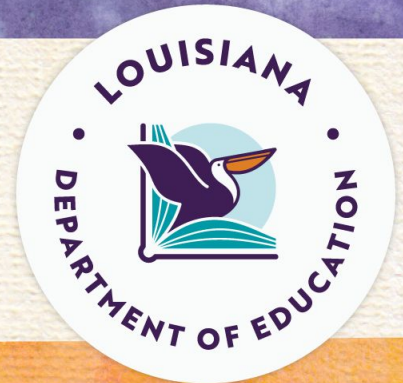




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**Recruiting  
Early Childhood Teachers**



# Learning Objectives

Session Overview: During this session participants will learn how to implement strategies and think strategically about how to effectively recruit early care and education staff.

Participants in this session will:

- Define recruitment and how effective recruitment improves your chance of finding and hiring high-quality applicants.
- Understand avenues to find high-quality employees and understand effective recruitment strategies to attract high-quality applicants.
- Explore how to determine recruitment needs and define hiring requirements.

# Agenda

1. Learning Objectives
2. What is Recruitment
3. Recruitment Strategies
4. Recruiting Employees Wrap-Up
5. Closing

# Opening Activity

## Case Study - Ms. Giles and the Sudden Openings - Part 1

Ms. Giles owns a Type III center in Jefferson Parish. She is proud of her center's reputation as one of the best early learning settings in her community. Ms. Giles works hard to maintain that reputation by investing in the professional development of her staff and doing all she can to retain high quality instructional staff.

One August morning, Ms. Giles had an unpleasant surprise waiting for her when she opened her email. Two of her teachers wrote to give their two week notice. One teacher was leaving because her husband accepted a new job in Texas and the other because she found a higher paying job at a new Amazon Warehouse in Alabama.

Ms. Giles feels betrayed and frantic. How is she going to recover from the sudden departure of two of her teachers?

# Pause & Reflect

Turn to a neighbor and discuss the following questions:

- Have you ever had a experience like Ms. Giles?
- How did you feel?
- What did you do?

Share your thoughts with the whole group!



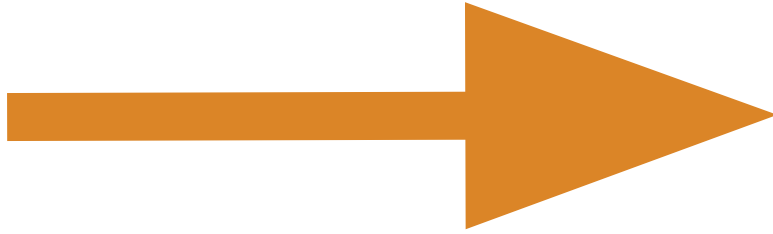
# When You Lose a Member of Your Staff

You might feel:

- Uncertain
- Rushed
- Intimidated
- Overwhelmed
- Exhausted
- ***Like you are in the middle of an emergency!***



# How Do You Prepare for Unexpected Openings?



# Transform the Experience of Filling an Open Position into:

- A unique opportunity to grow your staff.
- An ability to shape your program so that it is more aligned to your mission, vision, and values.
- An organized process.
- A ***rewarding*** process.





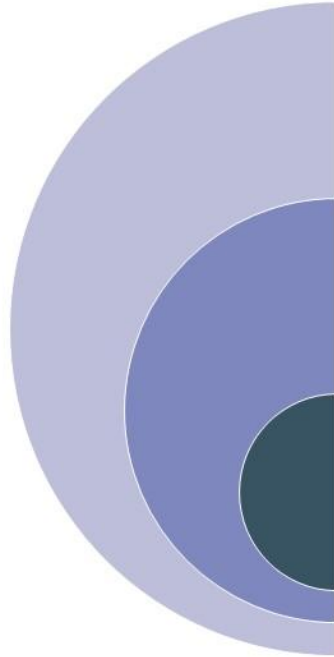
# What Is Recruitment?



# Recruitment Is...

- the process of finding applicants for open roles and positions in you program.
- part of a comprehensive staffing plan.
- easier when you maintain and grow your professional network.

# Recruitment Is Part of a Bigger Process



Recruit applicants.

- Advertise your open position(s) through formal and informal networks.

Evaluate and interview applicants.

- Filter applicants who do not meet the minimum qualifications for the position(s).
- Use a written scoring rubric and interview protocol to select the most qualified applicant(s).

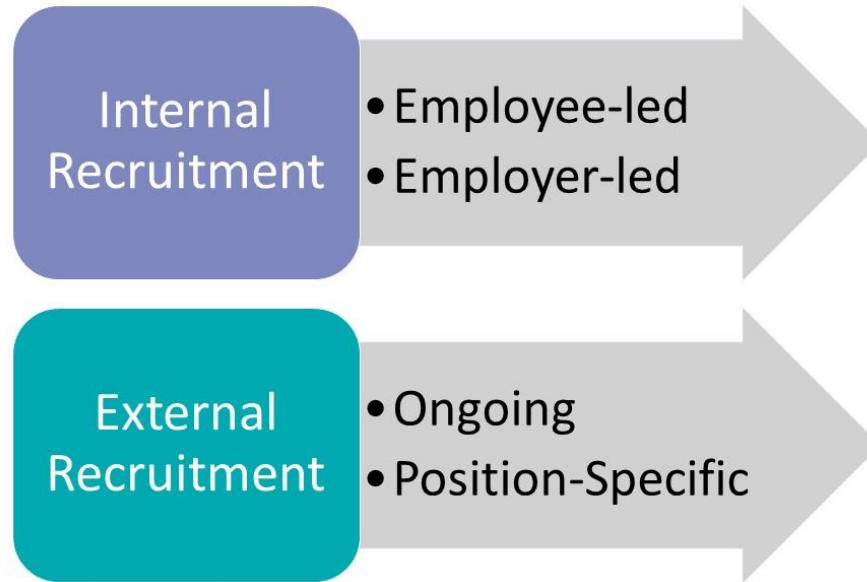
Hire for the position(s).

