

# Addressing Educator Workforce Needs: ATTRACT & HIRE



## TRAINING BOOKLET Winter 2024



**Department of  
Education &  
Workforce**

Human Capital Resource Center

# TABLE OF CONTENTS

<b>GENERAL SESSION 1: IDENTIFYING RECRUITMENT NEEDS</b> .....	<b>3</b>
<b>GENERAL SESSION 2: CANDIDATE EXPERIENCE</b> .....	<b>7</b>
<b>UPCOMING TRAINING, NETWORKING, &amp; MORE</b> .....	<b>8</b>
<b>RESOURCES</b> .....	<b>9</b>
<b>FEEDBACK SURVEY</b> .....	<b>11</b>
<b>APPENDIX</b> .....	<b>12</b>

The Ohio Department of Education and Workforce relies on these partners to deliver training and networking, create and sustain resources, and provide the necessary supports for creating robust district- and school-level human capital management systems in our state:



At Experience Management Institute, we help organizations build more human workplaces. We are a woman-owned social enterprise with extensive experience in organization strategy, human-centered experience management design, people management, instructional design, and process improvement.



Established in 1946, with headquarters in Arlington, Virginia, the American Institutes for Research® (AIR®) is a nonpartisan, not-for-profit organization that conducts behavioral and social science research and delivers technical assistance to solve some of the most urgent challenges in the U.S. and around the world. We advance evidence in the areas of education, health, the workforce, human services, and international development to create a better, more equitable world.

# General Session 1: Identifying Recruitment Needs

## ACTIVITY

### Agenda

- Where are you now? What is the gap?
- Where do candidates come from and what are your recruitment sources?
- Strategic alignment
  - Where is information located in One Needs Assessment, Equitable Access Analysis Tool, etc.

### Session outcomes

- Participants will reflect on their current recruitment needs.
- Participants will understand sources of additional employment needs data.
- Participants will identify next steps for identifying recruitment data.

### ACTIVITY 1: IDENTIFY CURRENT RECRUITMENT NEEDS

What are your current recruitment needs (consider teachers as well as other staff)?

How do you know these are your needs?

After the sources of applicants and candidates are exhausted, where will there continue to be recruitment needs?

How have recruitment needs changed over time (including in the past several years)?

## ACTIVITY 2: IDENTIFY STATE DATA SOURCES FOR DETERMINING EMPLOYMENT AND RECRUITMENT NEEDS

How do you monitor employment and recruitment needs?

What data sources or tools do you use to identify employment and recruitment needs (e.g., existing reports, anecdotal evidence, trend data)?

Who is typically involved in these monitoring processes?

Who in your district completes the One Needs Assessment or identifies/reviews sources of employment need? What is their role?

### Subset of One Needs Assessment Questions:

- When determining transportation routes and staffing, how is efficiency analyzed? Consider the number of buses running, number of children on buses, and route designs.
- What data is used to determine transportation human capital needs?
- According to ESEA 1112 (b)(2), Local Equitable Access Planning (LEAP) seeks to ensure that "low socioeconomic and minority students are not more likely to be taught by ineffective, inexperienced, or out-of-field teachers" than their peers. Based on your local equitable access data (or other equity data), can you identify any concerning gaps? What trends can you identify in these gaps, for example, do they occur in particular buildings, grade levels, or subject areas? Are there gaps in your Title I identified buildings? Finally, what is your most significant gap?

- What are your protocols to address your current and future staffing needs? What strategies are you using regarding teacher recruitment and retention? What practices and procedures are in place to provide support and opportunities for growth for new teachers in your district or school?
- What Tier III strategies (counseling, school-based mental health programs, specialized instructional support services, mentoring services, etc.) are implemented to improve students' performance? What does data indicate about the effectiveness of these strategies?
- How are the needs of students who are not responding to Tier 1 Positive Behavioral Interventions and Supports identified and supported through Tier II and Tier III interventions?
- What barriers exist for students to participate in a school breakfast program? If not implementing a breakfast program, what barriers exist in implementing a school breakfast program?

After looking over the One Needs Assessment questions, how do you think your answers to these questions could help inform your thinking around employment and recruitment needs?

Space for notes about the Equitable Access Analysis Tool:

Space for notes during the whole-group discussion:

### **ACTIVITY 3: HOW TO TRACK RECRUITMENT NEEDS OVER TIME**

Do you track hiring efforts/results and vacancies over time (e.g., number of total openings, hires made before the start of the school year, hires made during the school year, unfilled positions)? Circle one:

Yes                      No                      For some position types

If you do track this information, how do you use this data?

