



Maximizing Recruiting and Hiring Success

A PowerSchool Miniguide

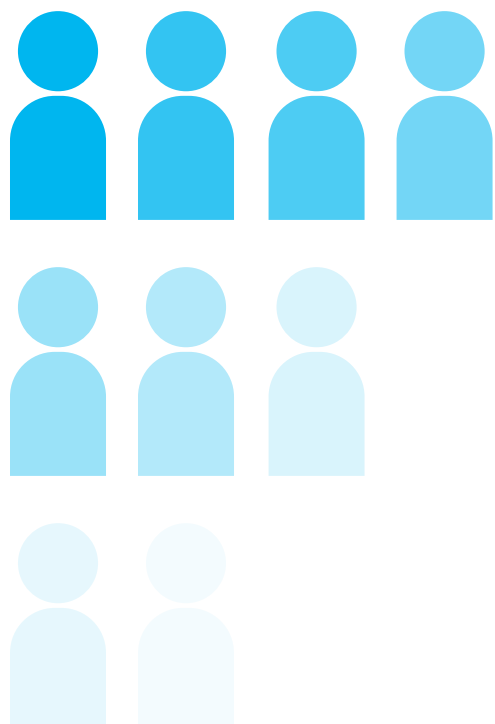


The Teacher Shortage Continues

A national teacher shortage in the U.S. still drives recruiting and hiring urgency for many districts. According to the U.S. Department of Education (DOE), 86% of public schools reported feeling understaffed entering the 2023-2024 school year. They also note that the biggest barriers to hiring teachers are too few candidates applying (70%) and a lack of qualified candidates applying for open positions (66%).¹

Schools and districts across the nation feel the ongoing squeeze of the teacher shortage. When broken out into regions, DOE data shows that 42% of Western schools were understaffed, with the Northeast faring slightly better at 39%. The Midwest and South are similar at 47% and 48%, respectively.¹ While these figures show some variance, it's clear that no region is immune to the reality that there just aren't enough teachers entering the workforce to fill vacancies.

It's no wonder then that recruitment strategies to fill key vacancies became the number one priority for K-12 HR leaders in our [2024 Education Focus Report: Addressing the Urgent, Shaping the Future of Student Learning](#).² This was a big change from the previous year when it ranked sixth.



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of public schools reported feeling understaffed entering the 2023-2024 school year.

Source: U.S. DOE¹

Hiring from a Dwindling Pool of Candidates

There is a lot of attention on teachers leaving the profession, but even more problematic is the fact that fewer are taking it up.

The American Association of Colleges for Teacher Education found in a recent study that education degrees in the U.S. peaked in the 1970s at more than 200,000 earned per year. Less than 90,000 were earned in 2019.³ That same report connects increasing opportunities for women in other career fields as part of the reason for the decline. However, the National Education Association cites low wages, accompanied by stress and burnout, as forces driving college students away from teaching.⁴

Additionally, a recent survey by NORC at the University of Chicago revealed that 44% of U.S. adults are not likely to encourage a young person to become a K-12 teacher. It's safe to say schools and districts are competing with other professions to attract new teachers.⁵

The picture is clear—recruiting and hiring teachers today means making the most of a pool that's in high demand. Just as job candidates work to stand out to employers, schools and districts must distinguish themselves from others by giving top candidates what they want: an easy application process, prompt communication, transparent screening and interviewing, and fast decision-making.



In This Miniguide:

We compiled this selection of proven tips and strategies from helpful resources available on our website. In each one, K-12 HR professionals and thought leaders share real-world success stories and expert advice to find and hire teachers and staff. This miniguide spotlights important takeaways to help you make the most impact on your hiring process. Take these ideas to help inform conversations and planning around recruiting.

In this guide you'll learn some of our top thought-leader advice and real-world examples of:

- Attracting effective teachers
- Establishing your employment "brand"
- Developing a teacher candidate pool
- Getting great candidates to choose you
- Speeding up hiring in a competitive market



Attracting Effective Teachers

From the eBook: [How to Attract, Develop, & Retain Effective Teachers](#)

How to do it:

- 1 Meet teachers where they are—online
- 2 Make application and hiring processes transparent
- 3 Encourage staff to connect with prospective teachers
- 4 Spotlight teacher instructional growth as a core value

Key to success:

Integrated talent management tools help you connect with quality educators faster.

