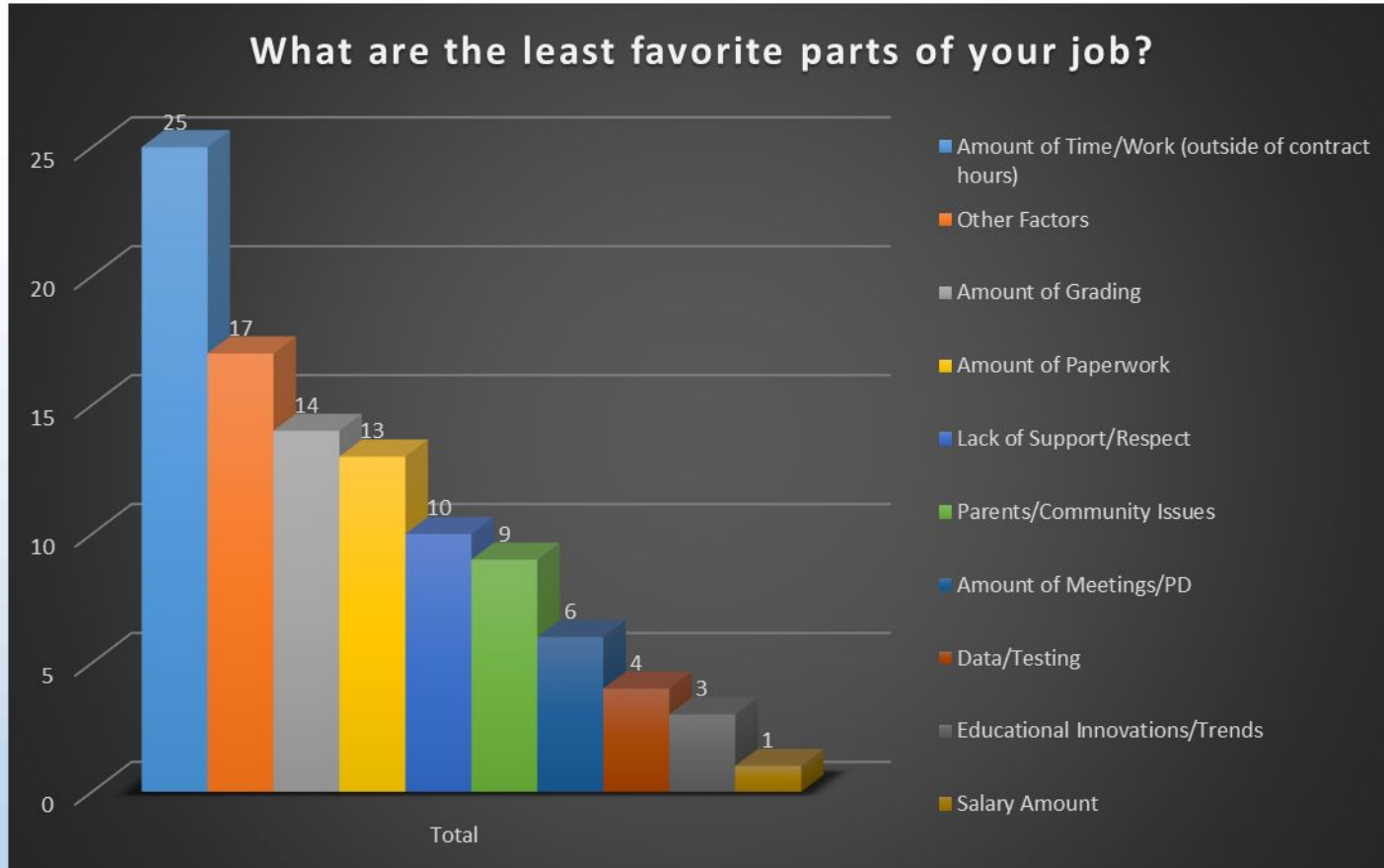
Stay Interview Results



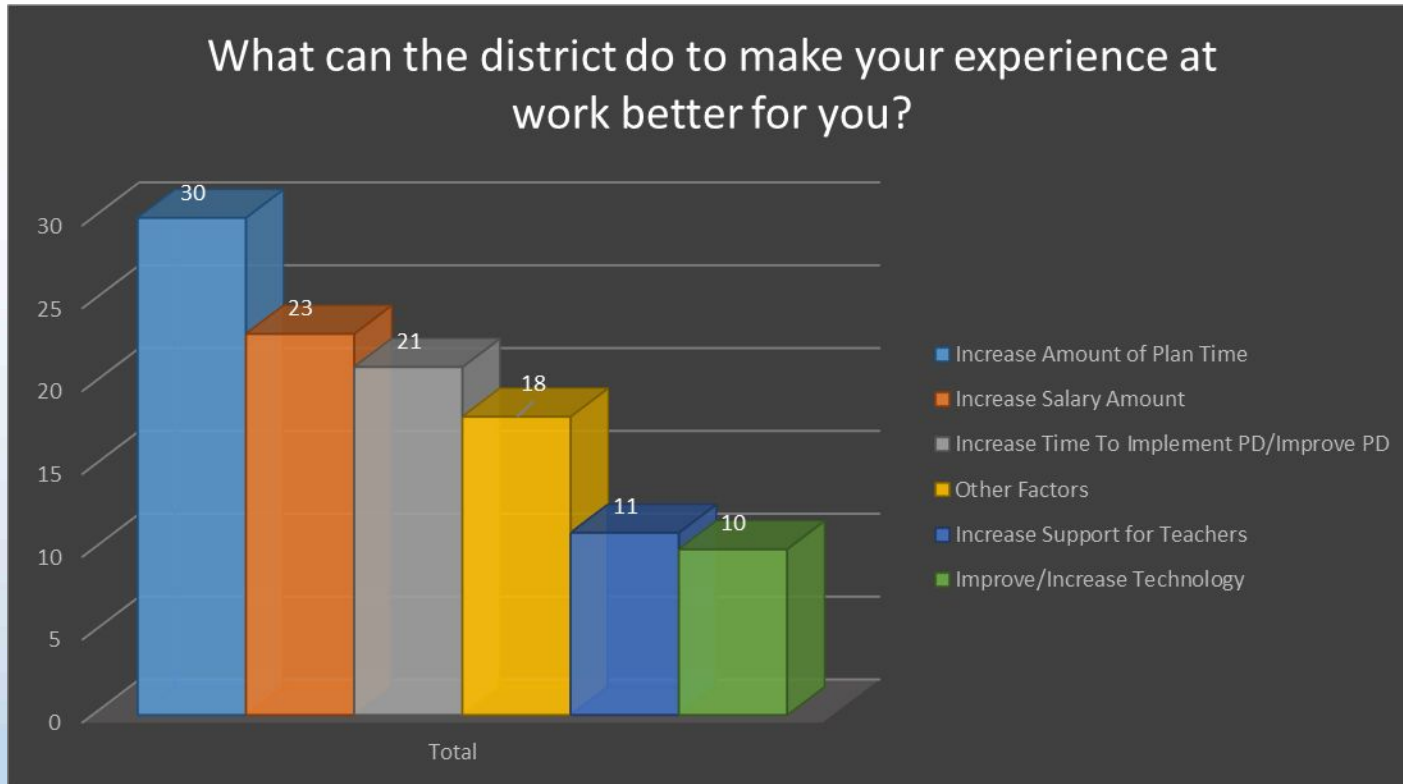