### **ACTIVITY 4: NEXT STEPS FOR TRACKING RECRUITMENT NEEDS**

How could you improve how you track recruitment needs over time?

How would this impact recruiting and hiring processes?

# General Session 2: Candidate Experience

ACTIVITY

## Know-Feel-Think-Act Exercise

**DIRECTIONS:** While originally used as a tool for designing communications, the Know-Feel-Think-Act exercise can be used when redesigning any process to ensure you are properly planning for exceptional experiences.

In each of the boxes below, identify what you believe the candidates should know, feel, think, and do when they are **not** selected for your current opening.

<p><b>Know</b></p> <p>What do you want candidates to know or learn?</p>	
<p><b>Feel</b></p> <p>What do you want candidates to feel now and later?</p>	
<p><b>Think</b></p> <p>What do you want candidates to think now and later?</p>	
<p><b>Act</b></p> <p>What actions do you want candidates to take now and later?</p>	

### DISCUSSION QUESTION:

1. What is one improvement you can make to your current process to make it a positive experience for candidates?

# Upcoming Training, Networking, & More

**DON'T MISS THESE OPPORTUNITIES!**

## Networking Sessions

**TUES, MAR 12, 2024 (12-1 PM)**

*DESIGNING ONBOARDING EXPERIENCES TO ENGAGE AND RETAIN*



Learn how to avoid common mistakes when designing employee onboarding experiences. Discover tools you can use to improve how your organization onboards employees.

**TUES, JUN 25, 2024 (12-1 PM)**

*THE ART OF LISTENING: USING STAY SURVEYS TO UNCOVER EMPLOYEE NEEDS AND PREFERENCES*

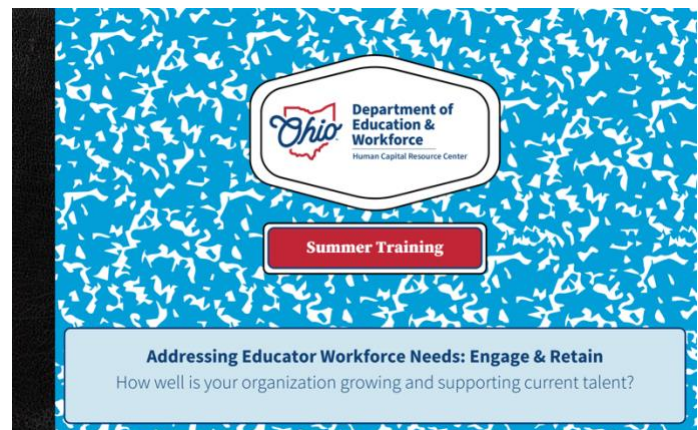


Stay surveys are a valuable tool for K–12 organizations to collect feedback from their employees on their job satisfaction, engagement, and areas for improvement. By regularly conducting stay surveys, districts can identify and address potential problems early on, improve employee morale, and create a more positive work environment.

## Summer 2024 Training

Don't miss training sessions during June 2024. These sessions will be focused on engaging and retaining talent.

*Registration details will be shared soon!*



## We're launching a newsletter!

**SIGN UP TO RECEIVE IT HERE.**





# Resources

## CHECK OUT THESE HELPFUL RESOURCES TO STAY IN THE KNOW

### Educator Shortage Website

The American Association of School Personnel Administrators (AASPA) hosts annual summits on the educator shortage and released an updated white paper in October 2023.

AASPA challenges systems to move beyond surface-level shortage responses to examine deeper, systemic issues that contribute to mismatches between educator supply and demand.

The *Five Shifts for Addressing the Educator Shortage* outlines comprehensive shifts that are presented in contrast to traditional calls to action. Each shift contains high-level recommendations, along with examples of actions that different stakeholder groups can take to address the educator shortage. Stakeholder groups can use and share these to chart a pathway forward.

The latest white paper highlights promising practices from higher education, PK-12 education organizations, preparation programs, state departments, and more.



Ensuring each student has the future they deserve requires disruptive change. It involves redesigning talent systems in education to create workplaces that both attract new people into education and retain those who want to stay.

Click on the QR code below to download your copy of the Five Shifts/Promising Practices or go to <https://www.edshortage.org> for more information.



**Read the white paper !**

## Ohio Education Job Board

There is now one location in Ohio to reach the teachers, administrators, and support staff seeking employment in an education setting: The Ohio Education Job Board. Take a look at what other districts are posting for open positions and view how your district is represented on the site.



