RECRUITMENT

BEST PRACTICES

1 Track and Analyze Data

Data Categories
- Number of openings expected
- Candidate Experience survey
- Returns on recruitment strategies
- Calendar of events
- Staff exit data

2 Create a Calendar and Start Early

Calendar Best Practices:
- Start early
- Year-round focus through engagement of all staff
- Include events that impact recruitment
- Bring in experts as needed

3 Online Marketing is Key

Tactic:
- Set yourself apart (share your story)
- Target who you want (populations/roles/diversity)
- Update online accounts regularly
- Social media platforms

4 Pipeline Programs

Pipeline
- Employee referrals
- Internal pipelines
- University partnership(s)
- Alternative pathways
- Community organizations

5 Approach Job Fairs as a Gateway

Best Practice:
- Hiring fairs/recruitment events
- Virtual Job Fairs
- Target the audience
- Candidate visitor days
- Invite candidates to community events
- Offer candidates professional development

6 Rigorous Hiring Process

Rigorous Process:
- Process clearly communicated
- Process based on previously identified competencies
- Process should include application, phone interview, in-person interview and demonstration lesson, and a reference check
- Hiring manager has a clear picture of top three traits/skills
- Applicant should conduct demonstration lesson in a classroom with students, receive feedback, and re-teach if necessary

7 Build a Community Around Talent

Best Practice:
- Create a peer learning PLC of chief talent officers
- Create a city/area-wide recruitment campaign
- Create an online resume portal open to community

“Hiring the best is your most important task.”

— Steve Jobs


Title II, Part A Supporting Effective Instruction