



EdWeek
Top School Jobs

EdRecruiter 2019
Survey Findings

Education Week

The many ways we work with K-12 districts and beyond.



Identifying and scaling
best practices



Supporting
tomorrow's teachers



The premiere source
of news and analysis



A career destination
and source of top talent

EdWeek Leaders To Learn From

A select group of district leaders recognized for their transformational work in K-12 share their success stories and obstacles they've overcome with others to learn from and replicate.

Education Week Group Subscriptions

Widely used at colleges and universities in the US and Canada, education majors at schools like Harvard and Columbia rely on us for their research needs.

Education Week Special Reports

Topics featured in special reports run the gamut: from recruitment and retention to the principal-teacher relationship; these reports are a "go to" source for district and school leadership.

EdWeek Top School Jobs

A source of top talent for school districts nationwide—from seasoned administrators to newly graduated teachers, we work to put the most talented educators in schools nationwide.

EdWeek Top School Jobs

Solutions for every district's unique (or not-so-unique) challenges.

You struggle with quality and/or quantity of applicants or have high annual teacher turnover



Unlimited job postings

You never get enough millennial applicants for teaching jobs or don't have the time or expertise to manage your social media accounts



Social media campaigns, retargeting

You can't afford to be out of the office to go to all the in-person career fairs, or you want to recruit nationally but don't have the time or money



Virtual career fairs

You want to do segmented outreach targeting specific types of people in certain geographies, but don't know where to begin



Targeted employer e-blasts

You have to cast a wide and recruit nationally, you can't just depend on applicants from your state



Job alerts

Your district lacks recognition nationally or even locally



Digital banner ads

What we'll cover.

- Our most recent EdRecruiter survey data – who we surveyed, what they said.
- We'll focus on both active and passive job seekers with an emphasis on the millennial generation and people of color.
- Pain points that rose to the top of our survey respondents lists.
- Data-driven insights aimed to help remedy the challenges you face as a school or district leader or HR staff member.
- **Actionable take-aways that you can put into practice immediately.**

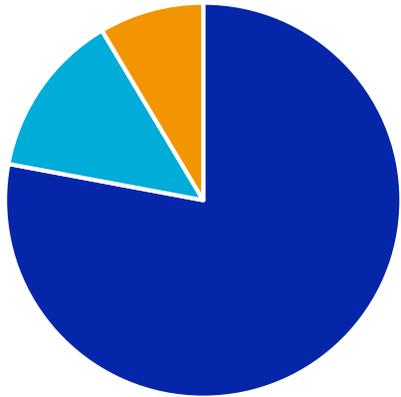
Two surveys. Lots of findings.

5,495
active and passive
job seekers
Surveyed August 2019

562
HR professionals
Surveyed May 2019

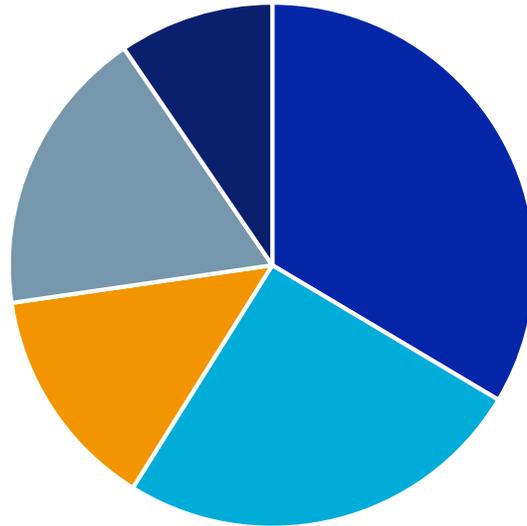
Responses | K-12 HR professionals

The type of school/organization they work for.



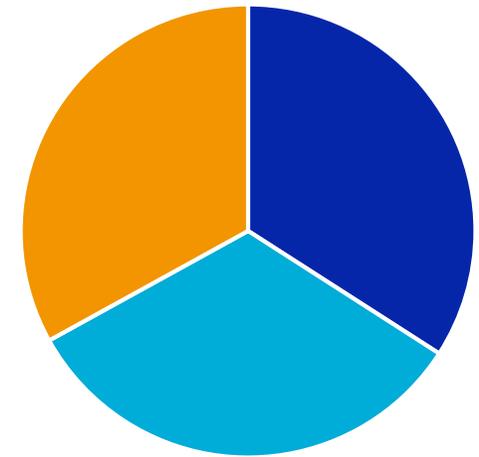
- Public school / district
- Charter school / network
- Private / parochial school or network

Their Seniority level



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

The area they work in



- Urban
- Suburban
- Rural/town

Top challenges we heard from HR.

Question: What are your top pain points when it comes to recruitment?

1. Lack of quality applicants
2. Lack of diversity in candidates
3. Ability to pay staff competitive salaries
4. Competition; neighboring districts poaching
5. Educator certification issues

“Finding candidates who can show results in improving academic achievement of students.”

