EdRecruiter 2022:
What Matters To K-12 Job Seekers And Educators Now

Meet Our Presenters

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VP, Marketing
Education Week

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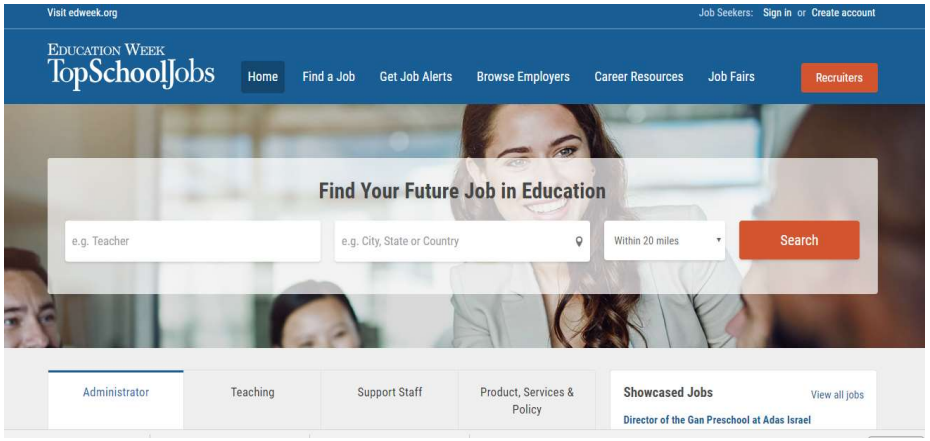
Director of Sales
EdWeek Top School Jobs

Meet EdWeek Top School Jobs

Education Week's career site



We've partnered with over 1,000 school districts across the nation providing customizable solutions to recruit the best and the brightest.

Our number one priority is to help you put the most effective teachers, administrators, and support staff in front of students. We do this through:

- Recruiting top talent for hard-to-fill positions
- High-volume national and/or local recruitment
- Raising your district's profile through branding efforts
- Securing highly-qualified school and district administrators and leadership

EdWeek Top School Jobs

Roadmap for Today's Webinar

- Survey **methodology** and **demographics**
- **Findings** from our survey of K-12 educators/job seekers
- **Comparisons** to survey results from K-12 recruiters
- **Questions** from recruiters throughout the nation on these topics

We will focus on:

- **Implications for K-12 recruiters going forward**
- **Practical tips or solutions for addressing key challenges**

Overall Questions for the Research

- To what extent are survey respondents impacted by teacher shortages in their schools and districts?
- Why do educators stay in or take a job in K-12 education?
- What do job seekers think about diversity, equity, and inclusion?

How do the views of job seekers match up with recruiters' perceptions on all these issues?

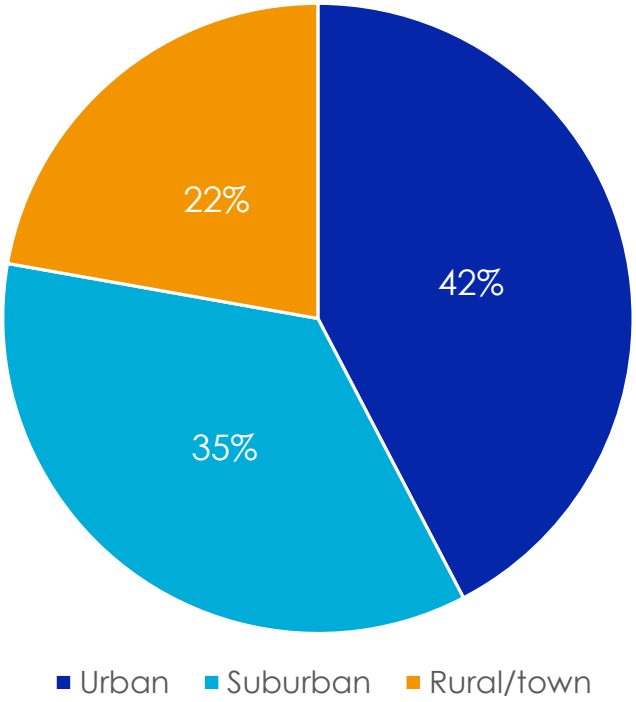
Who Did We Survey?

HR Professionals
November 2-23, 2021

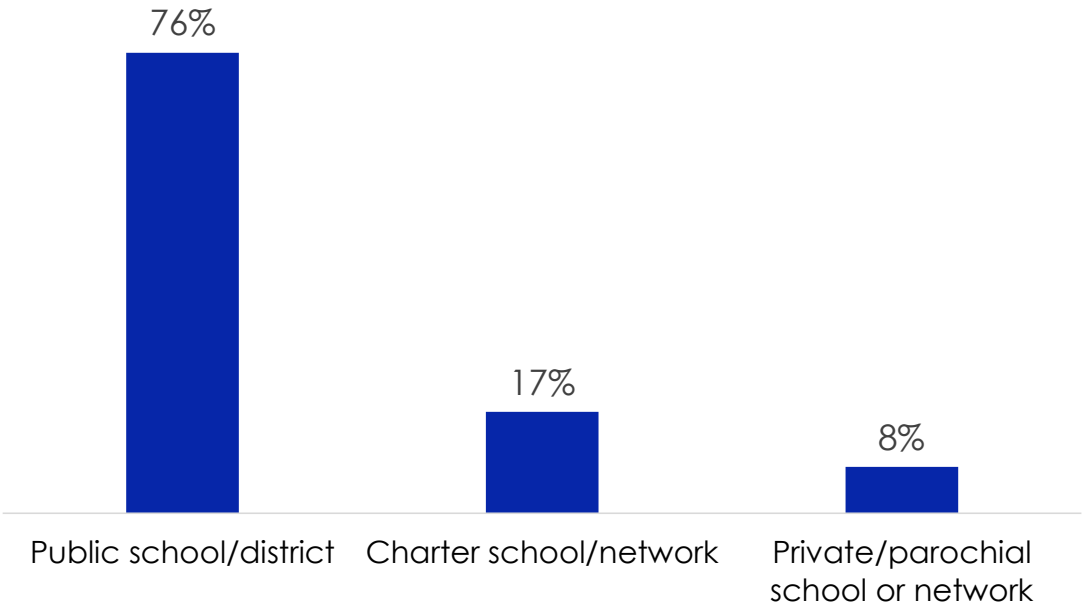
Educator Survey: Nationally representative
Recruiter Survey: Nationwide, not nationally representative

Where Recruiter Respondents Work

Locale

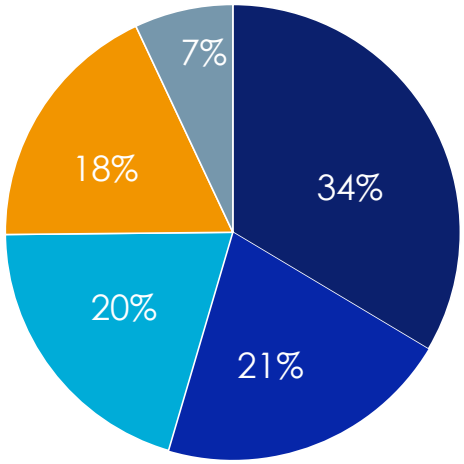


Type of School System



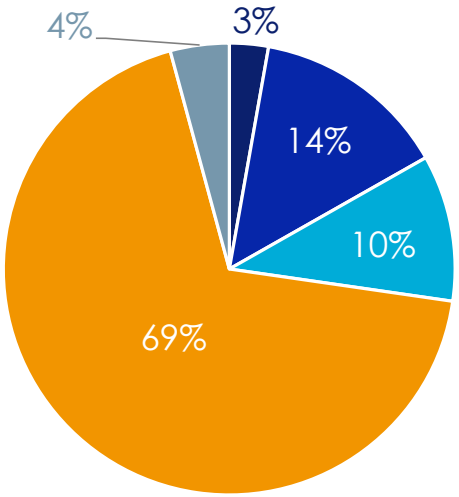
Recruiter Respondent Demographics

Seniority Level



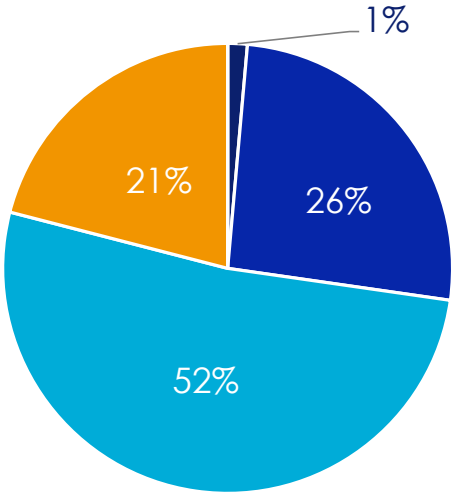
- Senior Leadership
- Coordinator/Specialist
- Manager/Supervisor
- Director
- Support Staff

