EAB

Attracting Top Talent in Today's Market

Identifying Opportunities for Improvement on Your School's Employment Page

Navigation and Accessibility

The design and organization of a school's prospective faculty website affects how likely candidates are to engage with the institution and apply for a position. In a market in which candidates are exclusively exploring job opportunities online, websites that are difficult to navigate or bury key information can discourage candidates from returning. The list below includes the criteria necessary for making your employment page easily accessible to a broad array of prospective candidates in today's market.

| Criteria	Assessment (Y/N)
Is there a clear link to the career page on the home screen? In addition to embedding the link in the "About" section, include a "Careers" or "Employment" header that links to the employment page directly from the home screen.	
Is your website optimized for both mobile and desktop use? Many candidates will access your website through both a computer and a mobile device so it should be optimized for both.	
Are job openings listed directly on the employment page without rerouting candidates to a separate site (e.g., HR portal, regional association website)? Candidates should be able to view available job listings in an embedded format on the employment page.	
Can candidates filter job openings by position type to help them find relevant job postings quickly? Candidates should be able to quickly filter through irrelevant positions and view postings that are specific to them. Without a filter function, candidates may miss applicable job postings or leave the page altogether.	
Does the website use accordion-style organization or hover menus to decrease the amount of text displayed at one time? Accordion-style organization and hover features minimize the display of unnecessary text and speed up navigation.	
Is the website visually engaging? Does it include a mix of text, videos, and/or infographics? The website should use a mixture of text and video to engage visitors and keep them on the page.	
Does the toolbar at the top or on the side of the page remain consistent as you click through different pages on the prospective faculty website? A toolbar that remains consistent across pages allows visitors to access important information as they browse from page to page.	
Is the website optimized for search engines, such as Google? Does your website come up as the first hit if you search your school name and "careers/faculty jobs/employment?" Candidates often search for school webpages through a search engine, rather than going through the institution's homepage. School websites should be optimized for search engines.	

Navigation and Accessibility (cont.)

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Criteria	Assessment (Y/N)
Does the search function on the institution website yield the prospective faculty homepage on the first result? Your prospective faculty homepage should be the first result when candidates search through the institutional website.	
Can candidates find the list of job openings without scrolling down and within one click of the home page? Ensure candidates can easily find job openings and apply. Link to the jobs page on the top tool bar and use action-oriented language like "apply."	
Is information conveyed in short, concise blocks of text? Balance comprehensive information and concision on detail-heavy webpages. Multiple long chunks of text on program webpages cause reader fatigue, resulting in web visitors disengaging from the webpage altogether. Keep the reader engaged with short, compelling blocks of text paired with FAQs to provide comprehensive information.	
Is the layout clean and aesthetically-pleasing, drawing the visitor to the most important information? Candidates are accustomed to high-quality user interfaces when interacting with apps and services outside of the education sector. An outdated or unattractive website design will reflect poorly upon your institution. The employment page should also match the design principles used across the entire institutional website.	
Does the homepage include a "date last reviewed" indicator that falls within the last few months? The homepage and content should be regularly checked for updates and accuracy. Your website can lose credibility if your content is out-of-date or incorrect. Consider reviewing your content monthly and posting a "date last reviewed" indicator.	
Does your website provide information for candidates to request accommodations for disabilities? Ensure candidates with accessibility needs know whom to contact to receive appropriate accommodations. Include this information on the homepage, in the FAQs, and in individual job postings.	
Does your website allow candidates to use accessibility functions such as a screen reader, navigation by keyboard, or color contrast options? Accessibility options allow candidates and other website visitors to navigate the website and access resources, regardless of ability.	
Total Count of Y out of 15 Criteria	**/15**
Percent of Criteria Met	**%**

Source: EAB interviews and analysis.

eab.com

Examples - Navigation and Accessibility

College Prep

The homepage links directly to the employment page through a link in the top banner.
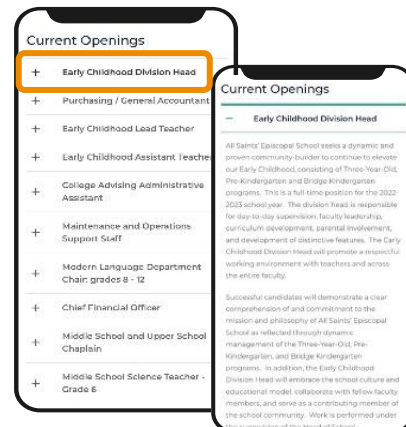
Clear link to career page on home page.
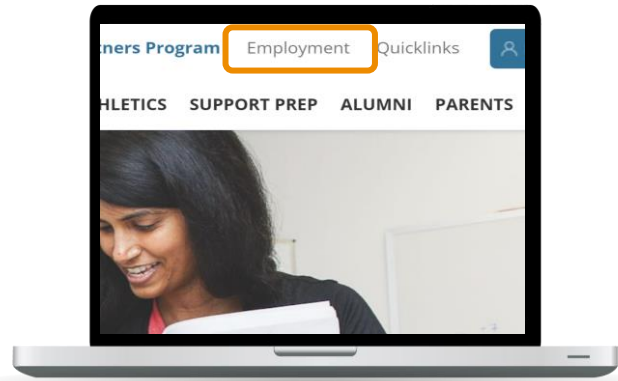
All Saints' Episcopal School of Fort Worth

