

eHCLE Presentation

TOTAL REWARDS

Creating a System to Attract and Retain Teachers

Presentation by Dr. Eric Melnyczenko



WHAT WE WILL TALK ABOUT

Introduction

eHCLE Standards

Survey time!

Introduction

Why this work is important

How this work is accomplished?

What are we doing about it?



HELLO, EVERYONE!

- 19th year in education
 - Middle school math teacher
 - K-5 Assistant Principal
 - Middle school Assistant Principal
 - Intermediate (grades 4-5) Principal
 - Director of Human Resources
 - Assistant Superintendent of Personnel and Culture
 - South Suburban HR Administrators President
 - IN*SOURCE Board of Directors President



EHCHLE STANDARDS

TOTAL REWARDS

Compensation and Benefits

3. Analyze external markets to ensure the organization offers competitive total rewards.

TALENT ACQUISITION

Recruitment

1. Market the organization as an employer by cultivating a positive employer brand.

TALENT ACQUISITION

Planning & Preparation

2. Incorporate the employee value proposition into the organization's brand.

SURVEY TIME!

Question 1



What is the first thing you think of when it comes to the word “compensation?”

Poll - www.menti.com

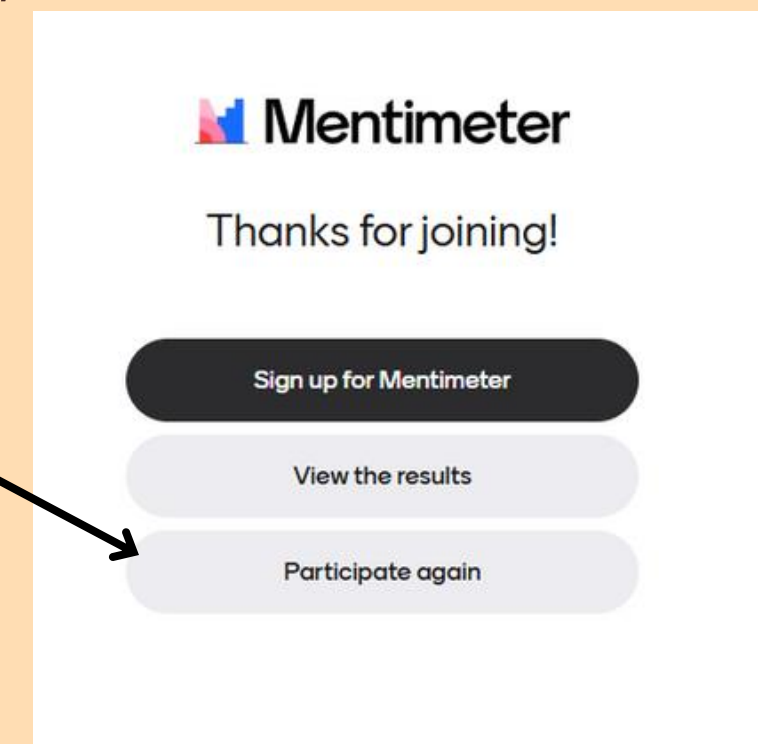
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SURVEY TIME!

Question 2

What is the second thing you think of when it comes to the word “compensation?”
(Click on “Participate again”)

Poll - www.menti.com
Code 37 97 75 9



INTRODUCTION

Compensation = salary and benefits

Limited control due to variety of factors:


- Collective bargaining agreements
- Salary schedules
- Organizational benefit plans

How can a school district create opportunities to provide employees a better total compensation package to attract and retain their staff?



