National Update on Recruitment/Hiring Trends/Educator Pipeline

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Today's Presentation

Outline:

- Information and links on teacher shortage history/tracking
- AASPA's continued Priorities
- 4 Major Issues to Watch in 2022
- Strategies for Recruitment

Why are we here?

1. Declining Interest in the profession

- According to a survey by the American Association of Colleges for Teacher Education (AACTE), as noted in the report, said the No. 1 reason for the enrollment drop was the perception of teaching as an undesirable career.
- We are our own worst enemy.
- **Post Covid -** 27% of teachers said they were considering leaving their jobs, retiring early, or taking a leave of absence due to the pandemic.
  - Good News: States and Districts are reporting teacher turnover declines

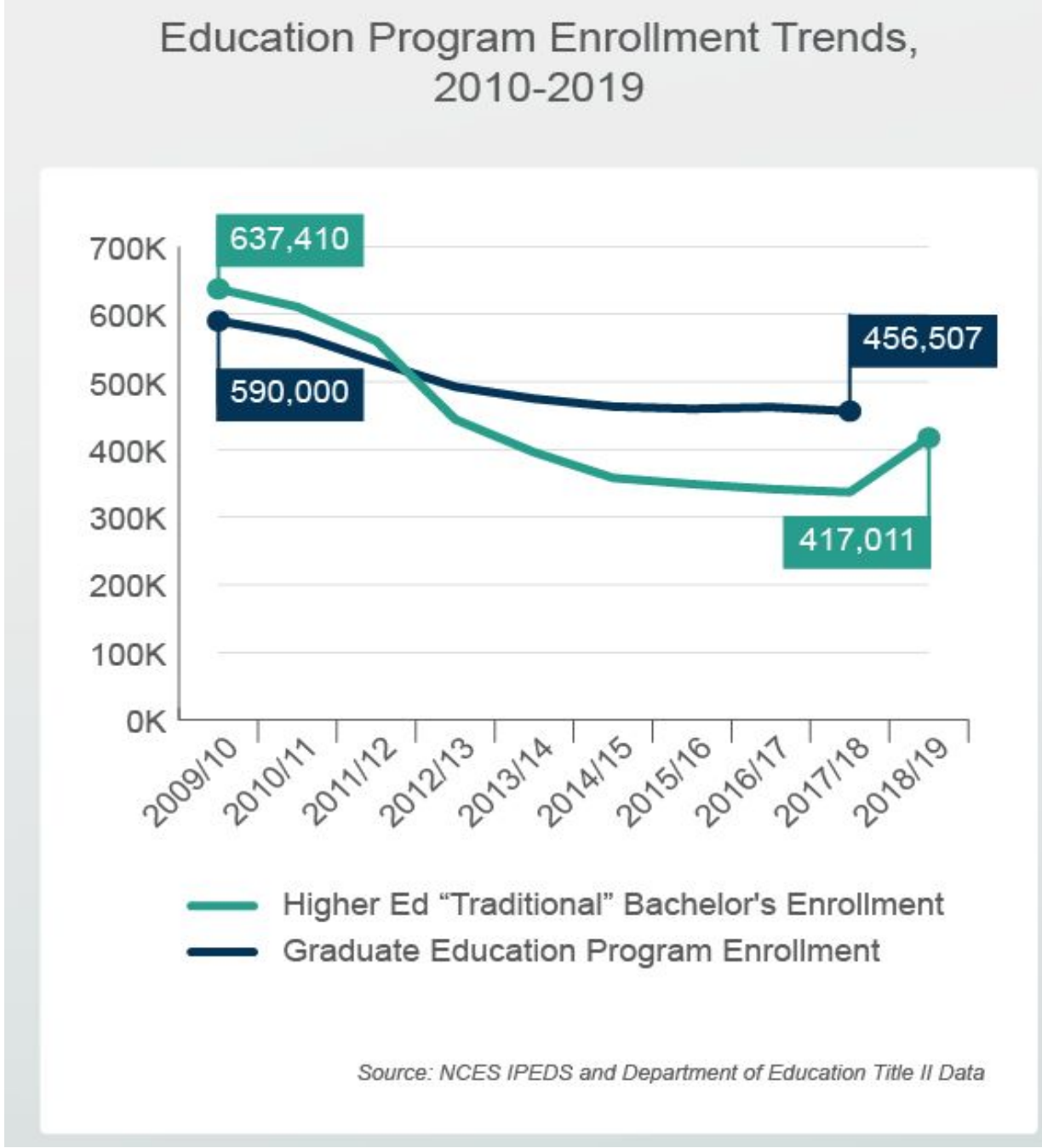
AACTE – August 2018 Report:
https://aacte.org/resources/colleges-of-education-a-national-portrait

Why are we here?

