

# Recruitment and Retention Strategies for the District's Strategic Plan

**Goal: Develop and retain highly qualified, diverse staff**

## **Recruitment Strategies:**

- Participate in Fall and Spring Teacher Recruitment fairs
- Chats and Coffees at Lighthouse with the community and at the universities - Board Members, Super, Asst Super, Principals - - highlighting district leaders and sharing out of job opportunities
- Volunteer for the district to host "student teachers"
- Seek out teacher / job fairs
- Utilize student teacher emails / links
- Volunteer in Intro to Ed Classes
- Reconvene the district's Diversity Committee with the intention of recruiting diverse staff for employment

\*\*have students create the videos and promotional materials

## **Retention Strategies:**

- recognize staff (classified / certified) at each monthly Board Meeting - - ("Making a Difference" award/plaque) \*\*\* need to spotlight these individuals (Facebook post, post on district website, video of the staff highlighting them)
- utilize the services from the KDE Division of Diversity, Equity, Inclusion and Belonging (DEIB) to inform and educate the Diversity Committee and district administrators on the retention of diverse staff
- educate staff on retirement, retirement readiness, benefits utilization, and assist staff in locating loan forgiveness through seminars
- review of personnel exit survey data to determine areas to address in retaining staff

## **Both Recruitment and Retention Strategies:**

- Cookies and gifts cards during Thanksgiving
- District Visible - Apparel (Shirts)
- Cards to all students for recognition
- Teacher and Student Spotlights
- Mental Health Checks (four mental well-being sessions for a staff member and their family, collectively)
- Come to Todd County and be able to "work on the craft" - "stop the rat race"

- Family atmosphere
- Safe place
- Supportive discipline
- School is fun
- Location, location - 25 minutes from Clarksville, 45 minutes from Bowling Green / Nashville
- Easy commute - 68/80 or 181
- Great students
- Influence decision making
- District and schools provide opportunities for staff to grow
- Supportive community
- TC Tots (infants to four year olds - - child care exclusive to district staff)
- Health Department with a nurse at each school (access to an APRN)
- School Resource Officer placed at each of our schools
- Video testimonials from students, parents, and staff (Spotlights)
- First Home Football game new staff and families recognition night.
- First Home Basketball game recognize staff who have 20 plus years of experience
- Facebook post of new staff and teachers. Do monthly Facebook posts to recognize staff and share this with the district Facebook page.
- Grow your Own Teacher Education Program
- Pay TCCHS Seniors who are interested in becoming a teacher to serve as an intervention tutor to work with our younger students - - do this through "Co-Op"
- Western Kentucky University New Teacher Academy



## Action ideas are possible actions that the District could take to propel us toward achieving the goal based on the research.

- Categorize and Prioritize Action Ideas
  - Share research and add action ideas
  - Work together to group all the action ideas in like categories.
  - Discuss similarities and definitions where needed as grouping occurs.
- Eliminate any categories that are not aligned to or necessary for accomplishing the Goal.

Video/ Media Advertising Promotional materials Job Fair attendance	Diversity Training (GRREC led A4 training for Admin)	Diversity Council Family Meals	On-going Training and Support for Staff
Church Connections	Rubric Development		

**1- Action Plan Item** Develop Video/ Media offerings with scripts, potential interviewees, and advertising “Now hiring diverse staff” to be placed on social media, within school bulletins, and presented at job/career fairs.

Step	Specific Results	Responsible Party	Due Date	Evidence of Completion
1	<input type="checkbox"/> Assemble a media/video team (also assign this team with the job of scripting and creating the presentations) <input type="checkbox"/> Superintendent <input type="checkbox"/> Contact Hopkinsville Company  Idea: <a href="https://www.youtube.com/watch?v=FLUXXgkQBIQ">https://www.youtube.com/watch?v=FLUXXgkQBIQ</a> - Students  What are your highest hopes for students in Todd County Schools? Why do you enjoy working in Todd County? How do you think you impact student learning? Most impactful moment in your position? How do you feel valued as a member of Todd County School District? What's one thing you would tell someone who is considering working for Todd County?	Dr. Duvall  Dr. Duvall	Prior to Spring Job Fairs 3/9 Move Due Date to Summer '23 or to Fall Job Fairs "23	media/video presentation
2	<input type="checkbox"/> Assemble a team to update brochures to hand out at job fairs that show our desire to increase our diversified workforce. <input type="checkbox"/> Sandra, Wendy, Skip <input type="checkbox"/> Contact Hopkinsville Company for the video / PR documents	??? Send Sandra previous samples to update for job fairs	Prior to Job Fairs	Updated brochures