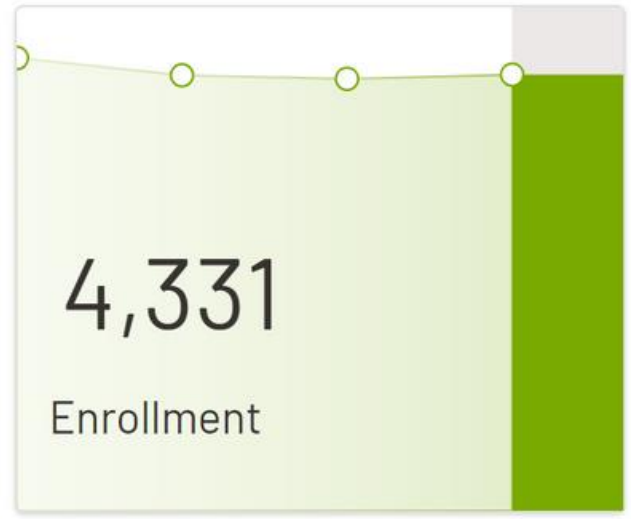
CRETE MONEE CUSD 201U BACKGROUND

8
Schools

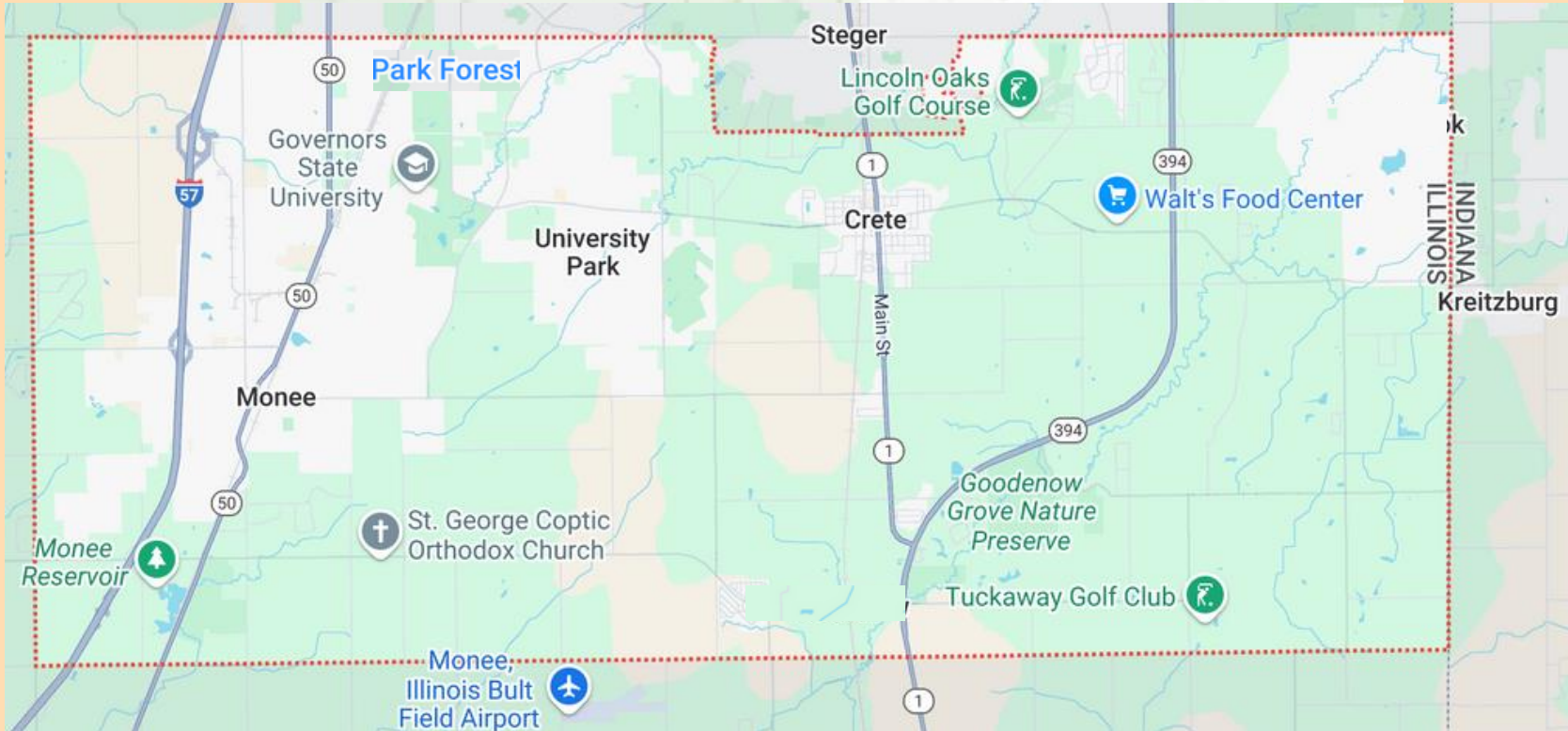
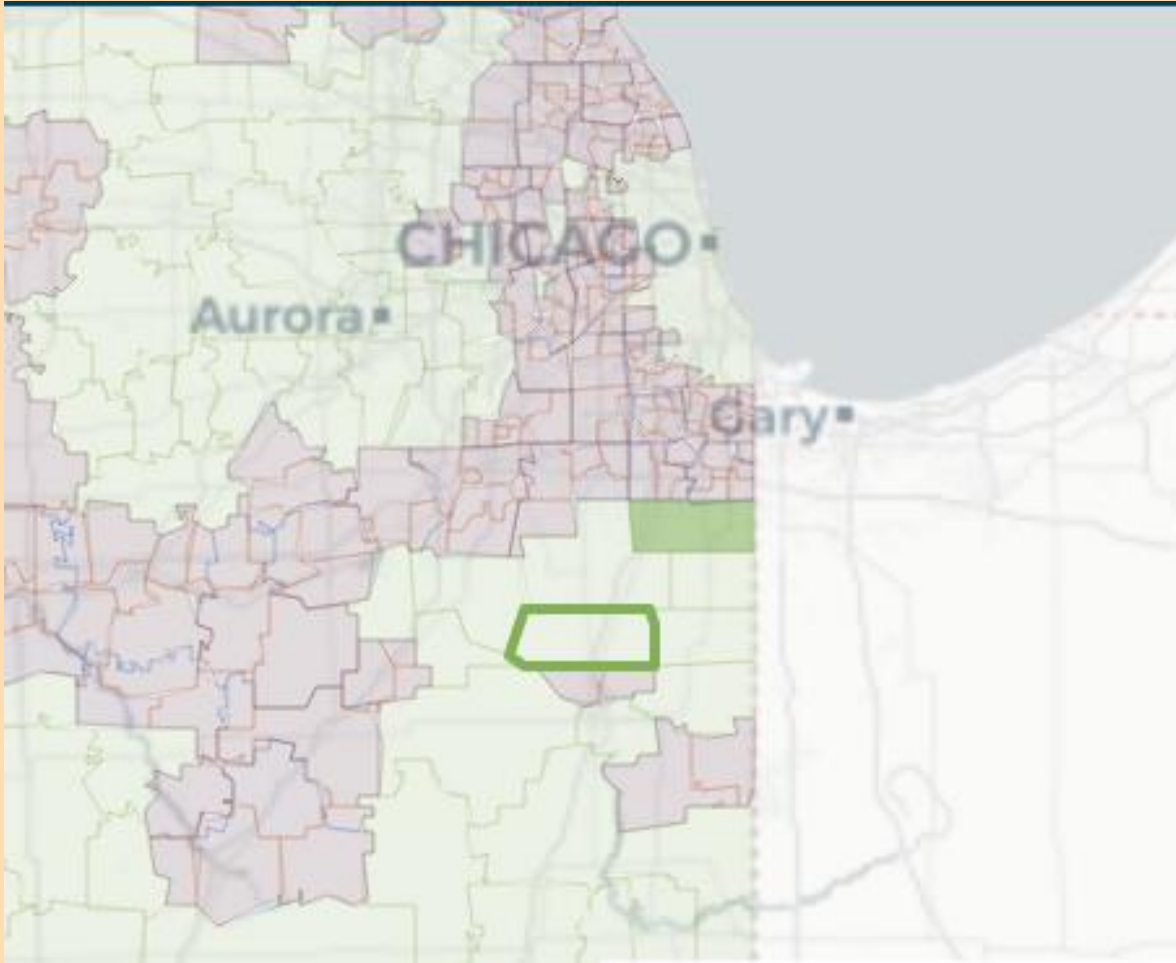
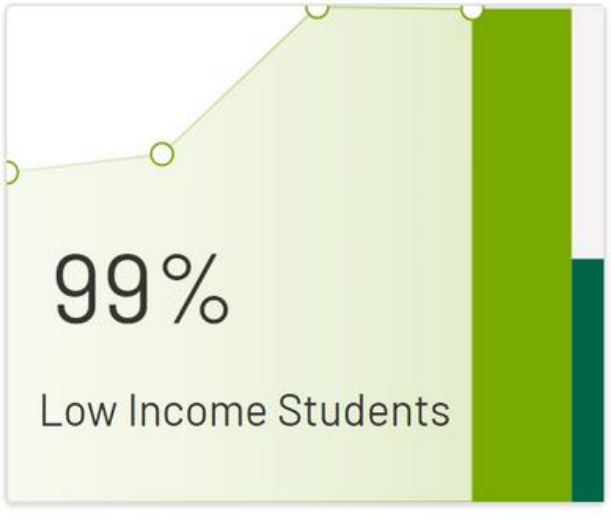


750 FTE

4,331
Enrollment

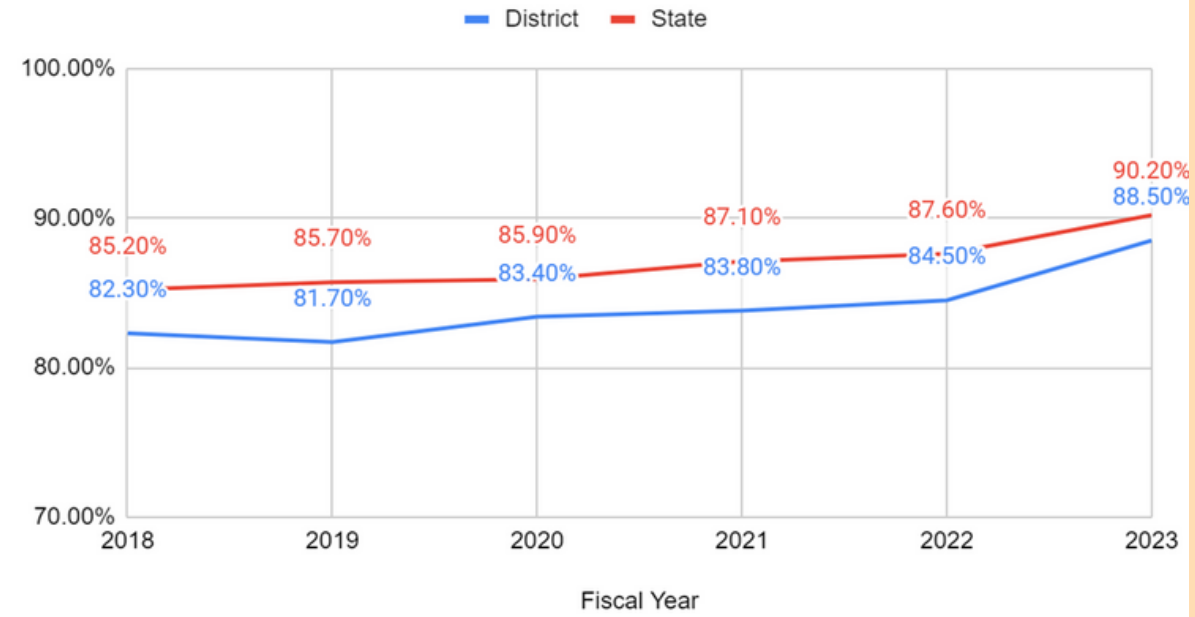


99%
Low Income Students

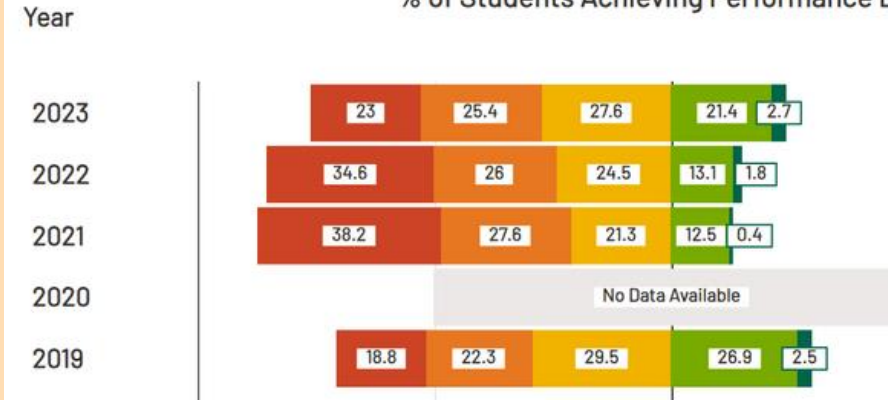


WHY IS THIS PROJECT IMPORTANT?