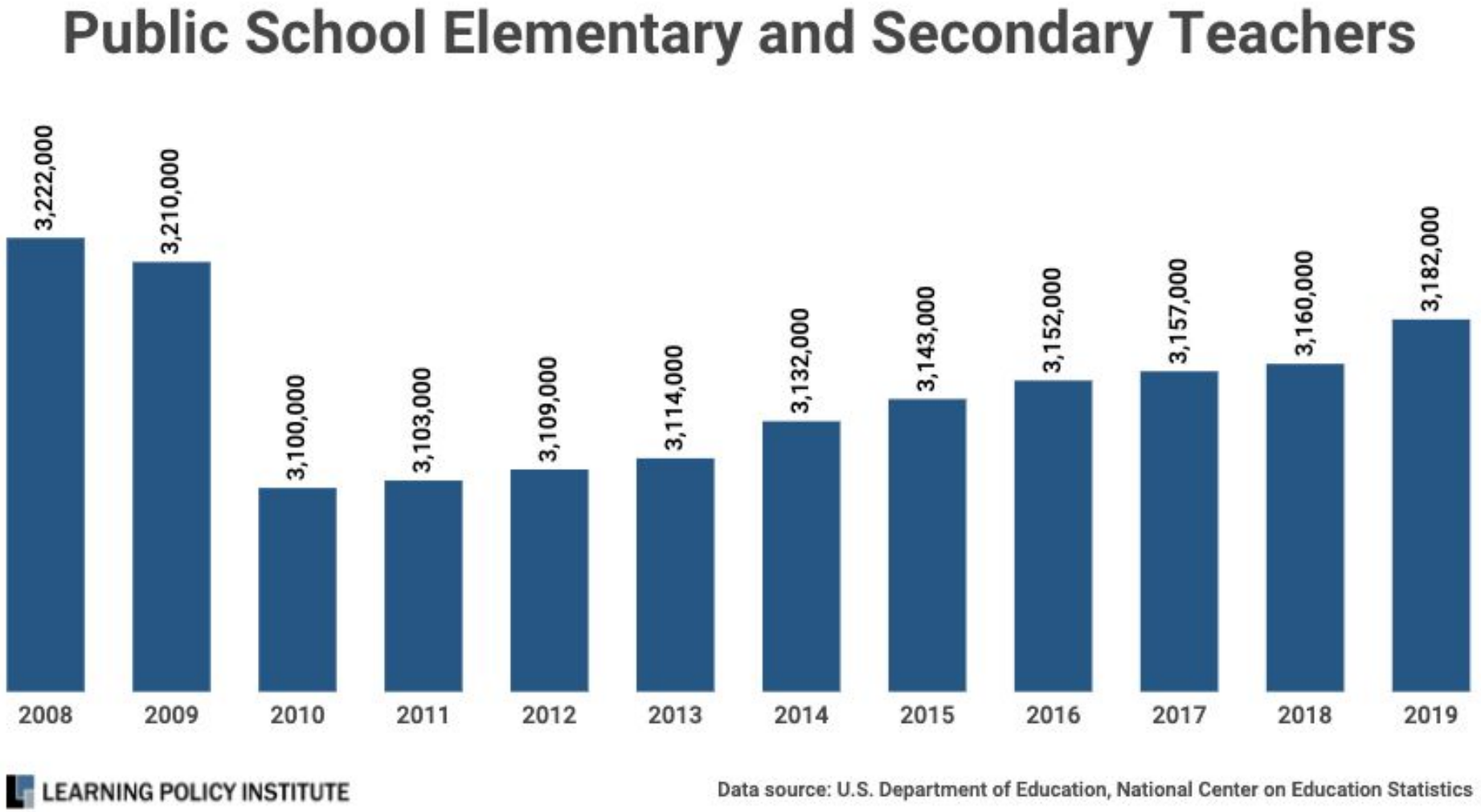
2. Declining enrollment in teacher training programs

- American Association of Colleges for Teacher Education found the average number of education graduates across all institution types fell by 24% from 2009-10 to 2018-19.
- **Post Covid** – 60% of colleges reporting a decline due to the pandemic
- As of 2016, some 18 percent of public school teachers entered the profession via alternative route to certification program

https://aacte.org/2020/10/aacte-issue-briefs-examine-education-degrees-trends-and-future-implications-for-teacher-workforce/
https://encoura.org/the-teachers-are-not-alright/



The impact of a Recession on Teaching Positions



(Who remembers the Great Recession when our country lost more than 120,000 teaching positions.)

https://learningpolicyinstitute.org/blog/impact-covid-19-recession-teaching-positions

Why are we here?

