

# elcon<sup>2</sup>





# **ABOUT**

Since 2018, the Ohio Human Capital Resource Center 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.

# OhioHCRC.org



## **OUR SUPPORTING PARTNERS**

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.







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## **OUR TEAM**





**Dr. Kate Heynoski**Co-Founder & Chief



**Steve Fujii**Vice President, Experience



**Kim Ratcliff**Vice President, Engagement



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**Cassie Meyer**Sr. Tech. Assistance Consultant



Audrey Altieri Researcher



# THANK YOU!

For Hosting Our Event



## **AGENDA**

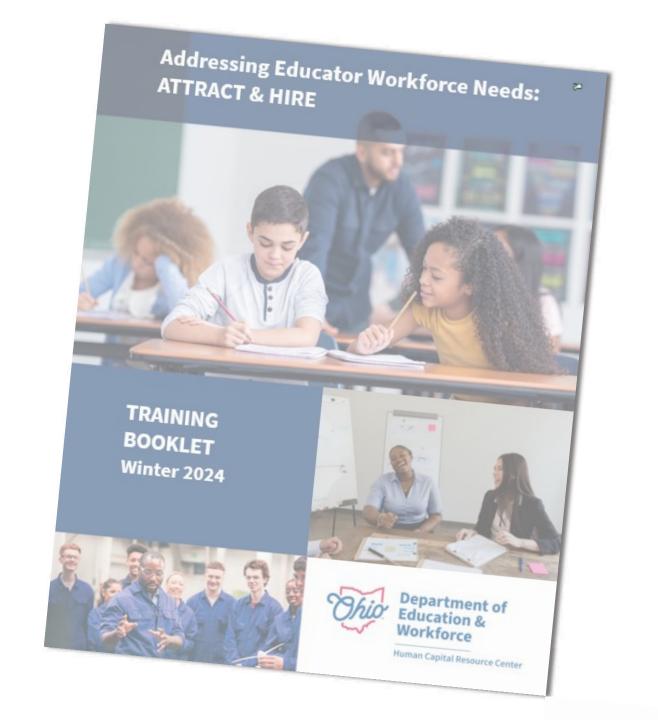
See handout for lunch break recommendations!

Time	Topic
9–9:15 a.m.	Welcome / Introductions
9:15–9:30	Responding to Educator Shortages
9:30–10:30	Identifying Recruitment Needs
10:30-11:30	Creating a Positive Candidate Experience
11:30 a.m-12:30 p.m.	Lunch: On Your Own
12:30–1:30 p.m.	Room D: Finding & Developing Teacher Candidates Room E: Hiring Process Improvement
1:35–2:35	Room D: Employee Value Proposition Room E: Hiring Deep Dive
2:40–3:40	Room D: Intro to Social Media Room E: AI for Recruitment and Hiring
3:40–4 p.m.	Wrap-Up in Each Breakout



There will be five-minute transitions between each breakout session.

# TRAINING BOOKLET & HANDOUTS





## OHIOHCRC.ORG

Watch for updates to the HCRC website in 2024. We will be delivering a new look and feel with these features:

- Mobile- and tablet-friendly use
- A library of resources that you can sort and filter
- More lessons from the field
- New blog posts and video
- Updated checklists, toolkits, and other resources to support HC leaders



HOME GETTING STARTED KEY AREAS BLOG ABOUT

#### **HUMAN CAPITAL RESOURCE CENTER**

Resources to Attract, Hire, and Support Excellent Educators in Ohio

Are you looking for help to make decisions from attracting and recruiting educators to supporting them throughout their careers?

You've come to the right place. Whether you are flying solo or working with a team, this Human Capital Resource Center can help you make dayto-day or bigger picture decisions that will benefit you, your schools, education colleagues—and most of all your students.

Take the first step in your journey—learn more about your role as a human capital leader in education.