Stay Interview Results



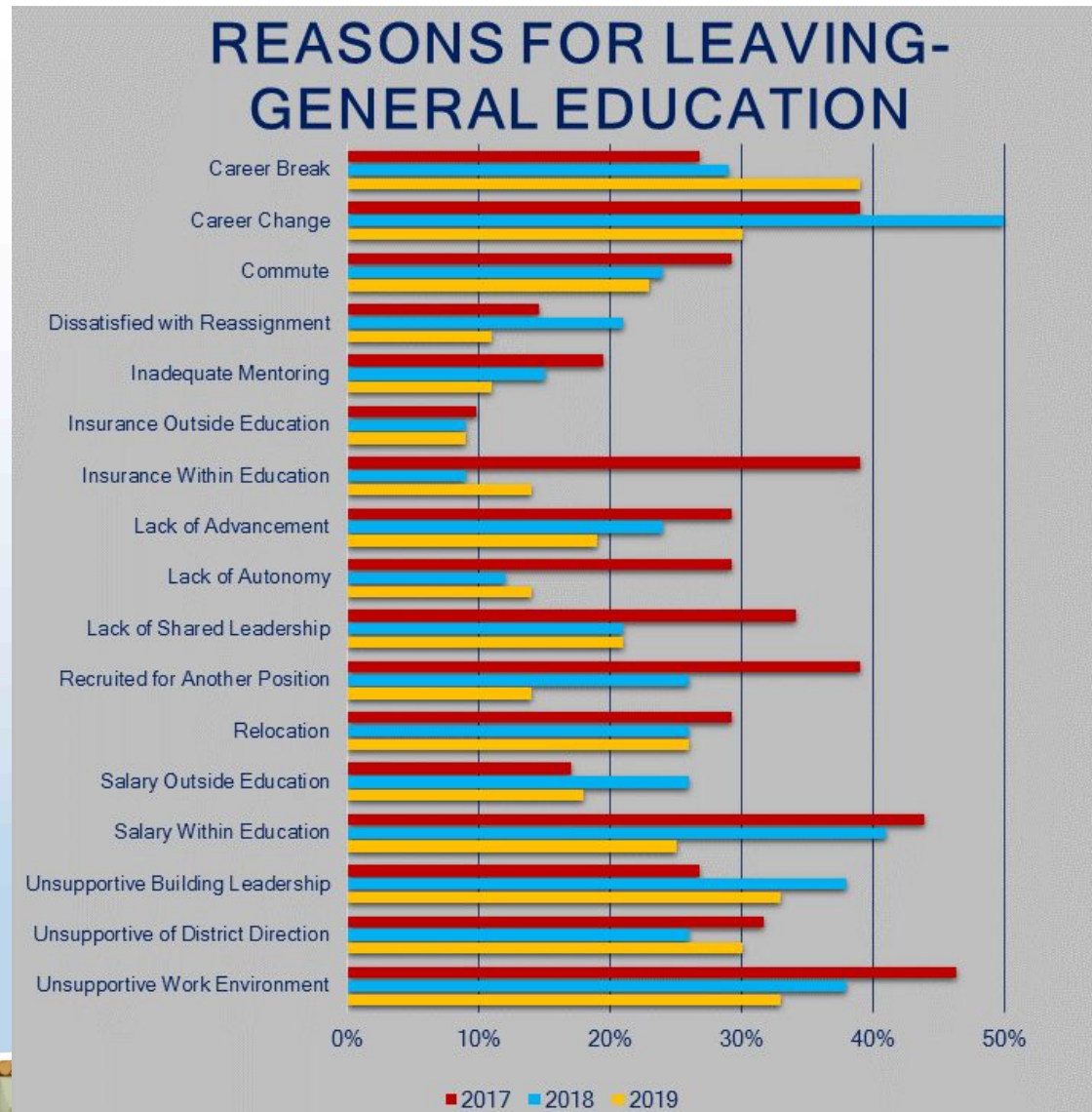
Stay Interview Results