Race/Ethnicity



- Asian
- Black
- Hispanic
- White
- Other

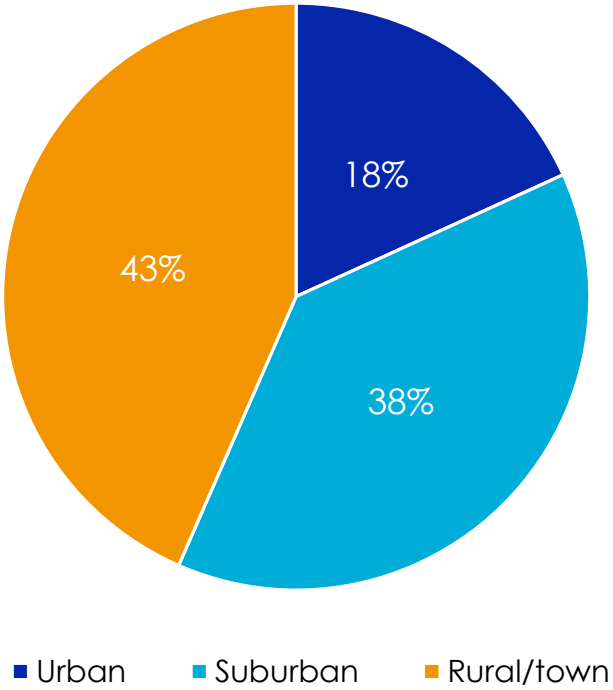
Age Range



- Gen Z or Centennials: Born 1996–TBD
- Millennials or Gen Y: Born 1980–1995

Where K-12 Job Seeker Respondents Work

Locale



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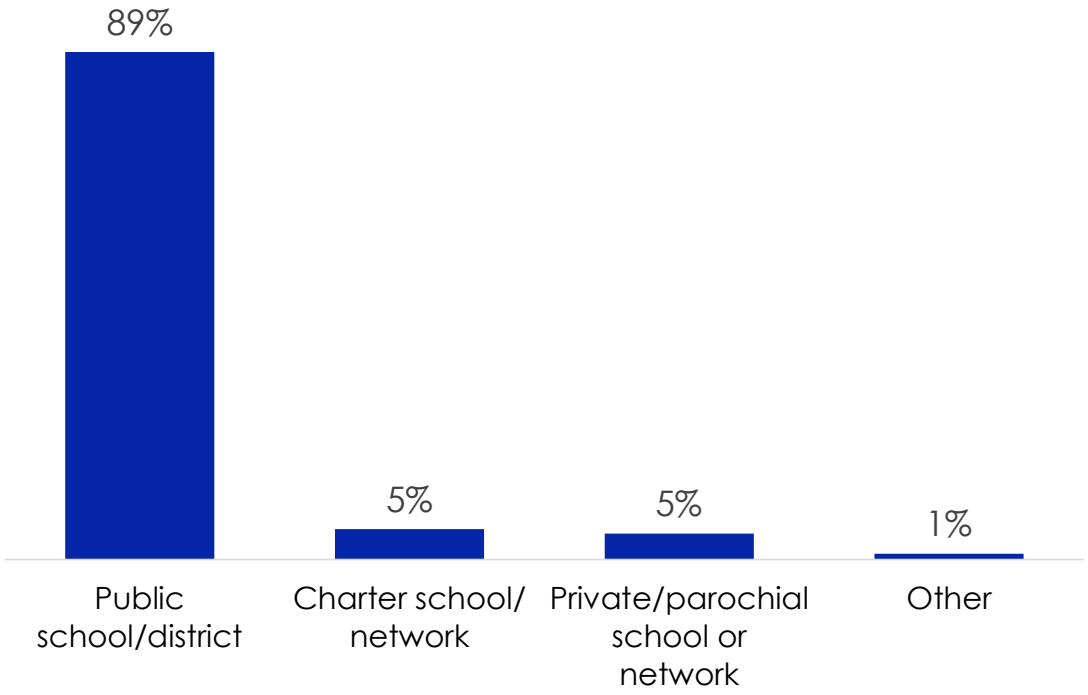
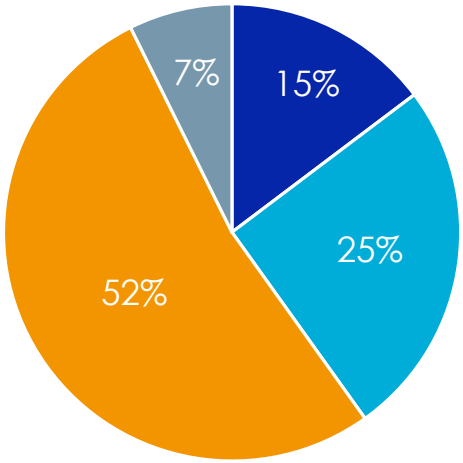


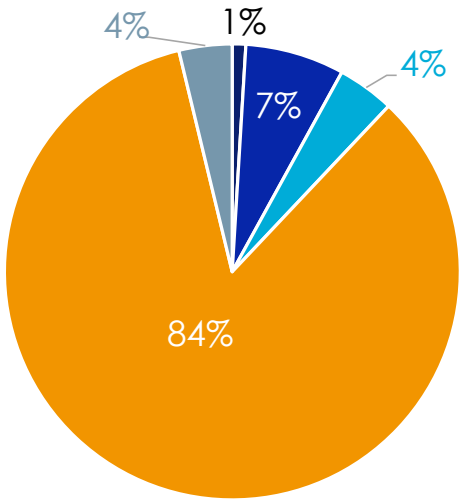
Job Seeker Respondent Demographics

Job Title



- District Leaders
- School Leaders
- Teachers
- Other

Race/Ethnicity



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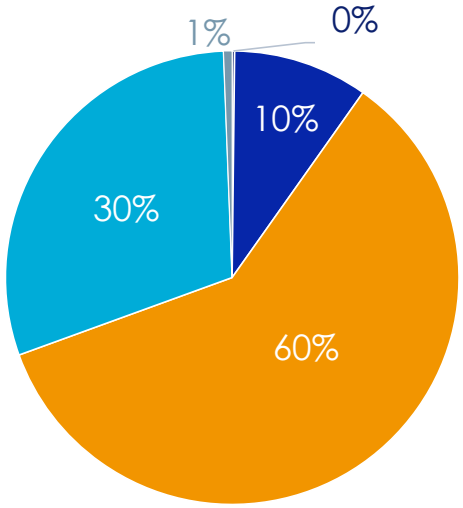
Age Range



- Gen Z or Centennials: Born 1996–TBD
- Millennials or Gen Y: Born 1980–1995
- Generation X: Born 1965–1979
- Baby Boomers: Born 1946–1964
- Traditionalists or Silent Generation: Born 1945 and before

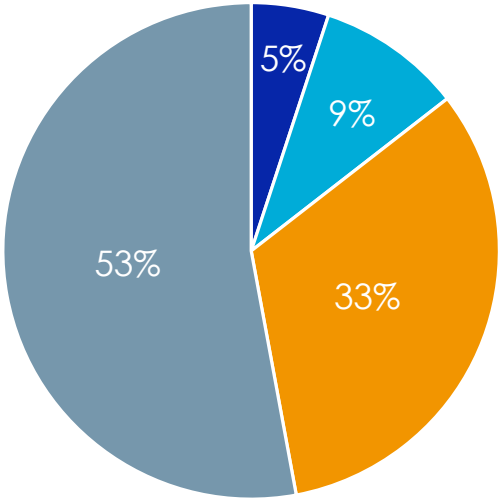
Insights

The Vast Majority of Educators Say Their Districts Have a Teacher Shortage

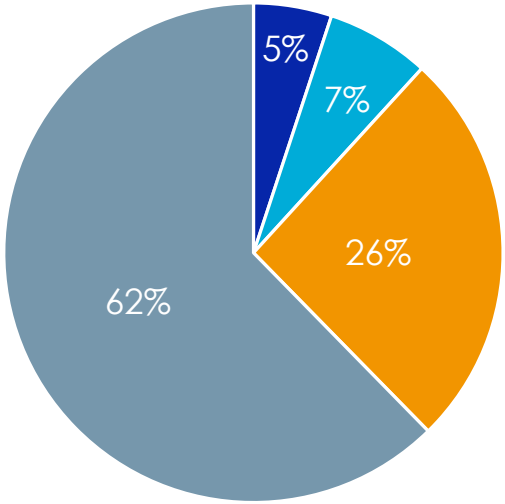
- Most also report a shortage of teaching assistants or paraprofessionals
- Most say the shortages are negatively impacting their own job satisfaction
- Recruiters report difficulties finding specific types of teachers, cite pandemic's impact

