



Who Should Read

Head of School
Assistant Head of School
Dean of Faculty
Director of Diversity and
Inclusion

A Step-by-Step Guide to Hosting Prospective Faculty Education and Recruitment Events

Three Ways to Use This Guide

- Determine what type of recruitment event is the best fit for your school
- Develop programming, plan logistics, and effectively advertise a locally-focused educator open house at your school
- Attract candidates and successfully host a diversity hiring fair at your school

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Table of Contents

Executive Summary	4
Using this Resource	5
<i>Research Overview.</i>	6
<i>Two Distinct Candidate Event Options</i>	9
<i>Which Event is Right for You?</i>	10
Common Elements of Recruitment Events.	11
<i>Determine the Logistics.</i>	12
<i>Create Event Website</i>	13
Educator Open House.	14
<i>Educator Open House Overview</i>	15
<i>Spotlight: St. Stephen’s and St. Agnes School.</i>	16
<i>Develop Programing For the Day</i>	17
<i>Advertise Recruitment Event</i>	19
<i>Follow Up with Attendees</i>	24
<i>Event Checklist.</i>	26
Diversity Hiring Fair	27
<i>Diversity Hiring Fair Overview</i>	28
<i>Determine Participating Schools.</i>	29
<i>Invest In Event Advertisement.</i>	30
<i>Event Checklist</i>	32

Executive Summary

Reaching New Talent Through Candidate Education and Recruitment Events

Independent schools can no longer solely rely on traditional candidate sources, such as regional associations and search firms, to help them achieve their hiring objectives. Despite changing hiring priorities, independent schools still turn to the same traditional talent sources as they have in the past. But those sources are limited in reach and face a shrinking candidate pool as fewer people enter the field of education. Moving forward, schools will need to take recruitment into their own hands and find ways to bring more people into their talent pipeline locally.

Locally-focused candidate education and recruitment events allow your school to reach previously untapped candidates in your community. Through an educator open house or diversity hiring fair, you can reach candidates that match your current hiring priorities, with candidates who may have been previously overlooked.

While both events bring new talent into your candidate pool, they serve distinct purposes. An educator open house builds a pipeline for future openings by broadening awareness about teaching at independent schools. A diversity hiring fair focuses on bringing candidates from diverse backgrounds into the candidate pool for currently open positions.

An educator open house educates attendees about your school and what it is like to work in the larger independent school community. Open houses provide an opportunity to highlight the benefits of working at independent schools and explain key elements of the independent school hiring process. Faculty speakers and campus tours help you promote your school to potential applicants.

A diversity hiring fair brings candidates from diverse backgrounds into your candidate pool for immediately open positions. Collaborate with peer schools and invest in promoting the event to host a successful fair on campus. Maximize your reach to potential candidates by connecting with local colleges, universities, and community organizations, and spreading word of the event through school networks. Hosting this event can broaden your current applicant pool to include a more diverse group of faculty candidates.

Use this guide to determine which event is right for you, and how you can successfully host it at your school. Both an educator open house and a diversity hiring fair offer the opportunity to expand your candidate pool to reach new, local talent and support your current hiring initiatives.



EAB

1 | **Using this Resource**

- Research Overview
- Distinct Candidate Event Options
- Which Event is Right For You?

2 | Common Elements of Recruitment Events

3 | Educator Open House

4 | Diversity Hiring Fair

Limited Faculty Pipeline Will Continue to Shrink

Constraints on Talent Pipeline Will Force Schools to Look Elsewhere

Independent schools are facing new pressures on their pipeline from both external and internal forces. These forces will make it increasingly challenging to find high-quality, mission-aligned teachers through independent school's traditional talent sources.

Internal Forces

Changing Mission

- Schools are increasingly interested in diversifying the teaching workforce
- Despite stated interest, independent schools lack diversity in their current their current faculty bodies



Percentage of total faculty that are **faculty of color** at NAIS member schools (2018-19)



Percentage of ISEF members¹ who stated a **desire for increased diversity** in the candidate pool

Challenge with Hard to Fill Positions

STEM and foreign language fields becoming increasingly difficult to fill



Percentages of states that reported **teacher shortages in Math** as of 2016

External Forces

Fewer People Going Into Education

- In 2017, U.S. colleges and universities awarded 85,000 undergraduate education degrees, a 10% decrease since 2007
- The candidate pool stemming from certificates or undergraduate degrees from colleges of education remains largely white



Decrease in enrollment in teacher preparation programs between 2009 and 2014



Of people earning certificates, undergraduate degrees from colleges of education were people of color (in 2018)

Diminishing Reputation of Teaching

Rising generation of potential teachers have a less favorable view of teaching.



Of high-achieving undergraduate students who **believed that teaching has gotten "less prestigious"** in recent years

In response to the question "In what ways would you like to see your candidate pool change?"

Source: *Third Way*, "Teaching the Next Generation", 2014; *NCES*, "Fast Facts 2018", 2018; *NCES*, "Undergraduate Degree Fields", 2019; *NCES*, "Undergraduate Degree Fields", 2014; *AACTE*, "Colleges of Education: A National Portrait", 2018; *Census*, "School Enrollment in the United States 2008", June 2011; *NAIS*, "NAIS Facts At A Glance", 2009; The Learning Policy Institute: *A Coming Crisis in Teaching? Teacher Supply, Demand, and Shortages in the U.S.*, 2016; EAB interviews and analysis.

Diversity's Critical Role in Education

Faculty Remains Homogenous, Does Not Provide Students Benefits of Diversity

Current Faculty Does Not Reflect Changing Demographics of Student Body

While independent schools have made substantial strides in increasing the diversity of their student body, **diversity in faculty has not kept pace**. While most schools note they are worried about diversity of their faculty, few schools have allocated the resources or taken tangible steps to ensure they are meeting their faculty diversification goals.



Of students of color enrolled at NAIS member schools (2018-2019)



Of total faculty that are faculty of color at NAIS member schools (2018-2019)

Benefits of Faculty Diversity in Schools

Research on the impact of racially diverse teaching staff points to benefits across the school. From academic outcomes to interpersonal relationship development, a diverse faculty plays a critical role in the quality of education and student experience, especially for students of color.



