

Strategy Description & Rationale: Retired Teachers**Submitted By: Gwen Goffner****Strategy:**

Vision 2020 Strategy 3.13, Improve human resources infrastructure:

Develop and implement a responsive, time-sensitive process in order to: identify, hire, and assign *retired* teachers.

Core Value: Relations

Rationale:

Retired teachers will support the instructional needs of schools to ensure students have quality teachers to bridge the gap of full-time teachers and extended school services.

Total Budget: \$2700		Est. Time of Completion/Implementation	
The Applitrack system and various mode of social media will be used to communicate the need of hiring retired teachers and specify the content area needed by the school.	Create a mini brochure about the need of hiring retired teachers. \$200.00.	Implementation March 2017	Completion June 2017
Staffing Consultants will meet with retired teachers for <i>Lunch and Launch session</i> . *The first session will be to build rapport and relationships. Examples: A strong list of retired applicants will allow us to bridge the gap until a full-time person is hired and/or the possibility of working for a school all year will be discussed as session.	\$2500 (Approx. 5 Lunch sessions with 60 participants) -The sessions could be divided into Elem., Middle, and High). Lunch for Retired Teachers and	June 2017	Ongoing

Additionally lunch sessions will be developed with participants input and JCPS focus areas/needs.	Special Guest Speakers		
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Strategy Description & Rationale:

Submitted By: Jose Alfaro

Recruiting in Local Colleges and Universities for Non-traditional Education Majors

According to the 2015-16 New Teacher Evaluation Report, the largest category of comments was on how to improve the hiring process and better explain paperwork.

HR will present information about the alternative paths to certification and share the specific process how to apply and become a teacher in JCPS to the local colleges and universities in Kentucky and later expand to Indiana, Tennessee and Ohio.

Some of the colleges and universities we will target include: Wesleyan College, Simmons College, McKendree University, Spalding, Bellarmine, IUS, IU, Butler, DePauw University, Lindsey Wilson, Alice Lloyd College, etc.

The two target audiences are:

a) Sport Teams: Visit the colleges and universities in and around Jefferson County. Contact and meet face to face with the head coaches of all sports and meet with each team and club. Share information about all the job opportunities and requirements to work in JCPS.

b) Academic STEM Departments: Establish and maintain a relationship with the specific schools deans of the departments of science and mathematics and explore ways to become a guest speaker in some classrooms.

Timeline: In progress. We have already visited some classroom in U of L, ECU and WKU.

Total Budget: \$10,000.00		One year. Visit spring, summer and fall classrooms	
40	School/class visits (Average Travel)	\$250.00	\$10,000.00

Strategy Description & Rationale:
Materials and Ads.

Submitted By: Jose Alfaro

- a- Create a brochure that provides specific information about the jobs and opportunities in JCPS for all positions for the current school year.
 There are many opportunities besides teaching in JCPS, the idea is to share a common brochure that highlights opportunities and salary ranges for bus drivers, nutritional assistant, substitutes, administrators, teacher assistants, teachers, secretaries, etc.
 The brochure will dedicate a page to each job class and the contact information to guide candidates with the application process.
- b- Distribute "JCPS is Hiring" posters in schools and local organizations. HR can advertise in local bulletin boards at all the places and organizations that we visit.
- c- Advertise in the sport's programs during tournaments such as Sweet Sixteen at Frankfort, every state final, etc. and highlight the perks JCPS is offering to the new teachers to the district (20 years teaching experience and relocation stipend)
- d- Retractable Banners

Total Budget: \$6,632.45 plus posters			March 2017 – June 2017
5	Retractable banners to take to job fairs	\$144.99 each = \$724.95	Build a Sign: 1-800-330-96220
300	Single port USB car chargers	\$1.50 each =\$ 450.00	4imprint: 877-446-7746
500	Epiphany pen-translucent	\$0.54 each = \$ 270.00	4imprint: 877-446-7746
250	High-Five highlighter	\$1.75 each = \$ 437.50	4imprint: 877-446-7746
250	Louisville Slugger Mini Bats	\$5.00 each = \$1250.00	
250	Promotional Drawstring Backpack	\$5.00 each = \$1250.00	
1000	Brochures: Highlights all jobs	\$2.25 each = \$ 2250.00	JCPS Materials and Productions

Strategy Description & Rationale:
Press Releases and Media Campaigns

Submitted by: Jose Alfaro

- a- Work with the department of communications to prepare and send press releases to local media channels such as TV stations, newspapers, GLI, City of Louisville, and other service organizations.
- b- Send press releases to local colleges and universities newspapers.
- c- Distribute information by using mass media channels such as LinkedIn, Twitter, Instagram, Facebook, etc.
- d- Advertised school openings in each local school website.
- e- Place JCPS is Hiring posters and banner at the entrance of each school building.
- f- Place a HR ad in every graduation program.