Stay Interview Results

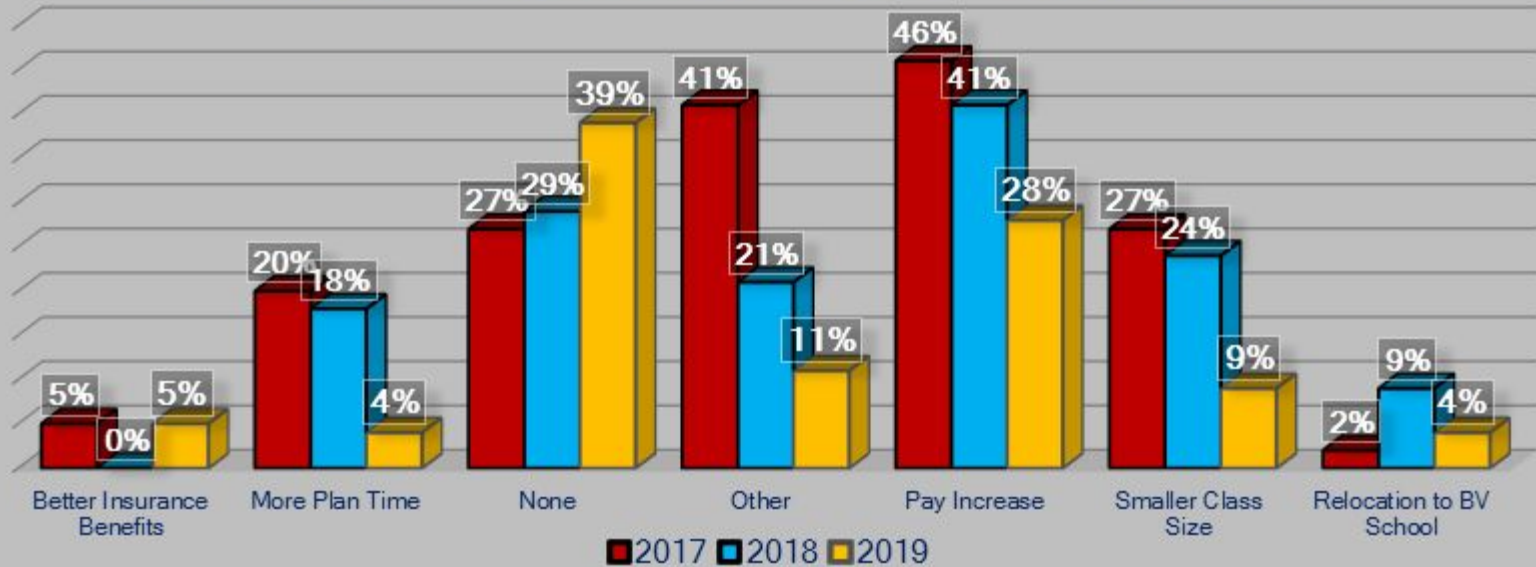


Teacher Exit Interview Results