Give administrators the tools to quickly post new job listings to an online, easily searchable job board. A job board that enables resume searching helps your team proactively identify top candidates.

Educators can find jobs quickly, easily, and from anywhere when they're posted to educator-focused online job boards with wide reach. This is the most straightforward way to increase your reach. Online you can connect with prospective educators in your region, as well as those further away. Some may be considering a move to your area due to family needs, a partner's employment, or personal preference.

Making your open positions easy to find online can help you connect with these candidates before other neighboring districts even get the chance—especially if they're only posting positions on their district or state job boards. Consider also sharing job vacancies on social media from time to time.

Additionally, applicants want to know what to expect while they're being considered. Will they be notified if they pass the initial screening? When will interviews be scheduled? Does your process require them to arrive in person before an offer can be extended? Anticipating applicant questions and clarifying the process in job postings can go a long way toward building trust and understanding with valuable applicants.

Also, consider encouraging applicants to reach out to your current teachers for more information about working in your school or district. Asking some of your top teachers and staff to act as ambassadors can be a great strategy to for putting your best foot forward.

Lastly, make sure to align with almost every teacher's primary reason for going into teaching: to support student success. Be sure to communicate how your district values instructional excellence and outline opportunities given to help teachers grow and hone their classroom skills through professional development (PD), workshops, and/or mentoring programs.

In [How to Attract, Develop, & Retain Effective Teachers](#), **The New Teacher Project** explains why showing your commitment to instructional excellence is an important component of recruiting:

The New Teacher Project found that educators want to know:



Teachers and administrators share a common vision of what effective teaching looks like



Expectations for effective teaching are clearly defined



The school or district is committed to improving instructional practices for all teachers

Establishing Your Employment Brand

From the eBook: [Teacher Shortage Survival Guide](#)

How to do it:

- 1 Consistently curate engaging, thoughtful social media posts
- 2 Show what's unique and wonderful about working in your district
- 3 Personalize social posts by using everyday language
- 4 Spotlight the people who make your district amazing on your website

Key to success:

Let your brand shine through all prospective applicant touchpoints, including your website, social media accounts, and a **branded job listing page**.

Your brand is who you are to the world—especially those deciding whether or not to apply for a teaching job. Social media is a great place to start establishing your school's or district's brand and showing prospective educators who you are.

Start by using consistent representative images, like your district logo, across all social media pages and profile images. From there, consider each post and how it reflects your organization's values and unique perks. If it's an announcement about an upcoming event or deadline, add a personalized touch with text like, "Join our amazing teachers and staff at the fall festival this weekend! We love getting to connect with our community members and families."

Social media also provides a great place to spotlight the teachers, principals, and staff who are the heart and soul of your school or district. Celebrate their success. Praise their perseverance through challenging times. Build them up as the new school year approaches. Posts like this show those considering a job that you're an employer who values and honors the vital role educators play in the community.

In our [Teacher Shortage Survival Guide](#), Meg Nigro, Executive Director for Recruitment and Development at Nevada's Clark County School District, shares her district's four principles for promoting their brand:

1

"Our first principle is, everything we post either has to be funny or has to have heart. Otherwise, no one really reads it, or it sounds like every other district that's hiring. With *Calling All Heroes*, we were really going after that altruistic reason we all go into education."

3

"Principle number three is personalize things. Be fun and engaging with your language and images. Nothing inappropriate, but we use informal language as opposed to the standard, boring, Charlie-brown-teacher blah, blah, that nobody reads."

2

"Our second principle is show, don't tell. We do a lot as far as showing what our schools look like, what our community looks like, and how, even though we're big, we are very small also. Demonstrate what it means to have 300 sunny days a year in Las Vegas... kids playing soccer year-round. That's how you show people how great it is to be where you are."