The website is optimized for mobile use. Job openings are embedded on the page so that when candidates click on the title, they can read the job description without having to leave the employment page.
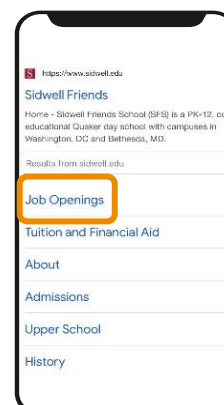
Website optimized for mobile and desktop use. Job openings embedded on the page.

Sidwell Friends

When you use the search terms "Sidwell Friends" and "Careers" or "Employment" in Google, the first result returned is a "Job Openings" link that takes you directly to the employment page.

Website is optimized for web search.

Benefits, Professional Development, and DEIB

Today's candidates seek benefits that go beyond standard offerings to promote work-life balance and help them grow as professionals. Employment pages should highlight school offerings around benefits and professional development to make them stand out in a crowded, competitive market.

In addition, in an increasingly diverse workforce, candidates expect to learn about your school's DEIB (diversity, equity, inclusion, belonging) efforts when they visit your careers page. A generic statement committing to DEIB without expression of value integration and/or application may lead candidates to believe your school doesn't take DEIB seriously. Be sure that DEIB efforts are prominently featured on both the landing page and on a dedicated page.

Criteria	Assessment (Y/N)
Does the website feature a robust list of benefits that go beyond standard benefits (e.g., insurance offerings)? Highlight benefits that support individuals with varying personal circumstances to ensure candidates do not have to ask benefits-related questions during the interview process, which may introduce bias and discrimination. Examples may include employee assistance programs, parental leave information, childcare, and partner placement.	
Does the website provide information on specific benefits, plans, and links to additional information? Include specific benefits available to candidates, the variety of plans to choose from, and any links to additional information.	
Does the website feature campus resources for employee well-being (e.g., mental health resources, ADA resources, and/or employee resource or affinity groups)? Include resources that support the well-being of all faculty as well as those that are specific to BIPOC faculty members or other underrepresented groups.	
Does the website provide information on specific professional development offerings? Include details on professional development opportunities and funding available to faculty. Be sure to highlight any offerings unique to your school.	
Does the landing page feature a diversity statement that explains DEIB work being done at the school? Make sure that this statement is personalized and specific to your institution. It is not enough to just include the standard, boilerplate diversity statement legally required for job descriptions.	
Does the website include a webpage dedicated to your school's DEIB efforts (e.g., a strategic plan or updates on progress of the institution's DEIB efforts)? If the institution does not have a separate DEIB strategic plan, highlight initiatives and goals in the strategic plan that relate to DEIB.	
Does the website highlight the school's values (e.g., your school's work in the community and/or inclusive family policies)? List your institution's values and explain how they link to your DEIB efforts.	
Total Count of Y out of 7 Criteria	/7
Percent of Criteria Met	%

Examples - Benefits, Professional Development, and DEIB

Buckingham Browne & Nichols School

The employment page has a link to a "Benefits Summary," which shows the full BB&N faculty benefits brochure. It outlines rates, eligibility, medical, dental, vision, retirement, and public transit.

The website provides information on specific benefits, plans, and links to further information.
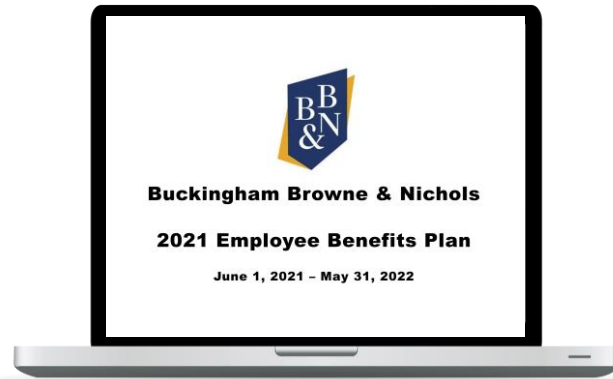
Maret School

The employment page has a designated area for professional development, with sample opportunities, examples of what faculty have previously done, and a link to learn more about professional development at Maret.