**RECRUITMENT & RETENTION** 

Staff Shortages in Schools Are Here to Stay. Here's Why



By Mark Lieberman — August 18, 2023

The Other School Staff
Shortage. Teacher Posts Are Not
The Only Ones Schools Are
Having Trouble Filling

School's starting — but many districts don't have enough bus drivers for their students

# Our Focus: Attracting and Hiring Candidates

1

#### **Awareness**

Getting to know who you are and what you do.



2

#### Consideration

Determining interest in working for your organization.



3

#### **Application**

Complete application form for desired position(s).



4

## Selection/ Hiring

Advance through selection phases until decision is made.



5

### Orientation/ Onboarding

Transitioning into their new role.





# **STAY IN THE KNOW**

Join us in June to talk about engaging and retaining educators



Sign up for our newsletter!







## **AGENDA**

- Identify and discuss current recruitment needs for certified and classified staff
- Consider state professional needs data sources
- Consider tracking recruitment needs over time
- Identify some next steps





## **SESSION OUTCOMES**

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





# ACTIVITY 1: IDENTIFY CURRENT RECRUITMENT NEEDS

Individually or with your school team, identify your current recruitment needs (teacher types and other staff) and answer the following questions:

- 1. How do you know these are your needs?
- 2. Where do you anticipate still having needs, after the sources of applicants and candidates are exhausted?
- 3. How have recruitment needs changed over time (including in the past several years)?

# ACTIVITY 1: IDENTIFY CURRENT RECRUITMENT NEEDS

Areas for recruitment are listed on poster papers around the room. Place stickers next to the recruitment needs for your LEA or the LEAs that you support:

**RED** sticker = highest recruitment need

YELLOW sticker = moderate recruitment need

**GREEN** sticker = not a recruitment need

Individually or in district teams, **reflect on the results from activity 1 and answer the following questions**:

- 1. How do you monitor employment and recruitment needs?
  - 2. What data sources or tools do you use to identify employment and recruitment needs (e.g., existing reports, anecdotal evidence, trend data)?
- 3. Who is typically involved in monitoring your employment and recruitment needs?

Who in your district completes the One Needs Assessment or identifies or reviews sources of employment need?

On your handout, look over the subset of One Needs Assessment questions.

How do you think your answers to these questions could help inform your thinking around employment and recruitment needs?

#### Equitable Access Analysis Tool 2024 - Overview and Guidance

School View:

the school.

See all risk ratios per

groups and measures for

#### Data Sources

All data on courses, educators, schools, student demographics, and student course enrollment data were reported by districts to EMIS (SY 2022-2023). Teacher and principal evaluation data are from the Ohio Evaluation System (OTES and OPES).

#### **Educator Measures**

- Out of Field courses are academic core courses whose teacher's credential does not qualify them to teach the course.
- Inexperienced teachers have fewer than two years experience.
- Not yet effective teachers received a final summative rating of Ineffective or Developing on OTES.
- · Frequently absent teachers were absent more than ten days in the year.
- No enrollment in advanced courses compares the percent of students in each comparison group not enrolled in at least one designated advanced course.
- Inexperienced principals have fewer than two years of experience as a school leader.

#### Student Group Comparisons within Schools

- · Economic Disadvantagement: Students with and without economic disadvantagement.
- Race/Ethnicity: Students of color and white students.
- English Learner Status: English Language Learners and students at least proficient in English.
- · Disability Status: Students with and without disabilities.

#### Significant Gaps: Risk Ratios

This tool calculates and displays equitable access gaps.

For each comparison, the EAAT calculates a **risk ratio**. A **risk ratio** compares the rate of experience with an educational measure across the two student group within a school.

Risk Ratio = % Exposure or Access for Group of Interest % Exposure or Access for Comparison Group

#### An equitable access gap is defined as a risk ratio of at least 1.5

For example: Consider Out of Field teachers in core academic classes: If 12% of students reported as economically disadvantaged within the school have such a teacher, but only 4% of their peers without economic disadvantage have such a teacher. 12% divided by 4% is three (3).

The risk ratio for economically disadvantaged students on Out of Field teachers is three (3x). This is a gap.