Total Budget: \$ 8,425.00			Ongoing.
	Puerto Rico Newspapers and TV press release	\$ 0.00	Communications: January 2017
200	Display JCPS is Hiring posters (36 x 24 in), laminated and mounted on Corex board (We can print any size up to 4 x 8 ft.)	\$15.00 each = \$3,000.00	Materials & Productions March 2017
175	Outdoor vinyl banners (6 x 2 ft) for schools	\$31.00 each = \$5,425.00	Materials & Productions March 2017
TBD	Advertise openings in statewide Athletic Programs		

Strategy Description & Rationale: **Educate our Administrators about Certification Routes Submitted By Tracey Harris**

By informing and coaching school administrators through the various paths to teacher certification they will gain a greater understanding of the process which will ultimately lead to more informed decision making in the area of staffing. By understanding the traditional and alternative ways to certification, administrators will be more likely to adhere to timelines and processes.

Total Budget:		Est. Time of Completion/Implementation	
Create and present informational sessions for school administrators to increase their understanding regarding certification.	\$0	Completed: 2/15/2017 To be ready to share at an upcoming professional learning opportunity.	
Create a FAQ reference document for administrators	\$50	Completed: 2/15/2017 To share with participants at professional learning session.	

Strategy Description & Rationale: Top 10 HBCUS (College of Education) – **Submitted by: Tammy Darden and Anetria Swanson**

Strategy:

Make contact with representatives from top 10 HBCUS the produce teachers (Tennessee State University, Jackson State University, Alabama State University, Albany State University, Virginia State University, Mississippi Valley State University, Alabama A&M University, Fayette State University, Elizabeth City State University, North Carolina A & T State University). Introduce key representatives to employment opportunities in Jefferson County Public Schools (JCPS). Invite representatives to JCPS for district visit and arrange visit to HBCU (i.e. classroom visit to talk with prospective candidates, attend recruitment fairs).

Rationale:

Support Vision 2020's teacher hiring target to: Increase the percentage of educators hired by the district who are racial and/or ethnic minorities from 15.9 percent in 2015 to 25.0 percent in 2020.

Total Budget: \$8,000		Est. Time of Completion/Implementation	
HBCU representatives fall/spring visits	\$2000	HBCU representatives fall/spring visits	Fall (November/December) Spring (March/April)
JCPS recruitment staff travel to HBCUS	\$6000	JCPS recruitment staff travel to HBCUS	Fall Recruitment Fairs Spring Recruitment Fairs (Times will vary)

Strategy Description & Rationale: Clinical Exchange with HBCUS (Gwen Goffner and Anetria Swanson)

Strategy:

Discuss clinical exchange opportunities with HBCUs and local colleges (i.e. University of Louisville). Plan opportunities for HBCU students to complete their field hours and/or student teaching requirements in JCPS.

Rationale:

Support Vision 2020's teacher hiring target to: Increase the percentage of educators hired by the district who are racial and/or ethnic minorities from 15.9 percent in 2015 to 25.0 percent in 2020. Additionally, this effort aligns with the district's core value of collaboration: ***Relationships, cooperation, and partnerships among students, staff, families, and community are fundamental to the success of our students.***

Total Budget: \$10,200		Est. Time of Completion/Implementation	
Student Housing during field placement (approximately 10 students)	\$4000	Two week placements scheduled	October 2017
Student Transportation	N/A – Use of district van	Lodging reserved for students	September 2017
Student meals (breakfast, lunch, dinner)	\$4200		
Student travel to JCPS	\$2000		
<p>Strategy Description & Rationale: University Enrollment Data Analysis and Report with next steps (including market share in Kentucky)</p> <p>Regional Supply and Demand (Anetria Swanson)</p> <p>Strategy:</p> <ul style="list-style-type: none"> Examine local university enrollment data from the Kentucky Education Professional Standards Board to identify trends in teacher enrollment and impact in available teacher candidate pool across the state. <p>Rationale:</p> <p>Support Vision 2020's human resources targets to: Increase the percentage of highly qualified and effective school and district educators who meet the diverse needs of students and maintain a pool of qualified teacher applicants who are racial and/or ethnic minorities at or above 200 by 2020.</p>			
Total Budget:		Est. Time of Completion/Implementation	
		Utilize EPSB and regional databases to identify trends in local university enrollment and completion rates in teacher preparation programs	February 2017