**Use the job board via this QR code!** Review the information sheet and FAQ **in the appendix of this document** to discover more about this helpful tool for job seekers and Ohio education organizations recruiting top talent.



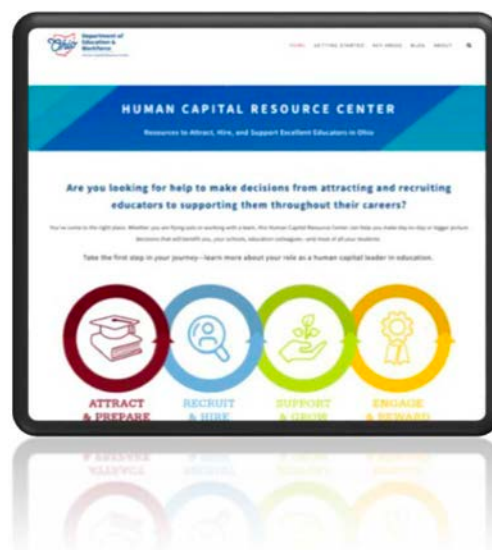
If you are not already posting on this job board, contact your Information Technology Center (ITC). To find your ITC, visit [managementcouncil.org/connect/](http://managementcouncil.org/connect/) or reach out to [connectwithus@managementcouncil.org](mailto:connectwithus@managementcouncil.org).

## Ohio Human Capital Resource Center

Since 2018, the Ohio Human Capital Resource Center (HCRC) has been the source for helping Ohio educators make decisions about finding, supporting, and elevating the people working in our districts. In classrooms, offices, and school-related areas, a variety of caring, competent, and committed adults can and do make a difference for students.

The purpose of the HCRC is elevating human capital management systems in Ohio districts, schools, and educational organizations. We exist to:

- Promote the importance of improving Human Capital Management Systems in education
- Move beyond isolated policies and actions to a comprehensive approach to human capital management
- Help all educators recognize their responsibilities as Human Capital leaders
- Ensure that each child in Ohio is challenged, prepared, and empowered



**Learn More on Our Website:** [www.OhioHCRC.org](http://www.OhioHCRC.org)

**Questions?** [HCRC@education.ohio.gov](mailto:HCRC@education.ohio.gov)

# Feedback Survey

As we share information about recruitment and hiring across the state with other human capital leaders, we want to ensure that it is meaningful, helpful, and action-oriented. Please take a few moments to complete our surveys to share your feedback. We want to improve our content and delivery so the learning resonates with everyone.

## MORNING GENERAL SESSIONS



## AFTERNOON BREAKOUT SESSIONS



*Thank you for your input  
to improve our efforts statewide!*

# APPENDIX

# Ohio Education Job Board

## Ohio's Resource for Jobs in Education

### Your Education Career Takes Off When You Land in Ohio

Welcome to Ohio's Education Job Board, where you can recruit new teachers, administrators, and staff in all areas of education. Built specifically for the education industry, the Ohio Education Job Board is the central hub for K-12 jobs in Ohio. From teachers to bus drivers to support personnel, applicants looking for a position in an Ohio school district can search by zip code, job category, grade level, and job type.

### Attract More Applicants

It's easier than ever for applicants to apply for open positions across the state. The central job-listing page includes a robust search function that includes multiple filters and an interactive map. These features streamline the job search process for prospective candidates making it easy to apply.

#### Job Listing Aggregation

Efficiently post your job openings on one statewide job board. No time is wasted posting to multiple sites.

#### Interactive Map

Applicants can navigate the interactive map to view job postings in a specific geographical area making it easier to find positions in a desired location.

#### Robust Job Search

Applicants can easily find open positions that best suit them when they search by zip code, job category, grade level, and job type.

#### Smooth Integration

Ohio's school districts can use the job board on its own or integrate it with your PowerSchool or Frontline Applicant Tracking solution.



## Get Connected

For information on how your district can benefit from this no-cost service and attract more applicants, contact your ITC.