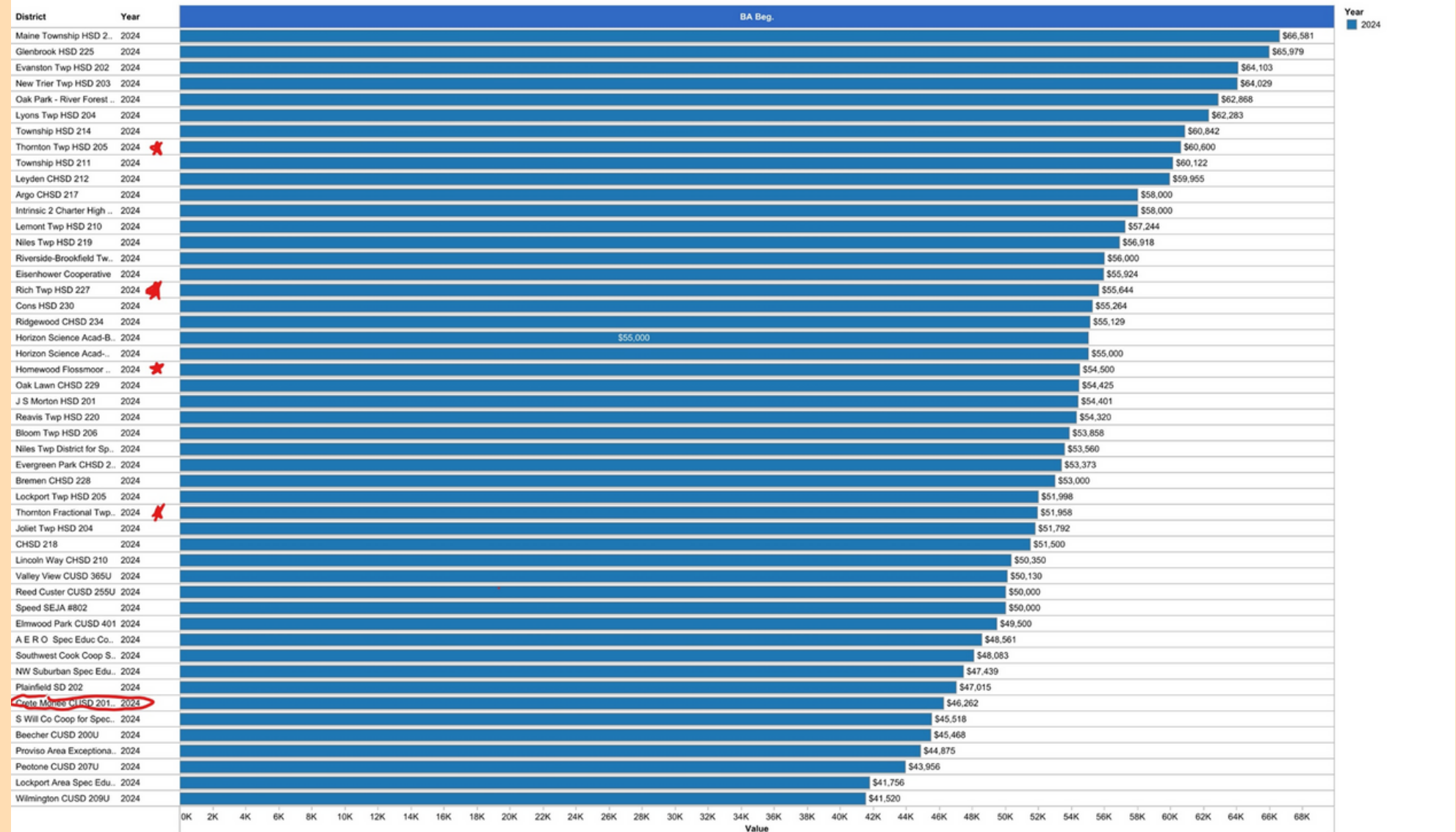
Retention Rate - State vs. District



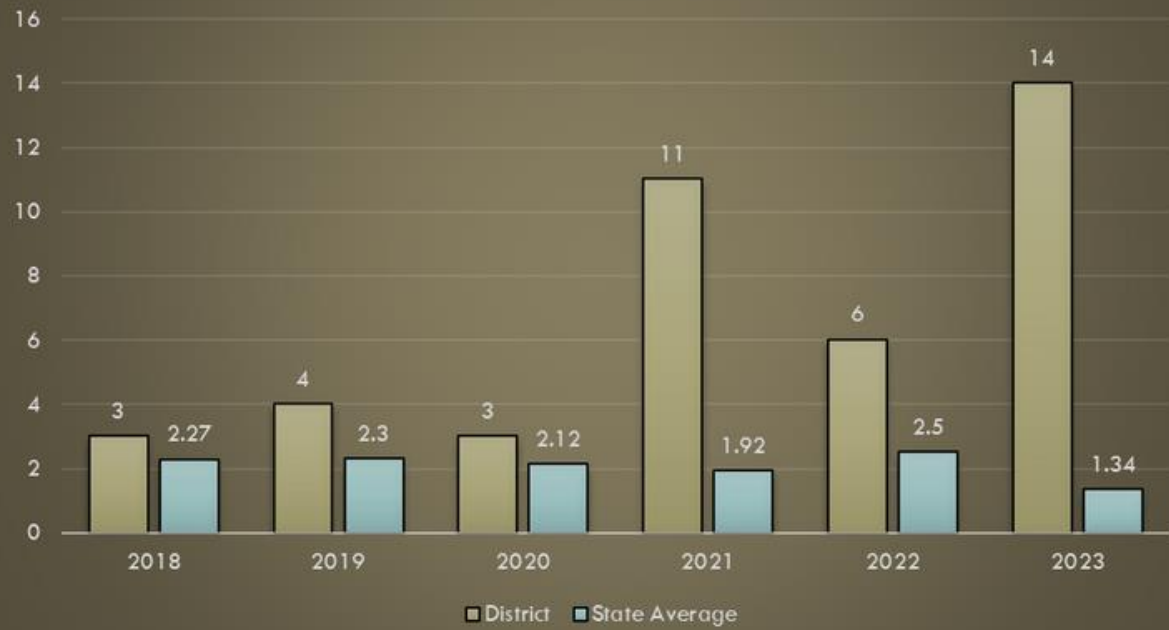
% of Students Achieving Performance Level



Salary Survey
Source: ISBE Salary Survey (District Level)



Unfilled Teaching Positions - District vs. State Average



CONNECTION TO ORGANIZATIONAL GOALS



Our PRIORITIES

- Expand Student Programs & Services
- Strengthen Family & Community Engagement
- Enhance Student & Staff Wellbeing
- Ensure Instructional Quality & Effectiveness
- Optimize Funding & Safeguard Fiscal Responsibility and Stewardship