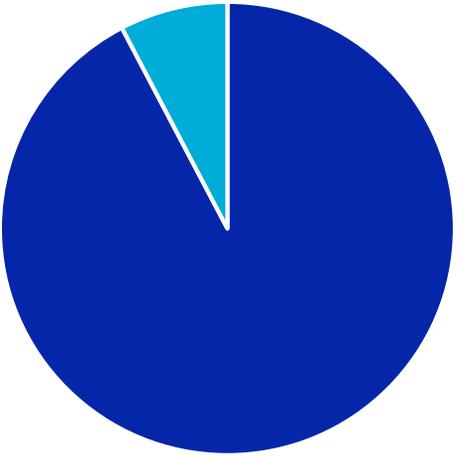
“Manpower to effectively recruit.”

“State funding is not equitable across districts.”

Responses | K-12 job seekers

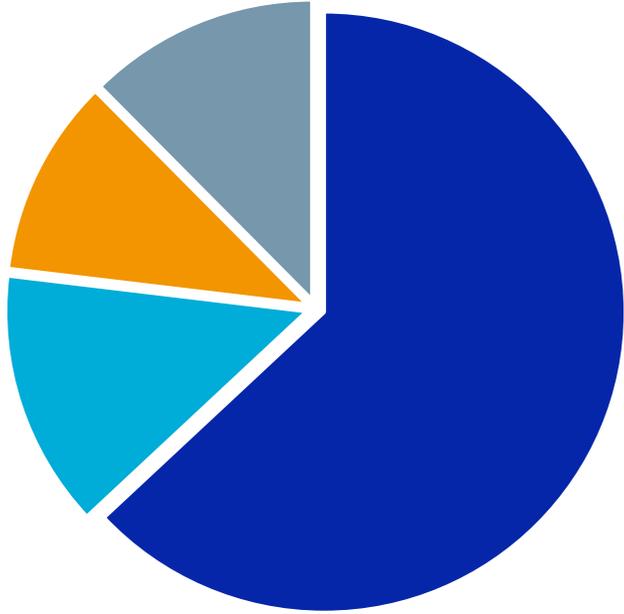
Their connection to education

Their employment status

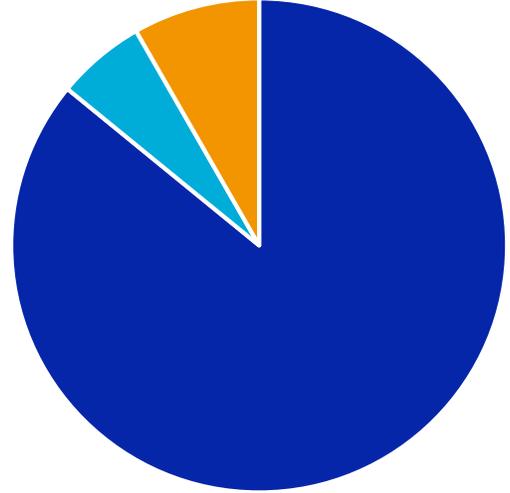


- Currently employed in K-12 education
- Not currently employed in K-12 education; seeking employment

Where they work



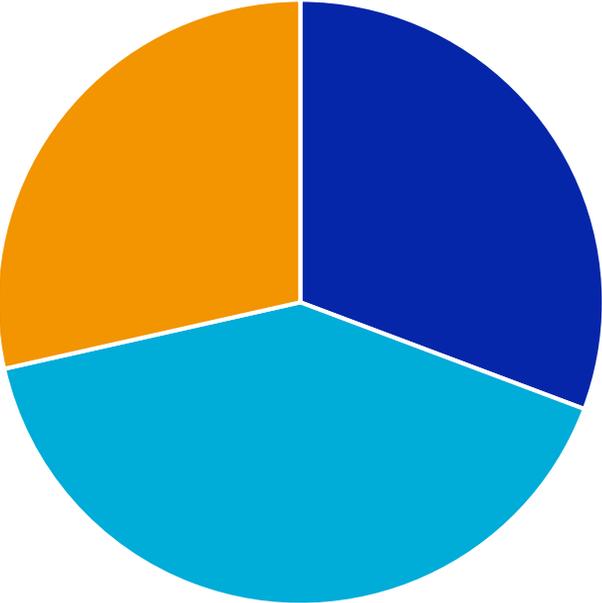
- Teacher
- District Staff (including leadership)
- School Leadership
- School Based Personnel



- Public school / district
- Charter school / network
- Private / parochial school or network

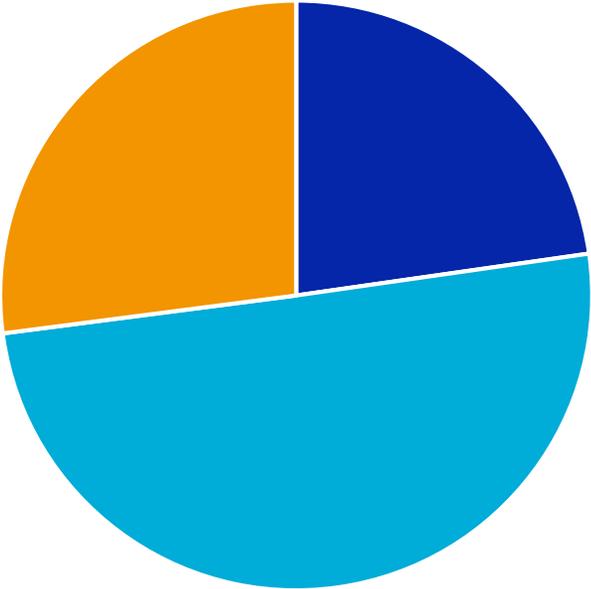
Responses | K-12 job seekers (cont.)