4

"Principle four is the website. We have highlighted people throughout our district on our site so potential applicants can read a little bit about them, and know that there are real people connected to those names or those phone numbers when you call. There are real people here trying to help you find a great job."



Developing a Teacher Candidate Pool

From the eBook: [5 Tips to Fill Your Classrooms with the Best Teachers](#)

How to do it:

- 1 Create a recruitment plan that includes diverse channels
- 2 Build a strong presence at regional and virtual job fairs
- 3 Post to online job boards with the widest reach
- 4 Provide an easy, online application process

Key to success:

Attend **regional and virtual job fairs** and post openings to **education-specific job boards** with the widest reach and most intuitive functionality to broadly expand your candidate pool.

Building a pool of qualified teaching candidates may seem daunting if your primary challenge is getting enough applicants as it is, but proven strategies can turn the tide. Taking a **multi-channel approach** can help you consolidate candidates from a number of different sources—from local teaching graduates and experienced educators in nearby districts to those from across state lines seeking employment in your district. Done right, you can put your school or district on the radar of nearly every educator within your region.

Job fairs are a great place to start building a local reputation, but don't be afraid to branch out to larger regional events—even if your district is relatively small. A rural location with a workplace culture that demonstrates a high value on teacher and student success can outshine even the toughest competition in the job market for some potential applicants. Participating at more events can also encourage word-of-mouth referrals as more people get to know your district. And don't forget about virtual job fairs for getting the word out about current openings.

As previously highlighted, online job postings are key to recruiting in 2022 and beyond. [SchoolSpring Job Board](#), for example, is the nation's most popular online K-12 job board, and it lets you build a branded job listing page. It also lets you search candidate resumes, and because it's an education-specific job board, it's a great place to find a wealth of highly qualified teaching candidates.

Keith Bryant, Superintendent of Lubbock-Cooper ISD in Texas, explains the importance of recruiting investments in our eBook [5 Tips to Fill Your Classrooms with the Best Teachers](#):

“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 (LCISD) TX



Expand Your Flexibility by Adding Video Interviews

Video interviews give you the flexibility to work around busy schedules, include interviewers from different buildings, and connect with out-of-state candidates. Here are a few tips from our partners at Spark Hire for video interview success:

- Get training from your platform provider before setting up video interviews
- Create team buy-in with mock interviews to show team members the benefits
- Add brand elements, intros, and outros to your video platform account
- Inform applicants about the video interview process when they apply

Getting Great Candidates to Choose You

From the eBook: [Great Candidates Have Choices](#)

How to do it:

- 1 Help candidates envision their success
- 2 Coach principals and hiring managers
- 3 Communicate early and often with applicants
- 4 Partner with local colleges and universities
- 5 Move quickly to support faster decision-making

Key to success:

Show applicants you value them with **frequent, automated communications** that let them know exactly where they are in the process.

Use every communication with potential applicants to show your school or district is a place to work, learn, and grow. Describe teacher career support initiatives in job postings. Also, coach principals and hiring managers on best practices for interviewing candidates. These interactions are crucial to keeping highly qualified candidates interested, especially if they may also be applying to competing districts.

Most importantly, keep your valuable candidates in the loop and engaged throughout the hiring process. Automated communications are a great way to do this consistently without burdening your HR staff. Personalize a thank you/confirmation message sent upon receipt of every application. Communicate with candidates about their progress through screening, interviews, and selection, and make sure you leave a channel open for any

questions they may have. With automated status, confirmation, and scheduling messages, staff members get more time back to focus on thoughtfully and quickly answering applicants' questions.

In our eBook, [Great Candidates Have Choices](#), Steve Lorenz, K-12 thought leader and former teacher, principal, and head of school at Vermont's Oak Meadow School, explains communicating your brand helps great candidates choose you:

“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 Teacher, Principal, and Head of School at Oak Meadow School, VT



Tips for Attracting Diverse Applicants

As your recruitment efforts gain momentum, you can also work to increase the diversity of your applicant pool.