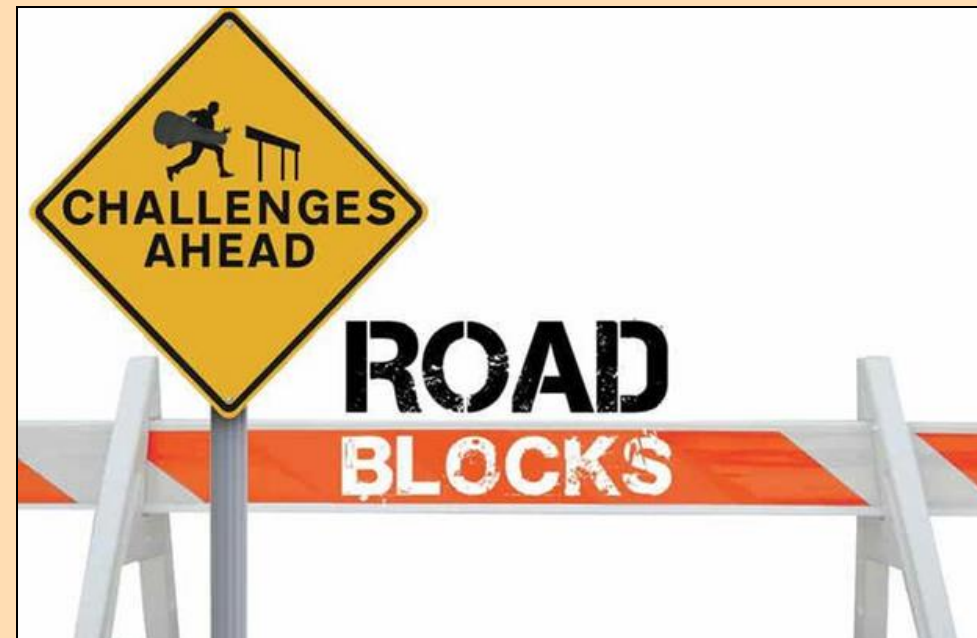
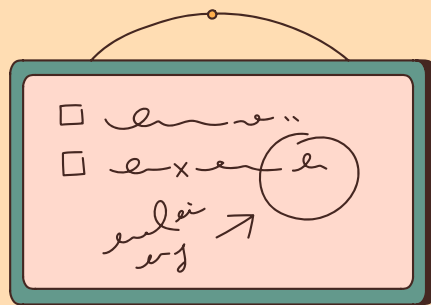
Our GOALS

Enhance Student & Staff Wellbeing

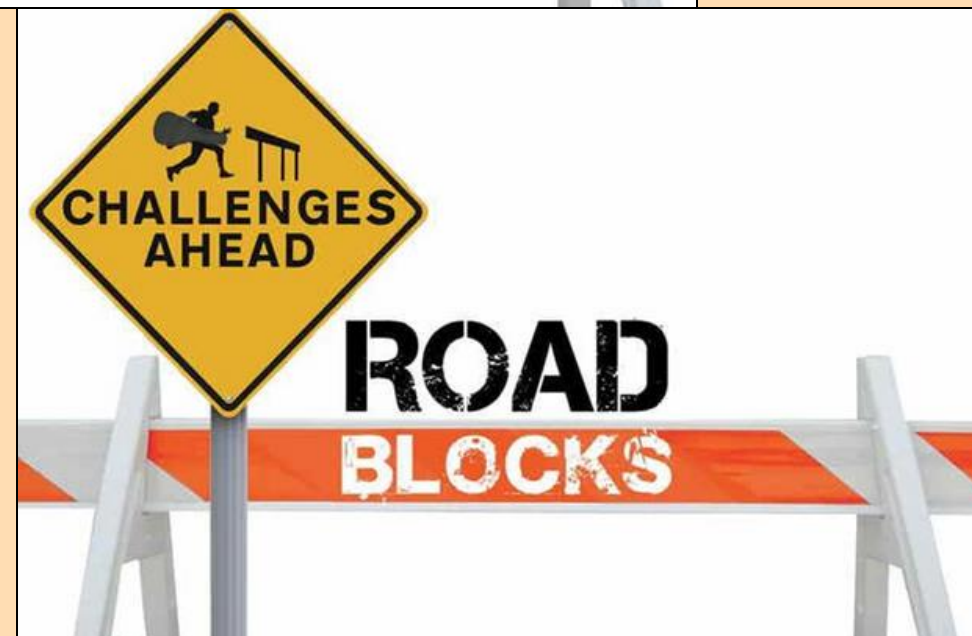
- Provide staff with a comprehensive wellness plan that focuses on their physical, mental, financial, and intellectual health

SO WHAT? THE SOLUTION IS EASY!

Just create a second salary schedule for your high school teachers!



Elementary + Middle school
>
High school

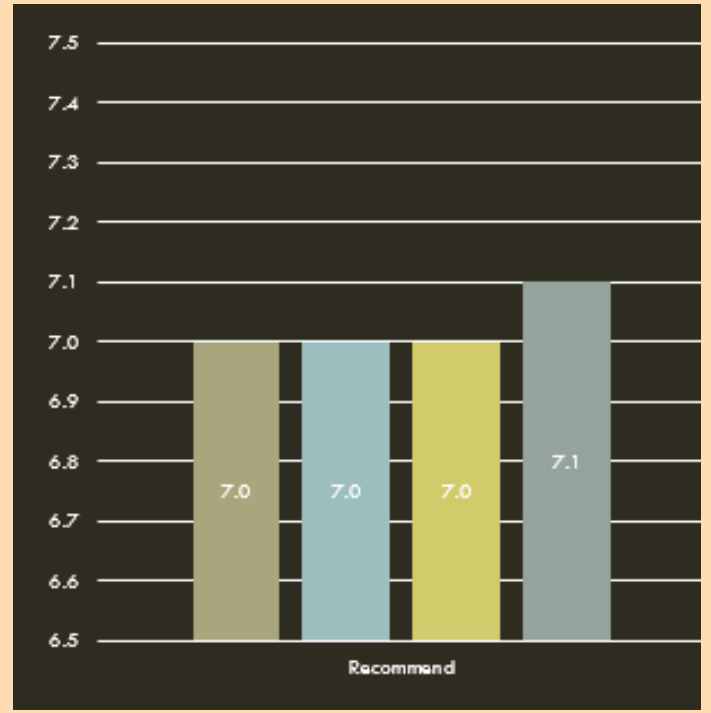


School board
non-starter

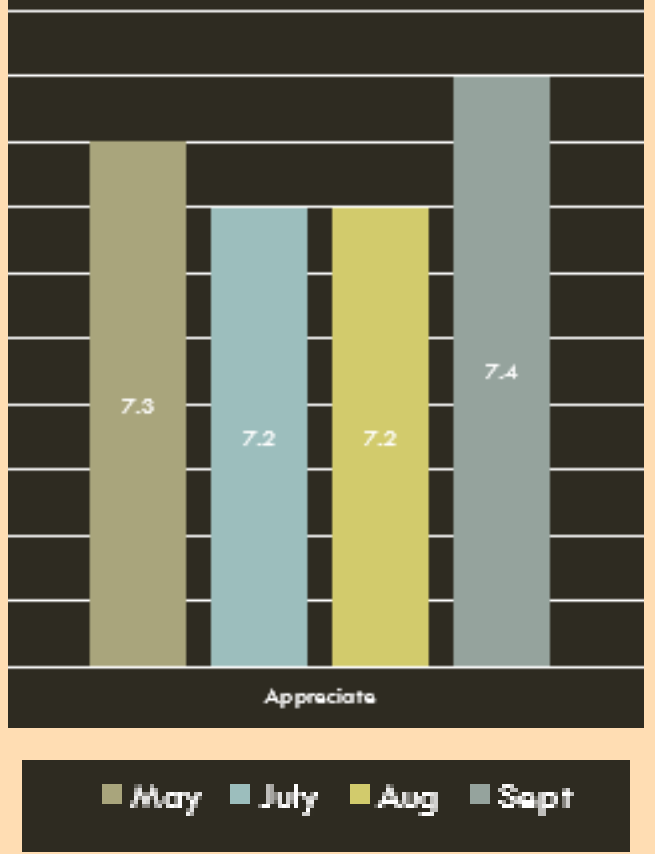
WHAT ARE WE GOING TO DO ABOUT IT?

