

# Winning the Race for Talent

## Increasing Your Candidate Pool Activity

In an era of talent shortages, it is important to have strategies that attract the best talent to your district. Use this worksheet to complete an audit of your current recruitment practices to highlight areas of opportunity.

### Audit Your System

Read the following lists by section and check all that apply. Then answer the discussion questions that follow.

#### IDENTIFYING IDEAL CANDIDATES (AND TARGETING THEM)

- We do not utilize ideal candidate profiles for hard-to-fill positions.
- We do not have recruitment strategies specifically around targeting certain positions.
- We do not leverage social media in our recruitment strategy.
- We have accounts on various social media channels, but do not use them for recruitment.
- We do not utilize alternative sourcing options (like the Ohio Education Job Board).

#### PROVIDING THE RIGHT INFORMATION TO CANDIDATES

- Our job postings are not standard across positions.
- Job postings do not include a district overview.
- Our job postings and our job descriptions are the same.
- We do not share benefits information in our job postings.
- We do not share salary information in our job postings.
- We do not share work schedule information in our job postings.
- We do not differentiate between minimum and preferred qualifications.
- All positions in our district require a bachelor's degree.
- We do not allow years of experience to replace education requirements.
- Our job applications are not mobile friendly.
- We have never tested to make sure our job applications are mobile friendly.
- We ask for references in our initial job application.

#### ENSURING A POSITIVE EXPERIENCE FOR CANDIDATES

- We do not share an expected timeline with candidates.
- We do not share a point of contact for questions from candidates.
- We do not follow up with candidates that we don't select for the open position.
- We do not offer candidates the opportunity to ask questions.

#### DISCUSSION QUESTIONS

1. What areas of opportunity were highlighted through completing this process?
2. What is one change that you could make in your district from this session today?
3. What is one thing your district currently does well for candidates during recruitment?

## Your Three Next Steps

During this networking meeting, we reviewed strategies for increasing your candidate pool. These are the three next steps for beginning to transform your recruitment strategy to attract candidates:

1. Evaluate your presence on the internet.
  - Conduct a web search for your district name. Does your district come up first?
  - How many clicks does it take to get to an open position? *Best practice: The fewer the better.*
  - How long does it take people to see that you have open positions?
2. Evaluate job postings to ensure they contain information that matters to candidates.
  - Pay specific attention to minimum and preferred qualifications.
3. Ask current employees or recent hires what made them select your district as their employer.

## Resources

Below are some resources that you can use to bolster your recruitment strategy and attract qualified individuals to your district.

**1. Ohio HCRC - <https://ohiohcrc.org>**

The Ohio Human Capital Resource Center provides free resources for Human Capital Leaders to attract, hire, retain, and support educators. Information on this website includes information about grow your own programs, employee branding, onboarding, and stay interviews.

**2. Ohio Education Job Board: <https://ohio12jobs.schoolspring.com>**

The Ohio Education Job Board was built specifically as the one location for teachers, administrators, and support staff seeking employment in an education setting in our state. Take a look at what other districts are posting for open positions and view how your district is represented on the site. If you are not already posting on this job board, contact your Information Technology Center (ITC). To find your ITC, visit [managementcouncil.org/connect/](http://managementcouncil.org/connect/) or reach out to [connectwithus@managementcouncil.org](mailto:connectwithus@managementcouncil.org).

**3. LinkedIn Resources: <https://www.linkedin.com/help/linkedin>**

LinkedIn offers resources for those that are looking to improve or create their company pages. Browse these resources to see if there are ways to improve your profile, or to get the basics on how to get started.