[ohiok12jobs.schoolspring.com](http://ohiok12jobs.schoolspring.com)

**Ohio's Resource for  
Jobs in Education**

*Your education career takes  
off when you land in Ohio*

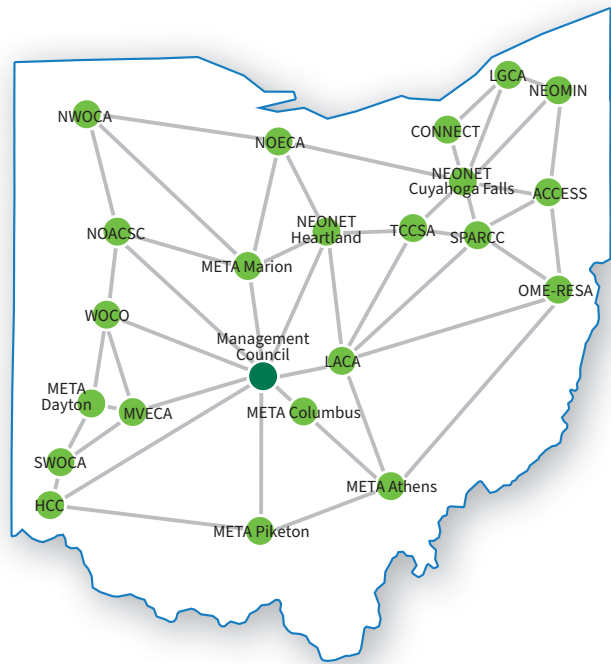
[ManagementCouncil.org](http://ManagementCouncil.org)

# Ohio Jobs Start Here

## Information Technology Centers

As non-profit public agencies created by Ohio legislature, Ohio's seventeen Information Technology Centers (ITCs) work collaboratively as the Ohio Education Computer Network (OECN) to serve over 1.4 million students in 900+ public school districts, career centers, educational service centers, and community schools — and they have done so for over four decades.

**For more information, and to get started with the Ohio Education Job Board, contact your Information Technology Center (ITC).**



### ACCESS

**Area Cooperative Computerized Educational Service System**  
Lisa Smith  
330-702-7868  
access-k12.org

### CONNECT

**Ryan Pendleton**  
216-520-6900  
ohconnect.org

### HCC

**Hamilton Clermont Cooperative**  
David Downs  
513-728-7942  
hccitc.org

### LACA

**Licking Area Computer Association**  
Greg Rhoads  
740-345-3400  
laca.org

### LGCA

**Lake Geauga Computer Association**  
Brian Ruffner  
440-357-9383  
lgca.org

### META

**META Solutions**  
Jim Sotlar  
740-389-4798  
metasolutions.net

### MVECA

**Miami Valley Educational Computer Association**  
Thor Sage  
937-767-1468  
mveca.org

### NEOMIN

**Northeast Ohio Management Information Network**  
Brian Greathouse  
330-847-6464  
neomin.org

### NEONET

**Northeast Ohio Network for Educational Technology**  
Matt Gdovin  
330-926-3900  
neonet.org

### NOACSC

**Northwest Ohio Area Computer Services Cooperative**  
Ben Thaxton  
419-228-7417  
noacsc.org

### NOECA

**Northern Ohio Educational Computer Association**  
Tim Rettig  
419-627-3207  
noeca.org

### NWOCA

**Northwest Ohio Computer Association**  
Tod Hug  
419-267-2500  
nwoca.org

### OMERESA

**Ohio Mid-Eastern Regional Education Service Agency**  
Adam Truex  
(740) 283-2050  
omeresa.net

### SPARCC

**Stark/Portage Area Computer Consortium**  
Tyler Smith  
330-445-2284  
sparcc.org

### SWOCA

**Southwest Ohio Computer Association**  
Todd Yohey  
513-869-4712  
swoca.net

### TCCSA

**Tri-County Computer Services Association**  
Doug Marrah  
330-264-6047  
tccsa.net

### WOCO

**Western Ohio Computer Organization**  
Donn Walls  
937-419-0641  
woco-k12.org



# Ohio Education Job Board FAQs

■ **I am a district that doesn't use PowerSchool's Applicant Tracking or Frontline's Applicant Tracking systems. Do I need log-in credentials to post to the Ohio Education Job Board?**

Yes. You will need log-in credentials to post jobs to the Ohio Education Job Board. Contact your Information Technology Center (ITC) to get your credentials.

■ **I am a district that uses Frontline's Applicant Tracking system. Do I need log-in credentials for SchoolSpring?**

No. To integrate with the Ohio Education Job Board, you will need to submit the URL for your Frontline instance to your ITC for implementation. Your job postings will then appear on the job board. You will continue to create and manage job postings in your Frontline Applicant Tracking system.