Examining District's Culture and Climate survey tool
Appreciation & Recognition score = 7.5/10 (Sept. '24)

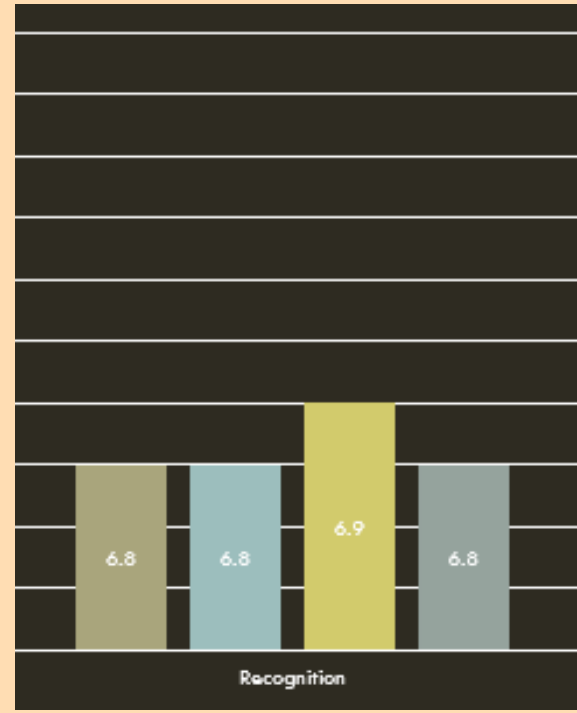
I would recommend my school/organization as a place to work.



Day to day, I feel my work is appreciated.



I receive appropriate recognition for my performance.



A meme featuring Gene Wilder as Jack Black from the movie "The Sandlot". He is wearing a purple suit, a white shirt, a patterned tie, and a brown top hat. He has a smug, slightly mischievous expression and is leaning his head on his right hand. The background is a blurred indoor setting.

SO...

**WHAT ARE YOU GOING
TO DO ABOUT IT?**



TOTAL REWARDS

WHAT DOES TOTAL REWARDS MEAN?

Total rewards include the base salary and benefits, but it also includes the value of any non-health benefits received in addition to salary.

Examples:

- Pension contributions
 - Defined contribution plan matches
 - Tuition assistance or reimbursement
 - Child care assistance
- ...to name a few



WHAT IS INCLUDED IN TOTAL REWARDS?

Thinking about Total Rewards within the context of a wellness plan

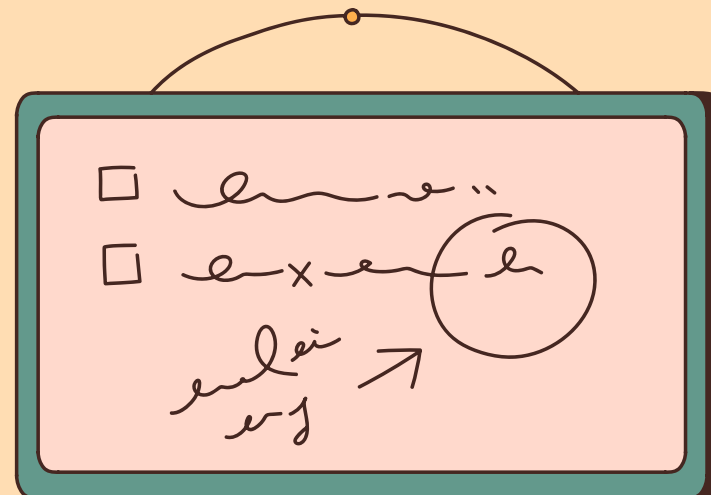
PHYSICAL



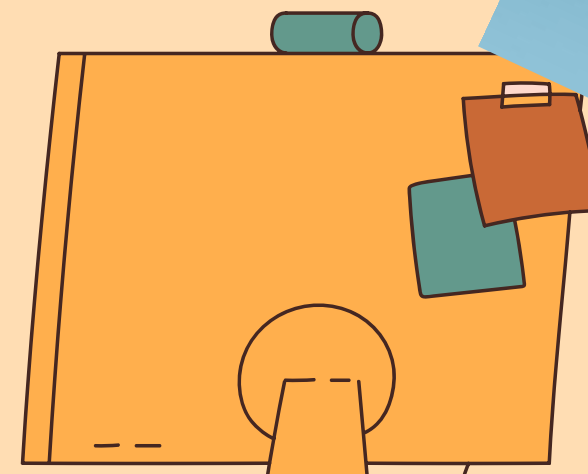
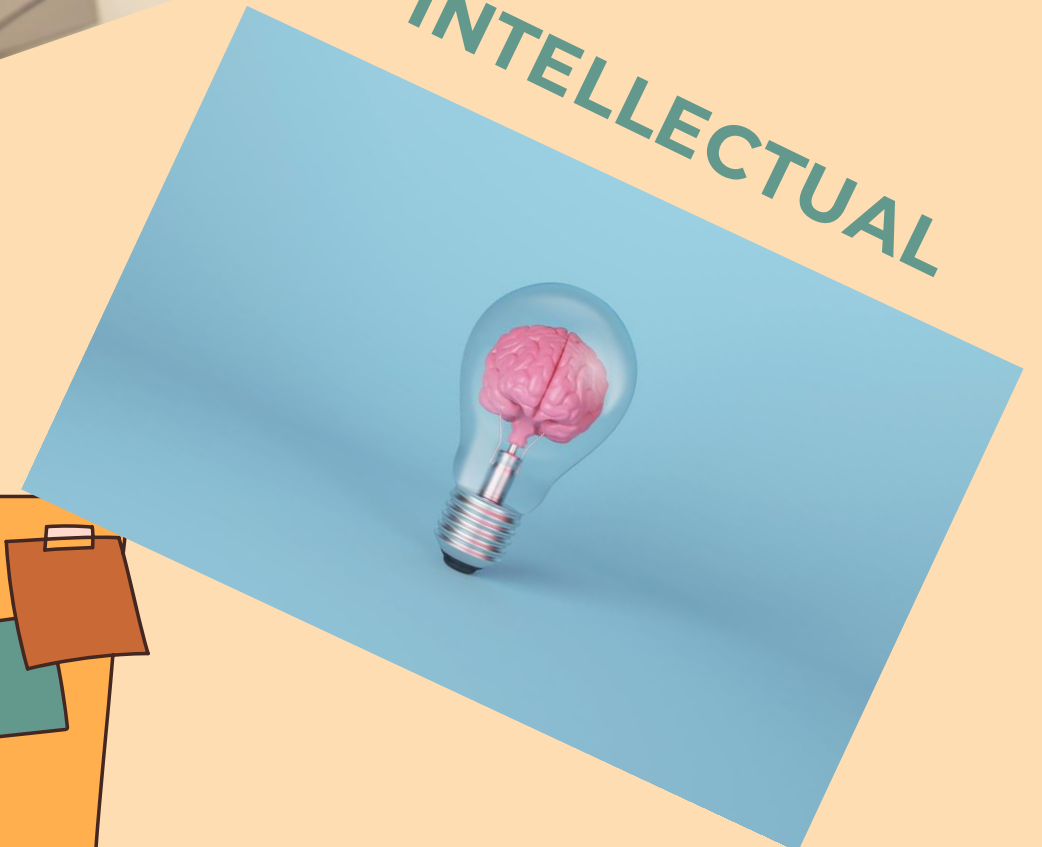
FINANCIAL