Educators Report Teacher Shortages It Matters … a Lot

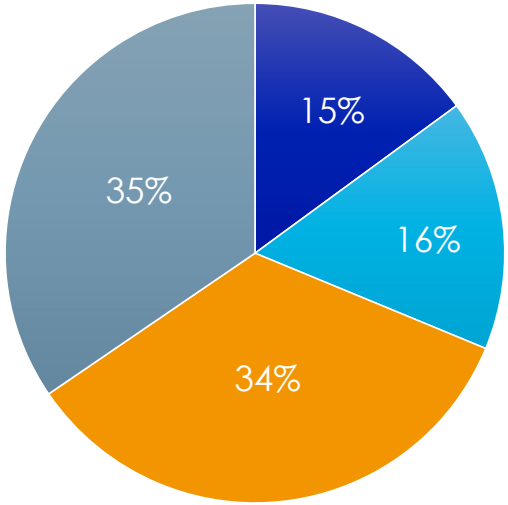
District has teacher shortage



District has shortage of teaching assistants



Staffing shortages are negatively impacting my job satisfaction



■ Completely disagree ■ Somewhat disagree ■ Somewhat agree ■ Completely agree

So, What Now?

Ways the Pandemic has Stretched Educators' Already Limited Time

- Taking on additional classes or more students per class due to staffing shortages
- Responding to increasing social-emotional issues of students
- Helping students catch up on academic skills, "unfinished learning"
- Expanded cleaning requirements between classes
- Ensuring that students are following COVID-related health and safety protocols
- Contact tracing responsibilities

So, What Now?

Recruitment Strategies to Address Teacher Shortages

- Establish alternative teacher certification pathways for current valued employees, such as paraprofessionals or other non-teachers
- Use virtual recruiting strategies to look beyond your immediate district for top talent
- Market your district's strengths to prospective job candidates

SOURCE: Education Week reporting

So, What Now?

Retention Strategies to Address Teacher Shortages

- Empower current teachers in various ways—from giving them a greater say in their own professional development to providing them with formal input on school policies (academics, discipline, etc.)
- Foster collaboration among teachers (a strong predictor of retention)
- Hire employees with skills to address issues that teachers shouldn't have to (re nurses, social workers/counselors, etc.)

SOURCE: National Education Association

Strategies

To Address Educators Feeling Underappreciated and Time-Strapped

What: institute a full-time building substitute

Why: a trusted, readily available employee can…

- Help address the substitute teacher shortage
- Limit teachers' added responsibility of "covering" other classes
- Offer an additional layer of support to teachers overall
- Allow permanent building substitutes, or "teaching fellows", to gain valuable experience

SOURCE: Where Teachers Thrive, Susan Moore Johnson, Harvard Education Press

Strategies

To Address Educators Feeling Underappreciated and Time-Strapped

What: develop strong "in-house" systems for important responsibilities–such as hiring new colleagues, developing curriculum, meeting as teams, and enforcing schoolwide norms and rules.

Why: The practice minimizes unexpected meetings/ disruptions in teachers' day, allowing them time for lessons planning and other responsibilities.

SOURCE: Where Teachers Thrive, Susan Moore Johnson, Harvard Education Press

Strategies

To Address Educators Feeling Underappreciated and Time-Strapped

What: Reduce tasks typically assigned to teachers that have little to do with their actual jobs, like bus arrival, rest room and cafeteria duty.

Why: These time-intensive responsibilities detract from valuable time teachers could spend on job-related duties like lesson planning, grading assignments, etc.

SOURCE: Where Teachers Thrive, Susan Moore Johnson, Harvard Education Press

Strategies

To Address Educators Feeling Underappreciated and Time-Strapped

What: Work with teachers to develop consistent schoolwide standards for student behavior and responses to unwanted student behavior.

Why: These standards, especially when developed with input and buy-in from teachers, create a predictable environment conducive to teaching and learning and can limit disruptions.

SOURCE: Where Teachers Thrive, Susan Moore Johnson, Harvard Education Press

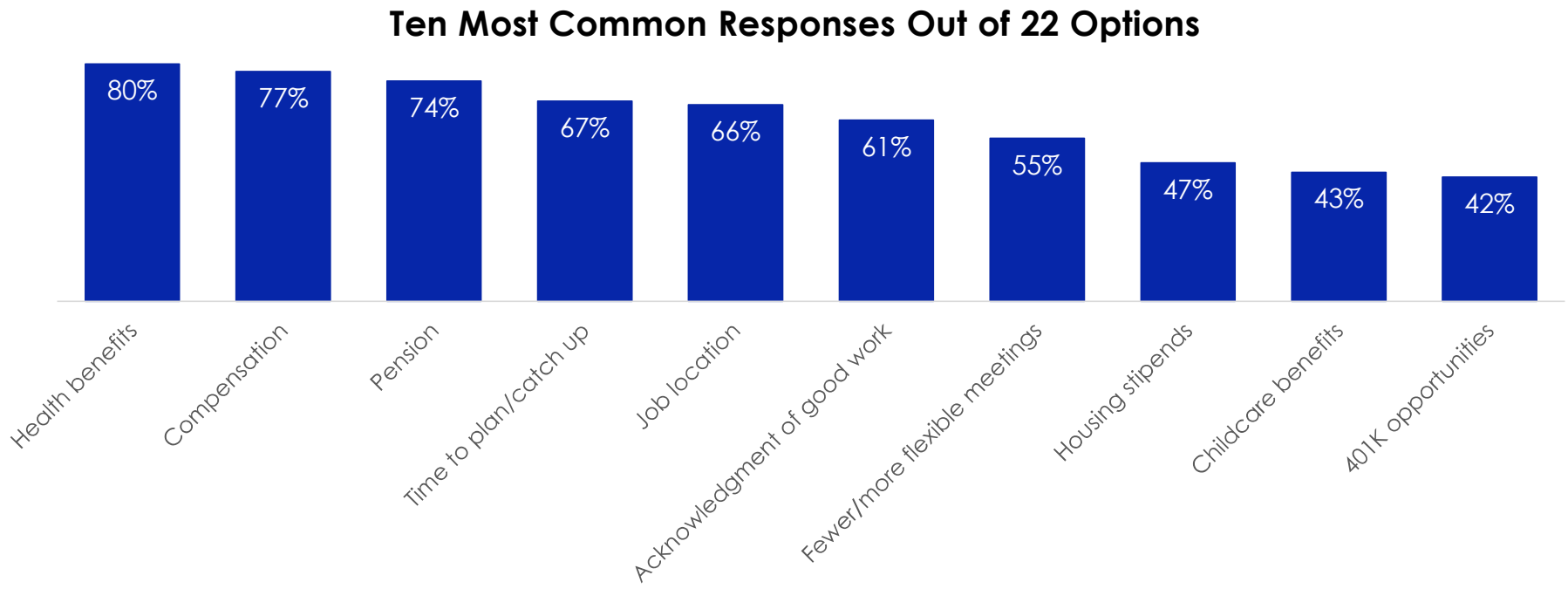
Insights

Most Important Considerations For Educators when Deciding Whether to Stay In or Take a Job