3. Teacher Retention/Turnover

- RAND Survey in early 2021 found that 25% of teachers indicated a desire to leave their jobs compared to an average national turnover rate of 16% pre-pandemic
- About 30% of new teachers leave the occupation within their first five years
- Teacher turnover is highest in the South (16.7%) and lowest in the Northeast (10.3%)
- Teachers of color have higher turnover rates (19% vs 15%)
- 51% of teachers report manageable workloads and 53% cited working conditions as primary reasons
- About 23% of the teaching workforce is between 50 and 59 years old, and 7% are older than 60

Source:
https://www.brookings.edu/blog/brown-center-chalkboard/2021/09/08/how-the-pandemic-has-changed-teachers-commitment-to-remaining-in-the-classroom/ https://files.eric.ed.gov/fulltext/ED579971.pdf and https://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2018144
https://www.rand.org/pubs/research_reports/RRA1108-1.html

Why are we here?

Let's Talk What is Cost's to Replace…

National Data

- $2.2 Billion per year on teacher attrition
- $4.9 billion per year for replacing teachers who transfer schools

District Data

- $4,366 per teacher in a small rural district
- $17,872 per teacher in a very large district

Separation Costs:
Removing from payroll and processing
Paying substitutes to cover

Recruitment and Hiring Costs:
Advertising
Traveling to job fairs
Responding to inquiries, corresponding to applicants
Conducting Interviews, background checks etc

Training Costs:
Coordinating mentoring programs, onboarding workshops and professional development

The Learning Policy Institute as a list of Separation Costs, Recruitment and Hiring Costs and Training Costs associated with Replacement: https://learningpolicyinstitute.org/about-teacher-turnover-calculations

Why are we here?

4. Teacher Pay – Will money solve all our problems?

- How does your state compare / How does your school compare?

  https://learningpolicyinstitute.org/product/understanding-teacher-shortages-interactive

  The current state of teacher pay in the nation's large school districts - https://www.nctq.org/blog/Upping-the-ante:-The-current-state-of-teacher-pay-in-the-nations-large-school-districts

- The salary for a first-year teacher with a bachelor's degree ranges from approximately $35,000 to just above $59,000, adjusted for cost of living.
- Salaries are the quintessential incentive to attract the right teacher to the right position. Therefore, districts need to be strategic about how they pay. https://www.nctq.org/publications/Smart-Money-2.0?gclid=CjwKCAjw7--KBhAMEiwAxfpkWNMWSkQ6wUZ-SYq8-s3dV5zwhEAygfjmcFD--hRL78hQwrtga6RATBoCDkEQAvD_BwE#takeways
- What is in Teacher Compensation? - https://www.ed.gov/oii-news/teacher-compensation

2021's Best and Worst

Highest Annual Salaries (Adjusted for Cost of Living)

1. New York
2. Michigan
3. Pennsylvania
4. Illinois
5. Washington

Lowest Annual Salaries (Adjusted for Cost of Living)

47. South Dakota
48. New Hampshire
49. Florida
50. Hawaii
51. Maine

Lowest Projected Teacher Turnover

1. Kentucky
2. Montana
3. Missouri
4. New York
5. Alabama

Highest Projected Teacher Turnover

44. Indiana
45. Virginia
46. Arizona
47. Vermont
48. District of Columbia

https://wallethub.com/edu/best-and-worst-states-for-teachers/7159/#main-findings

NEA Data on highest average salary:

- New York ($86,609)
- California ($84,531)
- Massachusetts ($84,290)

NEA Data on lowest average salary:

- Mississippi ($46,843)
- South Dakota ($48,984)
- Florida ($49,102)

Illinois
($40,484) #22– starting
($68,083) #12 – average

https://www.nea.org/resource-library/teacher-pay-and-student-spending-how-does-your-state-rank

Issues to Watch

41% of former teachers cited the ability to seamlessly transfer their license between states as a factor in deciding whether to return to the classroom.

1. State Reciprocity Rules – Where can you recruit and where can you not
   - 8 States have full reciprocity (Arizona, Florida, Hawaii, Illinois, Mississippi, Missouri, Nevada, Oklahoma)
   - Most states will accept from All states on a “provisional” basis
   - Several states flat out say no to other states without additional tests which cost money
   - Some states are almost blacklisted from any reciprocity agreements

2. State Tenure Rules – Are you loosing your best teachers/Are you loosing your diverse teachers
   - At least 17 states require tenure (including Missouri) or seniority status to be used as a primary factor in reduction-in-force determinations. At least 16 states require teacher evaluations.
   - Districts who spent the last 3 to 5 years improving their recruitment of more diverse pools of educators are now losing these candidates.

https://www.ecs.org/50-state-comparison-teacher-employment-contract-policies/
https://www.ecs.org/50-state-comparison-teacher-license-reciprocity/
https://eric.ed.gov/?id=ED606883

Issues to Watch

3. What changes are you seeing in Substitute Requirements/Are these a precursor for the future of teacher certification
    - You must have at least a bachelor's degree from an accredited college or university in order to receive a Substitute Teaching Certificate.
    - No prior teaching experience is required.