■ **I am a district using PowerSchool's Applicant Tracking system. Do I need log-in credentials for the Ohio Education Job Board?**

No. You will not need log-in credentials because the Ohio Education Job Board will be automatically integrated with your PowerSchool Applicant Tracking system when the ITC submits your district information for implementation. You will continue to create and manage job postings in your PowerSchool Applicant Tracking system.

■ **I am a district that posts job openings through my ESC's Frontline consortium. Do I need my own log-in credentials for the Ohio Education Job Board?**

No. If you participate in a Frontline consortium, including ESC consortiums, and that consortium is integrated with the Ohio Education Job Board, you will not need log-in credentials. Your job postings, and those of the entire consortium, will post via the consortium integration.

■ **I am a district that posts job openings through my ESC's Frontline consortium, but the consortium does not want to integrate with the Ohio Education Job Board. Do I need my own log-in credentials for the job board?**

Yes. If the consortium does not want to integrate with the Ohio Education Job Board, then you and each district within the consortium will need your own log-in credentials to post job openings directly to the job board.



One location to reach the teachers, administrators, and support staff who are looking for employment in an education setting.

[ohio12jobs.schoolspring.com](http://ohio12jobs.schoolspring.com)

**Ohio's Resource for  
Jobs in Education**

*Your education career takes  
off when you land in Ohio*



[ManagementCouncil.org](http://ManagementCouncil.org)

## Ohio Education Job Board FAQs, cont.

### ■ Why are my Ohio Education Job Board postings appearing on Indeed, Monster, Glassdoor, etc.?

Indeed, Monster, Glassdoor, and other sites like them scrub job postings from boards like the Ohio Education Job Board. If there is a problem with your job posting on one of these websites, please contact the website directly.

### ■ When I make a change in PowerSchool's or Frontline's Applicant Tracking system, such as adding new postings or removing closed postings, how long does it take for the change to appear on the Ohio Education Job Board?

The Ohio Education Job Board syncs three times a day at 8:00a, 12:00p, and 4:00p. Changes are not instantaneous and it may take until the next sync for the change to appear on the job board.

### ■ My district has integrated our current Applicant Tracking system with the Ohio Education Job Board. Where do I make changes to my job postings?

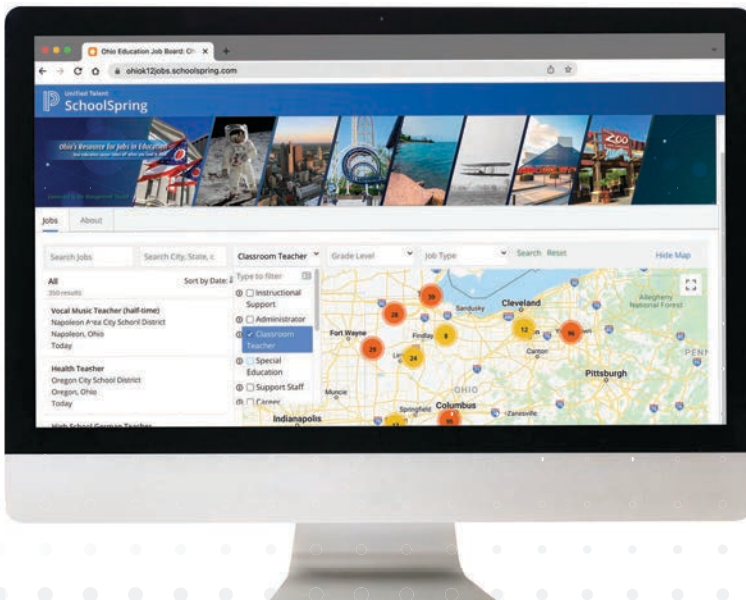
Job postings that appear on the Ohio Education Job Board via an Applicant Tracking integration must be edited in your Applicant Tracking instance. They cannot be directly edited in the Ohio Education Job Board.

### ■ How do I get set up to post jobs on the Ohio Education Job Board?

If you are ready to get started, reach out to your ITC for account creation and implementation.

### ■ What if I don't know who my ITC is?

To find your ITC, visit [managementcouncil.org/connect](http://managementcouncil.org/connect) or reach out to [connectwithus@managementcouncil.org](mailto:connectwithus@managementcouncil.org).



## Ohio Education Job Board

### Key Benefits

- » Built specifically for education
- » Post openings to one location
- » Attract applicants from across Ohio
- » Provide a positive applicant experience
- » Integrates with PowerSchool's Applicant Tracking and Frontline's Applicant Tracking
- » No cost

For information on how to get started, or get info on how your district can benefit from this no-cost service and attract more applicants, contact your ITC.