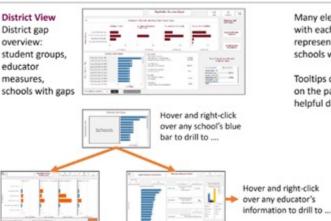
#### Purpose

The Equitable Access Analysis Tool (EAAT) supports creation of the Local Equitable Access Plan (LEAP). The LEAP is a federally mandated plan that all Ohio districts and community schools must submit (ESSA, 1111g1B). The LEAP ensures equitable access to high quality educators for students of color and students who are living at or below the federal poverty level. Focus the LEAP on the effectiveness of the educators, not on the students. For definitions of terms related to the EAAT or the LEAP, please visit:

https://education.ohio.gov/Topics/Teaching/Educator-Equity/Educator-Equity-in-Ohio/Local-Equity-Plan-1

This analysis tool also supports exploration of student access to strong educators beyond the requirements of the LEAP process.

#### Gap Analysis Navigation Map: Begin on the District View Tab



Measure Detail:

affecting gaps.

See educator-level detail

data for all educators

Many elements on each page interact with each other. Select a column representing a student group to focus on schools with gaps for that group.

Tooltips on hover over many elements on the page provide data detail and helpful data interpretations.



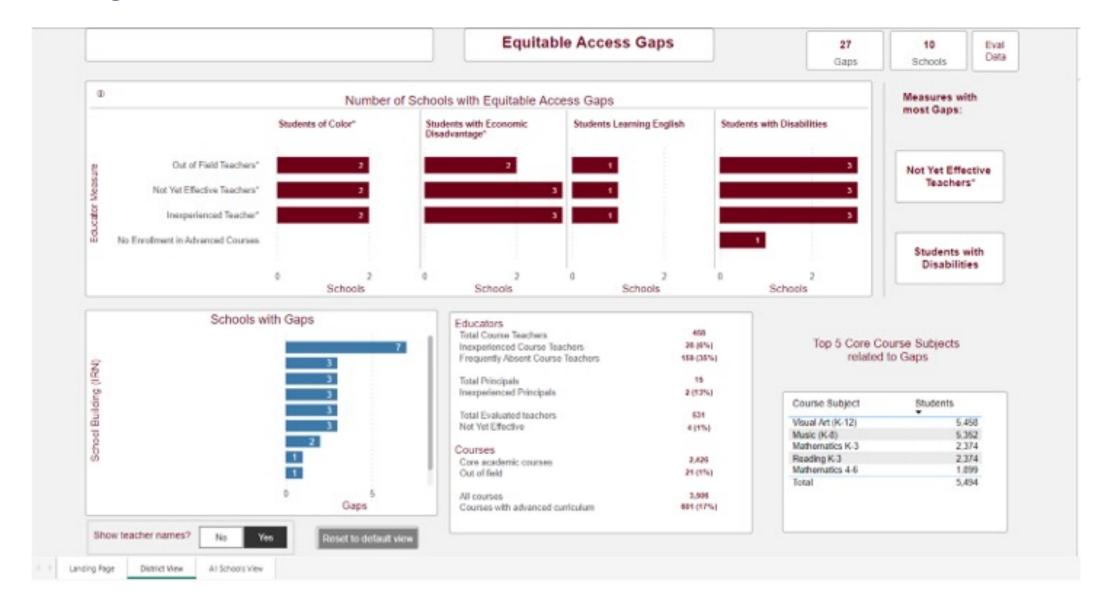
Educator profile with course detail – subjects, grades, number of students