4. American Rescue Plan Act of 2021 - $170.3 billion ($122.8 billion for Elementary and Secondary School Emergency Relief Fund) - Distributed to states, based on Title 1
    - Accelerate student learning through extended school year, summer enrichment etc.
    - Provide students and staff with safe school reopening
    - Upgrade school facilities for healthy learning environments
    - Invest in wraparound supports
    - **Stabilize and diversify the educator workforce and rebuild the educator pipeline**

* This act includes provisions that help ensure that federal funds are used in addition to – and not in place of – state and local education funding.

https://learningpolicyinstitute.org/blog/covid-analysis-american-rescue-plan-act-2021

Teacher Licensing Changes

Recent changes to alter licensure requirements

1) Revising existing requirements for initial licensure
2) Creating new licensure
3) Filling vacancies through licensure exemptions
4) Expanding access through alternate routes
5) Limiting barriers to out-or state teachers

Michigan – Removed general requirement that teachers pass Basic Skills Test
Illinois, Indiana, North Dakota, Virginia – Created new content area licensures
Pennsylvania – Combined SpEd PK-8 and SpEd 7-12 into one license

Notable Trends

1) Many states have lowered or (or removed) academic requirements to enter into teacher programs
2) 25 states have initiatives to recruit and support individuals of color to enter the teacher pipeline
3) Only half 25 states require Elementary teachers to pass content licensure tests
4) Eliminating requirements for candidates to pass the edTPA

https://www.ecs.org/state-information-request-addressing-teacher-shortages-through-licensure-flexibility/

https://www.ecs.org/state-education-policy-watch-list/

https://www.nctq.org/publications/State-of-the-States-2021:-Teacher-Preparation-Policy#conclusion

AASPA's National Legislative Priorities

Educator Shortages There are serious challenges with the teacher pipeline right now. Low wages for teaching positions have led college students to choose other career paths, and high burnout rates have caused many educators to leave the profession entirely. As the older generations approach retirement age, districts are seeing a record number of retirements and are left without any pipeline of recent graduates to fill the open roles. Job postings that had 300 applications in the early 2000s are now receiving an average of 0 to 5 applications. Staffing crises have led to some schools closing entirely for short periods. New and worsening challenges born out of the pandemic have pushed the issue to a breaking point.

Legislative Priorities

- **Student Debt Relief**
- **Special Education and Other Critical Shortage Area Funding**
- **Alternate Certification Programs**
- **Funding for Paraprofessionals in Classrooms**
- **Reciprocity**

https://www.aaspa.org/aaspa-legislative-priorities

What can we do about it?/How can we use this information?

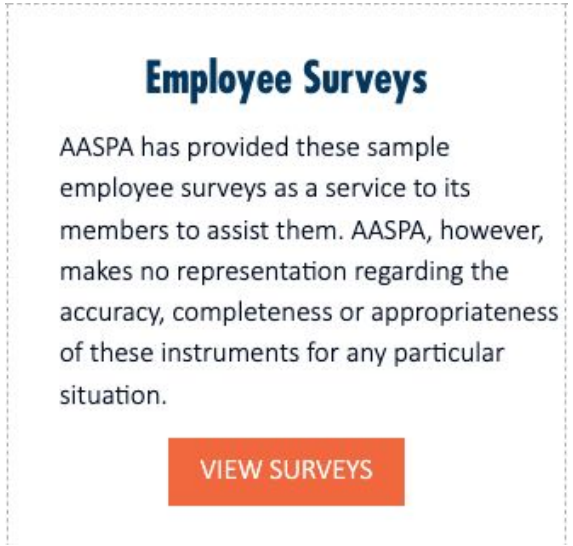
Strategies for Recruitment and Hiring Post COVID

1. Embrace Data
2. Grow Your Own Teachers and Leaders
3. Expand Online Recruiting Efforts
4. Recruitment Stipends
5. Leadership Training
6. Building and Communicating a Brand

1. Embrace Data

Data is Key - You need a system in place to identify shortage areas/district strengths

- Market Analysis of the local labor market
- Compensation studies with surrounding districts
- Compensation studies with local non-teaching jobs
- Information on local layoffs and furloughs
- Satisfaction Surveys (During and Post-COVID)
- Track what types of candidates are applying
- Where are your teachers going (simple Exit Interview)
- **Teacher Retention Tracking Platforms**
  Upbeat
  Frontline
  PowerSchool