- Health Benefits
- Compensation
- Pensions

Educators Value Benefits and Pay Over Other Factors

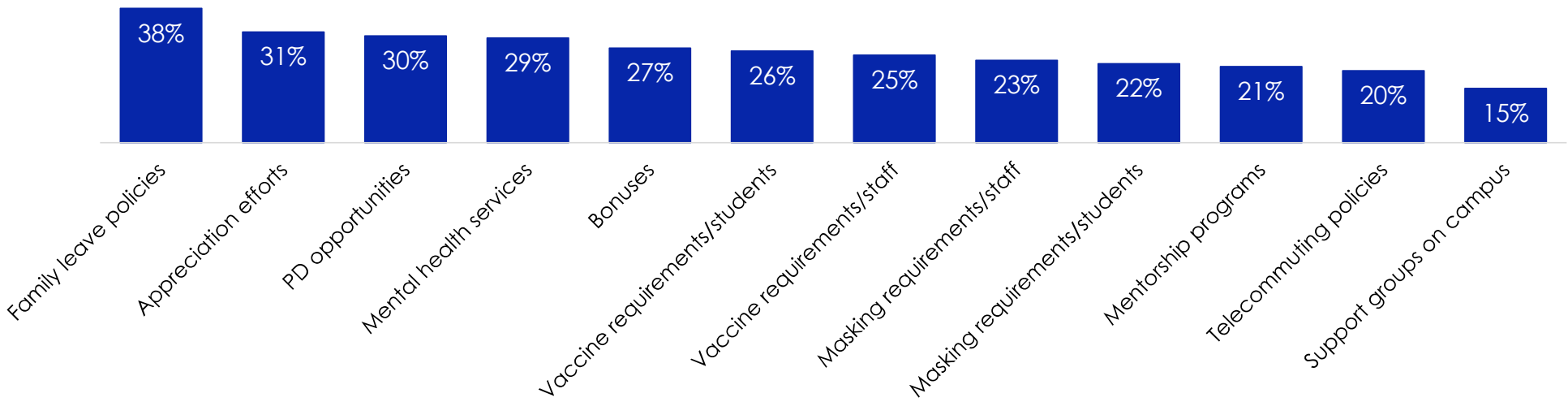
How important are the following when you are considering whether to remain in or take a job in a school or district?



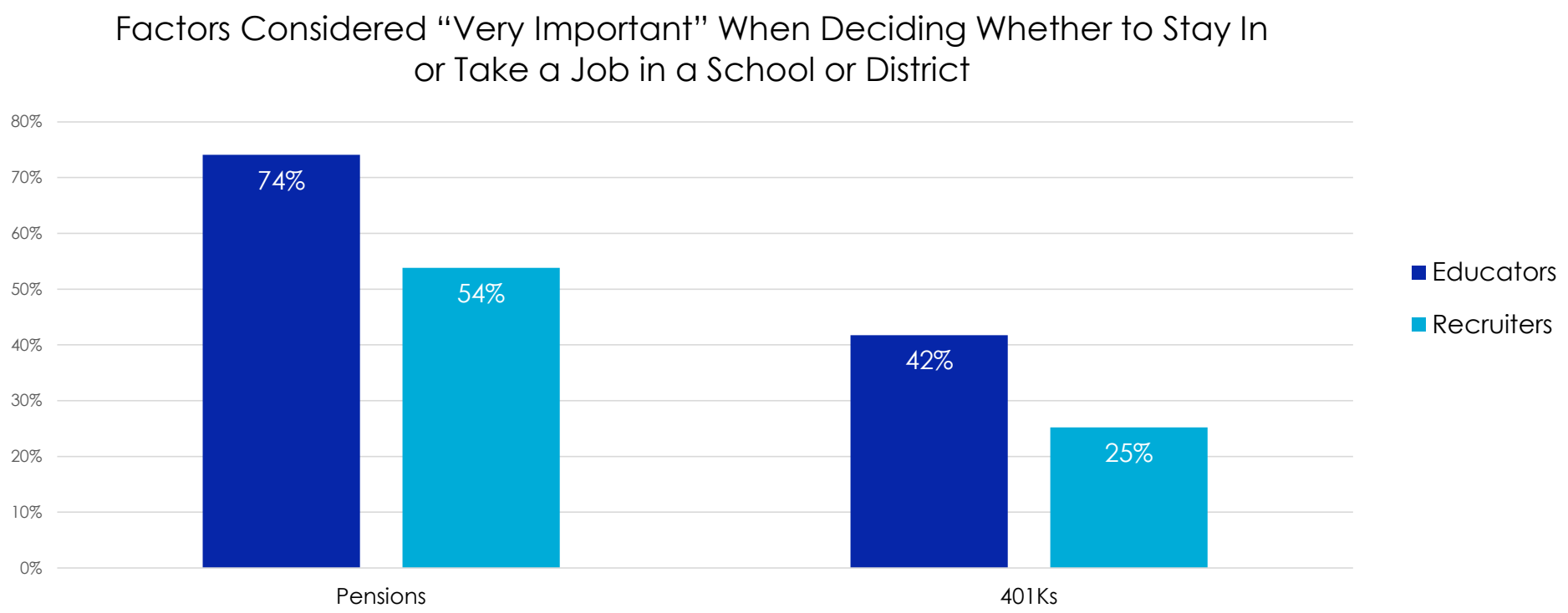
Least Important to Educators? Support Groups, Telecommuting Policies

How important are the following when you are considering whether to remain in or take a job in a school or district?

Twelve Least Common Responses Out of 22 Options

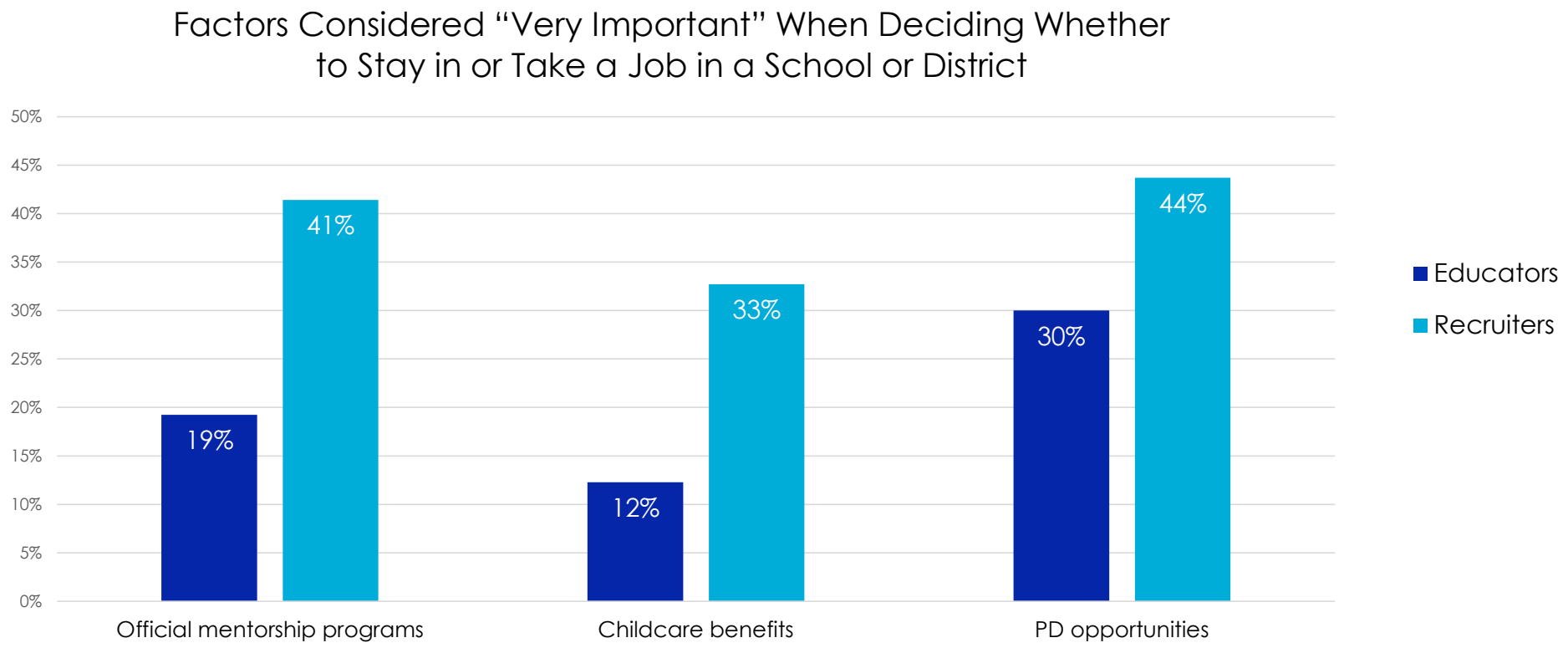


Pensions, 401Ks Are More Important To Educators Than Recruiters Expected



EdWeek Research Center + EdWeek Top School Jobs

Mentorship Programs, Childcare Benefits, PD Less Important Than Recruiters Expected