The type of area they live in



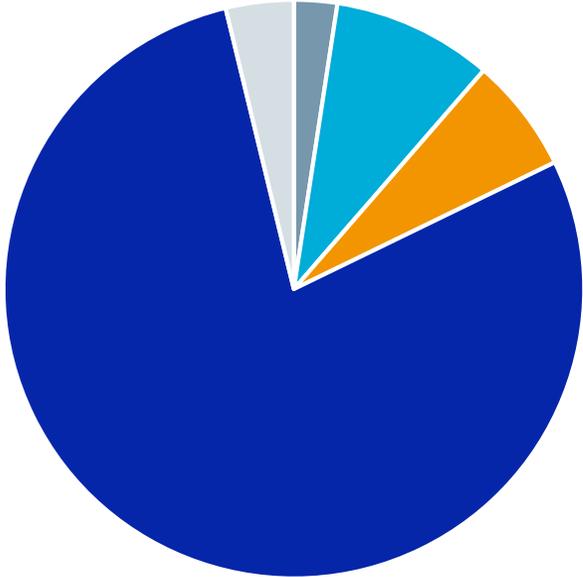
■ Urban ■ Suburban ■ Rural/town

The generational category they fit into



■ Millennials or Gen Y: Born 1980 – 1995
■ Generation X: Born 1965 – 1979
■ Baby Boomers: Born 1946 – 1964

Their race or ethnicity



■ Asian ■ Black ■ Hispanic
■ White ■ Other

Insights

Passive job seekers are abundant.

Question: Which of the following best describes your current job search status?



The passive job seeker should not be ignored.

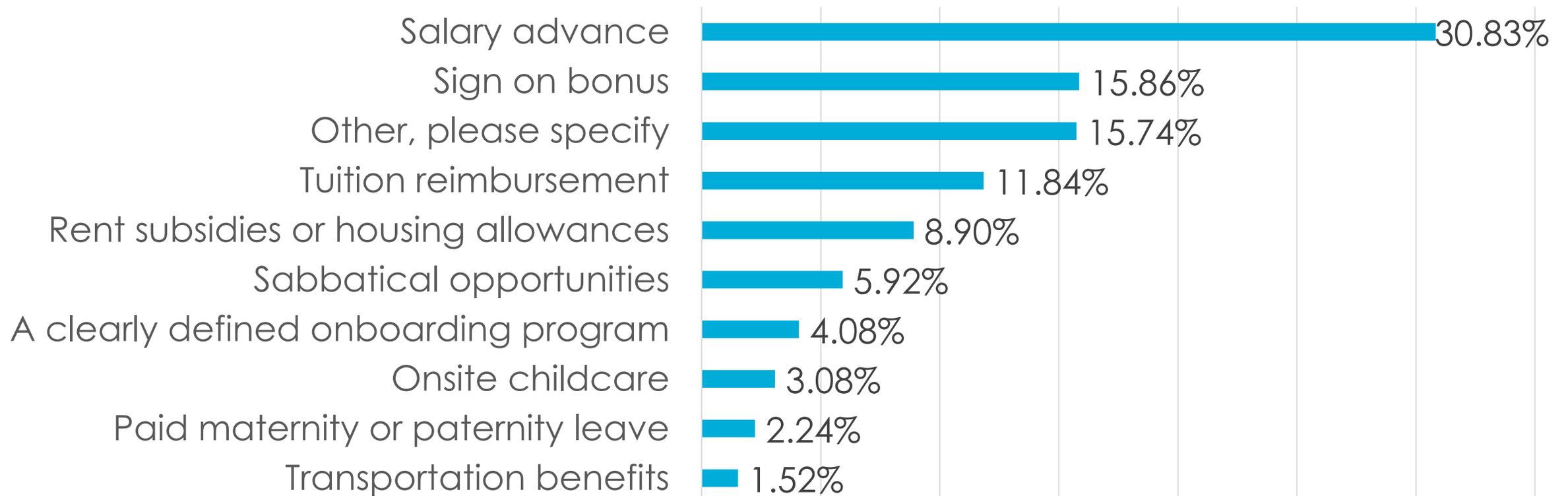
50% selected: *"I am not actively searching, but keep tabs on openings and would apply if I found the right job"*

28% selected: *"I don't keep tabs on openings but would apply if contacted about the right job."*

Nearly 80% of K-12 professionals would consider taking another job.
What's your outreach strategy when it comes to the passive job seeker?!