What data is being collected

- Teacher retention rate (kept)
- Teacher attrition rate (lost/did not replace)

My favorite new survey:
What is most important to you starting out as a new teacher in a school district (please check all that apply)?
Watch for more at:
https://www.aaspa.org/news/new-teacher-recruiting-and-hiring

Teacher Working Conditions During Pandemic - https://www.edworkingpapers.com/sites/default/files/ai20-279.pdf

- University Recruiting Survey Questions
- Stay Interview
- Exit Interview
- Exit Survey
- Teacher Survey
- Questions-Interview
- Exit Interview Form
- SurveySummary
- Exit Interview
- Employee Exit Survey
- Blue Valley New Teacher Survey (2)
- Teacher Exit Survey
- Exit Survey
- Exit Survey
- New Employee Survey
- Sample Teacher Fair Survey

2. Grow Your Own Strategies

Grow your own from Paraprofessional

- Tuition assistance to help paraprofessional or parent volunteers earn teaching licenses
- Help current teachers earn certifications for hard-to-fill areas (math, science, SpEd) or leadership roles (Principals)

https://www.edweek.org/leadership/how-grow-your-own-programs-are-helping-recruit-teachers-of-color/2021/06

https://www.newamerica.org/education-policy/reports/grow-your-own-teachers/a-look-at-the-data/

Grow your own from High School

- Never to late to set one up in your district.
- Does your state offer a pathway program for HS students "through state statute"
- Incentive programs for HS students who come back

- Biggest lesson learned – Must continue the support after graduation and through college "check ins"

TEACH Grant Program - https://www.ed.gov/news/press-releases/department-education-implements-teach-grant-program-changes-benefit-teachers-and-students

Substitute Teachers

Motivating Factors for Substitutes

- Flexible Schedule
- Emotionally Rewarding
- Networking
- Classroom Experience
- Career Exploration
- Supplementary Income

Top Motivators for Substitutes

- Welcoming
- School Loyalty
- Involvement with other Teachers
- Incentives

What Makes Up Your Substitute Pool

15 Years Ago

75% Certified Teachers Working As Substitute Teachers

Now

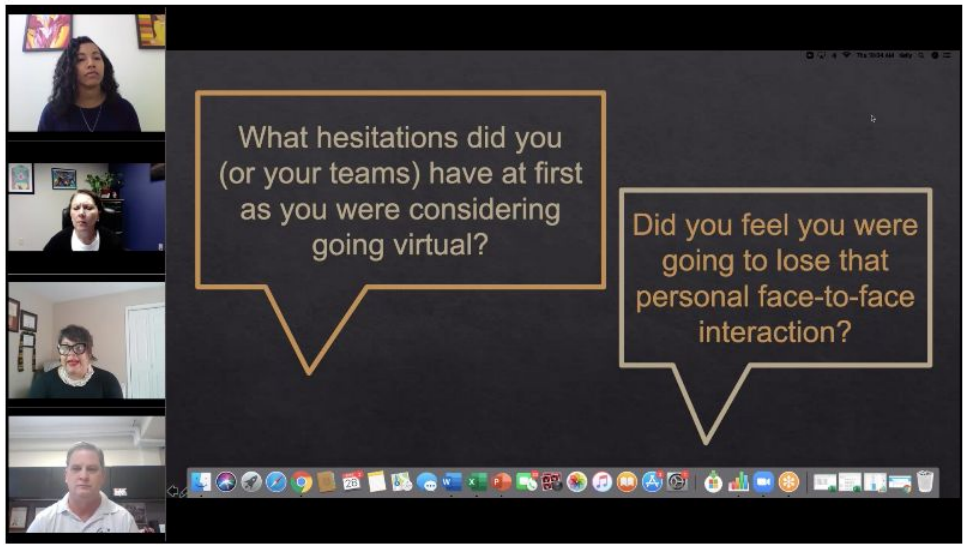
80% Without A Teaching Certificate

Top Frustrations of Substitutes

- Low Pay (79%)
- Late Notice (45%)
- Bad Experience (33%)
- 2nd Job conflicts (25%)

3. Expand Online Recruiting Efforts

- Q18: With regards to recruiting for your TEACHERS are you currently:
  - 77% - Recruiting through virtual career fairs sponsored by colleges or organizations
  - 21% - Recruiting through in-person career fairs sponsored by colleges or organizations
  - 34% - Recruiting through virtual career fairs hosted by your district
  - 6% - Recruiting through in-person career fairs hosted by your district
  - 10% - Delaying your current recruiting