Role-Modeling

- Minority students can benefit from seeing authority figures with a similar ethnic/racial background
- Authority figures with similar racial/ethnic backgrounds can influence the cultural value placed on academic success for minority students

Creating an Inclusive Curriculum



- Teachers from diverse backgrounds can influence instructional content to include a wider range of viewpoints, ensuring that classroom curricula and pedagogy comes from perspectives that are relevant for all students in the class



Benefits for Non-Minority Students

- Diverse schools are linked to improved learning outcomes for white students as well as students of color
- Improved learning outcomes include critical thinking and problem-solving skills, more robust classroom discussions

Cultural Understanding, Expectations



- Teachers of color can be more likely to be culturally sensitive, leading to more substantive interpersonal relationships
- Teachers of color often have higher expectations for minority students based on their perceptions of student behavior, effort, and ability

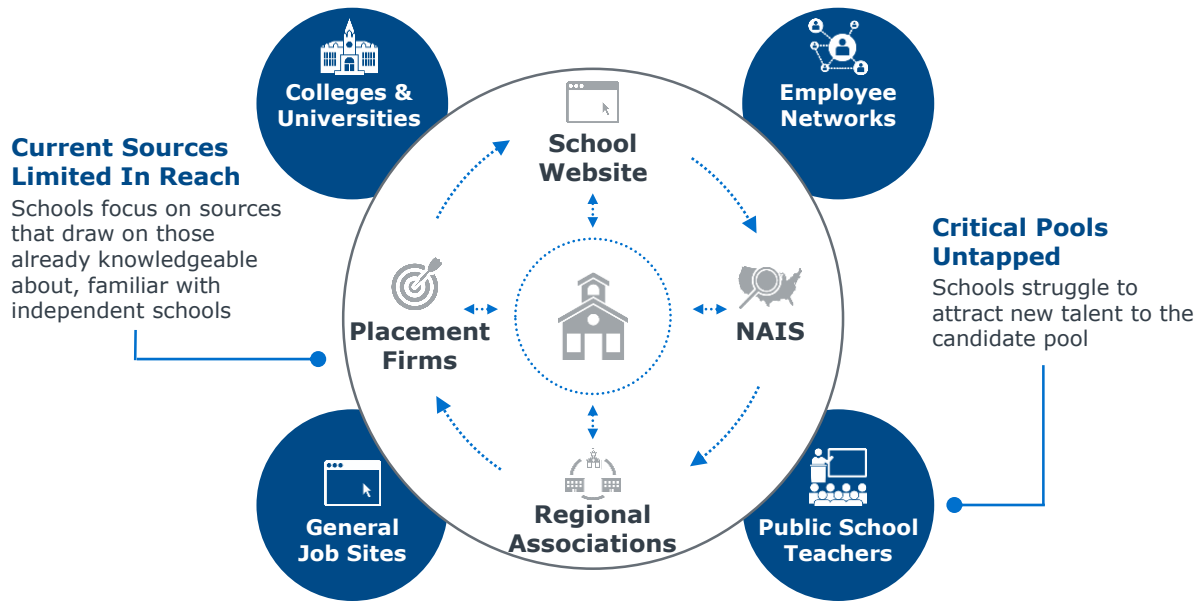
Source: Brookings, "[The Many Ways Teacher Diversity May Benefit Students, 2016](#)"; NAIS, "[Facts at a Glance 2018-19](#)", January 19, 2019; [The National Coalition on School Diversity: How Non-Minority Students Also Benefit from Racially Diverse Schools](#), 2012; EAB interviews and analysis.

Local Efforts Provide Opportunity to Reach New Talent

Independent Schools Reach Only a Small Proportion of Potential Talent Pool

Current Talent Pools Limited, New Sources Remain Untapped

As traditional candidate sources such as regional associations and search firms are increasingly unable to meet new hiring priorities, schools will need to be more active in how they approach hiring. Rather than relying on search firms and professional associations, schools will need to take the lead on sourcing their own talent. Independent schools have several opportunities to expand their talent pool in their own backyard.



Building Out a Talent Pool Starts Locally

Despite a focus on national searches in the independent school community, national data suggests that, in general, Americans tend not to relocate for work. **In 2016, the Census reported that the number of Americans who moved in the last year hit an all-time low at just over 11%.** Given this reality, a more local approach to recruiting and hiring has the greatest potential to bring new teachers into the talent pipeline. Top local sources include colleges and universities and local public schools.

Colleges and Universities



Engage Full Range of Students

Work needs to be done to educate recent graduates at all levels of the opportunities in independent schools.

- **2.86 Million** students graduate each year in subjects of interest to independent schools such as STEM and foreign languages

Public Schools



Proximity to Top Performing Schools

Public school teachers represent significant opportunity for independent schools.

- **23%** of ISEF members are within 30-minute commute of one of the top 30 public school district nationally
- **42%** of ISEF members are within 30-minute commute of their state's best public school district

Source: Third Way, "Teaching the Next Generation", 2014; NCES, "Fast Facts 2018", 2018; AACTE, "Colleges of Education: A National Portrait", 2018; Census, "School Enrollment in the United States 2008", June 2011; NAIS, "NAIS Facts At A Glance", 2009; EAB interviews and analysis.

Two Distinct Candidate Event Options

Faculty Recruitment Events Serve Separate, Complimentary Purposes

To address these challenges, schools will need to take faculty recruitment into their own hands. The following two events give schools the opportunity to expand their candidate pipeline and reach previously untapped candidates. Each of the following events offers unique benefits, from raising awareness locally to diversifying the candidate pool.

Educator Open House

As schools increasingly focus their faculty recruitment efforts locally, they will be faced with the challenge of reaching candidates who may be unfamiliar with teaching at independent schools. By hosting an educator open house, you will have the opportunity to:

- Raise awareness of your school locally
- Reach new talent through an informative, low-commitment experience
- Teach attendees about your school, the larger independent school community, and the typical faculty hiring process
- Bring new talent on to your campus and into your candidate pool

An educator open house is best used for filling potential future openings.