Landing Page

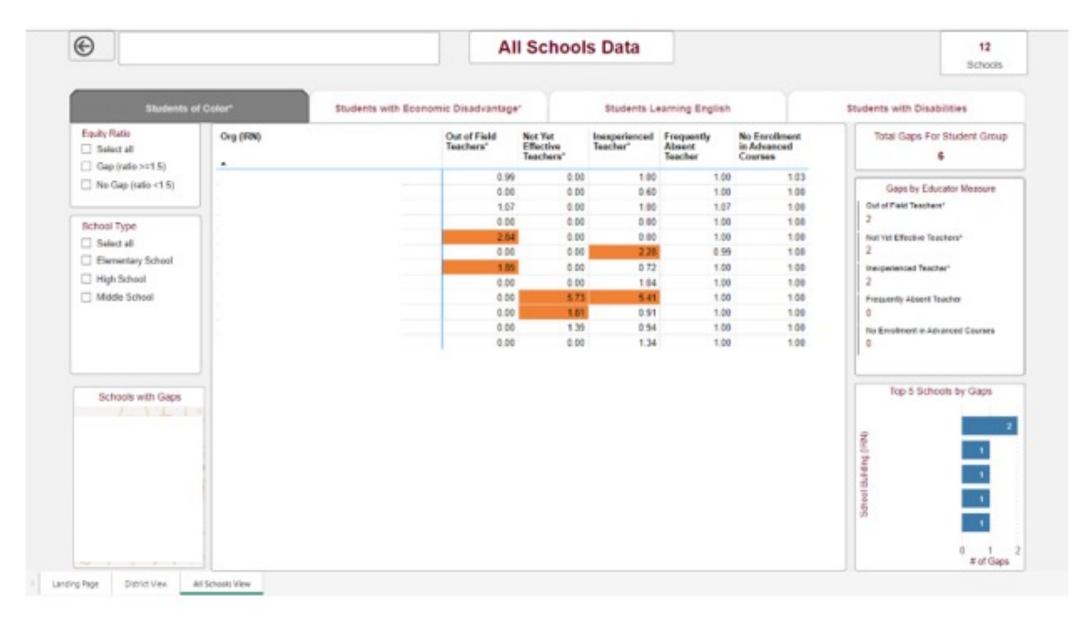
District View

All Schools View















Whole group share-out and discussion:

- 1. What are your reflections on the One Needs Assessment and Equitable Access Analysis Tool as data sources for employment and recruitment needs?
- 2. What other data sources do you use to track employment and recruitment needs?

# ACTIVITY 3: TRACKING 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)? If so, how do you use this data?

# TRACKING TOOL FOR LONGITUDINAL DATA TO ASSESS RECRUITMENT NEEDS

Position Title [Position ID]		Sc	hool Year/Time of Ye	ar	School Year/Time of Year				School Year/Time of Year					School Year/Time of Year						School Year/Time of Year							
		2023-2024				2024-2025				2025-2026					2026-2027					2027-2028							
	Spring before school year		Summer before school year	During school year	Spring before school	year Summer befor	Summer before school year		During school year		ol year	Summer before school year		During school year		Spring before school year				During school year		Spring before school year		Summer before school year		During school year	
	Vacancies	Hires	Vacancies Hires	Vacancies Hires	Vacancies Hire	s Vacancies	Hires	Vacancies	Hires	Vacancies H	lires	Vacancies	Hires	Vacancies	Hires	Vacancies	Hires	Vacancies	Hires	Vacancies	Hires	Vacancies	Hires	Vacancies	Hires	Vacancies	Hires
Certified											10.22	***************************************															
7-12 Math Teacher	4	2	6 5	1	1																						
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# TRACKING TOOL FOR LONGITUDINAL DATA TO ASSESS RECRUITMENT NEEDS

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		2023-2024			2024-2025			2025-2026			2026-2027					
Position Title [Position ID]	Hired permanent position	Hired non-permanent position (e.g., long-term sub, online platform)	Not filled (e.g., course not offered)	Hired permanent position	Hired non-permanent position (e.g., long-term sub, online platform)	Not filled (e.g., course not offered)	Hired permanent position	Hired non-permanent position (e.g., long-term sub, online platform)	Not filled (e.g., course not offered)	Hired permanent position	Hired non-permanent position (e.g., long-term sub, online platform)	Not filled (e.g., course not offered)	Hired perimanent position	Hired non-permanent position (e.g., long-term sub, online platform)	Not filled (e.g., course not offered)	
Certified			Til. 17										2		50	
7-12 Math Teacher	X															
AP Psychology/Social Studies Teacher			X													
[Position Title/ID]																
[Position Title/ID]																
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# ACTIVITY 4: NEXT STEPS FOR TRACKING RECRUITMENT NEEDS OVER TIME

- 1. How could you improve how you track recruitment needs over time?
  - 2. How would this impact recruiting and hiring processes?

