



Hiring in the Time of (an Educator) Shortage

Ethan Ake-Little, Ph.D., SHRM-CP | February 22, 2023

PowerSchool
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Unified Talent



The Context

Demand is growing but supply is falling...

- The Bureau of Labor Statistics projects a 4-5% growth in the need for K-12 educators between 2021-2031.
- This translates to a national need of 108,000+ educators at a time when educators either leave the field or the well of new teachers is running dry.
- To compound to the problem, student growth is heavily concentrated in the South and West.
- Shortages in teachers of STEM subjects, special education, and English Language Learners will be exacerbated.

GETTING A JOB: 1970'S



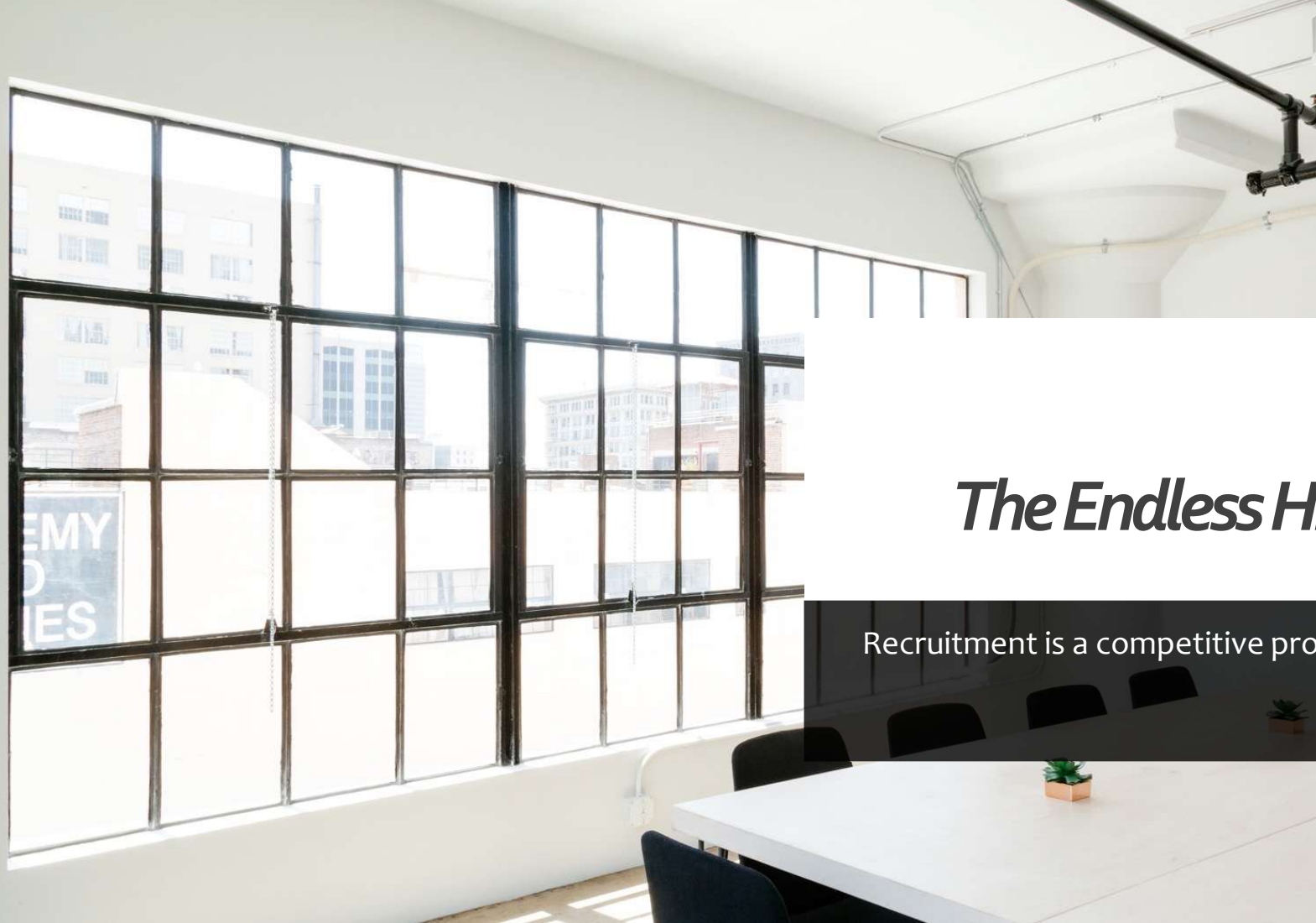
GETTING A JOB TODAY



The Problem

Hiring in schools can be notoriously slow (not to mention inefficient)...

