



Recruiting, and Retention In the New World of Education

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Biloxi

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Additional resources for this program can be downloaded from <https://contentedcows.com/mass>

PREMISE

Creating a focused, engaged, and capably led workforce is one of the best things you can do for your bottom line.

First –

- Eliminate self-limiting thinking.
- Focus on what you CAN do.

Three Workplace Trends

1. Workers are in the driver's seat...for now.
2. You will have to hire from a generation that totally perplexes you.
3. More focus on work and life integration

Workplace Next does NOT mean

- Lowering standards
- Anything goes

Boiling it all down...

FOR RECRUITING

- **PAY**
- **PIPELINE**

FOR RETENTION

- **CULTURE**
- **WORKLOAD**
- **SUPPORTIVE ADMINISTRATION**

Problem: Perceived non-competitive compensation

Solutions:

- Increase pay (duh...).
- Provide student loan relief.
- **Focus on the intangibles of the job.**

Book recommendations:

- If You Don't Feed the Teachers, They Eat the Students
 - Nelia Connors
- The Principal's Survival Guide: Where Do I Start? How Do I Succeed? When Do I Sleep?
 - Susan Stone Kessler, Ed.D
 - April M. Snodgrass, M.Ed.
 - Andrew T. Davis, Ed.D

RECRUITING

Recruiting = Marketing

The best recruiting tool is **your reputation as an employer.**

Reputation Recruits – Reality Retains

- Put in the work to become known as a talent magnet, by taking an interest in every teacher and other staff member, giving them a fighting chance to succeed in a tough business.

SOURCING

- Boomerang hires – people who used to work for you, and may be interested in returning if what you offer is better than where they went. Many educators have taken some mental health time off. Some are ready and eager to come back.
- Start with your students – beginning filling their imaginations with the positives of teaching, and fill your pipeline down the road with students whose teachers made a difference for them.
- Make your requirements more realistic.
- Explore Mississippi's "Grow Your Own" program.
- Explore Mississippi's "Alternate Route" program.



Grow Your Own



Alternate Route

- Develop an Employer Brand.
- Strive to be a “Destination Employer” – where people have their sites set on you – working in your district is their GOAL, their DREAM.
- Use your website to market your district’s schools as great places to work! Most employers’ websites (and especially school district websites) are AWFUL at this. Improve yours, and you’ll stand out.
 - Have a prominent CAREERS tab on every page of your site.
 - Sell your culture.
 - Give people a look inside.
 - Look at the website for the Copiah County School District. See copiah.ms
 - Make use of videos to showcase what it’s like to work there. Also put those videos on YouTube.
 - Know how you look on Glassdoor and Indeed. And if (but only if) you have a rating of 4 stars or more, post those reviews on your site.
 - Make it SUPER easy to apply and get an interview.
- Make use of Social Media. Have it managed by a pro, on your staff, or outsourced. That’s where many of your prospects are hanging out.
- Most applicants want to do the entire application process on their mobile devices. Make sure yours works on mobile, that it looks good, and is easy to use.
- Include an invitation to the careers section of your website in your email signature.
- Pay employees for employee referrals. Make it worth it.
- NEVER stop recruiting! Put on a big push in January and February. Summer is too late.

Leadership: The earned consent of followers.

- Make leadership a primary qualification for every person in a leadership role.
- People stay when they have:
 - Something to commit to
 - An even chance to do their best work
 - Caring leadership

ONBOARDING

- The Anatomy of Great Onboarding:
 - Welcome them before they start.
 - Welcome them on their first day.
 - Get mutually well-acquainted.
 - Educate, educate, educate.
 - Do regular, frequent check-ins.
 - Celebrate!
- Principals: send the new hire a personalized letter, before their first day, for every position.
- Create a team of Onboarding Buddies, who will buddy up individually with the new hire, to help them with all “new employee” kinds of things for the first few days or weeks. Have that person meet them on their first day, at the front door, to welcome them and take them to their classroom or workplace.
- Hold a Welcome Celebration for each new faculty and staff member.

- Check in with the new employee, asking specific questions, at the end of:
 - Day One – ask these questions:
 - Was today, or the job, what you expected?
 - Did anything surprise you?
 - Is there someone who was particularly helpful to you? I'd like to thank them.
 - What questions do you have?
 - What can I do to help you before your second day?
 - Week One
 - Week Two
 - Month One
 - Month Three
 - Month Six
 - First anniversary
- Develop a Mentoring Program. See the MS Department of Education's Mentoring and Induction Toolkit



- Celebrate wins – even small ones.
- **Reduce workload and paperwork – meetings, hall duty, etc.**

PROBABLY THE SINGLE MOST IMPORTANT ELEMENT IN RETAINING TEACHERS AND OTHER STAFF IS HAVING A SUPPORTIVE ADMINISTRATION, AT THE SCHOOL, DISTRICT, AND STATE LEVELS.

- Support teachers on student behavior and discipline.
- Show up – in person – when people are having a hard time.
- Support teachers on creativity. Give them the autonomy to make magic in the classroom.
- Create a community, not just a workplace.
- Say thank you a lot!
 - Send handwritten notes, mailed to their home.
 - One word – FOOD
 - Include families in expressions of appreciation:
 - Weddings, births, birthdays, family deaths, child's graduation, child's 18th birthday, etc.
 - Have dinner delivered to an exceptional employee's home one night.
- **FEED THE TROOPS FIRST!**

Eleven questions you should know the answers to, for everyone on your team (some, without asking).

1. What is your name? (I'm not kidding.)
2. What are you really good at, at work? Outside of work?
3. What do you do for fun, at work? Outside of work? (Be careful 😊)
4. What are you lousy at?
5. What would you like to do better at work?
6. What are a couple of your strongest passions?
7. How do you get to work each day? Do you drive? Alone, or with others? Some other form of transportation? How long does it take?
8. Has there been some powerful life experience, good or bad, which impacts your approach to your work? (No need to go into detail, and if there isn't one, that's OK).
9. Who and what is most important to you, outside of work? (No need to pry.)
10. Is there something in particular about you, or your life experience, that especially suits you to serve some need in your work?
11. What are you having trouble with at work, that you could use someone's help with?

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