Resources

Time: 4-6 weeks of planning; half-day event

Recommended Owner: Hiring Manager, Assistant Head of School, Dean of Faculty

Budget: Approximately \$500 (This number is dependent on food, transportation and faculty)

Diversity Hiring Fair

This event focuses on diversifying your current candidate pool. It centers on reaching previously untapped candidates through thoughtful and intentional advertising. By putting on this event, you can connect with candidates who will bring diverse backgrounds and perspectives to your school. This event is intended to fill currently open positions.

Resources

Time: 4-6 weeks of planning; 2-3 hour event

Recommended Owner: Director of Diversity, Equity and Inclusion, Assistant Head of School, Dean of Faculty

Budget: Approximately \$250 (This number is dependent on optional food and staffing)

Which Event is Right For You?

Determine Which Event is the Best Fit for Your School

Both an educator open house and a diversity hiring fair offer opportunities to expand your talent pool locally. But which event is the best fit for your school? Take this brief assessment to determine which event will help you reach your recruiting and hiring goals.

Educator Open House



An educator open house is an awareness event that educates candidates already in your community about the opportunities at independent schools.

Diversity Hiring Fair



A diversity hiring fair is a recruitment-specific event that focuses on bringing educators of color into your talent pool.

Educator Open House

Tally all statements that apply.

You are generally unsatisfied with your candidate pool.

You use search firms as your main source of candidate applicants.

Your school is located in the vicinity of high-performing public school districts.

Your school is located in the vicinity of multiple colleges and universities.

You feel those outside of your school community may not be familiar with your school.

Total : _____

Diversity Hiring Fair

Tally all statements that apply.

Increasing faculty diversity is a priority for your school.

You find that your candidate pool rarely includes educators of color.

You have tried diversity-focused search firms, but had limited success.

In terms of hiring, increasing faculty diversity is your main concern.

Your school is located in a diverse area, but your faculty is predominantly white.

Total : _____

Scored a Tie?

These events work well together to create a talent recruitment series. Start with the educator open house to spread awareness about opportunities in the independent school community, then host a diversity hiring fair to bring those new potential candidates into your immediate talent pool.



EAB

1

Using this Resource

2

Common Elements of Recruitment Events

- Determine the Logistics
- Create Event Website

3

Educator Open House

4

Diversity Hiring Fair

Determine Event Logistics

Plan Event Details, Consider Possible Challenges

Candidate recruitment events can be structured in a number of different ways, but all arrangements require schools to consider four key logistical elements.

Key Logistics to Consider When Planning Your Event

Event **Timeline**



- How long will the event be from start to finish?
- Will it be a morning, afternoon, or evening event?

Event **Budget**



- How much can you allocate for the event?
- Where will the budget be allocated from?

Event **Location**



- What space will you use?
- Will there be breakout rooms for networking, introductions?

Event **Size**



- What is the minimum number of attendees needed for a "successful" event?

Additional Event-Specific Considerations

Depending on whether you are hosting an educator open house or a diversity hiring fair, you will need to consider a few additional key elements when planning your event.

Educator Open House



Role of Faculty

Who would best represent your school to candidates? Who will be the most approachable for candidates?



Event Transportation

If you include a campus tour, is transportation between campuses necessary? How many buses would you need?



Campus Tours

Who will lead the campus tours (students, faculty)? If you have multiple campuses, will you provide tours of all?

Diversity Hiring Fair



Event Staff

Who will staff your event (registration table, attendee questions)? How many people will you need?



Participating Schools

What schools will you invite to participate? How many schools do you want to have join the fair?



Collecting Information

Will you collect resumes from attendees prior to the fair? Will you collect current job postings from participating schools?

Create Event Website

Build an Informative, Compelling Website for Your Event

Event advertising is key to the success of any candidate recruitment or educational event. In order to get the most out of your event advertisement, schools will need to create an informative, compelling event website. Be sure to also include a link to this site directly on your employment page. The following checklist outlines the pieces of information that should be easily accessible on your event website.



Website Information Checklist

- Date and time of the event
- Location of the event (campus address, initial gathering building)
- Schedule for the day
- Description of the event
- What attendees should wear
- What attendees should bring
- Transportation and parking information
- Photos of faculty in action, students, prior events
- Contact information for inquiries
- Registration link for the event
- Overview of your school (e.g. mission, general statistics)



EAB

1

Using this Resource

2

Common Elements of Recruitment Events

3

Educator Open House

- Develop Programing for the Day
- Advertise Recruitment Event
- Follow Up with Attendees
- Event Checklist

4

Diversity Hiring Fair

Educator Open House Overview

Educator Open House

As schools increasingly focus their faculty recruitment efforts locally, they will be faced with the challenge of reaching candidates who may be unfamiliar with teaching at independent schools. By hosting an educator open house, you will have the opportunity to:

- Raise awareness of your school locally
- Reach new talent through an informative, low-commitment experience
- Teach attendees about your school, the larger independent school community, and the typical faculty hiring process
- Bring new talent on to your campus and into your candidate pool

An educator open house is best used for filling potential future openings.

Resources

Time: 4-6 weeks of planning; half-day event

Recommended Owner: Hiring Manager, Assistant Head of School, Dean of Faculty

Budget: Approximately \$500 (This number is dependent on food, transportation and faculty)

This section is designed to help schools organize, plan, advertise and capitalize on an educator open house. The following steps outline the necessary pieces to producing a successful open house event.

- 1 Develop programing for the day, which you can use to plan the event's schedule.** This programing should include presentations on your school, independent schools in general, and the hiring process. Additionally, the programing should leave time for attendees to ask questions, talk with some current faculty, and take a tour of your campus.
- 2 Tailor event advertising to attract individuals who are not familiar with independent schools.** Consider attendees without prior exposure to independent schools when drafting language for advertisements. Place advertisements in locations that are likely to reach a broad, diverse audience.
- 3 Follow up with attendees after open house to provide additional resources, contact information and encouragement to apply.** Sending an email with current and upcoming openings, social media links, external resources and access to the event's presentations leaves attendees with a positive impression and all of the information needed to apply.
- 4 Use the event checklist (p. 26) to prepare for your own educator open house event.**

SSSAS Demonstrates Successful Educator Open House

St. Stephen's and St. Agnes School (SSSAS), a JK-12 Episcopal day school located in Alexandria, VA, demonstrates how hosting an educator open house can raise awareness of the independent school community and bring new talent into the candidate pool. Their biennial event will be used throughout this section of the playbook as an example of one way that an educator open house could come to life at your school.

