

TIPS AND TRICKS FOR RECRUITING THE BEST TEACHER CANDIDATES

1. Build Your Brand

- A. School 1-pager template
- B. Design eye-catching recruitment materials
- C. Consider developing a 30-second “elevator pitch” selling your school/district to candidates
- D. Be active on social media

2. Ways to Improve Talent Acquisition:

A. School 1-pager template

1. Understand the demands of the Teach MT Career Fair and work to not overwhelm the student teachers - they will be visiting with several schools/districts, and we want to respect their capacity
2. Remember that it is important to speak with/include/recruit practicum students/future prospective candidates **RIGHT NOW** to prepare for future job postings
3. All schools/districts have the same objective: Hire the most qualified teacher candidates - please be respectful of each other’s space, conversations, questions/inquiries, and goals
4. Communicate everything candidates should know about your school/district/staff/students/community
5. Advertise the impacts a prospective employee may have on students/school/district
6. Provide a smooth pathway for applying
7. Engage candidates and build excitement for your school/district
8. Share your/the school’s leadership style
9. Share any data you have about student success/progress in your school
10. Anticipate and address candidate concerns — be transparent about challenges they will face but emphasize the holistic support offered by school staff/admin and come back to the meaningful opportunity to serve students
11. Share professional development opportunities through your school/district
12. Share your salary/benefits package

B. Showcase your culture

1. Share the mission/vision of your school/district, and what sets you apart from other schools/districts across the state – tell them why they should invest in your mission/vision
2. Build candidates' investment in the school culture/philosophy
3. Have an active social media presence, including open job postings
4. Include teacher/staff/student testimonials so prospective candidates get a clear understanding of the school culture
5. Promote teacher-mentoring programs, if offered
6. Ensure your strategy is inclusive and welcoming to all candidates – demonstrate what diversity, equity, and inclusion looks like at your school/district
7. Show how your teachers are supported and celebrated
8. Emphasize the opportunity to be part of a school team committed to serving students
9. Discuss what the teacher evaluation process looks like
10. Talk to programs/systems your school/district uses/provides (PLCs, MTSS, IB, AP, dual credit offerings, clubs/activities)
11. Talk about your school's Principal Advisory Committee

C. Flaunt your location

1. Promote the advantages of working in a small, rural district, if applicable
2. Share any community resources/activities that are available close by
3. Discuss what incentives are offered for working in your school/district
4. Discuss any affordable housing resources or hiring/moving stipends offered by your school/district
5. Tell them if your school is Title I and would qualify them for Public Service Loan Forgiveness
6. Describe what parent/community involvement looks like in your school/district

ABOVE ALL ELSE:

Recruit, of course, but also pour into the future educators of Montana!