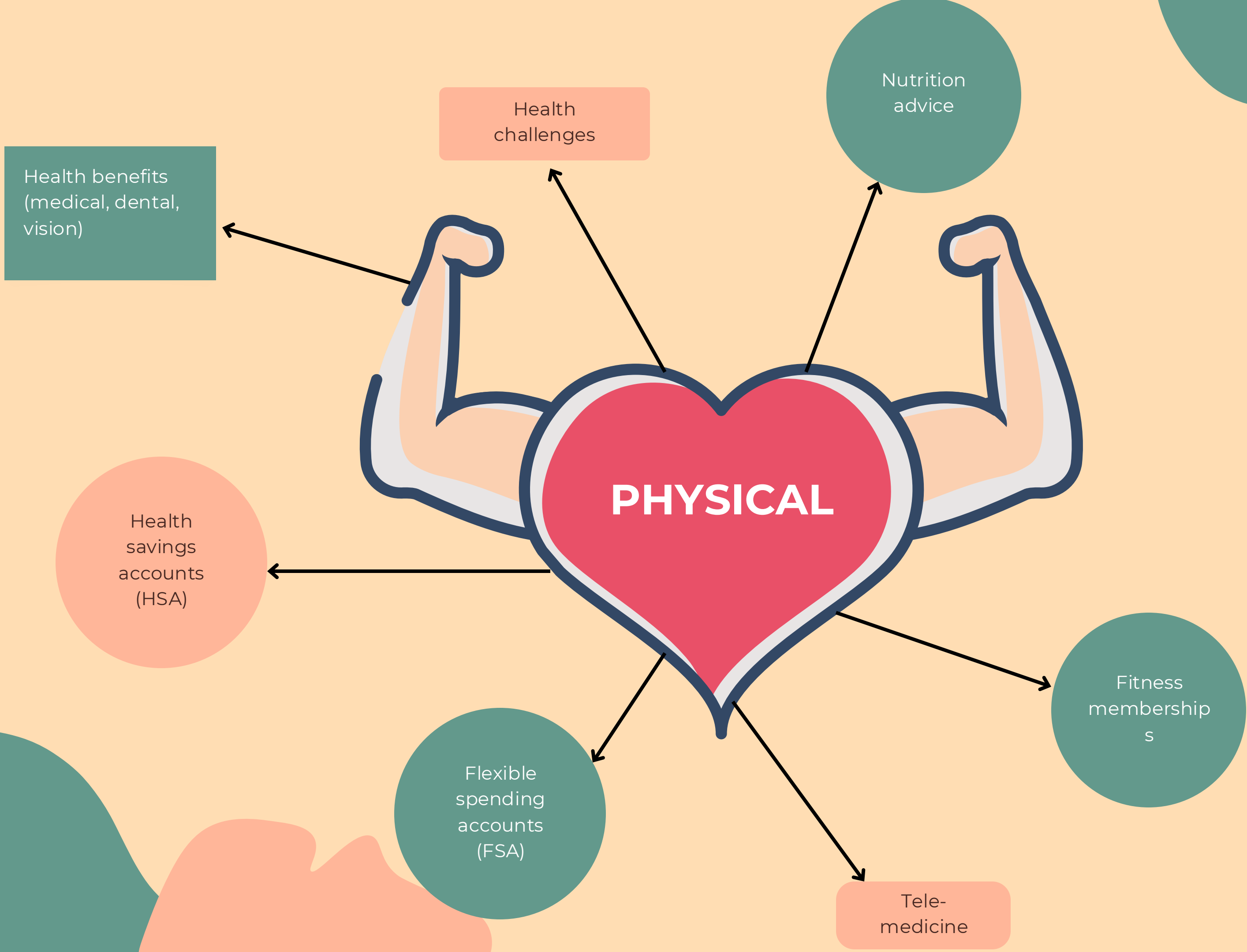


MENTAL



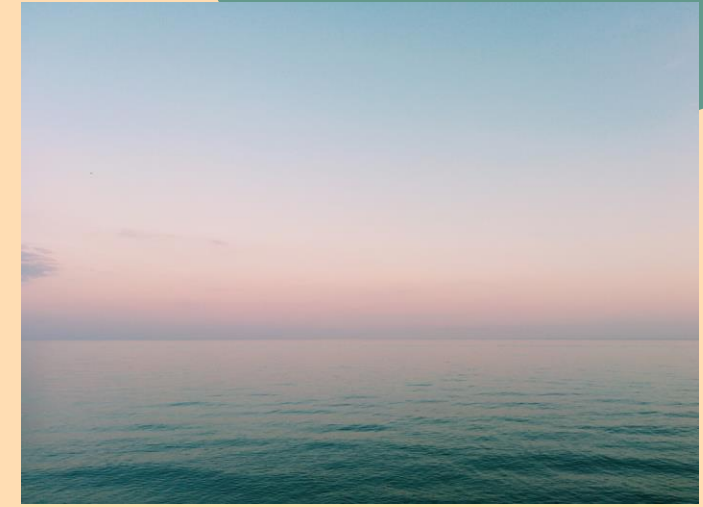
INTELLECTUAL







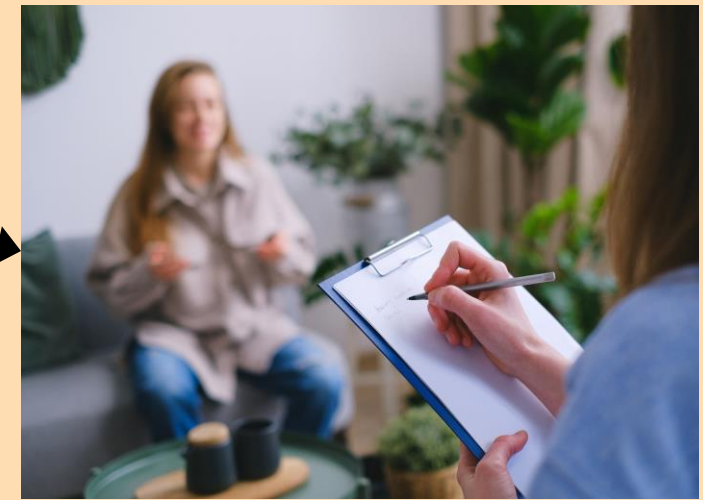
Mental health app subscription



Employee Assistance Program



Counseling services



Empathetic work environment



FINANCIAL

Access to pay early

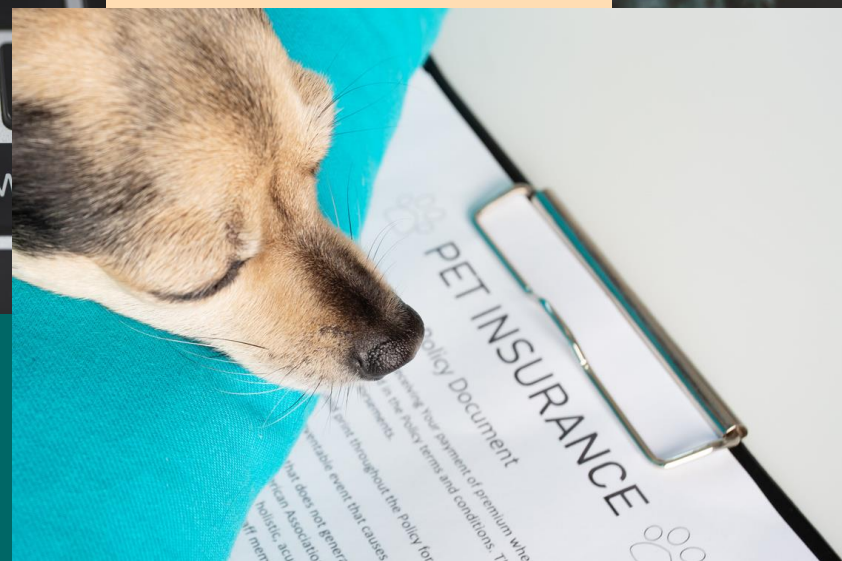
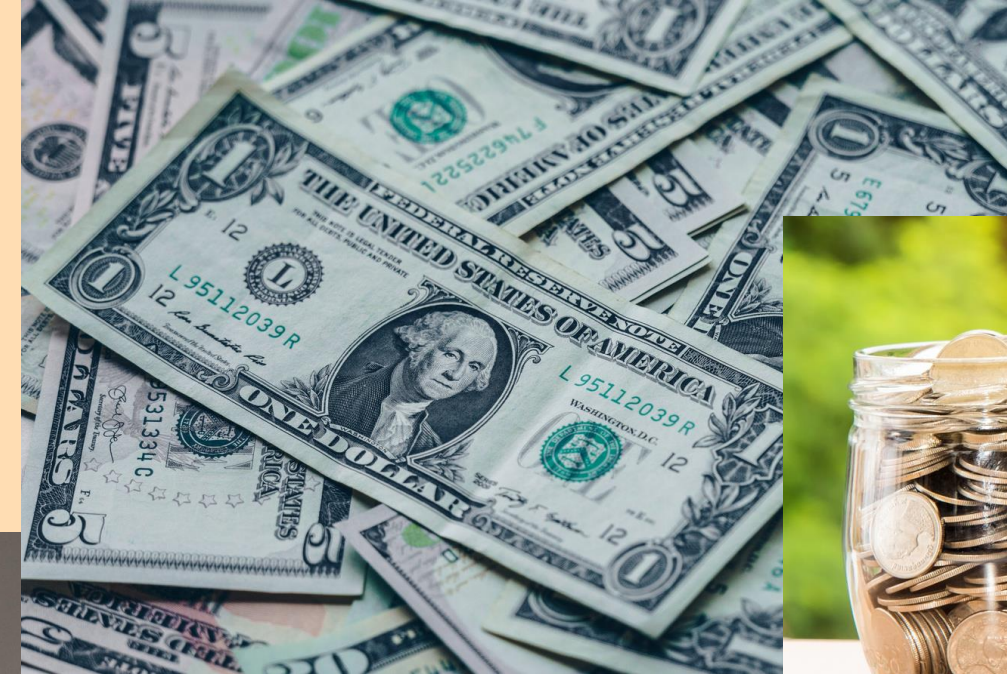
Unlimited financial counseling

Tuition assistance/reimbursement

Paid parental leave

Child care assistance

Pet insurance



INTELLECTUAL



Orientation
Mentorship
Internships
Content expert

Professional development
Leadership academies

WHAT HAVE WE IMPLEMENTED

Crete Monee CUSD 201U Wellness Plan

PHYSICAL

Comprehensive health insurance plans

Fitness and nutrition assistance

Weight loss/management program

Prenatal assistance

Tele-medicine

MENTAL

Digital mental health support

Employee Assistance Program

Mental health app subscription

Regular employee culture surveys

FINANCIAL

On-call travel assistance

Identity protection

Unlimited financial counseling

Pay any day services