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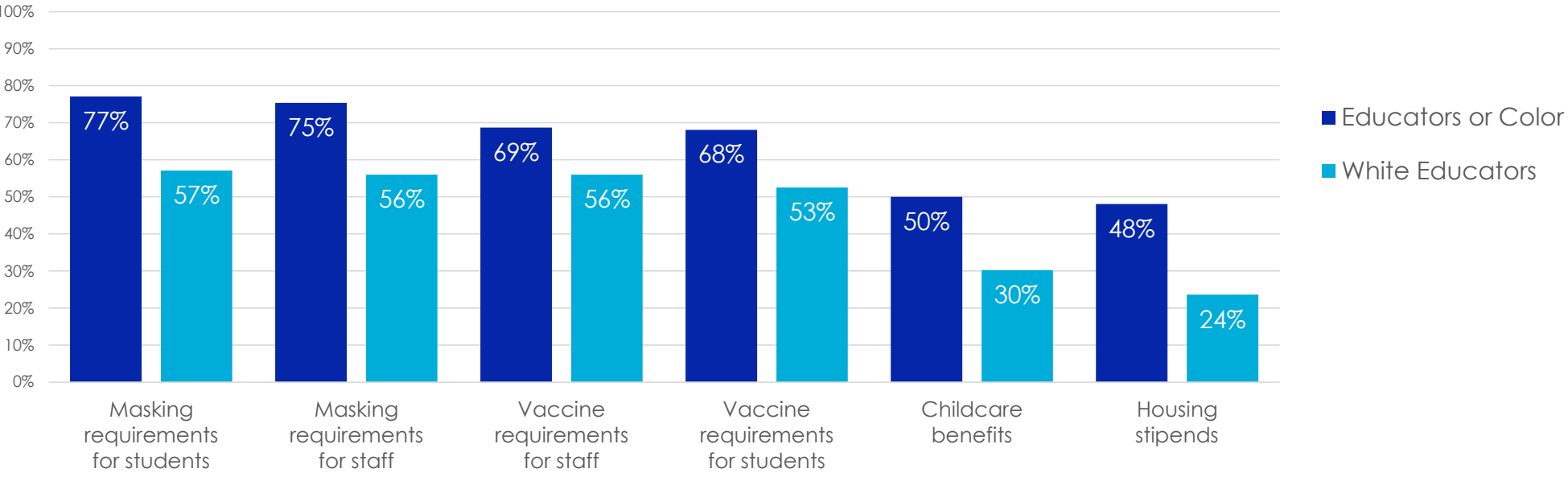
Some Factors More Important to Educators Of Color than to their White Peers

Percent Saying Factors Are Important to Their Decisions to Stay in or Take a Job in a School or District



EdWeek Research Center + EdWeek Top School Jobs

Strategies

For Developing a Successful Mentorship Program for New Teachers

- Adequately invest resources into the mentorship program
- Create a clear job description, training and compensation for mentors
- Select the right candidates as mentors
- Set aside sufficient time for mentors to adequately support mentees

SOURCE: Education Week Reporting *National Institute for Excellence in Teaching*

Strategies

Effective Mentorships for New Teachers

- Build a confidential and trusting relationship with mentees
- Offer non-evaluative feedback through informal observations
- Co-teach to model instructional strategies
- Make yourself accessible outside of scheduled meetings
- Create a dedicated online space where mentees and mentors can ask questions and share relevant information

Strategies

How Districts Can Show They're Serious About Protecting School Community From COVID-19

- Allow employees paid time to address COVID-related health and safety mandates, including testing and COVID vaccinations
- Model current health and safety recommendations applicable to COVID-19

Strategies

How Districts Can Show They're Serious About Protecting School Community from COVID-19 (continued)

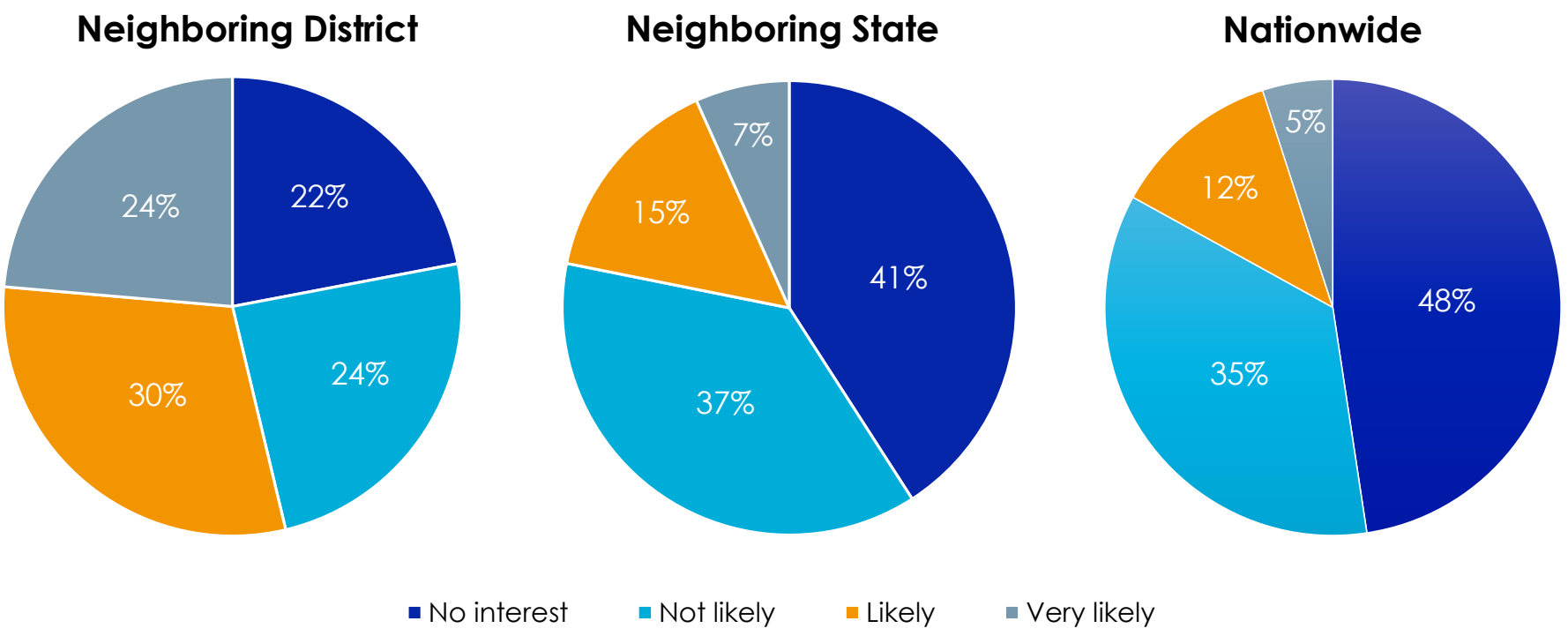
- Encourage members of school community to adhere to safety precautions to mitigate the spread of COVID-19
- Make information on current COVID-19 health and safety protocols readily available and visible to school community members: at school entranceways and other high-traffic areas within schools, on school and district websites

Insights

Job Seekers are Willing to Move. But Not Very Far.