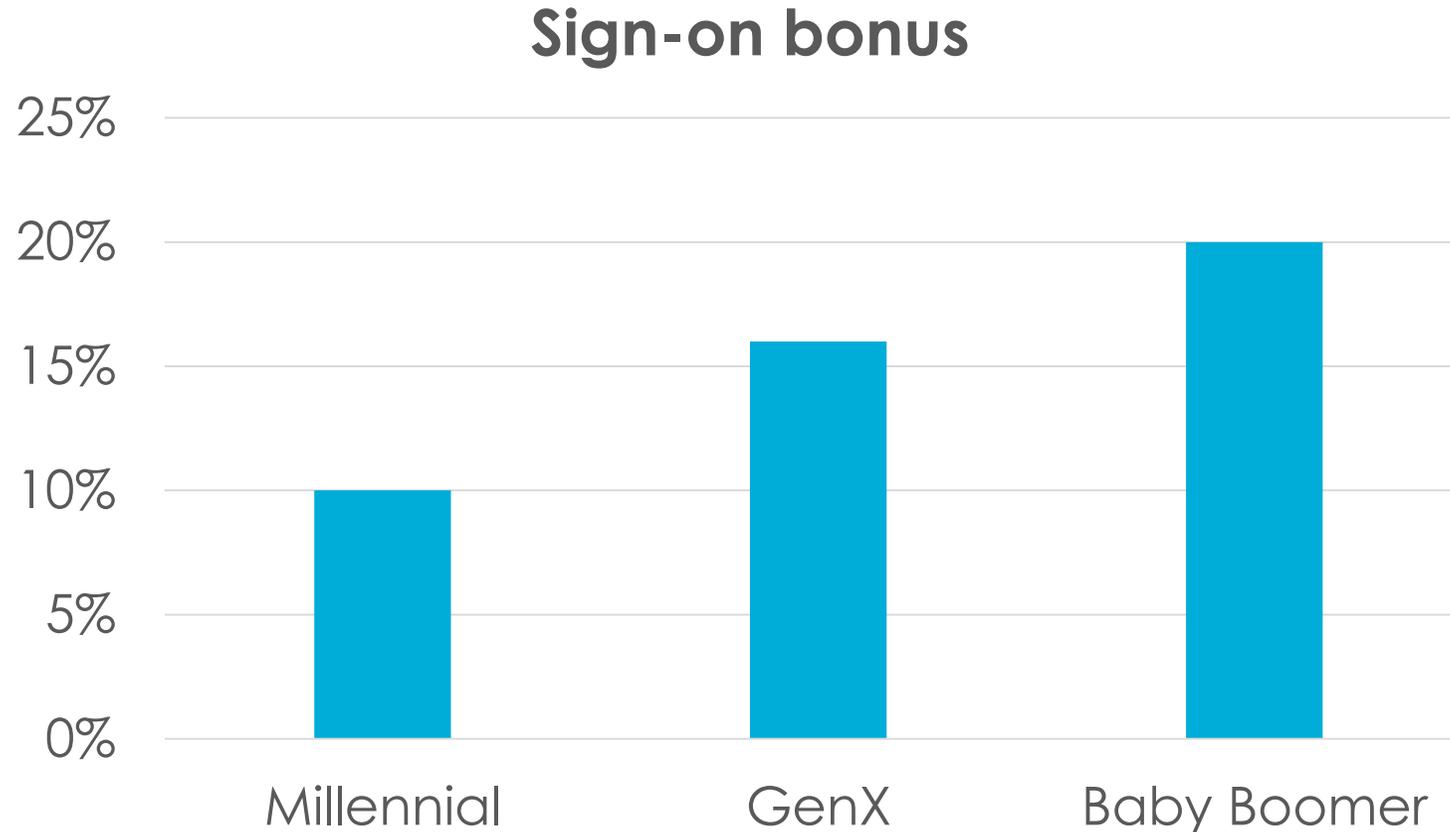
Money rises to the top for many.

Question: If a school district could offer one perk that would make a difference in your decision to pick a job in that district over another, all other things being equal, what would it be?



A look at generational differences.

Question: If a school district could offer one perk that would make a difference in your decision to pick a job in that district over another, all other things being equal, what would it be?



The alarming disconnect between recruiters and job seekers.

In your experience, what are the top reasons people leave teaching at your district?