SSSAS Educator Open House at a Glance



Timing

- Half-day event (1:30-4:30pm)
- Takes place on a weekend in January



Location

- Held on SSSAS Upper School Campus
- Transportation provided to Lower, Middle School campuses for campus tours



Attendance

- 75-150 educators attend each open house
- 30 current faculty attend the event



Budget

- Event budget is \$3000*
- Budget used for transportation*, staffing, and light refreshments



History and Results

- First open house was hosted in 2010
- Event happens every other year
- SSSAS has hired 6 faculty members from these events

* SSSAS has three campuses located within a 1.5-mile radius in Alexandria, VA. They provided transportation for event participants between these three campuses on the day of the event, which contributed to a higher event budget.

Develop Programing for the Day

Provide Value to Attendees Through Programing

The first step in designing an educator open house is determining effective programing for the day. Below are the five key elements to include when planning your own candidate educational event.



Introduce Attendees to Independent Schools

This is the time to highlight the benefits of working at independent schools. Attendees may be unfamiliar with the curricular flexibility and lack of bureaucracy at most independent schools, so take this time to explain these benefits. Attendees may not “speak the language” of independent schools, so outlining terminology is helpful.



Spotlight Your School Community

As the host of this recruitment event, take the time to showcase all that your community has to offer. In this presentation, discuss your mission, demographics, and what makes your school unique. This part of the programing allows you to paint a picture of what it is like to work at your school – so be sure to include professional development opportunities and other enticing benefits.



Outline the Typical Faculty Hiring Expectations and Process

Be sure to explain the requirements, expectations and hiring processes at independent schools. Outline the typical steps (resume/application, interviews, campus visits, demonstration lessons), as well as tips and tricks to resume writing and navigating the process. Be clear about the desired level of education, flexibility around certifications and expectations beyond the classroom for attendees who may be unfamiliar.



Schedule Time for Introductions

Once the presentations have finished, reserve time for an informal meet and greet with current faculty. Have all faculty in attendance introduce themselves, say what grade/department they teach in, and share how they started working at independent schools. This is an opportunity for current faculty to meet new candidates, and for attendees to speak with faculty in departments they are interested in.



Close With a Campus Tour

Your campus is a huge attribute, so be sure to allocate time during the event to show it off. During the tour, highlight the available academic, athletic, and extracurricular facilities. Additionally, note any unique amenities on your school’s campus that may not be typically found in other educational settings. This is a great way to showcase an additional benefit of working at independent schools.

Develop Programing for the Day

Sample Program from SSSAS Educator Open House

Educator open houses give schools an opportunity to share what it is like to work at an independent school and to address concerns that may prevent potential candidates from applying. St. Stephen’s and St. Agnes highlights the benefits of working at an independent school, explains the steps of a typical faculty hiring process, and showcases their community and campus. Below is information on how the day is structured and what topics are covered during key pieces of the open house.


2019 SSSAS Open House Schedule

Schedule of Events	
1:30	Check-in
1:50	Welcome Message from Head of School
	Teaching at SSSAS
	Diversity at SSSAS
	Teaching and Careers at Independent Schools
2:50	Informal Meet and Greet
3:10	Tours of Lower, Middle, and Upper School campuses
4:30	Event concludes

Topics Covered in Welcome Message

- 
School Mission
 The school’s mission and why it is important to teaching at SSSAS
- 
Qualities of a Successful Teacher
 Qualities that make teachers successful at SSSAS
- 
School Highlights
 Recent accolades, such as being named a “Top Workplace” by The Washington Post
- 
The Voice of the Faculty
 Current faculty member shares what attracted them to SSSAS, their favorite aspects of the school community, what keeps them growing in their role
- 
Commitment to Diversity
 Director of Diversity and Inclusion discusses ongoing and past diversity initiatives, inclusive campus environment, how SSSAS demonstrates a commitment to diversity

Topics Covered In “Teaching and Careers at Independent Schools” Session

- 
Introduction to Independent Schools
 Attendees learn about mission, structure, types of positions at independent schools
- 
Teaching at an Independent School
 Attendees learn about responsibilities, curriculum development, typical schedule of independent school teacher
- 
Finding Jobs at Independent Schools
 Attendees given resume writing tips, learn how to find a job at an independent school, information about placement firms and job fairs

Want to see more?
 View St. Stephen’s and St. Agnes School’s 2019 Educator Open House presentation [here](#).

Advertise Recruitment Event

Spread the Word About Your Event to Community Members

Key Components of Event Advertisements

When creating the advertisements for your event, it is critical to consider three key elements: what you will name your event, who you are trying to appeal to in your advertisements, and why attendees would want to come. When combined, these three elements create a compelling invitation to potential attendees from a wide variety of backgrounds.

Three Elements of Effective Event Advertisements

1

Clear, Welcoming Event Title

The title of your event will be the first thing attendees see, so make it clear to attendees that this is not a hiring fair and all are welcome.

2

Appeal to Diverse Candidates

Emphasize inclusivity in your advertisement to ensure you are appealing to attendees from diverse backgrounds.

3

Benefits of Attending

Focus your advertisement on the specific benefits to attendees to encourage people to come.



Determining Where to Post Your Advertisement

Once you design your advertisement, you will need to determine the best places to post it. The following prompts are designed to help identify the right places to spread the word:

- Which general job boards are most commonly used in your area?
- Which area publications are known for having a diverse readership?
- Are there any online community forums or boards for education or hiring events in your area?
- What are smaller, local publications that service surrounding neighborhoods or counties?
- Are there educator-specific job boards or publications where we can share our event?



Spreading the Word to Area Colleges, Universities

Use the following prompts to consider how to best share your advertisement with local colleges and universities.

- What are the nearby colleges or universities we should reach out to?
- What are the closest HBCUs or minority serving institutions?
- Do any of the local colleges or universities have undergraduate or graduate schools of education?

Advertise Recruitment Event

Sample Advertisement for SSSAS Educator Open House

St. Stephen's and St. Agnes used the three key elements outlined on the previous page - an inclusive name, an appeal to diverse candidates and an emphasis on benefits for attendees - in their event advertisement.