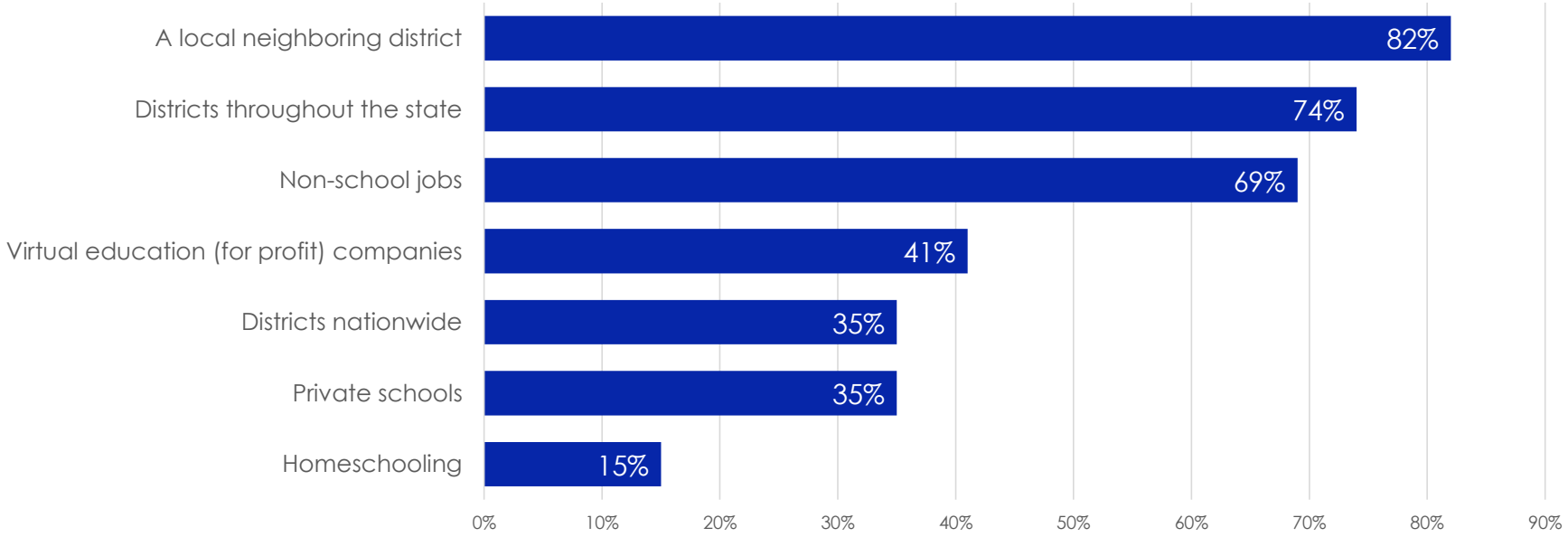
- Would move to a neighboring district
- But not to a neighboring state
- Not likely to relocate nationwide

Educators' Willingness to Move For The Right Opportunity



Recruiters' Views on the Competition For Candidates

To what extent do you agree that the following are major competitors for your district when it comes to recruitment?
(% of HR professionals)



So, What Now?

Factors That May Prevent Teachers From Seeking Jobs in Other States

- Requirements such as having to re-take coursework and/or new teacher certification exams
- Non-transferable rules around tenure protections
- Non-transferable retirement plans

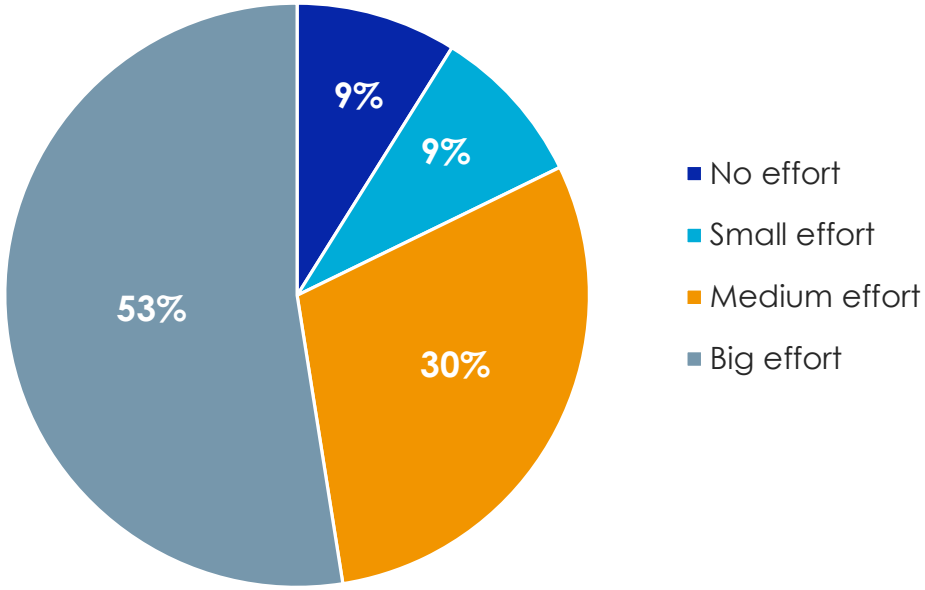
Insights

Most Educators Say their Districts Aren't Making Much Effort to Hire Diverse Candidates

- Most say their districts should hire more candidates from historically marginalized racial/ethnic groups
- 1 in 5 say their district is making no effort at all
- Recruiters disagree with educators' assessment of their efforts, say their districts *are* trying to recruit diverse candidates

Majority of Recruiters See Big Effort On Diverse Hiring

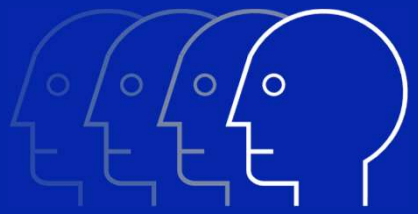
How much of an effort is the school district you work for making to hire more teachers and school administrators from historically disadvantaged racial/ethnic groups?



Insights

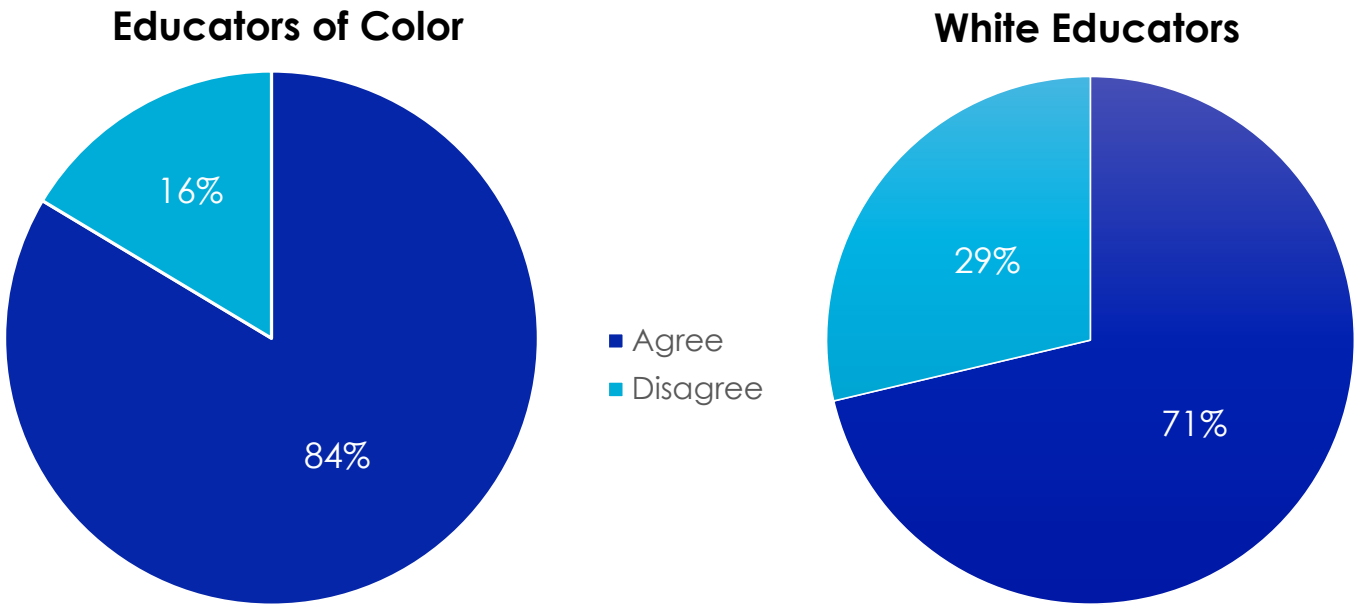
Most Educators Say it's Important To Them to Work in Districts with Diverse Workforce/Student Population

- It's even more important to educators of color
- Most teachers say they are comfortable working in school where majority of students' race/ethnicity differs from their own
- Similarly, most teachers say they are comfortable working in school where majority of educators' race/ethnicity differs from their own