# **QUESTIONS?**

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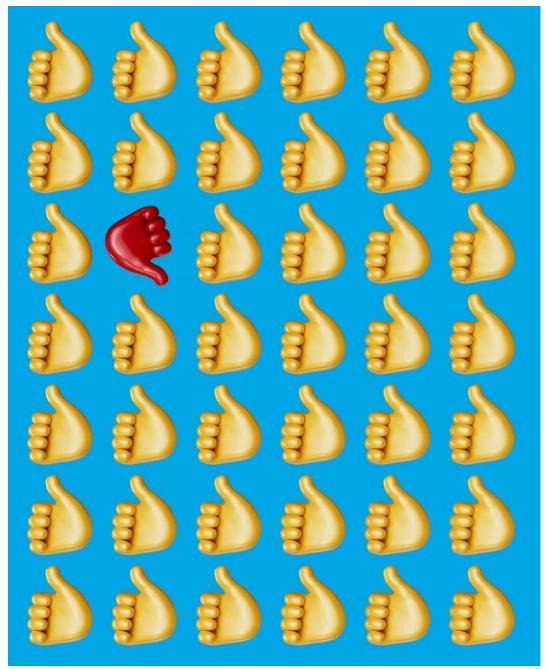
# **DEFINING "EXPERIENCE"**

Directions: Think about a time that you participated in a recruitment process as an applicant and had a positive experience. What are three things that contributed to your positive experience?

- 1. Respected my feelings
- 2. Answered my questions
- 3. Provided a clear timeline







# **DEFINING "EXPERIENCE"**

Directions: Now think about a time that you participated in a recruitment process as an applicant and had a negative experience. What are three things that contributed to that negative experience?

- 1. Lack of communication
- 2. Late to interview
- 3. Ghosted



## CANDIDATE EXPERIENCE DEFINED

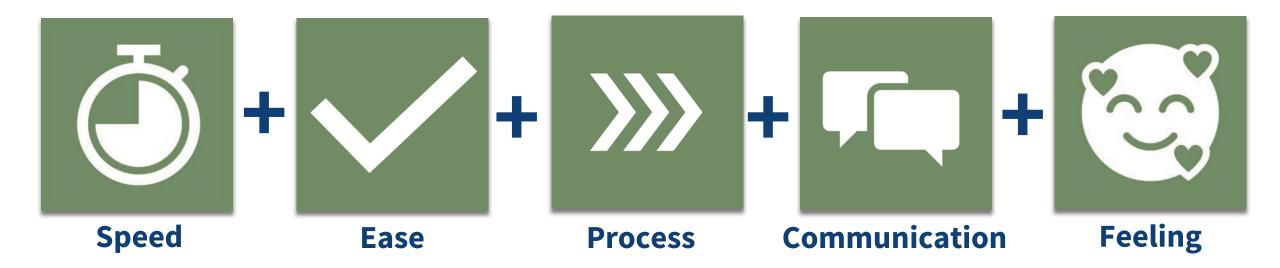
Candidate experience describes how a job seeker perceives an organization throughout the candidate journey.

This perception is shaped by interactions with an organization through its job postings, connections with current and past employees, and the overall hiring process.





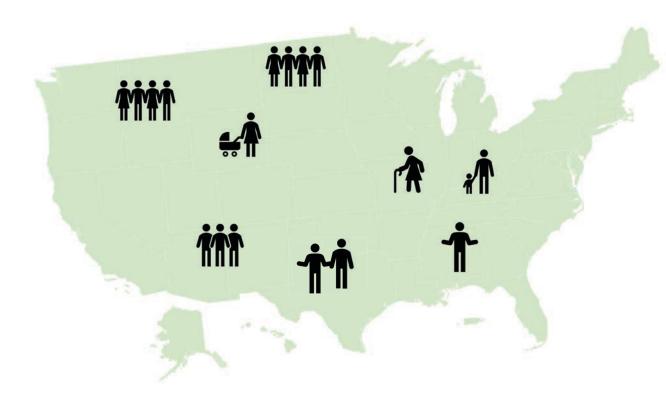
# WHAT CONTRIBUTES TO CANDIDATE EXPERIENCE?