- **Step out from behind the table at job fairs.** One of the easiest ways to introduce more prospective educators to your district is to step away from the table, walk the floor, and attend sessions or workshops, especially those about workplace diversity.
- **Make the most of college partnerships.** If you're already partnering with a local college to recruit those pursuing a teaching certificate, expand your reach by looking to sports teams, clubs, and organizations. Many students are still open to new career prospects, and this presents an opportunity to introduce teaching as an option.
- **Recruit from within.** Schools and districts employ people from many different backgrounds in roles other than teaching. Introduce the idea of a switch to teaching by providing information, hosting an internal job fair, or simply starting conversations about teaching with those you work with every day.

Speeding up Hiring in a Competitive Market

From the eBook: [5 Tips to Fill Your Classrooms with the Best Teachers](#)

How to do it:

- 1 Accelerate the candidate screening process
- 2 Identify top candidates using research-backed assessments
- 3 Focus on recruiting and hiring excellent principals
- 4 Help principals develop their interviewing and hiring skills

Key to success:

Research-backed candidate assessments can help you quickly and reliably identify principal and teaching candidates most likely to impact classroom success.

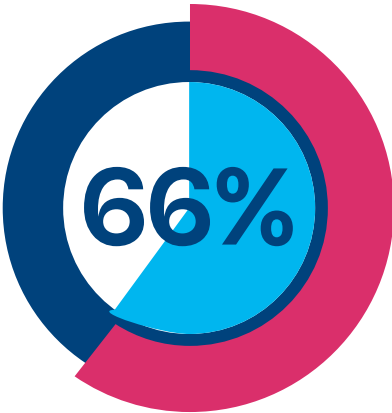


Speed is the secret ingredient to effective recruiting and hiring. Even if you get everything else right, delays or slow communication can leave the door open for another district to beat you to the offer. That's why it's vital to simplify and speed up every action from the moment an application is received.

Automated communications are a great place to start. Candidates get immediate confirmation their application was received, and your team gets back the time sending it would have taken. From there, a candidate assessment solution can help you quickly and reliably raise best-fit candidates to the top of the pile. You'll then know with confidence which to prioritize for interviews.