Looking for a positive, welcoming teaching environment?



Clear Event Title

Event title clearly states purpose of the event, differentiates from hiring fair

EDUCATOR OPEN HOUSE

Sunday, January 27, 2019

[Upper School Campus](#) - Chapel/Performing Arts Center
1000 St. Stephen's Road, Alexandria, Virginia 22304 - [Directions](#)

Attract Diverse Candidates

Ad encourages teachers of diverse backgrounds, experiences to attend

If you've ever thought about teaching at an independent school, please join us for this special event. St. Stephen's and St. Agnes School is hosting a free **Educator Open House** to **learn about working at our school and finding jobs at independent schools** in general. We encourage **educators of diverse backgrounds and experiences** to attend.

No matter what grade level or subjects you teach, finding an **inclusive** community with **dedicated, supportive** faculty can make all the difference in your career!

Highlight Benefit to Attendees

Ad highlights the opportunity to learn about what it is like to teach at an independent school, the hiring process, how to find a job

Advertise Recruitment Event

Sample Website Landing Page for SSSAS Educator Open House


St. Stephen's and St. Agnes created a designated landing page to advertise their Educator Open House. The language on this page centers around benefits for attendees. Information about how the event can help candidates find the "right fit" school, improve their resumes, and learn more about working with dedicated, supportive faculty all emphasize how the event will positively impact attendee's careers.

Educator Open House

Welcome Board of Governors At a Glance Our Magazine Strategic Plan History
Faculty & Staff Directory Employment Opportunities Professional Development **Educator Open House**
Contacts & Directions

BLOG APPLY VISIT INQUIRE

Looking for a positive, welcoming teaching environment?



EDUCATOR OPEN HOUSE

Sunday, January 27, 2019
[Upper School Campus](#) - Chapel/Performing Arts Center
1000 St. Stephen's Road, Alexandria, Virginia 22304 - [Directions](#)

If you've ever thought about teaching at an independent school, please join us for this special event. St. Stephen's and St. Agnes School is hosting a free **Educator Open House** to learn about working at our school and finding jobs at independent schools in general. We encourage educators of diverse backgrounds and experiences to attend.

No matter what grade level or subjects you teach, finding an **inclusive** community with **dedicated, supportive** faculty can make all the difference in your career!

SCHEDULE:
1:30 - Check-in
1:50 - Presentation by SSSAS Faculty and Administrators

- Learn about teaching at St. Stephen's and St. Agnes
- Talk with our faculty and administrators
- Learn how to find jobs at independent schools - locally, nationally, and internationally
- Discover new resume-writing tips
- Learn the requirements for working in independent schools
- Explore ways to find the "right fit" for your career

3:10 - Tours of our Lower, Middle, and Upper School campuses
4:30- Event concludes

Please **plan to arrive by 1:45 p.m.** for the presentation. We look forward to seeing you!

Please note that our Upper School campus is located in a residential neighborhood. We ask that you pay particular attention to speed limits and traffic signs to respect the residential nature of this area.

Frequently Asked Questions

- Q. How do I get to the school?
- Q. Where do I park?
- Q. Where will the event take place on campus?
- Q. Can I stop by at any time during the event?
- Q. What should I bring?
- Q. What should I wear?
- Q. How do I take a tour of an SSSAS campus?

REGISTER NOW!

Living Our Mission

To help us live our mission and provide the optimal teaching environment for educators, St. Stephen's and St. Agnes School:

- Provides a supportive, collegial environment for all faculty and staff.
- Welcomes teachers of diverse backgrounds, experiences, and interests.
- Demonstrates a commitment to multiculturalism.
- Creates small classes (12-16 students on average).
- Emphasizes honor, faith, respect, and service.
- Provides meaningful professional development and funds for graduate school.
- Offers teachers many different opportunities to connect with students: in the classroom; through athletics, community service programs, and environmental sustainability efforts; and by advising student clubs and other school activities.

Source: St. Stephen's and St. Agnes [Educator Open House Website](#); EAB interviews and analysis.

Advertise Recruitment Event

Sample Website Landing Page for SSSAS Educator Open House

St. Stephen’s and St. Agnes’ event landing page offers potential attendees information about the schedule for the day, answers frequently asked questions, and provides an overview of SSSAS’s mission. These latter two section are particularly noteworthy, as they help appeal to a broad range of potential attendees.

Living Our Mission

To help us live our mission and provide the optimal teaching environment for educators, St. Stephen’s and St. Agnes School:

- Provides a supportive, collegial environment for all faculty and staff.
- Welcomes teachers of diverse backgrounds, experiences, and interests.
- Demonstrates a commitment to multiculturalism.
- Creates small classes (12-16 students on average).
- Emphasizes honor, faith, respect, and service.
- Provides meaningful professional development and funds for graduate school.
- Offers teachers many different opportunities to connect with students: in the classroom; through athletics, community service programs, and environmental sustainability efforts; and by advising student clubs and other school activities.

Removing Uncertainty

The frequently asked questions address basic logistical concerns that could prevent those unfamiliar with SSSAS or their campus from attending the event.

Focus on Diversity, Multiculturalism

The mission section of the website features an emphasis on diversity and multiculturalism. This inclusive language demonstrates to potential attendees the school’s commitment to diversity and inclusion.

Frequently Asked Questions

Q. How do I get to the school?

A. Our Upper School campus is located at **1000 St. Stephen’s Road, Alexandria, Virginia 22304**. The school is accessible by public bus routes, and the closest Metro stations are King Street or Braddock Road. If you will use public transportation, visit www.metroopensdoors.com to plan your trip.

Q. Where do I park?

A. Please park in our Upper School campus parking lot.

Q. Where will the event take place on campus?

A. Once you arrive, follow the signs to the Educator Open House and Chapel/Performing Arts Center (CPAC). From the parking area, the Chapel/Performing Arts Center will be to the left of the main school building. You can access the CPAC without going through the main building entrance.

Q. Can I stop by at any time during the event?

A. The Educator Open House will feature a presentation and tours at specific times (as opposed to a “drop-in” event). Please plan to arrive by 1:45 p.m. to gain the full benefit of the program.