- Unlike private sector hiring, public school hiring can be protracted and riddled with outdated practices.
- HR managers tend to concentrate hiring efforts in the spring in preparation for the new school year.
- Most HR school professionals do not spend the time (nor have the time) to be reflective (i.e., spend time reviewing and refining the hiring process).



Issue #1

The Endless Hiring Process

Recruitment is a competitive process, especially for the best candidates...

A protracted hiring process is symptomatic of a flawed approach...

Many employers believe “it’s a privilege to work here” – a mindset that stems from mission/ vision, academic profile, compensation, etc. These employers feel justified in implementing an obstacle course style hiring process.

This belief might be valid in an employer market but can be self-defeating in an employee market.



A goal Without a Plan is Just a Wish

The hiring process is notoriously opaque and while there is some inherent subjectivity, it does not have to be *ad hoc*:

- **Be strategic about the application process** – Data is transferable across TalentEd Recruit & Hire applications, so consider aligning your application with that of your competitors (e.g., neighboring districts, peer districts).
- **Be selective about the hiring committee** – Many people would *like* to be involved in the hiring process *but* who needs to be in the room (e.g., supervisor, department chair).
- **Be deliberate about the hiring process** – Teaching is performative so your hiring process should have a performance-based component (e.g., demo lesson, submission of artifacts).
- **Be reasonable with your expectations** – Hiring managers might seek the most qualified candidates but there will always be “on-the-job” training involved.



Issue #2

The Conventional (Education) Hiring Cycle

Recruitment is not just a spring/ summer process – it's an all yearlong one...

When you hire speaks volumes about the premium you place on talent...

Many school HR managers believe hiring happens in the spring/ summer – a belief that stems from the school budget cycle, the end of the current academic year, etc.

This belief might be *convenient and conventional* but employers risk drowning in very competitive waters.

Know Thyself/ Nothing to Excess/ Certainty Brings Ruin

It is easy for HR managers to become complacent, especially if current processes have bore fruit in the past; however, new challenges require new approaches:

- **Be cognizant of your budgetary limitations** – Most districts tend to have a preliminary budget by January for board review.
- **Be cognizant of your needs** – Employees may formally announce their intentions to leave in the spring but HR managers can survey sentiment as early as the winter holidays.
- **Be cognizant of your “time-to-hire” rate** – Some employers are notorious for “resume collecting” in hopes of expanding their applicant pool.
- **Be cognizant of your local statutes and regulations** – Some states (e.g., Pennsylvania) allow the releasing district to hold a certificated educator for up to 60 days.

When you applied for the job



When you hear back from the recruiter



shared by @careersandjobsinlebanon



Issue #3

Full screen image with caption lorem ipsum dolor sit amet

When you hire speaks volumes about the premium you place on talent...

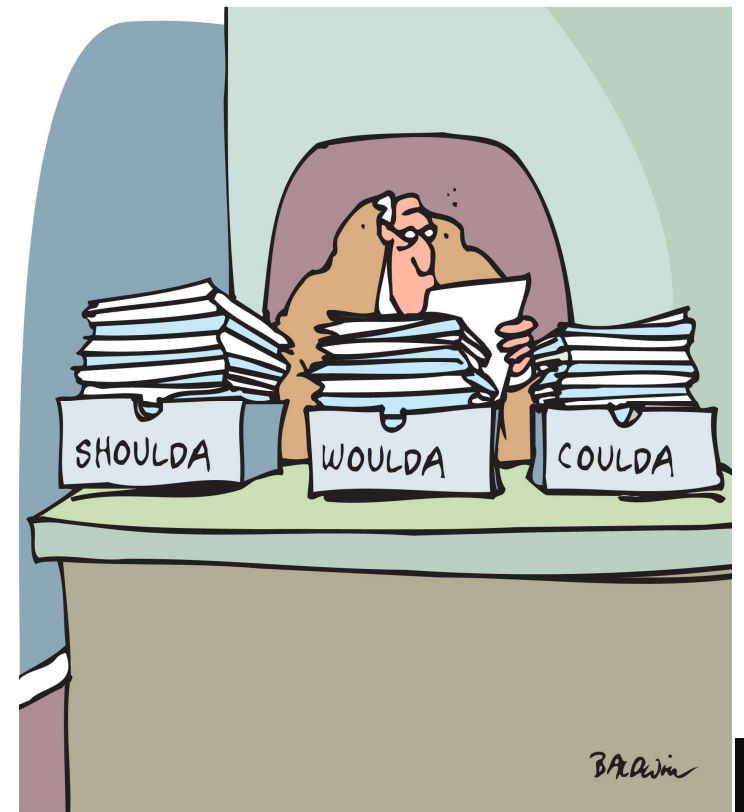
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The Unexamined Life is Not Worth Living

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Thank You

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