#### **KEY TAKEAWAYS**

- Experience is about feelings which can make it hard to describe and hard to understand.
- There is no formula. What's a good experience for one person or organization may not work for another.
- Your job is to figure out what works for your ideal candidates and design processes with them and their experience in mind.





#### THE NUMBERS DON'T LIE

In education, 42% of job seekers **declined** an offer due to poor candidate experience in the hiring process. (CareerPlug, 2024)



#### **ENSURING A POSITIVE CANDIDATE EXPERIENCE**

In a job seekers market, often candidates are deciding between multiple offers. Organizations can set themselves apart by providing an exceptional recruitment and hiring experience that signals to candidates that the organization values employees.

The best way to improve candidate experience is to focus on **touchpoints** which are those moments in the candidate journey where candidates interact directly with your organization.





#### A CLOSER LOOK AT THE CANDIDATE JOURNEY

	Awareness	Consideration	Interest
Key Activities	Candidate finds organizations and open positions	Candidates are reviewing organization for alignment with self	The candidate is interested in the organization
The organization wants	Qualified candidates to find roles and attract them to apply	Candidates to determine if the organization and the role aligns with them	Candidates to choose them as the preferred employer and begin to apply
The candidate wants	To find positions that align with professional wants/needs	To know if the organization fits wants/needs/desires for next professional step	To complete an application and begin the hiring process
Touchpoints	<ul><li>Website</li><li>Social Media</li><li>Job Boards</li><li>Networking</li><li>Current/Past employees</li></ul>	<ul> <li>District Website</li> <li>Social Media</li> <li>Third-party Websites (e.g., Glassdoor, Indeed)</li> <li>Job Postings/Descriptions</li> </ul>	<ul> <li>Job Descriptions</li> <li>Communications</li> </ul>



	Apply & Wait	Hiring Process	Decision
Key Activities	The candidate begins to watch for and then apply for the open position	The candidate begins the hiring process, including attending information sessions, interviews, on-site visits	The candidate receives a decision regarding whether they have been hired or rejected from the position.
The organization wants	The candidate to complete an application	The organization wants to further entice qualified candidate to join the organization, while letting go of others	To fill the position with the most qualified candidate.
The candidate wants	To complete a simple application and be kept apprised of the process	An efficient and informative selection process that gives them enough information to make decisions	To be respected regardless of outcome.
Touchpoints	<ul><li>ATS software</li><li>Application</li><li>Follow-up</li></ul>	<ul><li>Interview</li><li>Communications</li><li>Process</li></ul>	<ul><li>Process</li><li>Communication</li></ul>



# HUMAN CENTERED DESIGN AND CANDIDATE EXPERIENCE



#### A LOOK AT DRIVERS OF CANDIDATE EXPERIENCE

#### Positive Experiences

- Meet candidate needs, wants, desires
- Include elements that candidates find meaningful, or rewarding
- Leave candidates feeling respected, valued, or otherwise positively impacted
- Center the candidate

#### **Negative Experiences:**

- Cause discomfort by not addressing needs, wants or desires
- Feel irrelevant or disjointed
- Cause confusion or distrust
- Center the organization

Ensuring your recruitment and hiring process provides positive experiences for candidates may require you to reframe how you think about the process

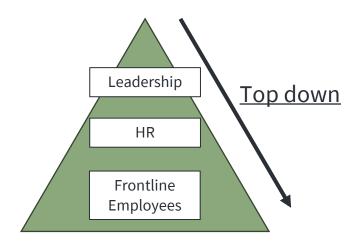


**Source:** Forbes, HBR, CareerPlug

#### TRADITIONAL HR VS. THE "NEW" HR

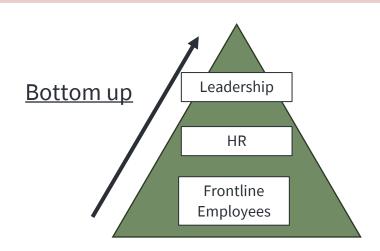
#### **Traditional HR**

- Focus is on positive outcomes for the organization, efficiency, and effectiveness for HR
- Belief that what attracts people to our organization is our reputation