1. **Better pay (55%)**
2. To advance or be promoted (40%)
3. Dissatisfaction with principal/mgmt. (26%)
4. Better work/life balance (25%)
5. Frustrated with bureaucracy/politics in schools (21%)

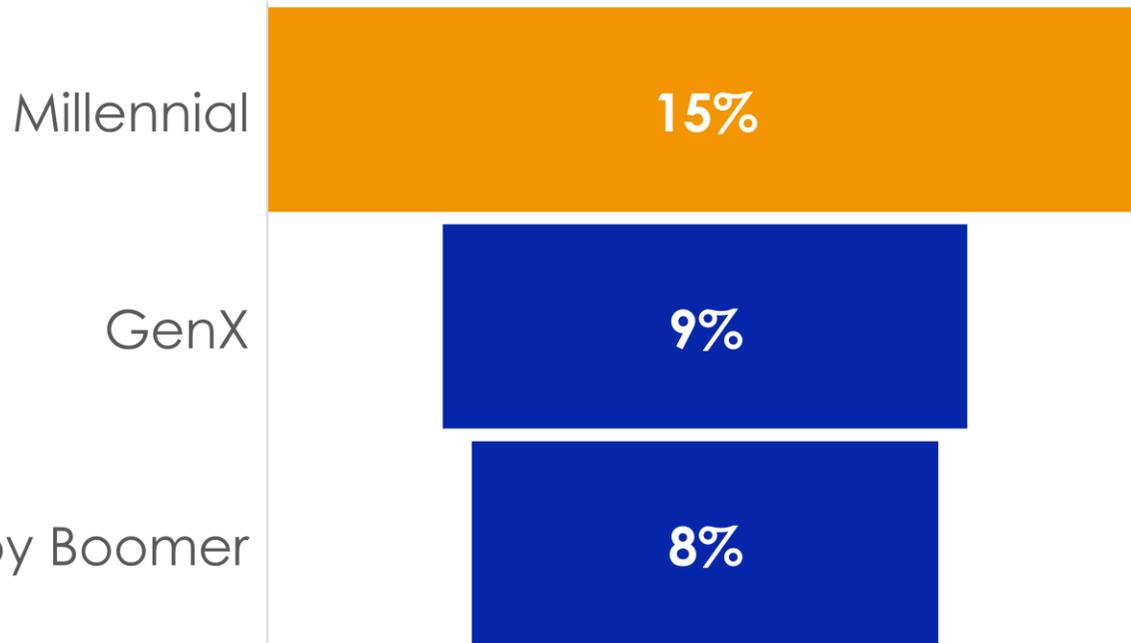
Why did you leave your last job?

1. Dissatisfaction with principal/mgmt. (25%)
2. Poor school climate/culture (22%)
3. Better work/life balance (21.78%)
4. **Better pay (21.76%)**
5. Frustrated with bureaucracy/politics in schools (21.6%)

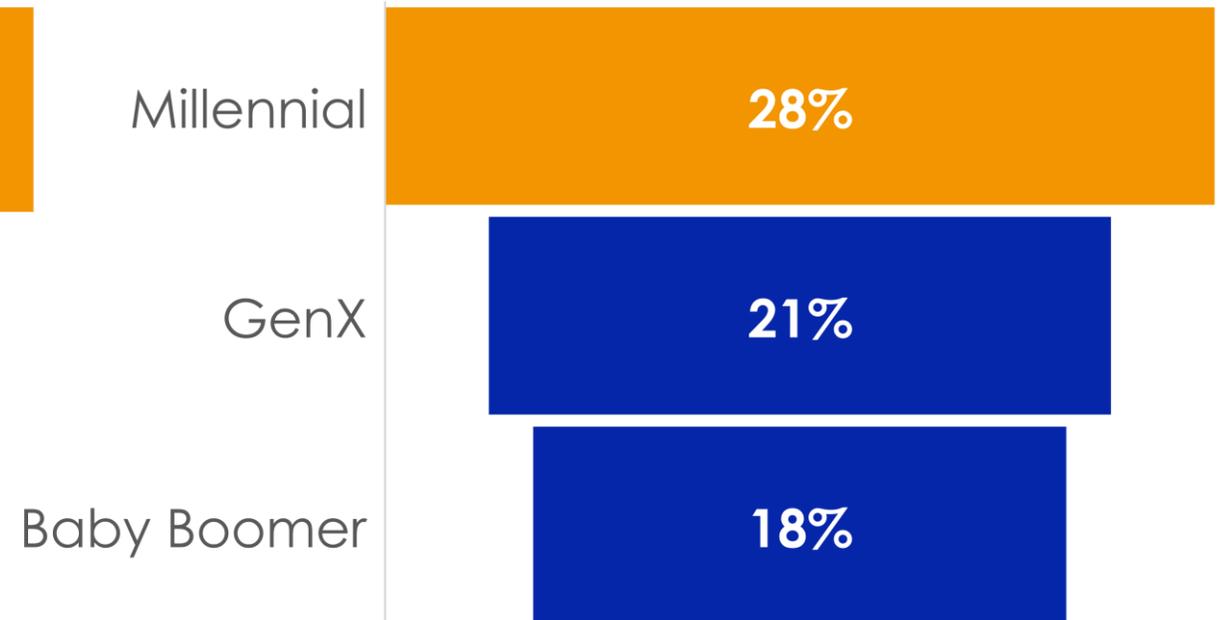
Reasons why millennials leave.