Q. What should I bring?

A. You are encouraged to bring your resume to the open house. You will not need to bring certifications.

Q. What should I wear?

A. Business attire or business-casual attire are appropriate for this event.

Q. How do I take a tour of an SSSAS campus?

A. Following the presentation, we will offer guided tours of the SSSAS Upper, Middle, and Lower School campuses. Due to time constraints, our guests will only be able to tour one campus, of your choice. Shuttle buses will be provided to visit the Lower and Middle School campuses. The buses will return to the Upper School at the conclusion of the tours. If you wish to tour the Upper School, please remain in the CPAC after the presentation.

Source: St. Stephen’s and St. Agnes [Educator Open House Website](#); EAB interviews and analysis.

Advertise Recruitment Event

Sample Advertisement Location List for SSSAS Educator Open House

In order to ensure word of their Educator Open House reached a broad, diverse audience, SSSAS compiled the following list of colleges, universities, job boards, and career sites.



Colleges and Universities

- Fisk University
- Morehouse College
- St. Augustine University
- Coppin State University
- Bowie State University
- Hampton University
- UMBC
- University of Maryland Eastern Shore
- University of Maryland, College Park
- University of the District of Columbia
- University of Virginia
- George Mason University
- Georgetown University
- George Washington University
- Virginia State University
- Virginia Union University
- Old Dominion University
- Tuskegee University
- Winston-Salem State University
- Morgan State University
- Norfolk State University
- Spelman College
- Clark Atlanta University
- Delaware State University
- North Carolina A&T State University
- Howard University
- Florida Agricultural and Mechanical University



Job Boards and Sites

- CareerCentric
- CareerJet
- Craigslist
- Glassdoor
- HBCU Connect
- Indeed
- Job Inventory
- JobBoost
- Jobbydoo
- JobCase
- JobisJob
- Jooble
- JuJu.com
- LinkedIn
- Washington Post
- LinkUp
- Monster
- MyJobHelper
- Neuvoo
- Oodle.com
- Recruit.net
- SimplyHired
- Trovit
- US Jobs
- ZipRecruiter

Follow Up with Attendees

Close the Loop with Attendees Through Follow-Up Email

Once your educator open house is over, send a follow up email to everyone who attended providing resources and links to the topics you covered. This email should cover school-specific information such as current or upcoming openings, social media pages, and contact information. It should also include general independent school information such as links to regional and national resources and upcoming hiring events. This final step ensures attendees are equipped with all the information they could need to apply for open positions.

Key Elements to Include in Post-Event Email

General Resources



Event Presentation

Attach event presentation with information on independent schools and hiring processes.



Links to Job Resources

Provide links to national and regional associations, search firms, and job fairs.



Links to International Resources

Share resources for international schools and international school searches.

School Specific Information



Current, Upcoming Openings

Share current and upcoming faculty openings, along with link to job description or application.



Hiring Contact Information

Include hiring contact information so that interested candidates have a direct point of contact at your school.



Social Media Links

Provide links to school's Facebook page, Twitter, LinkedIn and Instagram.

Follow Up with Attendees (Cont.)

Sample Follow Up Email for SSSAS Educator Open House

SSSAS's Educator Open House follow-up email provides attendees with key information about the school, their current hiring needs, and the larger independent school job search process.

SSSAS Educator Open House Follow Up Email

Current Job Openings
Email highlights several current job openings at SSSAS and provides attendees a link to a full list of currently open faculty positions.

Social Media Links
Email includes links to SSSAS's Facebook, Twitter, Instagram and Youtube pages to encourage candidates to stay connected following the event.

Job Search Information
Email contains a section designated to providing candidates with local, national and international resources. Resources include information about search firms, regional associations, and common places where independent schools post job openings.

Additional Resources
SSSAS personalized their email further by including recent faculty and administrator summer reading, articles about the role of social media, and publications from current faculty who are leaders in the education field.

Dear Educators,

Thank you for attending the [St. Stephen's and St. Agnes School Educator Open House](#). If you registered for the event but were not able to attend, please email your resume to employment@sssas.org and let us know what grade levels/positions you are looking for. Our teaching openings for the 2019-2020 school year can be found on this [handout](#) from the event. As I shared, coaching is a great way to get involved in independent schools, particularly as a career changer. Below are our coaching opens. Please contact [Stephane Koroma](#) to learn more, and feel free to forward them to anyone you know who might be interested!

Coaching Openings for This Spring:
Middle School Boys Tennis, Middle School Girls Lacrosse, Middle School Baseball, Middle School Softball

Coaching Openings for Next Year:
Head Varsity Volleyball Coach, Assistant Varsity Volleyball Coach, Middle School Football
Middle School Field Hockey, Middle School and Junior Varsity Soccer (girls and boys), Middle School and Junior Varsity Girls Basketball, Winter Track & Field, Middle School Boys Tennis, Middle School Softball, Middle School Squash

We will keep your resume on file for consideration as new positions become available. Please check our [employment opportunities](#) page regularly for teaching or administrative openings and to learn about our [professional development](#) offerings and benefits.

For more information about St. Stephen's and St. Agnes School, visit www.sssas.org. You may also "like" us on [Facebook](#), and follow us on [Twitter](#), [Instagram](#), and [YouTube](#).

Here is the link to the Educator Open House [presentation](#). We hope that the following links will assist you in your job search and help you to learn more about independent schools. Since independent schools look for teachers who are current in regard to pedagogy, brain development, technology integration, and more, we have also included some professional development resources.

We wish you the best in your job search!

Sincerely,

The Faculty, Staff, and Administration of St. Stephen's and St. Agnes School
400 Fontaine Street
Alexandria, Virginia 22302
(703) 751-2700
www.sssas.org

SSSAS MISSION:
To help our students succeed in a complex and changing world, we seek to inspire a passion for learning, an enthusiasm for athletic and artistic endeavor, a striving for excellence, a celebration of diversity, and a commitment to service. Our mission is to pursue goodness as well as knowledge and to honor the unique value of each of our members as a child of God in a caring community.