Flexible spending accounts

INTELLECTUAL

Recognition app and rewards

Paid tuition cohorts

Job embedded professional development

Professional development (in- and out-of district)

Career & professional resources

CHALLENGES IN IMPLEMENTATION

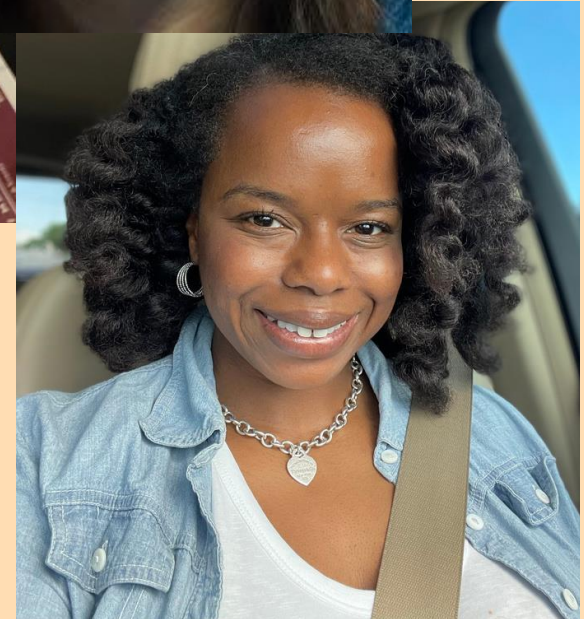
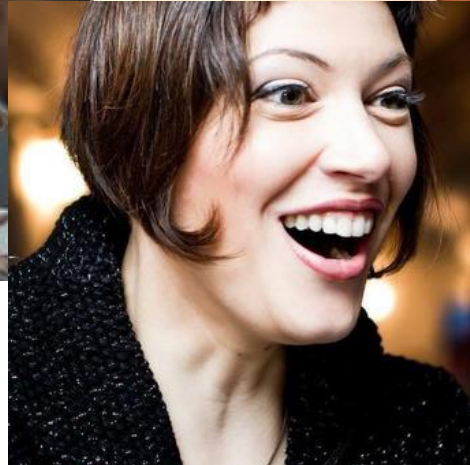
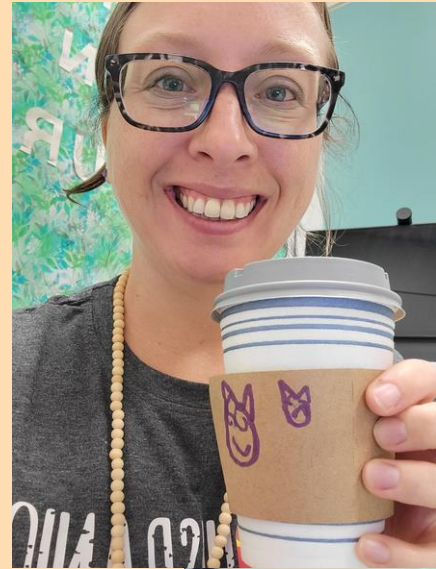
Hey! Did you see that awesome new benefit HR emailed us about?

Ugghh! Not another email from HR!

What email? I get too many, I just delete them.



INTRODUCING OUR WELLNESS CHAMPIONS!



WELLNESS CHAMPIONS

Who are they?

PAID VOLUNTEER

Chosen via application and interview if more than one person was interested; receive a stipend for their work

BUILDING-BASED

One for each building, except for our larger buildings (2-3 depending on size)

ON-THE-GROUND

Relationships exist within their buildings with colleagues, trusted source of information

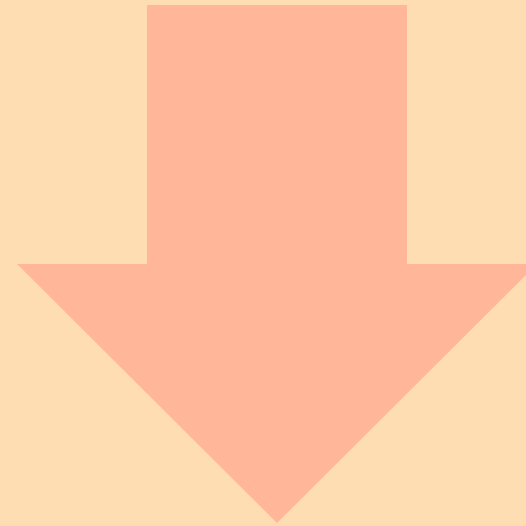




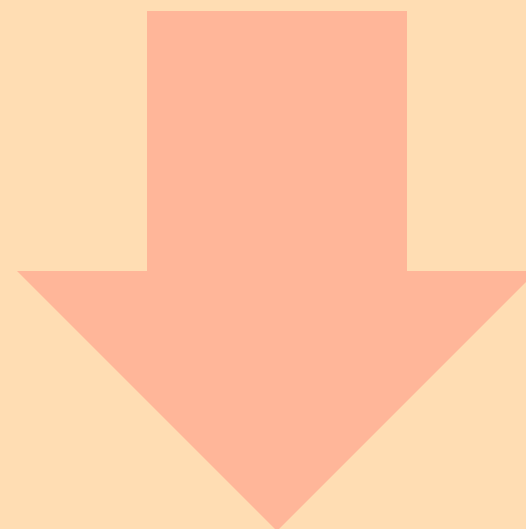
**TYING IT ALL
TOGETHER**

EMPLOYEE VALUE PROPOSITION (EVP)