Question: Why did you leave your last job? *Individuals that took the survey were encouraged to select options all that applied to them.*

Lack of mentoring/support

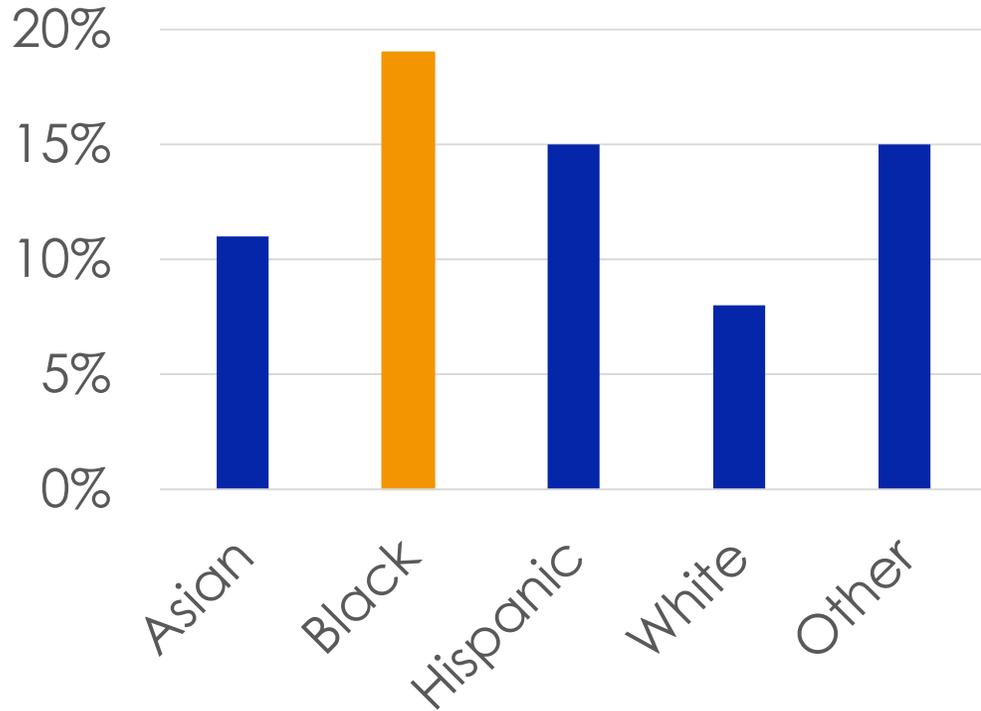


Better work/life balance

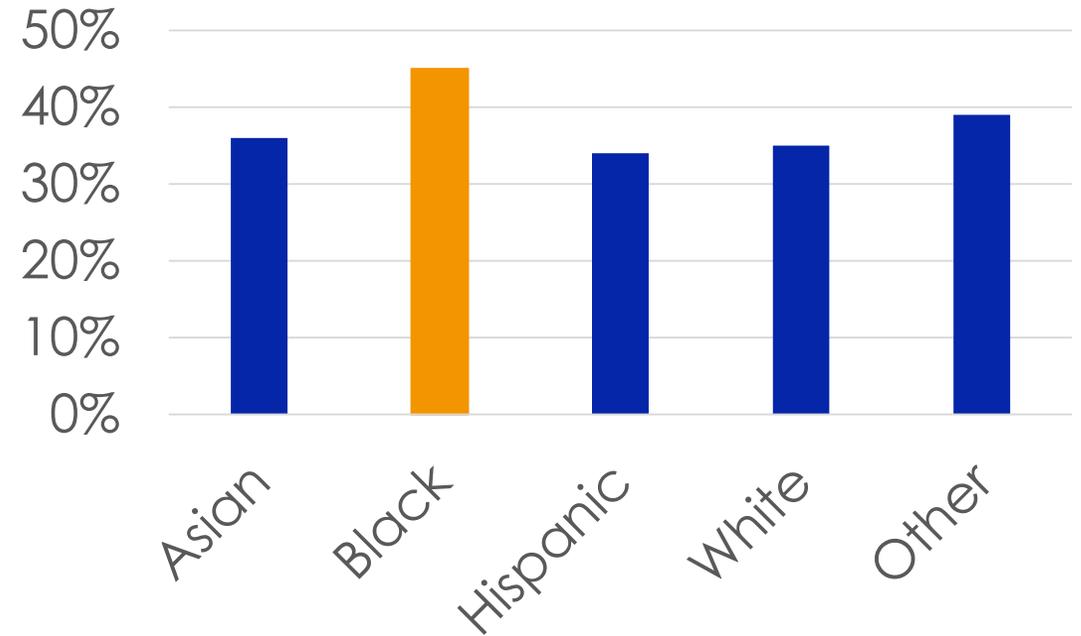


Challenge: Recruiting teachers of color.