Job Search Information

Local:

- ? St. Stephen's and St. Agnes School: www.sssas.org/employment
- ? AISGW (Association of Independent Schools of Greater Washington)- Most local independent schools are members of this organization. This site contains job postings and also links to its member schools. <http://careercenter.aisgw.org/jobs/>
- ? Individual school websites: [Local schools have their own employment pages](#)
- ? The Washington Post: [teaching/education job listings](#)
- ? Craig's List: [education job listings](#)
- ? Virginia Association of Independent Schools (VAIS): [Career Center](#)
- ? The Association of Independent Maryland Schools (AIMS) and the Nation's Capital: [Career Center](#)

National:

- ? To learn more about independent schools in general, visit the National Association of Independent Schools (NAIS) website: www.nais.org
- ? National Association of Independent Schools (NAIS) [Career Center](#)
- ? There is no one site that lists state or regional independent school associations. However, if you use the search term "independent school associations," along with a particular state or region, you can find links to these sites
- ? NEMNET Minority Recruitment www.nemnet.com
- ? Southern Teachers Agency www.southernteachers.com
- ? Carney Sandoe & Associates www.carneysandoe.com
- ? Educator's Ally www.educatorsally.com
- ? Get Selected www.getselected.com (This is the one that I mentioned that matches schools and teachers based on questions answered.)
- ? ATOMS Placement Services www.atomsplacement.com

International:

- ? International Schools Services: www.iss.edu
- ? Search Associates: www.searchassociates.com
- ? TIE Online: www.tieonline.com

Additional Resources:

- ? Carney Sandoe & Associates (placement agency) has created and compiled an [extensive list of resources](#) for job seekers. These include resume tips, cover letter tips, "Building Your Personal Brand," and "What Should My References Write - 4 Tips."
- ? The work of researcher Carol Dweck continues to have a great impact on our educational thinking and practice. Visit these websites to learn more:
 - o <http://mindsetonline.com>
 - o [NAIS Independent School Magazine article "Brainology"](#)
 - o Here is her [TED Talk](#).
- ? List of other recent faculty and administrator summer reading books and other resources that will help you to stay up-to-date with current educational thinking and trends:
 - o *Becoming an Emotionally Intelligent Teacher*, Bill and Ochan Powell, 2013
 - o *Esarth*, Bill McKibben, 2011
 - o *Brain Rules*, John Medina, 2014
 - o *Switch: How to Change Things When Change is Hard*, Chip Heath and Dan Heath, 2010
 - o *How Children Succeed: Grit, Curiosity and the Hidden Power of Character*, Paul Tough, 2013
 - o *Making Thinking Visible* Karin Morrison, Mark Church, and [Ron Ritchhart](#), 2011 (There are many visible thinking resources [here](#).)
 - o *The Gift of Failure* Jessica Lahey, 2015
 - o *The Innovator's Mindset: Empower Learning, Unleash Talent, and Lead a Culture of Creativity* George Couros 2015
 - o *Grit: The Power of Passion and Perseverance* Angela Duckworth 2015
 - o *A Mindset for Learning: Teaching the Traits of Joyful, Independent Growth* Kristine Mraz and Christine Hertz 2015
 - o *Neuroteach: Brain Science and the Future of Education* Glenn Whitman and Ian Kelleher 2016
- ? Resources about the role of social media, particularly Twitter, in professional development and building PLCs (Professional Learning Communities):
 - o Jeff Utecht - [Reach](#)
 - o "Twitter for Beginners" - New York Times
 - o [Commonsense Media Digital Citizenship](#) (We are currently using these great resources and materials with our students.)
- ? Several years ago our entire faculty read the book [Grown Up Digital](#) (2009), which explores the traits of the Net Generation as well as concepts like "digital immigrants" and "digital natives."
- ? At St. Stephen's & St. Agnes School, we are fortunate to have top thinkers and practitioners in the field of education lead workshops with our faculty. Here are links to the works of some of these educational leaders:
 - o [Sarah Armstrong](#) (brain-based learning)
 - o [Coevlen Barry](#) (design thinking)
 - o [Wendy Mogel](#) (raising self-reliant children)
 - o [Daniel Pink](#) (creativity and right-brained thinking)
 - o [Michael Thompson](#) (boys' development)
 - o [Grant Wiggins](#) (Understanding by Design)
 - o [John Medina](#) (Brain Rules)

Source: EAB interviews and analysis.

Event Checklist

Building Your Own Educator Open House

When done effectively, an educator open house can help schools expand their reach in the community and bring new potential candidates into their talent pool. Use the following checklist as a guide as you plan your own educator open house.



Plan the Logistics

- Determine the **date and timeline of the event.**
- Confirm your **budget for the event.**
- Select **where the event will take place.**
- Decide if you will be **providing refreshments, transportation.**
- Choose the **faculty that will attend** and **extend an invitation to join the event.**
- Determine how you will **conduct campus tours and who will lead them.**



Develop Programing

- Determine the **content of event presentations.**
- Choose **presenters, assign topics.**
- Compile an overview of the **typical faculty hiring process and expectations.**
- Decide what you want your **campus tour to highlight.**



Advertise Educator Open House

- Build an informative, compelling **website for your event.**
- Create an inclusive **advertisement that highlights event's value to attendees.**
- Determine **where to post event advertisement.**



Follow Up with Attendees

- Send **post-event email with relevant resources, contact information.**



1 | Using this Resource

2 | Common Elements of Recruitment Events

3 | Educator Open House

4 | Diversity Hiring Fair

- Determine Participating Schools
- Invest in Event Advertisement
- Event Checklist

Diversity Hiring Fair Overview

Diversity Hiring Fair

This event focuses on expanding the candidate pool through a diversity-focused hiring fair. Hosting a diversity hiring fair helps you reach previously untapped candidates through thoughtful and intentional advertising. By putting on this fair, you can connect with candidates who will bring diverse backgrounds and perspectives to your school.

Resources

Time: 4-6 weeks of planning; 2-3 hour event

Recommended Owner: Director of Diversity, Equity and Inclusion, Assistant Head of School, Dean of Faculty

Budget: No budget required, optional expenses dependent on food, advertising and staffing

This section is designed to help schools effectively build and advertise a diversity hiring fair. The following steps outline the necessary pieces to producing a successful event.