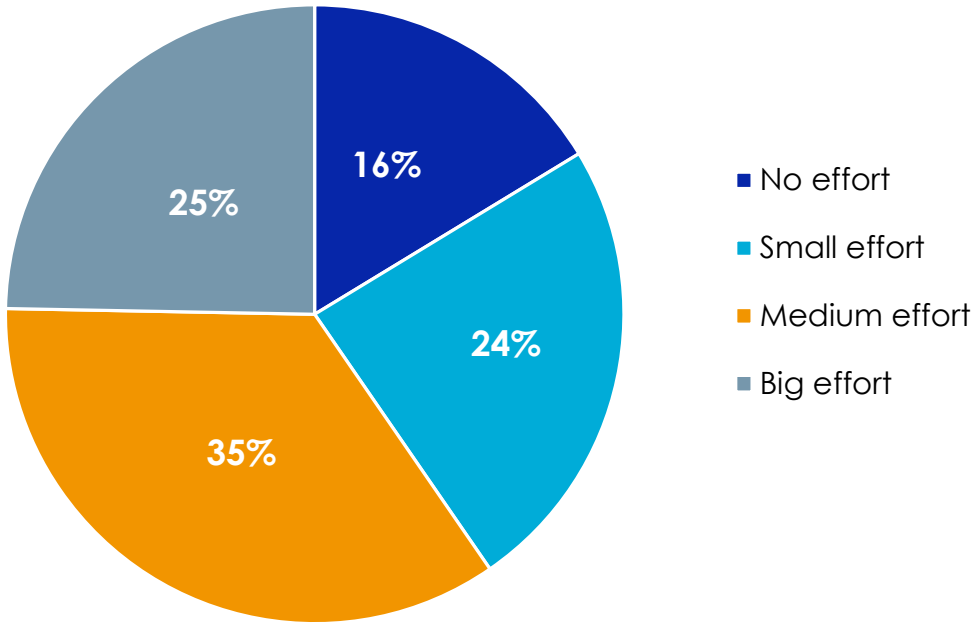
Most Educators Support Efforts To Hire Diverse Candidates

To what extent do you agree or disagree that school districts should hire or seek to hire more teachers and school administrators from historically marginalized racial/ethnic groups?

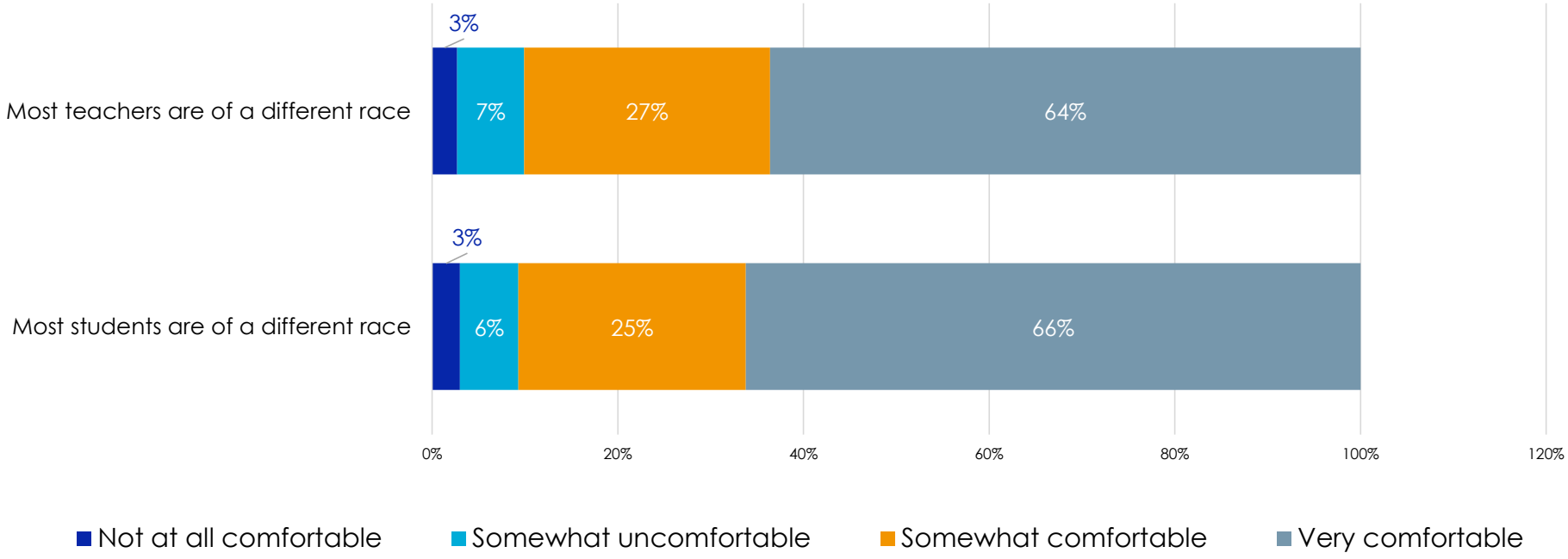


But Only a Quarter of Educators See Big Effort

How much of an effort is the school district you work for making to hire more teachers and school administrators from historically disadvantaged racial/ethnic groups?



Teachers Say They're Comfortable Working where Students, Other Teachers Are of a Different Race

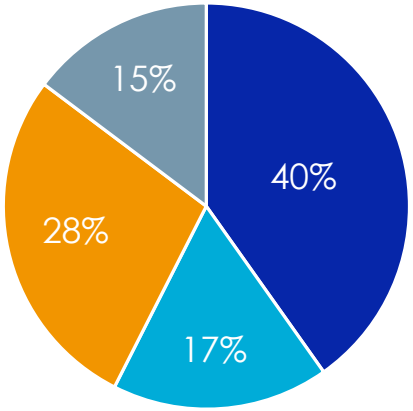


Political Climate More Likely Than CRT Debate To Affect Educators' Decision to Leave

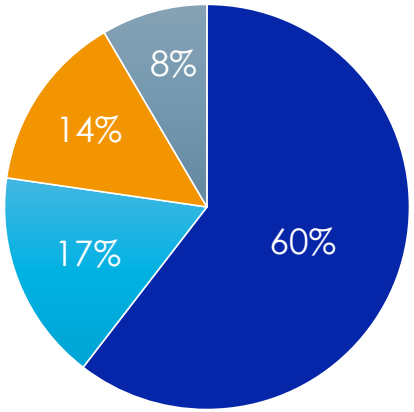
To what extent do you agree or disagree with the following statements:

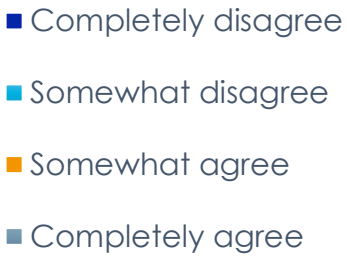
- The political climate the last two years has made me want to leave my district.
- Debates over critical race theory and whether or how it's being taught in classrooms have made me want to leave my district.

Political Climate



Debates Over Critical Race Theory





So, What Now?

Proactive Ways to Increase the Diversity of Your District's Educators

- Invest in "Grow-Your-Own" programs that focus on recruiting students of color
- Create mentorship programs and peer support groups for early-career teachers of color

SOURCE: Education Week reporting

So, What Now?

Proactive Ways to Increase the Diversity of Your District's Educators

- Form partnerships with local and regional HBCUs (historically black colleges and universities) to increase your district's pipeline of teachers of color
- Establish teacher residency programs–partnerships with local universities that allow teaching candidates to work in a school as they complete their teaching certification.

Strategies

How to Demonstrate to Job Seekers the Inclusive Nature of Your District

- Provide prominently displayed statements on your schools and district websites in support of equity, culturally relevant practices, and/or antiracism.
- Make publicly accessible your board of education's policies or statements regarding equity, culturally relevant practices, and/or antiracism in key areas such as curriculum, instruction, staffing, evaluation, community engagement, student/staff well-being.
- Allocate staff specifically to oversee recruitment and retention of diverse candidates.

Strategies

Ways to Demonstrate to Job Candidates Your District's Inclusivity

- Recruit a diverse group of staff members for your interview panel.
- Provide job candidates the opportunity to meet with teachers of color and ask them about their day-to-day experiences around diversity.
- Share with job candidates your district's stance on equity, cultural providence, and/or antiracism.