		Identify institutions with high completion rates to target potential applicants for early hire	March 2017
		Identify institutions with low enrollment/completion rates and work to establish partnership to support recruitment and retention efforts (e.g. praxis support, tuition support; pathways to certification pipeline of classified employees)	Ongoing beginning March 2017

Strategy Description & Rationale: Praxis Support Workshops (Gwen Goffner and Anetria Swanson)

Strategy:

Provide praxis workshop opportunities for potential teacher applicants needing to pass certification exams. Collaborate with the University of Louisville, Bellarmine, and Spalding to provide workshops opportunities for potential JCPS applicants.

Rationale:

Licensing exams can serve as a barrier to certification for potential applicants. By providing test prep support to candidates, we can potentially increase the number of candidates in the applicant pool who are “contract ready.” Praxis workshops can help aspiring teachers gain knowledge and skills needed to pass praxis exams.

Total Budget: \$12,500		Est. Time of Completion/Implementation	
Purchase praxis study materials	\$2500	Identify potential workshop instructors	February 2017
Praxis workshop instructors	\$5000	Develop praxis materials library	March 2017

Praxis reimbursements	\$5000	Create Praxis session PD proposals in PD central	February 2017
		Colleges and JCPS Staff use praxis data to identify praxis workshop needs based on strengths and gaps in student performance	February – March 2017

Strategy Description & Rationale: Community/Church Recruiting -Target needs market (Tammy Darden and Anetria Swanson)

Strategy:

Collaborate with local community/church organizations (e.g. Louisville Urban League, National Panhellenic Council, Local African-American churches, South East Christian, The Kentucky Center for African American Heritage, Kentucky Refugee Ministries, Leadership Louisville, etc.) to share employment opportunities within the community – specifically as it relates to pathways to teacher certification.

Rationale:

Support Vision 2020's **human resources targets** to increase the percentage of highly qualified and effective school and district educators who meet the diverse needs of students and maintain a pool of qualified teacher applicants who are racial and/or ethnic minorities at or above 200 by 2020 as well as the **teacher hiring target** to increase the percentage of educators hired by the district who are racial and/or ethnic minorities from 15.9 percent in 2015 to 25.0 percent in 2020.

Total Budget:		Est. Time of Completion/Implementation	
Pathways to certification print materials	\$1000	Collaborate with HR Assistants to work with new hires in sharing career path opportunities at career fairs (ex. Once hired, opportunities for tuition support if seeking teacher certification)	Ongoing – career fairs targeting classified employees

Recruitment giveaways	\$2500	Identify career fair opportunities	Beginning February 2017 and ongoing as opportunities arise
Print advertisement (e.g. in church bulletins)	\$1000	Partner with identified Alternative Certification programs to provide pathways to certification information and support	February 2017

Strategy Description & Rationale: Career Path for Classified Staff (Tammy Darden, Anetria Swanson, and Mark Reynolds)

Strategy:

- Develop Professional Development sessions centered on providing information to current classified employees on pathways to certification and tuition support.
- Partner with Jennifer Colley in the PD office to provide sessions targeting classified employees (with information on how to become a certified teacher.

Rationale:

Support Vision 2020's ***human resources targets*** to increase the percentage of highly qualified and effective school and district educators who meet the diverse needs of students and maintain a pool of qualified teacher applicants who are racial and/or ethnic minorities at or above 200 by 2020 as well as the ***teacher hiring target*** to increase the percentage of educators hired by the district who are racial and/or ethnic minorities from 15.9 percent in 2015 to 25.0 percent in 2020.