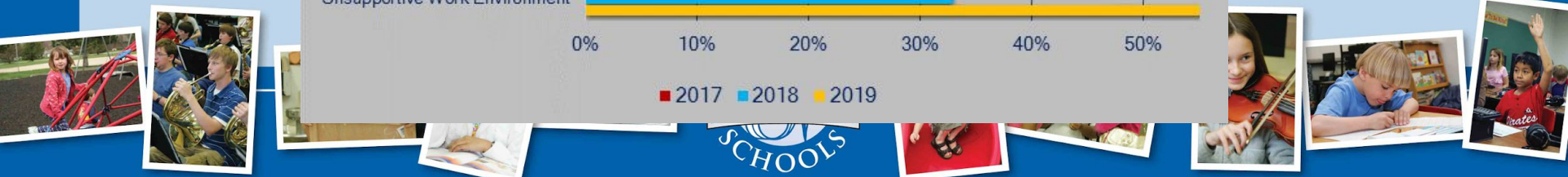
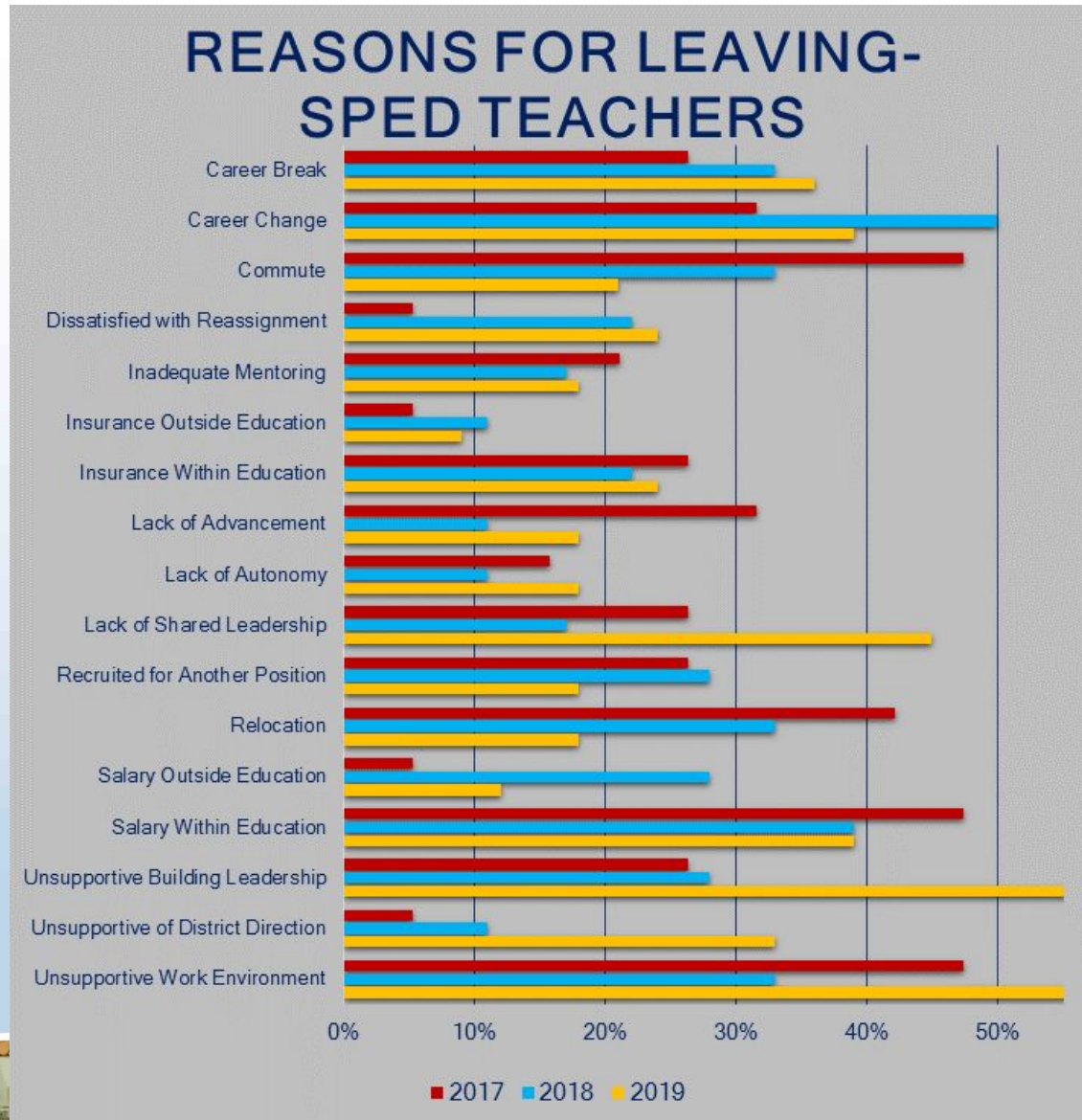