- 1 Determine participating schools and their role in the diversity hiring fair.** The participating schools will play an important role in establishing the tone and quality of your diversity hiring fair. When inviting schools to participate, consider total number of schools, location radius, cost of participation and involvement in recruiting.
- 2 Invest in event advertisement.** The success of your event is contingent on the success of your advertising strategy. Use multiple channels – social networks, community organizations, past candidates, colleges and universities – to ensure you are reaching the widest possible audience. Create informative, compelling marketing materials for use across all channels.
- 3 Use event checklist (p.32)** to prepare for your own diversity hiring fair.

Determine Participating Schools

Peer Schools Contribute to Tone, Quality of Diversity Hiring Fair

In order to have a successful diversity hiring fair you will need to work together with local independent schools. Participating schools offer a number of opportunities for collaboration, from increasing the number of potential job openings to helping spread the word about the event.

Benefits of Collaborating With Peer Schools for Diversity Hiring Fair



Increased Word of Mouth, Event Advertisement



More Potential Job Openings for Candidates



Builds Event Legitimacy, Reputation

When determining which schools to invite to participate in your diversity hiring fair, consider the following four areas.

Key Considerations for Participating Schools

1

Desired Number, Location of Schools



- How many schools would you like to participate in the fair?
- How far of a radius are you willing to consider for participating schools?

2

Potential Cost of Participation



- Will you ask schools to pay to participate?
- How much will the cost of entry be for schools who are participating?

3

Involvement in Advertising, Recruitment



- Will you ask participating schools to play a role in event advertising?
- Will you ask participating schools to invite prior applicants to attend the event?

4

Current Job Openings at Time of the Fair



- Will you require that schools submit job openings prior to the hiring fair?
- How far in advance of the hiring fair will you ask for these openings?

Invest in Event Advertisement

Design Advertisement For Use Across Channels

To ensure you reach top candidates across advertising channels, you will need to design an informative, appealing event advertisement to share via social media and email. You can help maximize the impact of your advertisement by including it on both the event website and your school's main employment page. In addition to providing basic event information for attendees, this advertisement should be compelling to individuals outside of the independent school community. Your diversity hiring fair advertisement should include the following pieces of information.



Event Name

Event name should clearly state that it is a diversity-focused job fair.



Participating Schools

If a full list is not available, highlight that multiple schools will be present at the fair.



Date, Time, and Location

Prominently feature basic event details and logistics.



Brief Overview

Provide an overview of the event and what candidates can expect to get from attending.



Registration Link or Contact Information

Provide registration information for interested candidates.



Visual Appeal

Use colors, design themes or photos to ensure that your flyer catches candidates' attention.

Sample Diversity Career Fair Flyers

St. Mary's School, Memphis, TN

**DIVERSITY
JOB FAIR**
ST. MARY'S EPISCOPAL
SCHOOL
5PM-7PM
01.17.19

ABOUT THE EVENT

Local independent schools will host the 1st Annual Diversity Job Fair for teachers, staff and administrators of color interested in careers at local independent schools. Learn about participating schools and speak to representatives about open positions. Please register to attend.

<https://www.eventbrite.com/e/diversity-job-fair-tickets-52446213035>
More info: 404-308-9928

University School of Nashville, Nashville, TN

Career Fair
for People of Color

9 a.m. to 12:30 p.m.
Saturday, Feb. 9, 2019
University School of Nashville
2000 Edgehill Ave.
Nashville, TN 37212

More than 17 independent and charter schools across Tennessee will come together to meet minority candidates for K-12 teaching and administrative positions. For more information, visit usn.org or email USN Director of Diversity & Community Life Roderick White at rwhite@usn.org.

USN 

Invest in Event Advertisement

Success of Event Dependent on Effective Advertising

A critical element of a successful diversity hiring fair is effective advertising. The more effectively you advertise your event, the more beneficial the event will be for your school. In order to reach candidates with diverse backgrounds and perspectives, you will need to spread word of your event through multiple channels. Combining past candidates, current social networks, and untapped sources will ensure your diversity hiring fair is well attended.

Strategies for Effectively Advertising Diversity Hiring Fair

Use **social networks** to reach a broader audience with connections to members of your community



Drive Word of Mouth Through Technology and Current Community Members

- Share event on Facebook groups for educators of color in your area, promote on Instagram and LinkedIn
- Encourage current faculty, parents to spread the word of the event within their social circles
- Tap into professional networks through Director of Diversity and Inclusion position

Connect with **churches and local organizations** to engage with candidates outside current network



Engage With Potential Candidates Outside of Independent School Community

- Share information with local churches and community organizations to reach candidates who may be unaware of the independent school community
- Post event flyer to community boards, local radio station website and neighborhood newspapers

Invite **previous candidates** from participating schools to attend the fair



Reconnect With Past Promising Candidates

- Ask participating schools to review past candidate files and invite previous applicants of color to attend the hiring fair
- Review your schools applicant database for past candidates of color and invite to attend the hiring fair

Share event details with nearby **colleges and universities**



Include Newest Members of the Talent Pool in Hiring Fair Outreach

- Send event information to area education schools and career centers and ask them to share details of the fair with students
- Invite local HBCU's to share information about the event with their student body
- Share event details with student affinity groups at nearby colleges and universities

Event Checklist

Building Your Own Diversity Hiring Fair

When planned and advertised successfully, a diversity hiring fair can help schools reach previously untapped, diverse talent in their community. Use the following checklist as a guide as you begin to plan your diversity hiring fair.



Plan the Logistics

- Determine the **date and timeline of the event.**
- Confirm your **budget for the event.**
- Select **where the event will take place.**
- Decide if you will be **providing refreshments.**
- Arrange for the **faculty that will staff the event.**
- Designate reserved spaces for **day-of interviews, private meetings.**
- Invite **peer schools to participate in the event.**



Advertise Diversity Hiring Fair

- Build an informative, compelling **website for your event.**
- Create an **clear, attention-grabbing flyer that can to use across advertising channels.**
- Connect with local peer schools to **invite prior candidates to the event.**
- Share event information, advertisement with **churches, community organizations, local colleges and universities.**
- Spread event information, advertisement through **in-person and online social networks.**



Follow Up with Attendees

- Send **post-event email with relevant resources, contact information.**
- Input candidate information into **your school's database for future faculty searches.**



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