Total Budget:		Est. Time of Completion/Implementation	
Tuition Support for Classified Employees	\$25,000	Research previous district initiatives (e.g. FAME, OASIS) to determine past	February 2017

seeking initial teaching certification		practices worth revisiting/reinstating based on available budget	
Print materials on pathways to certification	\$1000	PD Sessions available on PD central	February 2017
		Contact local ALT Cert program representatives from UofL, Spalding, and Bellarmine, to arrange for Q&A session for potential students	February 2017
		PD sessions entitled “Pathways to Certification” offered on JCPS Flex Days	March 13, 2017 May 5, 2017

Strategy Description & Rationale: Social media: Facebook, YouTube, Twitter, LinkedIn (Anetria Swanson)

Strategy:

Work with district Communications department to manage all social media outlets. Schedule routine posts to capture recruitment events throughout the year with ongoing HR/district slogans (e.g. #Weare JCPS).

Rationale:

Support Vision 2020’s Strategy 3.1.3: Improve human resources infrastructure: Develop and implement a responsive, time-sensitive educator recruitment and placement process in order to: identify, hire, and assign teachers and administrators with the capacities, skills, and dispositions necessary for effective teaching and learning; target recruitment to fill high-need positions; identify and hire a diverse workforce; and place and retain teachers in schools, taking into account teacher experience and student needs.

Support Vision 2020’s ***access to information target*** to: Increase the number of stakeholders accessing information across all communication modalities

Total Budget: \$2,400

Est. Time of Completion/Implementation

Premier LinkedIn account	\$2,400/year	Partner with Daniel Kemp (Communications department) to refine existing social media accounts; create additional counts when needed based on targeted audience (e.g. Google+, Instagram, Tumblr, Pinterest)	January 2017 and ongoing
		Provide communications department with a listing of upcoming recruitment events/initiatives	January 2017 and ongoing
		Monthly campaigns for teacher recruitment initiatives with market adjustment based on geographic location of recruitment events (e.g. tweets and selfies on road with potential applicants)	February 2017 and ongoing
		Provide general access to all social media accounts for staffing consultants, HR assistants, and Resource Teacher	January 2017
		Partner with Daniel Kemp to provide a Lunch and Learn session on common messaging (e.g. One Message, Many Voices)	February 2017

Strategy Description & Rationale: School Data (Highlight those schools with less than 10% minority certified classroom staff) (Aimee Green)

Strategy:

Query and analyze current school data for the last five years to analyze certified classroom staff demographics.

Rationale:

Support Vision 2020's **human resources targets** to increase the percentage of highly qualified and effective school and district educators who meet the diverse needs of students and maintain a pool of qualified teacher applicants who are racial and/or ethnic minorities at or above 200 by 2020 as well as the **teacher hiring target** to increase the percentage of educators hired by the district who are racial and/or ethnic minorities from 15.9 percent in 2015 to 25.0 percent in 2020.

Total Budget: \$0		Est. Time of Completion/Implementation	
Set up initial data set for comparison	\$0	Access District, School Report Card Spreadsheets for 2015-16, 2014-15, 2013-14, 2012-13, and 2011-12 from KDE site	February 2017 and ongoing
Annual Monitoring		Access new spreadsheets and add to database	September of each year
Communication with principals and assistant superintendents regarding diversification plan.		Identify schools with less than 10% minority certified classroom teaching staff and those that decrease each year. Meet with identified principals to create a written diversification plan using Singleton Ratio as a target (no less than 15% and no greater than 85% minority teachers per building/site)	October of each year

		Provide differentiated support to schools that submit diversification plans to R&S	October and ongoing each school year
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Strategy Description & Rationale: MERR-type Loan forgiveness for out-of-state candidates (Aimee Green)

Strategy:

Work with KDE to suggest policy and or legislation that would allow Minority Educator Recruitment and Retention (MERR) funding to be used to “assume” the loans that out-of-state candidates are obligated to pay in their home states.

Rationale:

Support Vision 2020’s *human resources targets* to increase the percentage of highly qualified and effective school and district educators who meet the diverse needs of students and maintain a pool of qualified teacher applicants who are racial and/or ethnic minorities at or above 200 by 2020 as well as the *teacher hiring target* to increase the percentage of educators hired by the district who are racial and/or ethnic minorities from 15.9 percent in 2015 to 25.0 percent in 2020.

Total Budget: \$0		Est. Time of Completion/Implementation	
Initial meeting with Jennifer Baker and Jennifer Toth	\$0	Review MERR/KHEAA requirements	September 2016
		Review of legislative agenda	ongoing
		Follow up	February 2017