Teacher Exit Interview Results

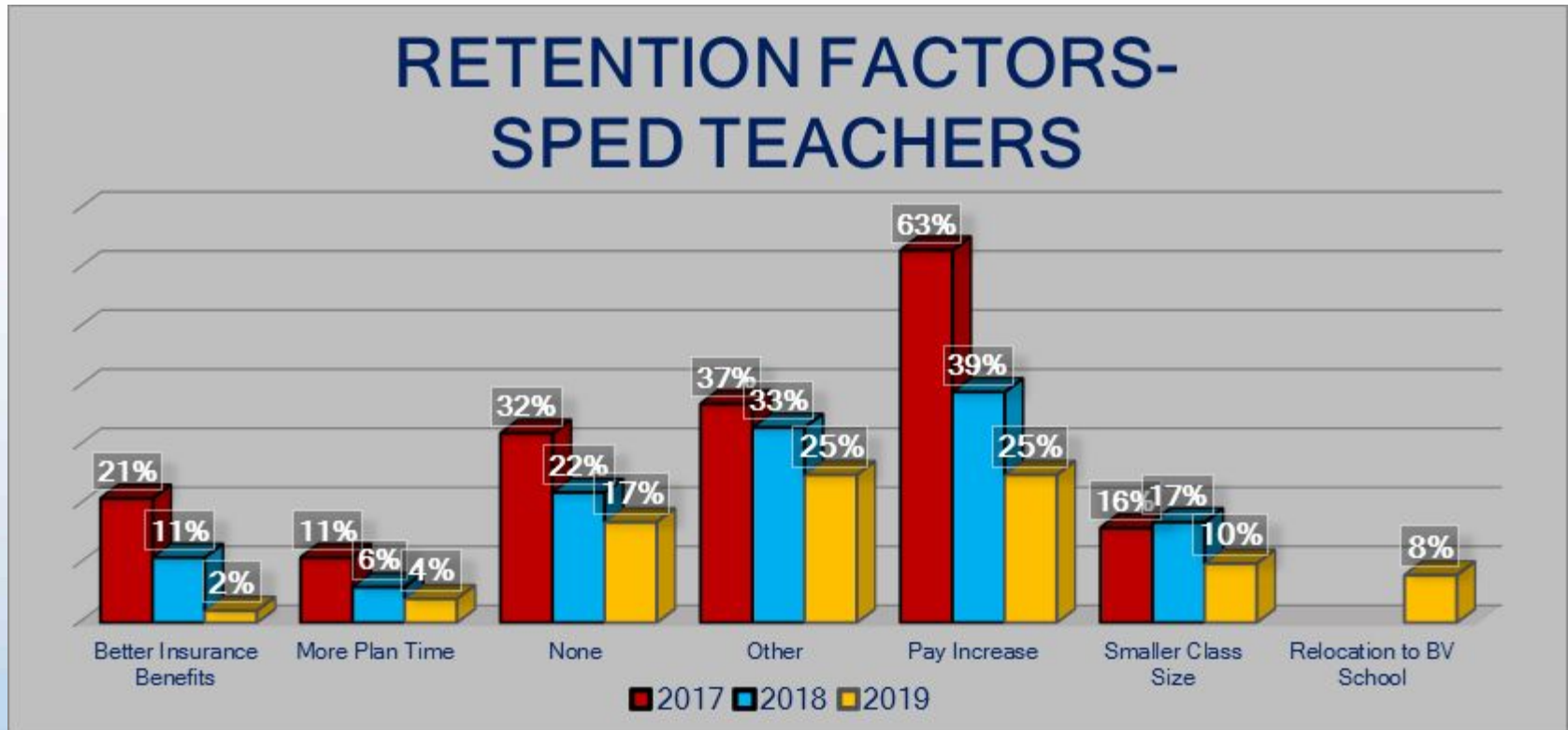
RETENTION FACTORS- GENERAL EDUCATION TEACHERS



Teacher Exit Interview Results

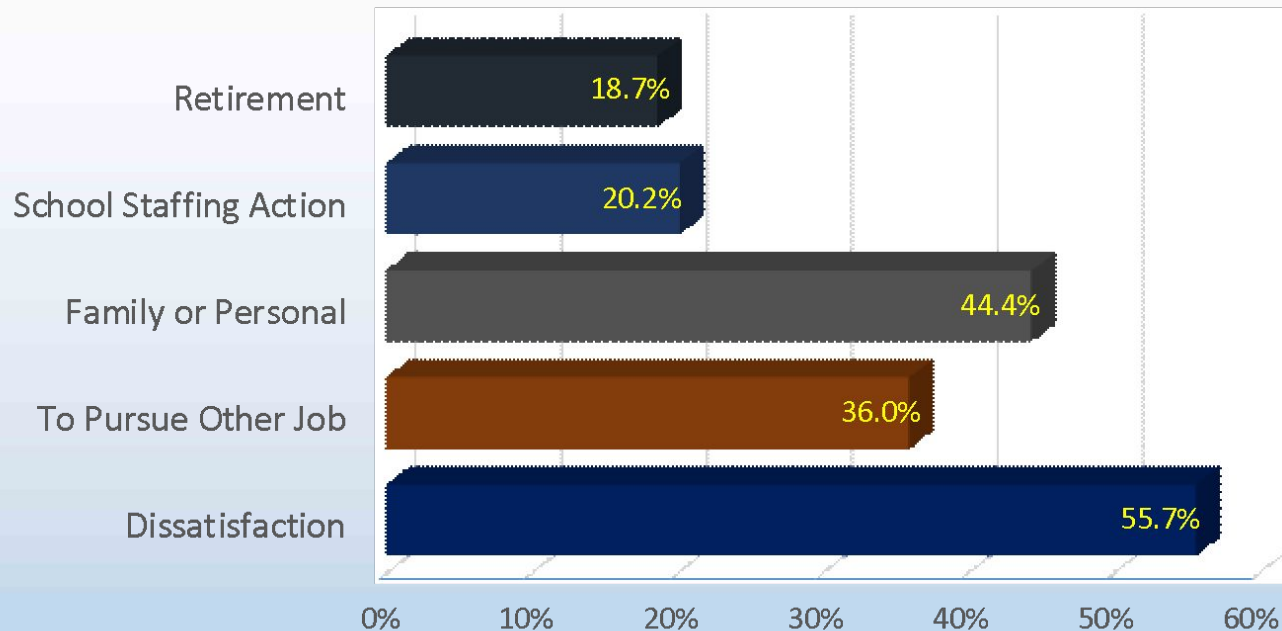


Teacher Exit Interview Results



JOB DISSATISFACTION A LEADING FACTOR BEHIND TEACHER TURNOVER

Percent public school teachers reporting that various reasons were important to their turnover

