

TEACHER RECRUITMENT AND RETENTION STRATEGIES

SUMMARY OF SUGGESTIONS

Recruitment & Retention Strategies:

FOCUS 1 | Show teachers what you are all about

- Design recruitment materials that make your district appear to be a desirable workplace. (website, press releases, one-pagers, videos)
- Leverage social media to showcase your district.
- Create a strategic plan that helps you highlight your vision from the ground up.

FOCUS 2 | Open up new pipelines

- Seek competent professionals in the community (including current subs) and pay for their Transition to Teaching program.
- Implement an educator pathway for high school students to start the pipeline earlier.
- Leverage relationship with local higher education entities.

FOCUS 3 | Create incentives to teach in your district

- Offer competitive pay & benefits.
- Offer free continuing education (master's degrees).
- Consider other financial incentives like loan forgiveness.

FOCUS 4 | Create the environment they don't want to leave

- Hold school leaders accountable.
- Offer positive, frequent, informal feedback.
- Help teachers identify areas of development.
- Give teachers and support staff public recognition for hard work and accomplishments.
- Offer teachers opportunities for leadership roles.
- Provide additional classroom resources.
- Promote public, positive messaging about teacher efforts & effectiveness locally.
- Provide ongoing, consistent, effective professional development.
- Give educators professional autonomy.