

Session Titles and Descriptions
AASPA 2025 VRROOM Summit | Virtual
Wednesday, February 19 - Recruitment & Retention
(All sessions will be presented in CST.)

Beyond the Job Fair: The Digital Transformation of Teacher Recruitment

Process Management, Talent Acquisition, Recruitment

Presented by Liz Young, Executive Director of Recruitment, Retention and Strategy, Fulton County Schools, Atlanta, GA

With declining enrollment in teacher education programs and the evolving job market, this presentation delves into how Fulton County transitioned from traditional recruitment methods to an online-first approach, improving hiring outcomes. Attendees will leave with specific strategies for reaching candidates in a digital age.

Blueprint for Success: Mapping a Comprehensive Strategic Plan for Teacher Recruitment & Retention

Process Management, Talent Acquisition, Recruitment

Presented by Cris Seidel, Director, & Kala Green, Coordinator, Educate Kansas - Greenbush USD #609, Girard, KS

Educator vacancies nationwide have reached an all-time high, influenced by complex and multifaceted challenges. To address this crisis, leaders must cultivate innovative approaches to attract high-quality candidates to the profession and retain the talented educators they currently employ. This session will explore innovative approaches for recruiting and retaining top talent, with an emphasis on crafting an individualized strategic plan. Participants will learn how to identify barriers, leverage assets and develop a comprehensive total rewards roadmap. Attendees will leave equipped with practical templates and actionable tools for designing customized plans that address the unique challenges of educator recruitment and retention in their organizations.

Community Colleges: The Overlooked Gem in the Grow Your Own Model

Process Management, Talent Acquisition, Recruitment

Presented by Paulina Ngo, Student Services Analyst, Rio Salado College, Tempe, AZ

Join us for an insightful session that highlights the critical role community colleges play in building a diverse Grow Your Own teacher pipeline. Participants will gain a comprehensive understanding of the various resources community colleges offer to help school districts create effective, inclusive pathways to teacher certification. Rio Salado College will share its recent achievement of gaining accreditation to offer a Bachelor's Degree in Education with an Emphasis in Elementary and Special Education, along with strategies for leveraging Dual Enrollment programs to identify and nurture future educators. Attendees will also discover how the first 60 credits of any bachelor's degree program can be completed at little to no cost, offering an affordable, accessible pathway into the teaching profession. This session will focus on best practices for engaging the diverse student populations that community colleges serve and how these programs can be integrated at various stages of the Grow Your Own continuum. Key takeaways will include actionable resources for states interested in partnering with community colleges and a discussion of promising national and state apprenticeship opportunities for further collaboration.

Employee Relations

Experience Management, Total Rewards, Work-Life Integration

Presented by Marco Holland, Chief Human Resources Officer, Marietta City Schools, Marietta, GA

Employee relations are at the heart of a thriving workplace, requiring HR professionals to skillfully balance the needs of employees with organizational goals and policies. In this session, we will explore the primary responsibilities of HR in managing employee relations and fostering an engaged workforce. Attendees will gain actionable insights into:

- Strategies HR professionals can use to foster positive employee relations through effective communication, grievance handling, and policy enforcement.
- Balancing employee needs with organizational goals requires clear communication, transparency, and alignment of human capital strategies.
- Trust-building in HR involves consistent, transparent practices and creating avenues for honest, open communication.

We will also answer the following questions:

- What are the primary responsibilities of HR professionals in managing employee relations within an organization?
- How does HR balance the needs of employees with the goals and policies of the organization?
- What strategies can HR implement to resolve conflicts effectively between employees or between employees and management?
- How can HR professionals build trust with employees and create an environment of open communication?
- What role does HR play in ensuring that workplace policies are fair and consistently applied to all employees?

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I've Got 99 Problems, but Recruitment Ain't One!

Process Management, Talent Acquisition, Recruitment

Presented by Jamie West, Instructional Recruitment Partner, Lake County Schools, Tavares, FL

Got recruitment problems? No worries! I've got you! Join me for a shallow dive into recruitment basics, marketing strategies, data analysis, and hosting events.

No Employee Left Behind: Providing Support for ALL Employees to Enhance Performance Management

Process Management, Talent Development, Performance Management

Presented by Tanisha Holland, HRTD Director, Talent Development, Loudoun County Public Schools, Ashburn, VA

The supervision and evaluation process provide a protocol to assist supervisors with decisions regarding staff performance and an opportunity to support employees with professional growth. The process is intended to promote constructive, continuous dialogue between employee and employer in an atmosphere of collegiality and mutual trust. Offering high quality support for all employees is paramount to their success.

In this session participants will:

- Examine ways that evaluators can provide informal and formal performance management support.
- Learn from fellow colleagues their best practices for providing support.
- Gain insight into LCPS' performance management support initiatives.

Three Effective Supervision Strategies to Improve Employee Retention

Experience Management, Total Rewards, Work-Life Integration

Presented by Cheryl Hinzman, Administrative Coordinator, Performance Management, Prince William County Schools, Manassas, VA

Gallup research indicates that one of the most important drivers of employee engagement is the quality of supervision and support employees receive from their immediate supervisor. Supervisors who cultivate positive caring relationships with their direct reports generate high levels of engagement. This session will present effective supervision strategies and showcase resources that ensure employees feel supported, engaged, and effective in their roles. Engaging in ongoing, meaningful dialogue and building relationships from the moment they start in their position allow employees to immediately feel supported by their leadership. Initiating dialogue and facilitating activities that build a shared understanding of the supervision process empower employees to understand performance standards and the expectations for achieving them. Planning effective coaching conversations that focus on the employees' individual strengths while collaboratively setting goals build efficacy and confidence in their skills. Fostering reflective coaching conversations with direct reports encourages professional growth and creates a safe space for open communication that invests in employees' well-being. Engaging in these strategies allows employees to be equipped with appropriate skills and promotes a feeling of support, belonging, and comfort that will compel them to remain in the current role. Participants will leave this session with resources they can immediately implement with their employees.

Using AI and Tech Tools to Enhance Retention with Stay Interviews

Experience Management, Total Rewards, Work-Life Integration

Presented by Susan Fumo, Assistant Superintendent of HR, Freeport School District, Freeport, IL

In response to the growing national teacher shortage, Freeport School District (IL) conducted 206 Stay Interviews with certified staff. Learn how we leveraged technology to streamline this comprehensive feedback initiative. Our innovative approach revealed critical insights about teacher satisfaction, key retention factors, and areas requiring immediate attention. We'll share our interview questions, survey methodology, and most importantly, how we're translating this feedback into concrete actions

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