@fcpsnews / @HR_FCPS
@CFBISD / @cfbjobs
@ClarkCountySch / @thehive_vegas
@FultonCoSchools / @GO_Fulton
@kckschools / @Work4KCKPS
@gcschools / @GCSHRJobs
@HCPSchools / @HCPSRecruiter
@YukonDistrict / @YPSCareers

AASPA Webinar on conducting a district Virtual Career Fair: https://www.aaspa.org/webinars

4. Recruitment Stipends and More

- Hiring Bonuses

  "We're making sure schools know they can use ARP and other relief funds to increase wages by offering hiring bonuses for teachers and support staff, and provide permanent salary increases or premium pay." – Miguel Cardona, Secretary of Education
  https://thehill.com/blogs/congress-blog/education/584636-school-staffing-shortages-cant-wait-the-biden-administration-is?rl=1

- Substitute Incentive Pay
- Alternative incentive (allow teachers to enroll their children in your school)
- Housing Discounts, Interest Free Loans, Discounted Technology, Security Deposit Waivers
  *Goes back to Leveraging Partnerships

•Fairfax, VA: https://www.fcps.edu/node/31928

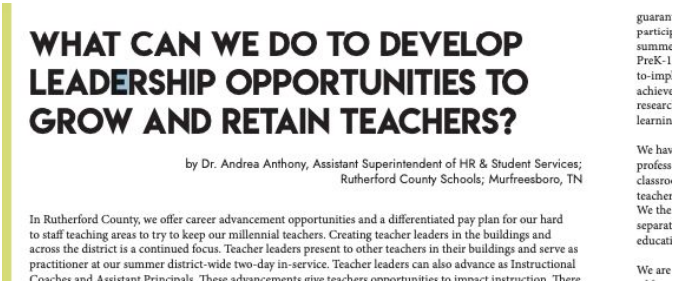
•San Francisco, CA: http://sfmohcd.org/teacher-next-door-program-tnd

•Fayetteville, NC: http://hr.ccs.k12.nc.us/incentives-2/

•Washington State: https://washingtonstatewire.com/bill-aims-to-make-it-easier-for-teachers-to-live-where-they-work-heres-how-it-would-work/

5. Training & Development

- Build your Teacher Leaders
  - Aspiring Administrator Academy
  - Teacher Leadership Academy – for those who don't want to be an administrator
  - Academy to Support, Sustain and Induct Successful Teachers (ASSIST) for new teachers



WHAT CAN WE DO TO DEVELOP LEADERSHIP OPPORTUNITIES TO GROW AND RETAIN TEACHERS?

by Dr. Andrea Anthony, Assistant Superintendent of HR & Student Services; Rutherford County Schools; Murfreesboro, TN

In Rutherford County, we offer career advancement opportunities and a differentiated pay plan for our hard to staff teaching areas to try to keep our millennial teachers. Creating teacher leaders in the buildings and across the district is a continued focus. Teacher leaders present to other teachers in their buildings and serve as practitioner at our summer district-wide two-day in-service. Teacher leaders can also advance as Instructional

https://assets.noviams.com/novi-file-uploads/aaspa/Perspectives/nov_persp_2020_spreads_2.pdf

- Support your Principals as Human Capital Managers/Leaders
- Training your HR Staff and Principals on effective recruiting and interviewing

The Importance of Teaching and Learning Conditions:

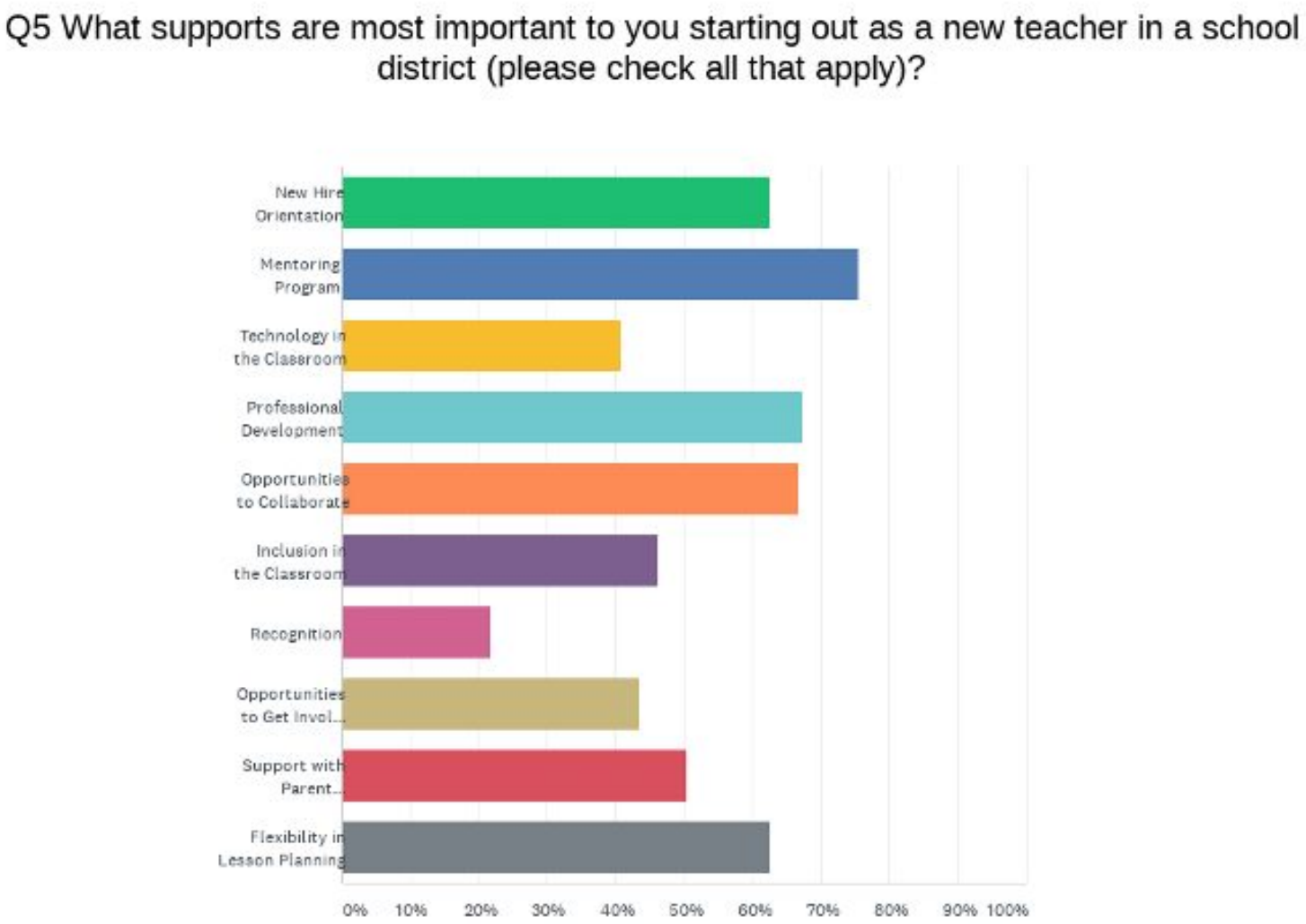
1. Invest in principal preparation and PD
2. Build Teacher Leadership
3. Expand professional development

https://learningpolicyinstitute.org/product/leandro-teaching-and-learning-conditions-brief

5. Training & Development

New Teacher Support - Mentoring program is most important.
76% of respondents said that a mentoring program was most important to support new teachers starting out in school districts. Other new teacher supports strongly desired included professional development (67%), opportunities to collaborate (67%), new hire orientation (63%), flexibility in lesson planning (63%), and support with parent interaction (50%).

https://www.aaspa.org/news/new-teacher-recruiting-and-hiring



Training and Development

What are you doing with Student Teachers - Enrich your teacher pipeline by attracting the best student teachers, supporting them and then hiring them.

1. Limit the job of mentoring to only the strongest teachers (consider $)
2. Make sure your mentor teachers are great frontline recruiters
3. Allow mentors to meet and pick whom they mentor
4. Decide early if you will want to hire them later
5. Attract the best student teachers (consider $) – Give them priority for a full time job next year

https://www.nctq.org/blog/Student-teaching:-The-pipeline-to-great-new-teachers?utm_source=NCTQ+Newsletters+and+Announcements&utm_campaign=9ce652564e-Trendline+11.12.20&utm_medium=email&utm_term=0_06ef29c06d-9ce652564e-409209330

6. Building and Communicating a Brand / Marketing

- **Establishing a brand can help**:
  - Highlight Districts Accomplishments/Increase an organization's visibility
  - Boost recruitment efforts
  - Improve the odds of attracting a diverse and qualified pool of applicants

- **The brand should help potential employees understand the organization's culture and values**
  - You ARE your district – Everything you do/Everything that comes out of your office needs to be branded with: Slogan, Twitter Handle, Website
  - How you responded to the Pandemic is a reflection of your district!

If you are not telling your employment story, then someone else is!

6. Building and Communicating a Brand / Marketing

Let's Talk Website!

