



Great Candidates Have Choices

Follow These Tips to Help Them Choose You



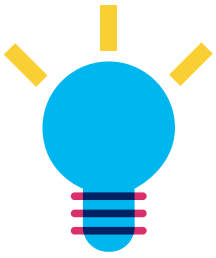
Teachers once competed for every open position, often willing to commute or even move long distances just to secure their first job. But times have changed, and the **current teacher shortage has many schools and districts competing against each other to attract teaching talent from a dwindling pool.**

Today, schools and districts must think proactively about recruiting and hiring. The right candidates must be identified and nurtured from application to hire.

These tested strategies will help your district secure the right candidates quickly and decisively before they can accept an offer elsewhere.

“We invest in recruitment because if everyone is facing the shortage, then everyone is going to be after that same small pool of candidates.”

KEITH BRYANT | Superintendent of Lubbock-Cooper Independent School District



Tips that work:

#1

Great candidates have choices. Show them what makes your district a preferred place to work, learn, and grow.

Work with principals to identify key strengths of your school or district. Establish talking points to ensure consistency across the organization when communicating with applicants. Remember that K-12 professionals want to work in collaborative environments with autonomy, support for professional learning, and a path for growth. Include those details in your talking points.

#2

Develop marketing materials that provide clear messaging around the strengths and values of the district.

Keep it simple, clean, and professional when it comes to recruitment marketing. Use your school or district website and social media channels to share events, flyers, infographics, and job postings. Remember that you and your team are the best ambassadors for your school or district. Dress and communicate professionally. Gain an understanding of candidates' hopes, dreams, and desires. You'll be their partner in building their career.

“**Effective branding gives your school identity... A brand will tell people in and out of your community who you are, what you represent, and why you are the best choice.**”

STEVE LORENZ | former Regional Strategic Advisor at PeopleAdmin and former Teacher, Principal, and Head of School at Oak Meadow School (VT)



#3

Encourage principals and HR to work together.

Working as a team always beats pulling in separate directions. That's why HR should serve as the coach leading the team down the field. Everyone who communicates with applicants represents your school or district, and it's up to HR to make sure everybody makes the best impression. This requires training, communication, and enforcement of processes. The job of HR is to get the best candidates on your team and place them where they will meet the district's strategic plan. To accomplish this, help principals consider how a candidate will contribute to school and district success.

#4

Set clear expectations among your hiring managers.

Train principals and hiring managers on recruiting best practices. Candidates are looking to get a feel for school leadership and potential colleagues. Put your best foot forward with aligned processes and communication. Give candidates the confidence that they'd be joining a well-run school or district.

#5

Communicate early and often.

Silence sends the wrong message to top candidates and creates undue stress. Keep communication going throughout the application and hiring processes, from confirmation of receiving their application to following up after each interview. Keep them informed about the process, next steps, and expected wait times. Ask them to contact you if they receive another job offer before your school or district makes a final decision. Timeliness, decisiveness, and great communication are key.

#6

Partner with colleges and universities.

Building relationships with select colleges and universities is an opportunity commonly missed in K-12 recruiting. Consider creating an ambassador team to serve as guest speakers in education classes. Survey students and leave them with marketing materials to encourage them to apply to your school or district.





#7

Target college career fairs.

Career fairs on college and university campuses provide a rich talent pool for assessment and recruiting. Analyze which institutions produce your highest quality educators and work with their career offices to meet candidates before other districts get the chance.



#8

Carefully select student teachers.

Training the next generation of teachers ensures the long-term health of your school or district. Screening student teachers thoroughly is key to making sure you're investing in the right future educators. Once selected, make sure student teachers get the training they need to build their skills. Monitor their progress and offer teaching positions to them as early as possible to prevent them from becoming another school's or district's next great hire.

“We’re dealing with people’s most valuable resource: their kids. We’ve got to make sure we get the **right people.**”

CHRIS TATUM | Executive Director of HR, Amarillo Independent School District (TX)

#9

Make decisions quickly.