If the right opportunity was offered to you, how likely would you be to relocate to **a neighboring state?**



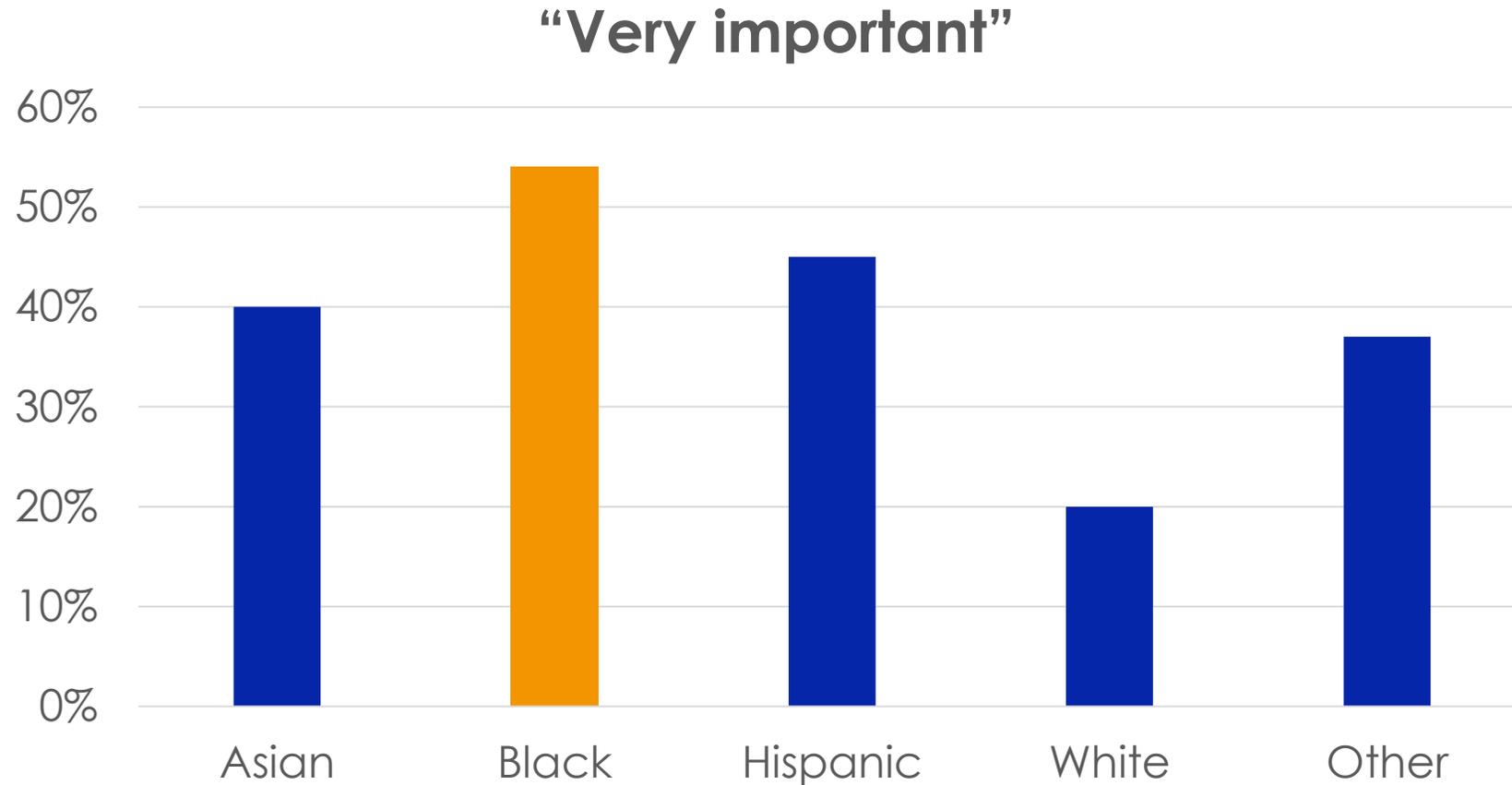
If the right opportunity was offered to you, how likely would you be to move to a **neighboring district within the state?**



Blacks are significantly more willing than people of other race or ethnicities to relocate.