- Is there a Job's Tab on the Home Page of your Website?
- Do you share a mission statement or vision statement?
- Do you clearly list job openings? Are they easy to apply for?
- Do you have a checklist of other application needed items?
- Do you share information about the community/directions?
- Do you share housing information?
- Do you share the salary schedule?
- Are your key people easy to reach?
- Do you share testimonials?
- How you are keeping staff safe – what options are you giving your employees…

Find internal champions that can help reinforce the brand. For example, asking high-performing employees to:

- Represent the organization at job fairs
- Be available to answer applicants' questions
- Open up their classrooms for potential new hires to visit

Examples:

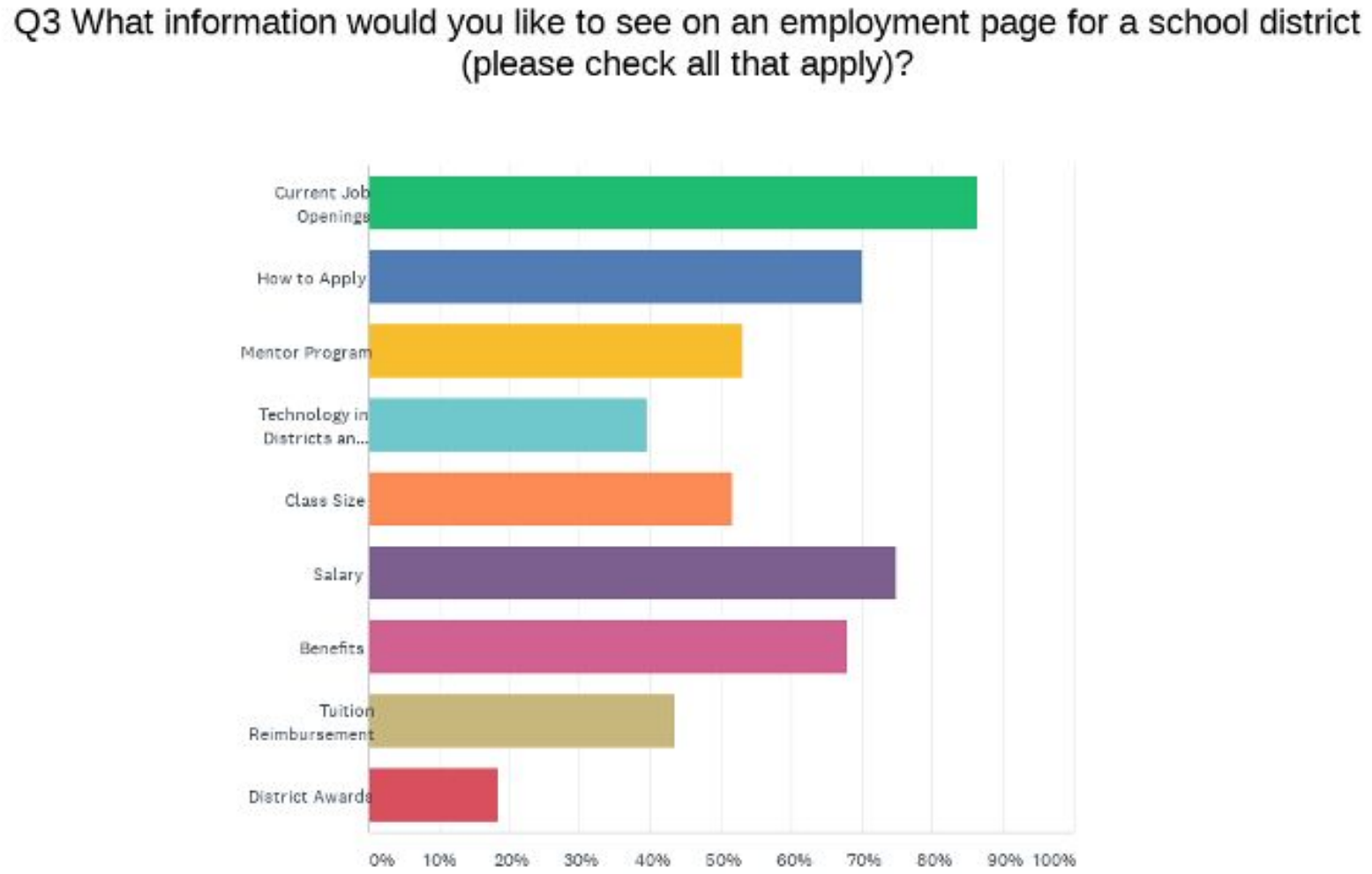
- http://jobs.phxschools.org/
- https://district.bluevalleyk12.org/Employment/Pages/Employment.aspx

6. Building and Communicating a Brand / Marketing

District Careers Site

Similar to the information that respondents were seeking at the career fair, 86% would like to see information about current job openings on the district careers website. Other items at more than 50% were salary (75%), how to apply (70%), benefits (68%), mentor program (53%), and class size (52%).

https://www.aaspa.org/news/new-teacher-recruiting-and-hiring



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