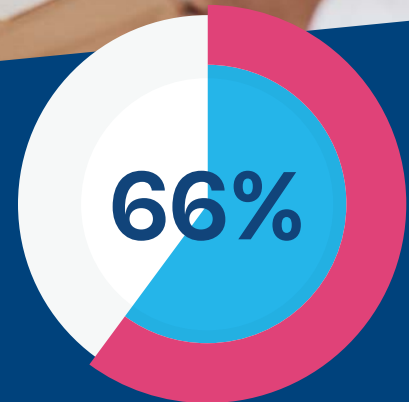
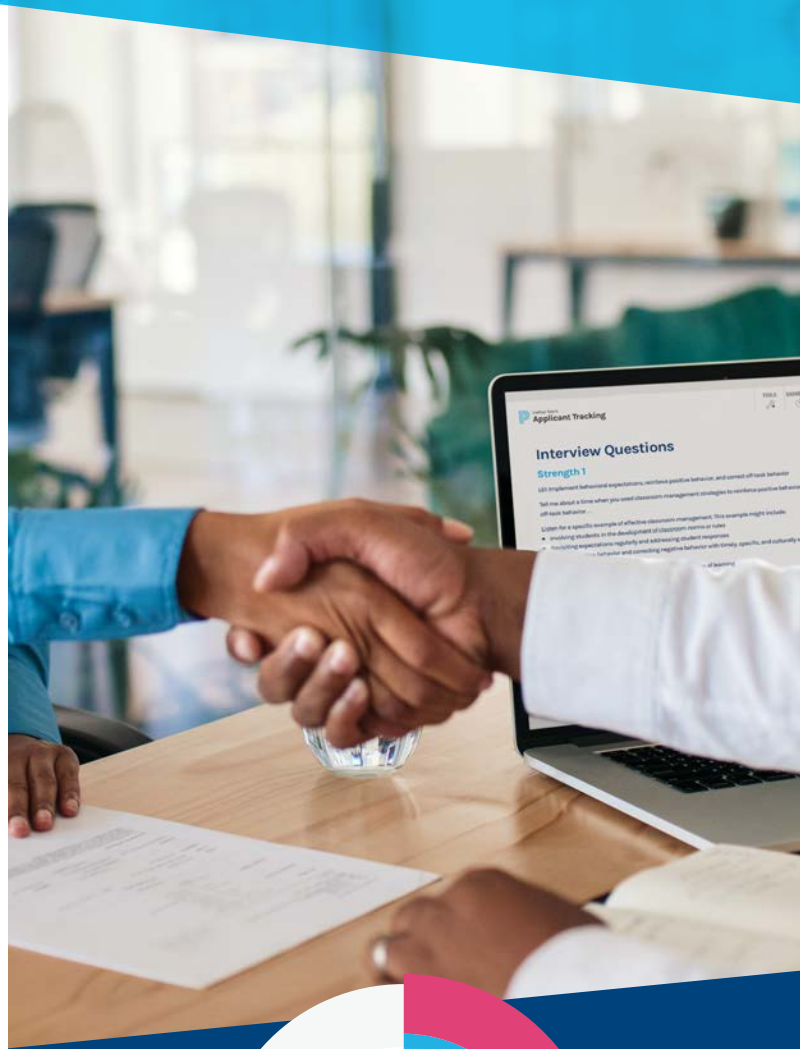
Time is critical. Don't keep candidates waiting in a teacher shortage—they'll likely receive another offer. Make sure your team is aligned behind moving candidates quickly through the application process, whatever it takes. Pulling great candidates off the market as soon as possible means knowing what you're looking for and being decisive when the right application lands on your desk.

#10

Automate processes whenever possible.

Applicant tracking systems that speed up the application process, provide robust analytics, automate communications, and make posting new jobs easier take a huge load off the shoulders of HR. This helps processes move quickly and efficiently, signaling to applicants that yours is a well-run school or district. Use your system's automation features to the fullest to give staff more time for communicating with applicants, onboarding and orienting new hires, and using all recruiting channels to find your next great educators.

Research conducted as part of a continuing partnership between PowerSchool and a forum including the Northwest Evaluation Association, the University of Chicago, and other highly regarded institutions and experts.



If it takes **more than 30 days** to make an offer to a candidate, the odds of them rejecting that offer go up by **66%**.

Recruiting and hiring is hard work, especially for those in tough geographical areas or facing a lack of resources or incentives to offer new hires. Use these strategies to help your school or district build your pool of candidates and accept your job offer to join your team.

Need a hiring solution to help recruit, screen, manage, and hire top talent for your district?

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PowerSchool Unified Talent™

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