3	<input type="checkbox"/> Research and find other job fairs, to include a larger pool of potential candidates (Tennessee universities) <input type="checkbox"/> Murray, Western, HBCUs	Dr. Duwall		Updated list with new job fairs that Todd County School District will be represented

## 2a Action Plan Item: Offer Training in the A4 Modules

- **Skip suggests we move this from sample status to actual action plan item.**

Step	Specific Results	Responsible Party	Due Date	Evidence of Completion
1.	<p><u>Review</u> the A4 modules as distributed by KDE to determine the best fit with Todd County's vision for this work. Note: We can choose which module(s) to present. They can be chunked (e.g., A1/A2). Three hours is not enough for all 4 modules, but A1 and A2 can be covered in 3 hours. If we decide to do all 4 modules, we would need another 3 hour block at some point. Also, KDE advises that A4 is not quite ready, but will be soon.</p> <p><a href="https://education.ky.gov/teachers/Pages/A4-Modules.aspx">https://education.ky.gov/teachers/Pages/A4-Modules.aspx</a></p> <p>Audience - District leaders, school leaders, teachers, classified staff – Skip send Wendy more info</p> <p>Skip - Send Mr. Thomas an email about doing this</p>	Skip, Sandra and Mr. Thomas	March '23	Slides are annotated; speaker notes are generated

2.	<input type="checkbox"/> <u>Determine</u> date for training	Mark Thomas, Sandra and Skip	March/April '23	Calendared meeting
3.	<input type="checkbox"/> <u>Schedule</u> 3-hour block with district admin	Mark Thomas	March/April '23	Digital Meeting invites sent
4.	<input type="checkbox"/> <u>Deliver</u> Training	Sandra and Skip	May - August Timeframe	Training feedback forms

## 2b. Action Plan Item

Hiring of Diverse and Qualified Staff

Step	Specific Results	Responsible Party	Due Date	Evidence of Completion
1	<input type="checkbox"/> Develop a more holistic rubric focused on added value for items such as multilingual/multicultural and general diversity	Dr. Duvall/ Sandra Brunet/ Skip Cleavinger	By May 2024	
2	<input type="checkbox"/> Share the WHY for the change	Mr. Thomas	Ongoing	
3	<input type="checkbox"/> Rollout new rubric to parties involved in hiring	Dr. Duvall	By May 2024	
4	<input type="checkbox"/> Schedule to attend TSU Job Fair with updated trifold brochures and banner "Now hiring diverse staff"	Dr. Duvall / Sandra assisting with brochures	ASAP	

### 3. Action Plan Item On-going Training and Support for Staff

Step	Specific Results	Responsible Party	Due Date	Evidence of Completion
1	<input type="checkbox"/> Survey staff with what training / support they need (Entrance) <b>Survey already made and sent (for exit)</b>	Dr. Duvall	Before end of 2023 School Year	Google Survey
2	<input type="checkbox"/> Develop / arrange for the training	Dr. Duvall	Summer 2023	Training developed
3	<input type="checkbox"/> Schedule the training	Dr. Duvall	Summer 2023 Schedule	Training Schedule
4	<input type="checkbox"/> Follow up from the training	Dr. Duvall	Summer 2023 develop	
5	<input type="checkbox"/> Provide additional training/support throughout the employee's career based upon their aspirations	Dr. Duvall		Annual check-in with employees (longitudinal survey tracking data)
6	Expand the grow your own program to include support staff and classified staff	Mr. Thomas / Dr. Duvall		List of newly enlisted Grow Your Own classified staff



## 4. Action Plan Item

Diversity Council, Family Meals, Church Connections

Step	Specific Results	Responsible Party	Due Date	Evidence of Completion
1	<input type="checkbox"/> Recruit within the church community for new openings <input type="checkbox"/> Bulletin Board and Social Media advertising <input type="checkbox"/> Send quarterly job posting list to Lisa Balboa	Dr. Wendy Duvall	Fall 2023  ASAP when materials are ready	
2	<input type="checkbox"/> Reinstate the Diversity Council	Dr. Wendy Duvall/Pastor Lisa Balboa	Fall 2023	
3	<input type="checkbox"/> Utilize the Diversity Council, once reinstated, to host diverse employee..... family meals and acquire anecdotal information to support staff members.	Dr. Wendy Duvall, Diversity Council Members Pastor Lisa Balboa	Winter 2023	
4	<input type="checkbox"/> Church sponsored career fairs and appreciation day for minority teachers	Dr. Wendy Duvall/Pastor Lisa Balboa	Spring 2024	
5	<input type="checkbox"/> Laity And Ministerial Alliance (LAMA) collaborate with the Todd County Board of Education as it relates to diversity	Dr. Wendy Duvall/President of the Todd County LAMA		