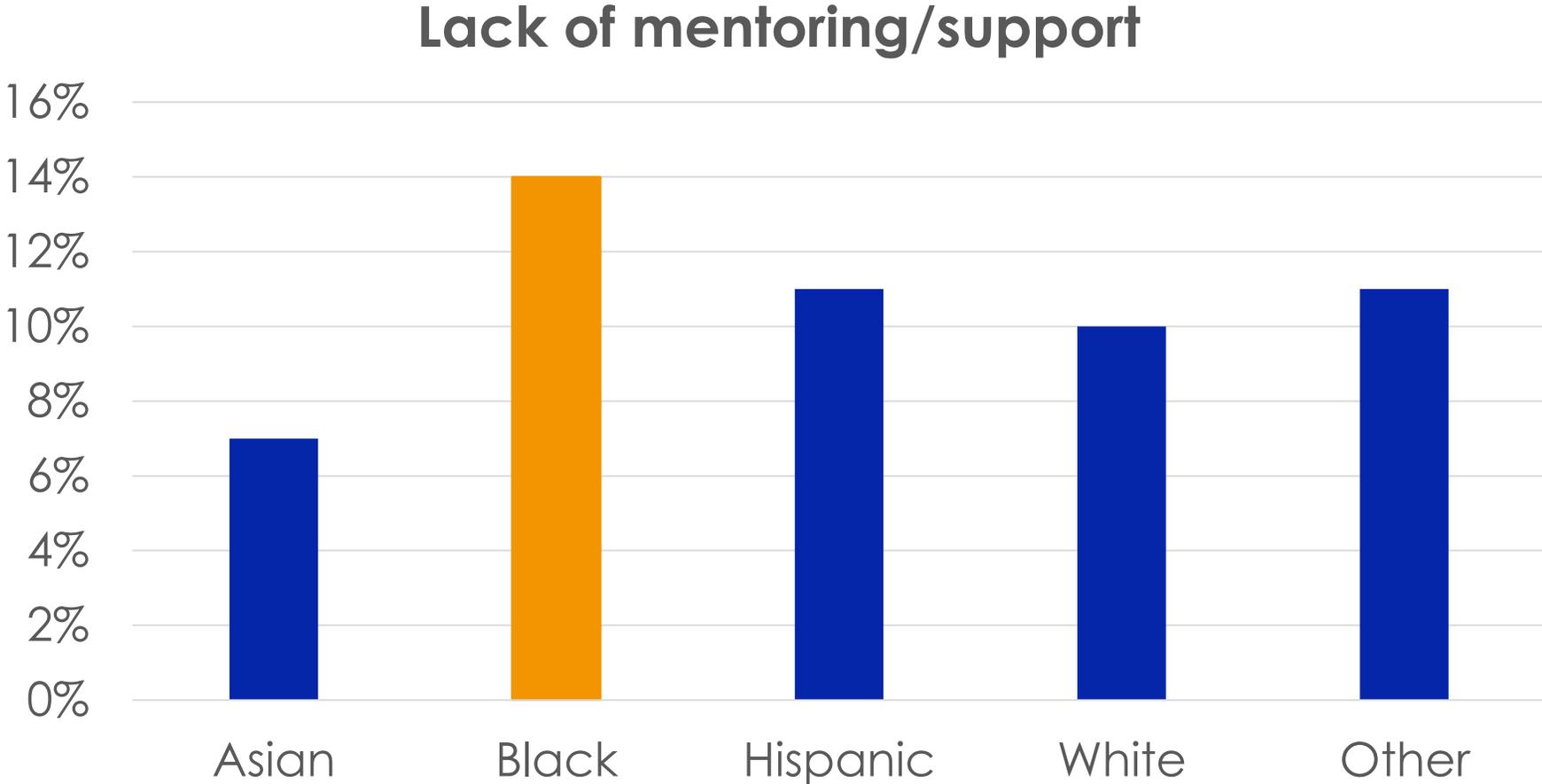
Recruiting teachers of color (cont.)

Question: How important is it to you to work in a district with a diverse teacher workforce?



Challenge: Retaining teachers of color.

Question: Why did you leave your last job?



Challenge: Filling hard-to-fill roles.

Question: what will be your top areas of focus for the next school year? Pick your top 3.

- 1. Filling hard to fill positions (Spec Ed, STEM, ELL, etc.)**
2. Retention of current staff
3. Promoting your district as a great place to work through branding efforts

The big take-aways.

1

School leadership shouldn't be underestimated.

2

Looking for candidates of color? Recruit across state lines.

3

Millennials aren't so different from us, after all.

4

Offering a cash advance could make your district a lot more competitive.

5

Mentoring matters. Especially for the candidate of color and millennial.

6

Passive candidates cannot be ignored.

The big take-aways.



Pay is often times NOT why people leave. People leave because of bad management, culture.

Hiring (and retaining) highly-qualified school-based leadership is more important than ever.

The big take-aways.



While pay is not one of the top 3 reasons people leave, people are initially motivated by money during the negotiation process. Candidates would be much more likely to take a job that offered a cash advance at the outset.

Offering a cash advance could be the reason why a candidate chooses your district over the neighboring district.

The big take-aways.



Candidates of color are more likely to relocate.

Think outside of your district's city/town/even state when recruiting candidates of color. Virtual career fairs are a great way to recruit outside of your region and candidates of color are more likely to attend these events than whites.

The big take-aways.



Millennials aren't so different from us after all. However, they do value work-life balance more than many other generation and are more likely to leave jobs when they don't feel supported.

Make sure that teacher leaders and mentors are an important part of your onboarding plan. Feel good about your district's work-life balance situation? Promote it in your job descriptions, on your website and make sure to incorporate testimonials from your staff within your recruitment campaign.

The big take-aways



Nearly 80% of our employed survey respondents said they'd consider leaving their job if a better job came along.

Food for thought: Is it time to rethink your recruitment strategy look like when targeting passive job seekers?

There are currently around 3.6 million teachers in the US (according to NCES) and if the employment rate is at 8% then currently there could be nearly 290,000 people looking for jobs. OR, 3.2 MILLION people that might be willing to take a new job if the right one came their way.

Q&A