

Briefing Session: Strategies for Attracting Top Talent

WHAT IS THIS RESOURCE FOR? This one-pager is brought to us by our friends at TNTP and is part one of a 3-part series. It provides a mix of innovative, emerging, and evidence-based recruitment strategies to help attract top talent. [Click Here](#) to access TNTP's full presentation deck.

Start with the data: At a minimum, systems should be able to answer the following questions:

- What are your **top sources** of strong hires, especially hard to staff roles?
- **When** are candidates applying? **How long** does it take to get to the offer stage?
- How do candidates hear about opportunities at your system? What **motivates candidates to apply**?
- What's the **make-up of your candidate pool**? What types of candidates (Subject area, grade level, racial and ethnic diversity, gender, etc.) do you need to prioritize to better serve your students?

Next, consider why candidates should choose to work in your system: What's your *Educator Value Proposition (EVP)*?

- Mission & Fit- Daily Work is connected to a higher purpose?
- Working Environment- Congenial place to work where people feel valued? School culture, school safety, work hours & flexibility? School leadership at the district level?
- Professional Growth- Opportunity to pursue mastery? Opportunity to increase influence, responsibility and autonomy?
- Total Compensation & Rewards- Current pay and benefits are adequate and fair? Opportunity and time horizon for future pay?

Then, create and revise recruitment messaging that is aligned to your EVP and identify opportunities to leverage it.

- Set a strategy for cultivating prospective and current candidates. Cultivation messaging should also reinforce key components of your EVP.
- Based on your priorities, plan to host or join a few recruitment events.
- Identify local and regional educator pipeline programs for potential partnership.
- Explore opportunities to streamline and improve recruitment processes.
- Deepen or establish new partnerships for alternative and traditional route programs.
- Identify opportunities to efficiently meet staffing needs by assessing how current teachers and schedules are leveraged.
- Review your current recruitment and staffing processes to maximize candidate experience.
- Launch a staff referral campaign or create a talent ambassador role.

Save the Dates for Part 2 and Part 3 of the Series!

Part 2: January 17, 2023 12-1 pm EST - Retaining Effective Educator Workforce: The Role of Central Office.

Part 3: February 21, 2023 12-1 pm EST - Creating Student-Centered Strategy: Plan for 23/24 SY.