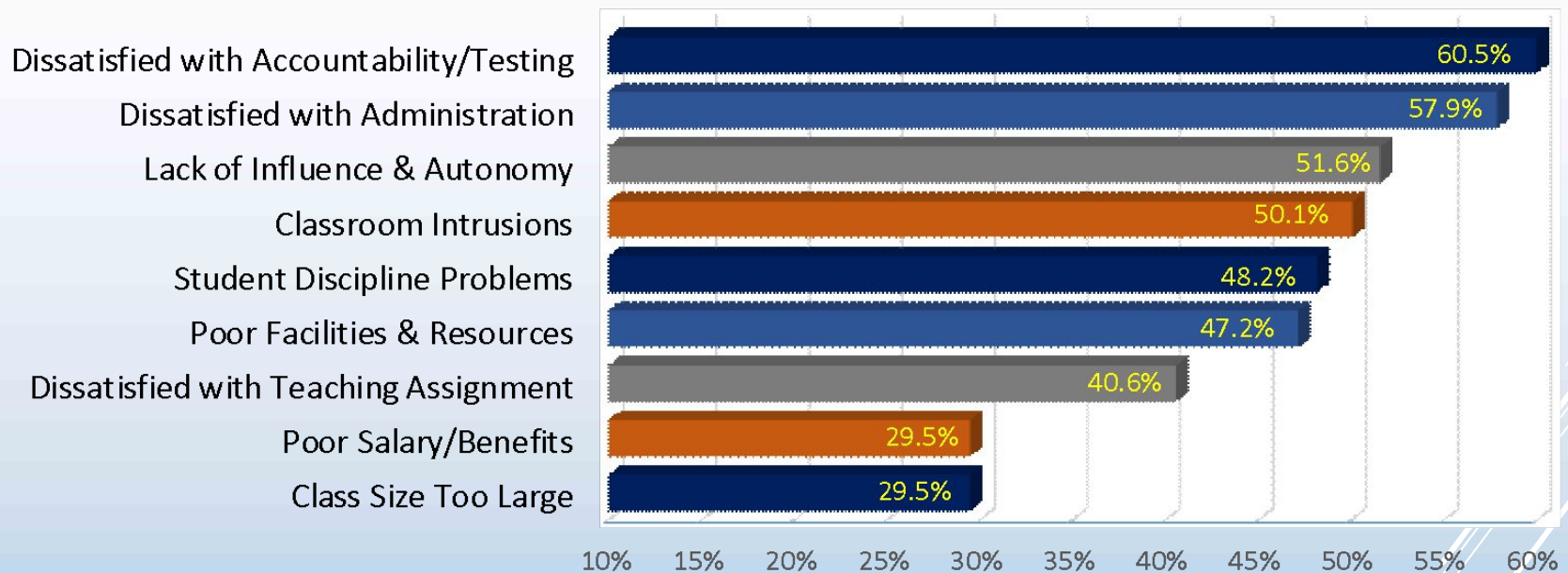


Source: Ingersoll, R., original analyses of 2012-13 Teacher Follow-up survey

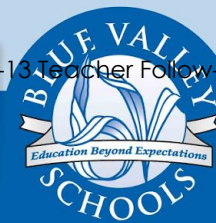


TEACHERS' WORKING CONDITIONS ARE IMPORTANT FOR TURNOVER

(Of those public school teachers who moved from or left their school because of dissatisfaction, percent reporting particular sources of dissatisfaction)



Source: Ingersoll, R., original analyses of 2012-13 Teacher Follow-up survey



NEXT STEPS...



Contact Information

Eric Punswick

ejpunswick@bluevalleyk12.org

Amy Dillon

adillon@bluevalleyk12.org