- In writing, clearly state what the position offers and requires.
- Hiring is the first step in a multi-step onboarding process.

# Recruitment Strategies



# Categories of Recruitment Strategies



# Internal Recruitment - Employee-led

## **Know your employees and their professional goals.**

- How do they want to grow?
- What roles and positions do they see themselves filling in your early learning center in the future?

## **Capture information in their Individualized Professional Development Plans.**

- Work with your employees to define how they can grow into the role and position they would like to have.

## **Decide when and how you will consider internal applicants (current employees) for open positions.**

- Communicate this process to your staff so that everyone is on the same page.

# Internal Recruitment - Employer-led

## Consider the strengths of your current staff.

- How do their strengths align with other roles and positions at your early learning setting?
- How will you invest in growing your staff's skills so that there is better alignment?
- How deep is your bench?
  - Consider each kind of role and position in your early learning setting (i.e, instructional staff, leadership, administration, custodial, etc).
    - How many members of your current staff are able to fill each role and position?
    - If the person currently in the role or position were to leave, can someone else fill in until you hire a replacement?
      - If not, is there skill and knowledge building you can do so your answer to the previous question changes from a “No” to a “Yes”?

# Internal Recruitment Reflection

Take a few minutes to complete questions 1&3 on the internal Recruitment Reflection Guide.

## Internal Recruitment Reflection Guide

When a position opens in your early learning setting, qualified applicants can come from your current staff. Use this reflection guide to build a system for internal recruitment.

1. Know your employees and their professional goals.
  - a. How do they want to grow?
  - b. What roles and positions do they see themselves filling in your early learning center in the future?
2. Capture this information in their Individualized Professional Development Plans.
  - a. Work with your employees to define how they can grow into the role and position they would like to have.
3. Decide when and how you will consider internal applicants (current employees) for open positions.
  - a. Communicate this process to your staff so that everyone is on the same page.



# External Recruitment - Ongoing

## Grow and Maintain Your Professional Network

- Engaged membership in local and state professional organizations will connect you to other professionals who can help you reach qualified applicants.
- The more people you know in the field the larger the network from which you can recruit applicants.

# External Recruitment - Ongoing

## Brand Management

- Your organization's brand is more than the name and logo of your early learning setting. Your mission and vision also shape your brand and what values people think of when your early learning setting is mentioned.
- Invest in marketing and outreach that reinforces the work you do and how you do the work.
- Having a brand that is recognizable and associated with values that people resonate with means that people will keep you in mind when looking for jobs.

# External Recruitment Reflection

Take a few minutes to complete the External Recruitment Reflection Guide.

External Recruitment Reflection Guide

Attracting qualified applicants to open positions in your early learning setting will give you a chance to hire in a way that aligns with your mission and helps you grow toward your vision. Use this reflection guide to build a system for external recruitment.

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1. Map your professional network. ☰

Local, State, or National Early Childhood Organization	How do you engage with this organization?	In the next year, how do you plan on engaging with this organization? Why?
	<ul style="list-style-type: none"><li><input type="checkbox"/> Read the newsletter</li><li><input type="checkbox"/> Contribute to the newsletter, blog, or other communications</li><li><input type="checkbox"/> Attend meetings</li><li><input type="checkbox"/> Attend special events</li><li><input type="checkbox"/> Volunteer on committees</li><li><input type="checkbox"/> Hold an office or leadership role</li><li><input type="checkbox"/> Other: _____</li><li><input type="checkbox"/> Other: _____</li></ul>	

# Small Group Conversation

In small groups of 3-4 colleagues discuss Internal and External Recruitment.

- What stood out to you?
- What did you learn from one another?
- What questions were easy for you to answer?
- Are there internal or external recruitment strategies that you would like to try?



# Pause & Reflect

Think about your own recruitment strategies. Reflect on the information provided today and think about what changes you want to implement in your recruitment process in the next 3 months, 6 months, and 12 months.

Use these questions to guide your thinking:

- Where might a small change in my recruitment process have a long-lasting desired effect?
- How will you grow your professional network and increase the reach of your early learning setting?




# **Recruiting Employees Wrap-Up**



# Key Takeaways

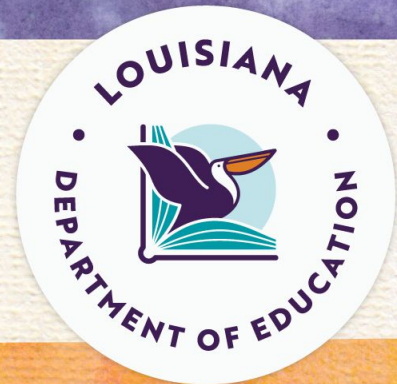
- Recruitment is the process involved in finding applicants for open roles and positions in your program, part of a comprehensive staffing plan, and easier when you maintain and grow your professional network.
- Recruitment takes time and, in some situations, may cost money. Yet, when you take the time for recruitment, you will end up with a bigger and more diverse applicant pool.
- You can recruit an applicant pool from your current staff (internal recruitment) or from outside your organization (external recruitment)
- Looking at data is a great way to improve your recruitment efforts.



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**Thank you for attending my session!**

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