EVP highlights a subset of Total Rewards to showcase why your organization is an employer of choice



Defining your Total Rewards can lead to crafting EVP



EVP = an ecosystem of support, recognition, and values that an employer provides to employees to achieve their highest potential at work

43%

of employees cite limited career paths as a primary reason for leaving a job

64%

EMPLOYEES FEEL THEY DO NOT HAVE A STRONG WORK CULTURE

Why Happy Employees Are 12% More Productive

What are the top challenges your team is facing?



Competition for talent

Companies with a strong EVP can decrease annual employee turnover by

69%

WHERE TO

How to start crafting your EVP

START?

1. Assess

2. Interview

3. Define

4. Write

5. Promote

6. Review

ASSESS

What do you currently offer employees?

- What you offer
- What you don't offer
- Make a checklist
- Be objective!



INTERVIEW

Talk to your employees

- Surveys
- Focus groups
- Committee(s)



DEFIN

Use data from first two steps

E



Emphasize salary, benefits, career growth, company culture, ideal work environment

Something to think about...different roles and levels

WRIT

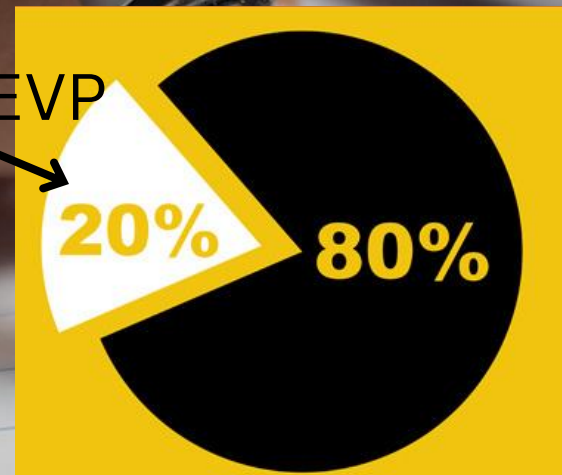
Clear

Unique

Inspirational

Aligned to expectations

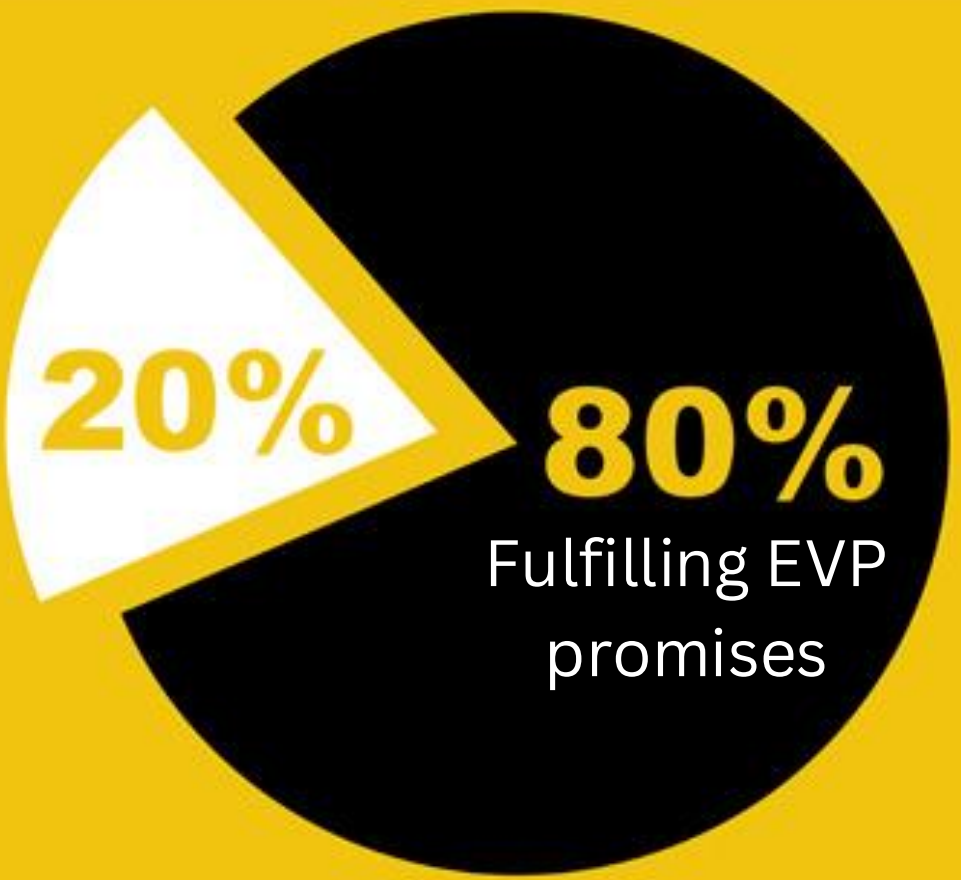
Defining EVP



PROMOTE

Don't just post it on your website!

Leverage internal and external channels
Promote throughout organization
Brand Ambassadors!
Social media
Employee referral program
Recruiting videos
Job postings
Job fair materials



REVIE

Check your data

- Higher engagement on socials?
- Increase in applications?
- Falling attrition?
- Increase in passive candidates?

REVIEW

Don't treat your EVP as one and done! Review at least once a year



CM 201U

At Crete-Monee CUSD 201-U, we believe that a fulfilling career goes hand-in-hand with a balanced and supported life. That's why we prioritize the wellness and growth of our employees from every facet of life—professionally, personally, and emotionally.

We offer an employee experience that not only empowers you in your work but also nurtures your well-being outside of it. Here, your voice is valued, your contributions are recognized, and your efforts are celebrated as we work together to make a meaningful impact on our students and community.

Join us at Crete-Monee, where we're committed to providing a rich wellness experience, fostering collaboration, and creating opportunities for every team member to thrive. Together, we build success, one story at a time.

THE

FUTURE

Sustainability

Multi-year commitments w/ vendors

- Lower price
- Time to promote
- Data on sign-up/usage

Wellness Champions

- Survey
 - Time commitment
 - Level of engagement from building

Differentiation

- Labor shortage
- Time to fill positions
- Number of applicants

Promotion

- Incorporate in orientation practice
- Survey staff



The best way
to find out
if it will work

is
to do it.

RESOURCE PAGE

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- Ratcliff, K. (2024, May 8). *EVP FTW! Capture your competitive advantage in the new world of recruitment and retention*. American Association of School Personnel Administrators. Retrieved October 3, 2024, from <https://www.aaspa.org/news/evp-ftw-capture-your-competitive-advantage-in-the-new-world-of-recruitment-and-retention>
- Revesencio, J. (2015, July 22). *Happy employees are 12% more productive at work*. Fast Company. Retrieved October 3, 2024, from <https://www.fastcompany.com/3048751/happy-employees-are-12-more-productive-at-work>



QUESTIONS?

THANK YOU FOR LISTENING!

If you have any questions, feel free to reach out to us through any of the following:

WEBSITE

www.cm201u.org

EMAIL ADDRESS

melnyczenkoe@cm201u.org

SOCIAL MEDIA

Twitter @emelnyczenko