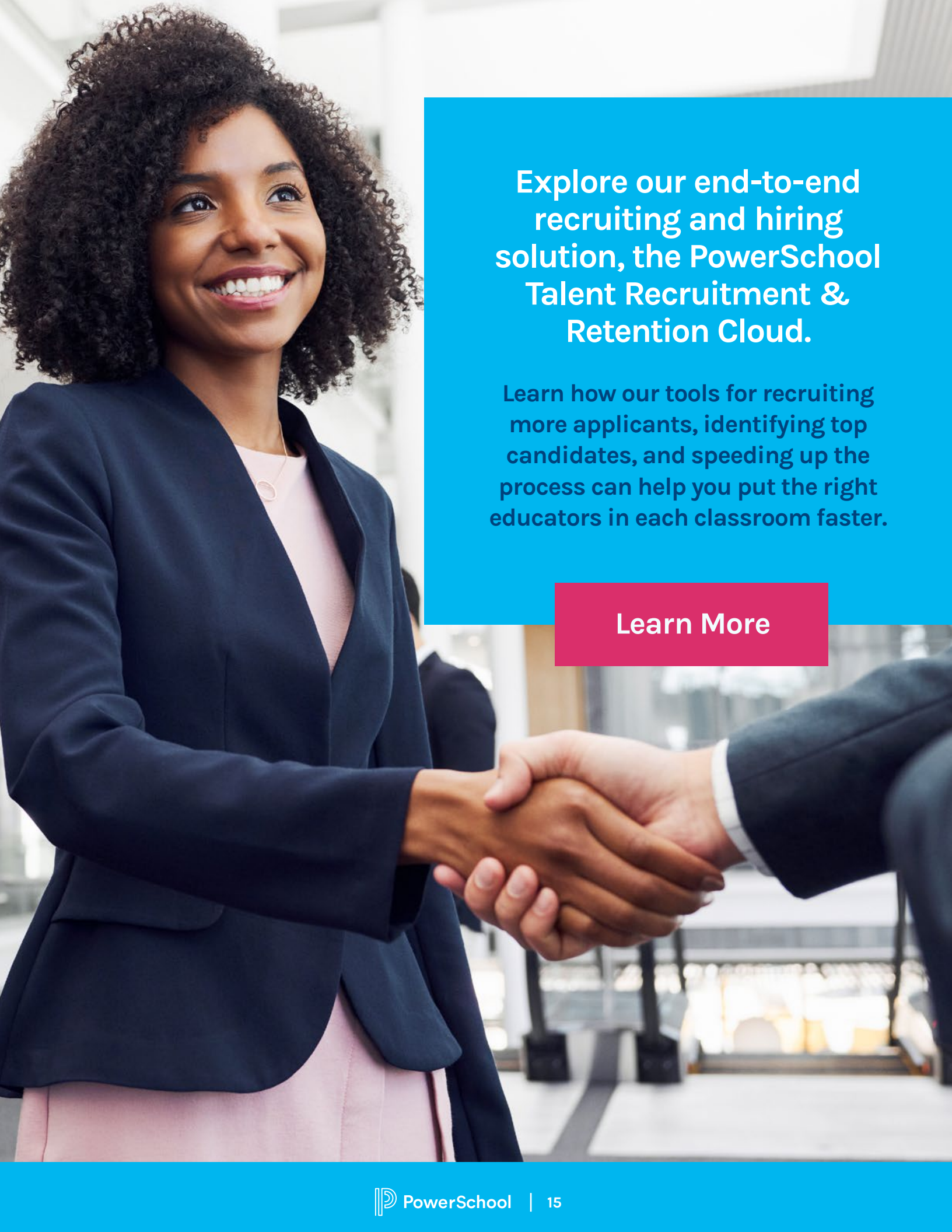
Principals with excellent interviewing skills can also help speed up the process. They can quickly and efficiently use the information from a robust candidate assessment to get the most out of a relatively short interview. Plus, when other decision-makers throughout the school or district have confidence in both the screening process and the interviewers' skills, offers can be approved and sent with fewer delays.

Research shows that moving quickly to send offers makes all the difference in getting great candidates to say, "Yes!"



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 percent.

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.



Explore our end-to-end recruiting and hiring solution, the PowerSchool Talent Recruitment & Retention Cloud.

Learn how our tools for recruiting more applicants, identifying top candidates, and speeding up the process can help you put the right educators in each classroom faster.

[Learn More](#)

PowerSchool Can Help You Improve Recruiting and Hiring

The right software solution gives your team more time to spend on the personal side of recruiting and hiring. When more tasks are automated, your people can focus on talking to candidates, answering questions, going to job fairs, and discussing career pathways with teaching program students. That's why taking the actions listed in this miniguide doesn't have to mean putting more workload on your staff. Technology can shoulder much of the burden.

Only PowerSchool has a recruiting and hiring solution that is part of a full district ecosystem of products.

Here's how we can help:

- **Recruit teachers online** with the nation's most popular K-12 job board, **SchoolSpring Job Board**. Every job you post can potentially reach thousands of qualified applicants. Plus, you can save job descriptions to make reposting faster and easier in the future, giving time back to your staff to focus on other recruiting efforts.
- **Identify top candidates quickly and confidently** with **Candidate Assessment**. Research-backed assessments and predictive analytics help you spot candidates most likely to impact student success in your district. Going far beyond standard applicant screening, Candidate Assessment helps your team focus on fast-tracking best-fit educators.
- **Simplify applications and automate communications** with **Applicant Tracking**. Our one-stop-shop gives applicants an easy interface for filling out their applications, uploading documents, and making edits to their personal information without needing to contact HR. Automated communications keep candidates in the loop throughout the screening, interview, and decision-making process without burdening your HR staff.
- **Speed up hiring and onboarding** with **Employee Records** for online records and forms. In a competitive labor market, speed is key. Employee Records integrates with your HR, finance, and SIS software to eliminate duplicate data entries, improve accuracy across systems, and simplify payroll setup.

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