#### The "New" HR

- Focus is on positive outcomes for both the organization and people, efficiency, and effectiveness for candidates
- Understanding that people have choices
- More attention on human-centered design





#### **HUMAN CENTERED DESIGN**

Human-centered design is a problem-solving technique that puts people at the center of the development process, enabling you to create programs or processes that resonate with your candidates.





IMPROVING
CANDIDATE
EXPERIENCE:
LESSONS FROM
HUMAN-CENTERED
DESIGN

Understand needs through listening activities

Iteratively test solutions and revise touchpoints as needed

Experiment



Envision

Collaboratively generate solutions and prioritize them.



# Understand candidate needs; learn what candidates think and how they feel about your organization and career opportunities.

## Empathize



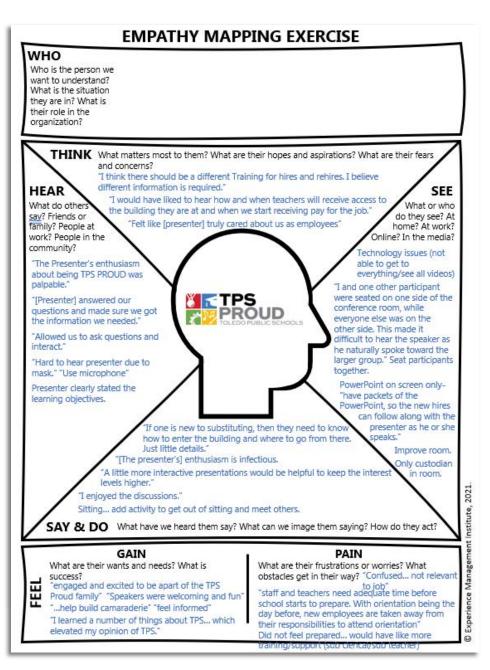
**Turn and Talk:** What are some ways you can gather this information about candidates?

- Candidate surveys
- Recent hire or new employee surveys
- Empathy mapping

#### **TOOL: EMPATHY MAP**

**Objective:** Develop a deeper understanding of candidate's wants and needs. Helps you consider the candidate's perspective when designing a product or service.

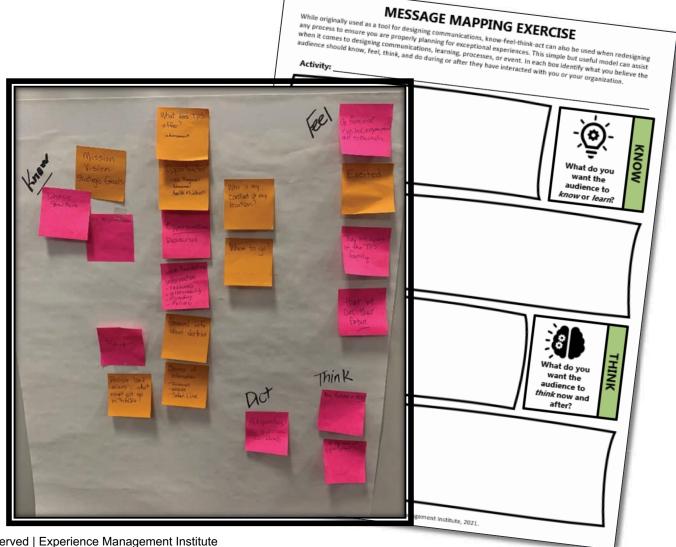
- What do candidates think?
- What do they hear during this process?
- What or who do candidates see?
- What have we heard them say?
- What are their wants or needs? What are their frustrations?