SOURCE: The BOND (Building our Network of Diversity) Project. bondeducators.org/

The Big Take-Aways.

1

Educators say teacher shortages have a direct, negative impact on their job satisfaction.

2

Teachers of color place > value on COVID health & safety protocols, childcare benefits than their white counterparts.

3

Regardless of race, most educators support efforts to recruit diverse candidates.

4

Educators are far more likely to seek a new job In state than out-of-state.

5

Many educators think their districts aren't doing enough to hire diverse teachers; most recruiters disagree.

6

Health benefits, compensation, & pension are top perks that sway educators to stay in/take a job.

The Top School Jobs Audience

70%

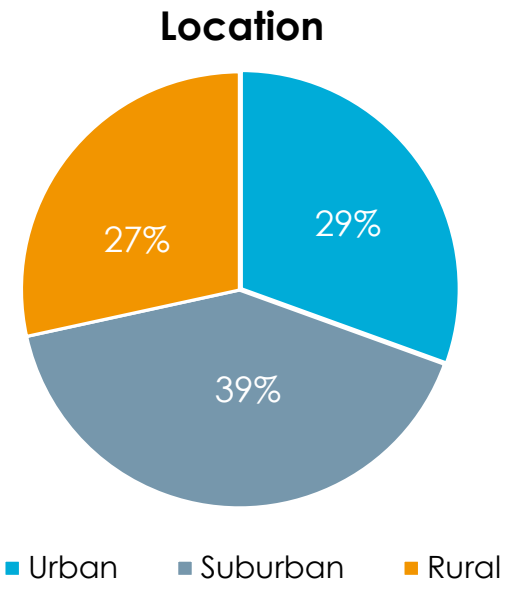
Have a master's degree or higher

80%

Willing to move to another location within the state

92%

Hold a job in K-12 education



Our K-12 district partners

Our partners hail from all parts of the country and include public, private and charter networks.

Unlimited job postings

The easy-to-use high-volume solution.

Reach More Candidates

- Post your jobs early in the recruitment season and throughout the year.
- Build awareness around your district's brand by featuring your logo and value proposition.
- For best results pair with branding campaigns and virtual career fairs.

Save Money

- Save more than 25% by buying in bulk.
- Receive package discounts on online job fairs, email marketing, print, and more.

Save Time

- Automated daily job wrapping directly from your ATS.
- No manual work involved – "set it and forget it"

"I always know that I have an insightful product working for me in the background that ensures that I bring high caliber candidates to the interview table with routine success. Simply put, it's become a high-performing component of our hiring protocols."

-Dale Fisher, Assistant Superintendent for HR for Deerfield Public Schools District 109

Unlimited job postings

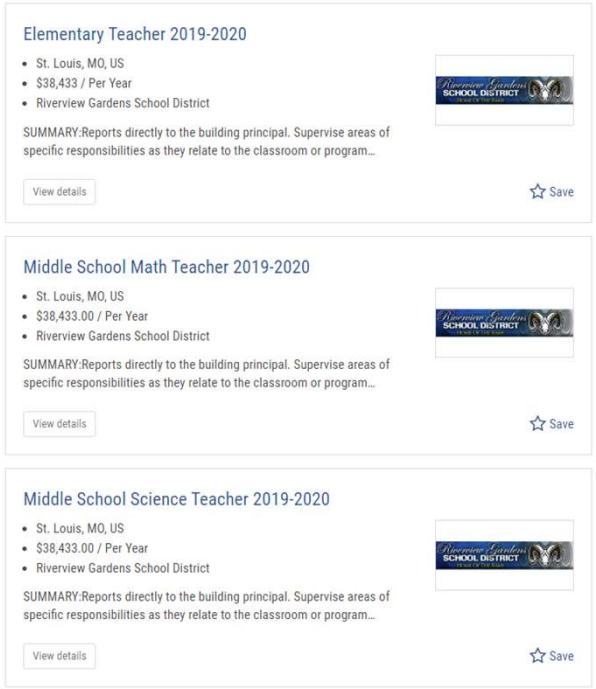
Reach top candidates without lifting a finger.

We offer seamless integration with most ATS software

frontline education™

TALENTED K-12 SOLUTIONS

SearchSoft SOLUTIONS by PeopleAdmin



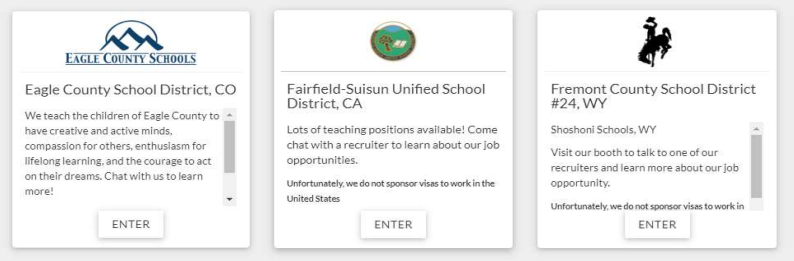
"EdWeek Top School Jobs automatically syncs with our application platform easily and posts our jobs to other online job posting sites daily. This saves us time and money and provides us with an additional pool of candidates."

-Dana Morrison, Recruiter, East Baton Rouge Parish School System

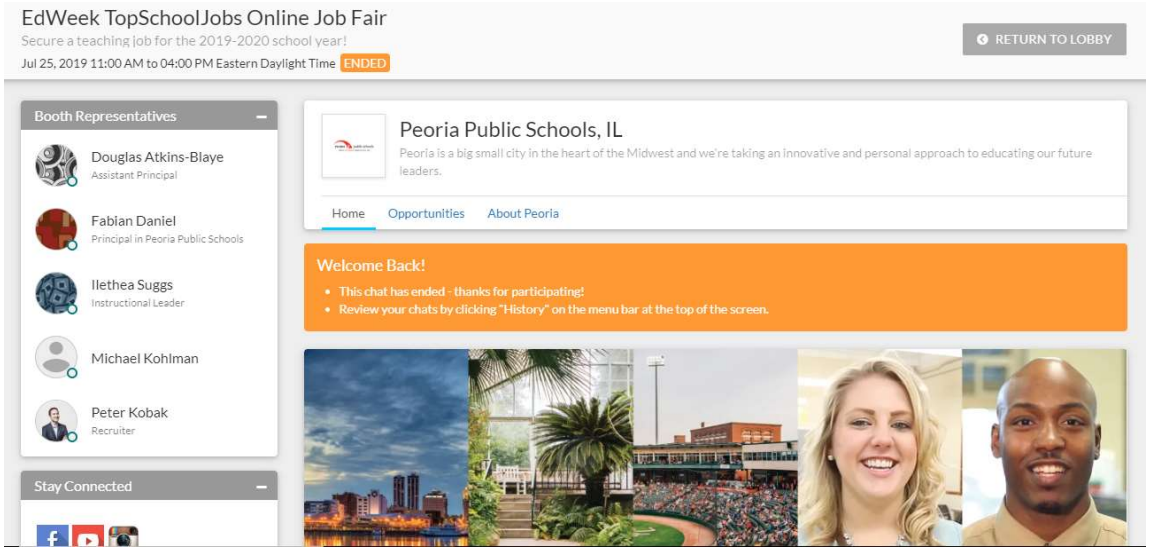
Introducing virtual career fairs

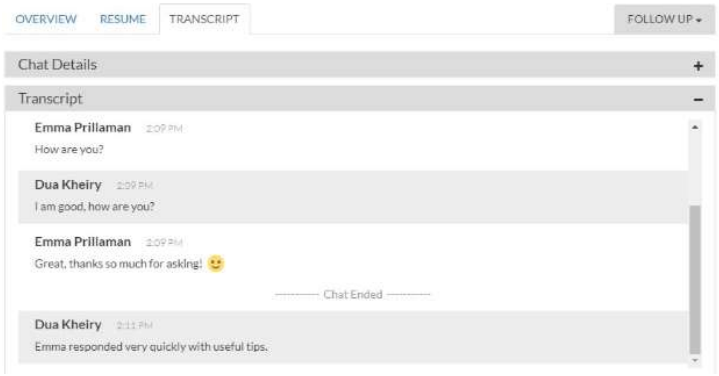
An innovative approach to traditional career fairs.

BELOW: a virtual "lobby"



BELOW: a virtual "booth"





LEFT: example chat session

Thank you for your time!

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Q&A