## TOOL: KNOW, FEEL THINK, ACT

**Objective:** This tool helps us define the future state by identifying what we want candidates to know, how we want them to feel, think, and act as a result of participating in our hiring process.





# Engage recent hires in defining desired experiences. Collaboratively generate solutions and prioritize them.

### Envision



- Journey mapping
- SWOT analysis
- TOWS analysis
- PESTLE analysis

# Iteratively test solutions and experimentally revise candidate experience touchpoints, one at a time.

## Experiment



- Prototyping
- Pilot programs
- Impact-effort matrix

# TIPS FOR IMPROVING CANDIDATE EXPERIENCE



### **AWARENESS/CONSIDERATION PHASE**

#### **Key Activities**

Candidate finds organizations and open positions

#### **Touchpoints**

- District Website
- Social Media
- Job Boards/Postings
- Networking
- Current/Past employees





### **QUICK WIN: IMPROVE YOUR JOB POSTINGS**

# To provide sufficient information for candidates, job postings should include:

- A summary of the position tasks
- Information on the organization
- Minimum requirements (education, years of experience, licensure, etc.)
- Required documents for consideration
- Physical and/or mental requirements
- Compensation, hours, benefits information
- How to apply

# Drivers of Negative Experience:

- Misleading or vague job descriptions or postings
- Postings for jobs that aren't actually open
- Using jargon, language, or idioms that exclude certain groups

#### **APPLICATION PHASE**



#### **Key Activities**

The candidate begins to watch for and then apply for the desired open position.

#### **Touchpoints**

- Applicant Tracking System
- Application
- Follow-up Communications



#### **IMPROVE YOUR APPLICATION**

# Drivers of Negative Experience:

- Asking for too much information too soon
- Requiring multiple log ins to multiple platforms
- Not making the application mobile friendly
- Not following up with candidates when they hit submit!

When is the last time you went through your district's job application process yourself? Start to improve your application experience by asking yourself or your team these questions:

- Are our applications asking for too much information?
- Are they requiring applicants to upload a resume and then type in that same information again?
- Are our applications mobile friendly?
- Do applicants ever hear from us once their application is submitted and accepted?



#### THE REALITY ABOUT APPLICATIONS

- 60% of job seekers quit in the middle of filling out online job applications because they're too long. The shorter the application, the more likely it will be completed!
- 86% of candidates use their smartphones to begin a job search. Ensure your application is mobile friendly. Limit the amount of information that needs to be retyped.
- Having candidates create multiple accounts to apply is another barrier to completion.
- Asking for too much information at first contact (like references) can be a deterrent!

You can improve job application experience by keeping candidates in mind.
Only ask what is truly necessary for the first interview on the application. The rest, you can ask later!



Source: SHRM

#### **DECISION PHASE**

#### **Key Activities**

The candidate receives a decision regarding whether they have been hired or rejected from the position.

#### **Touchpoints**

Communications





### **ACTIVITY: KNOW-FEEL-THINK-ACT**

Does not receiving an offer automatically mean a negative candidate experience? Not necessarily!

Complete the Know-Feel-Think-Act activity with a group to take a human-centered approach to rejecting candidates.

### Candidate Experience Activity Know-Feel-Think-Act Exercise **DIRECTIONS:** While originally used as a tool for designing communications, the Know-Fee Think-Act exercise can be used when redesigning any process to ensure you are properly In each of the boxes below, identify what you believe the candidates should know, feel, think What do you want candidates to know or learn? Select a spokesperson to briefly share your thoughts when you return.



#### **ACTIVITY DEBRIEF**

- 1. Share what you would want qualified candidates to [Know, Feel, Think, Act] after they have not been selected to fill your open position.
- 2. Moving forward, what are some other phases in the candidate journey you think you can add human-centered design principles to?



#### **SUMMARY**

- In an era of competition, an exceptional experience can set you apart.
- Centering candidates and their needs is an easy way to improve their experience.
- Focus on touchpoints to make the most impact.



#### PLEASE SHARE YOUR FEEDBACK!

#### MORNING GENERAL SESSIONS



#### **AFTERNOON BREAKOUT SESSIONS**