The website provides information on unique professional development opportunities.
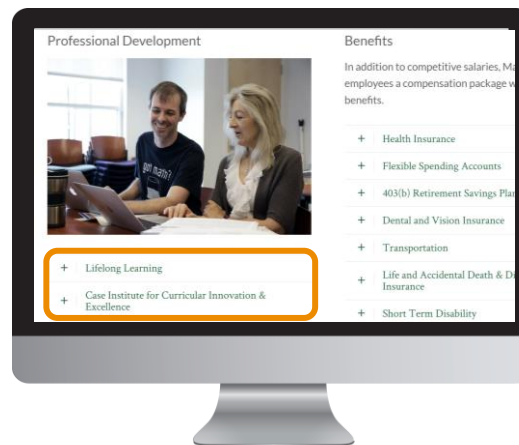
Lakeside School

Lakeside has a separate DEIB page that includes their statement. The school also describes how its DEI efforts are integrated into curriculum and instruction, student programs, leadership, and more.

The website includes a comprehensive overview of the school's DEIB efforts.
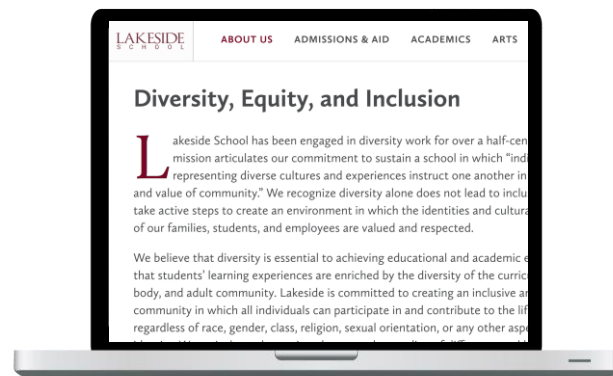
Candidate Resources

The employee page is the first interaction many candidates have with your institution, yet most independent schools do not provide all the resources candidates need in order to be successful in the application process. Specifically, many candidates want to know about the timeline and steps involved in hiring, in addition to who they can reach out to with questions.

Furthermore, most independent schools do not use the employment page to highlight what makes their school and community unique, which is essential to stand out in today's job market. Schools should market the features that make them special and include testimonials to make candidates feel welcome, so that prospective applicants can begin to envision what it is like to work at your school and live in the community.
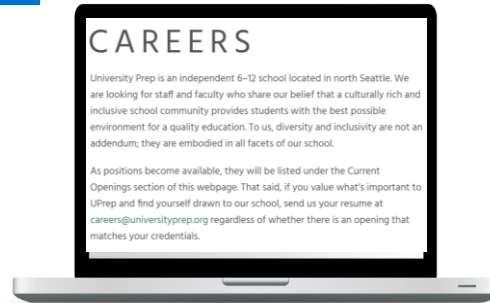
Criteria	Assessment (Y/N)
Are candidates invited to submit applications regardless of openings? Include language communicating that applications are always welcome. This will help to establish a continuous pipeline of potential employees.	
Does the website provide information on the hiring process timeline? Sharing an overview of the school's hiring process and timeline will ensure candidates know what to expect and aren't deterred by extended wait times or many steps in the process.	
Does the website feature an FAQ section about the hiring process? The FAQ should answer common questions about the hiring process, such as how to use the application system, the hiring timeline, and whom to contact with accessibility concerns.	
Does the website feature community resources that help candidates envision living in the community such as local attractions, surrounding neighborhoods, and links to learn more? Highlight resources that show what it is like to live in your community and what resources are available, particularly for candidates that may not immediately see themselves represented in your community. Examples include housing information, community organizations, and businesses such as halal grocery stores or hair salons for Black hair care. Also consider including testimonials, pictures, featured stories, and videos to paint a picture of life in the community.	
Does the website prominently provide an email, telephone number, social media links, and/or direct link to contact Human Resources or the individual responsible for hiring (e.g., Dean of Faculty) for any questions unanswered by the website? Multiple channels of communication and links encourage candidates and other stakeholders who have unique circumstances or concerns to reach out.	
Does the website include easy-to-find testimonials that showcase the diversity of the faculty? Faculty testimonials, both on the website and social media, can help reduce stigma and encourage an array of candidates to apply. Film short videos of candidates sharing why they like working at your institution and display the videos on your webpage.	
Total Count of Y out of 6 Criteria	**/6**
Percent of Criteria Met	**%**

Source: EAB interviews and analysis.

Examples – Candidate Resources

University Prep

Employment page invites candidates who feel their values align well with the school to submit their resume "regardless of whether there is an opening that matches your credentials."
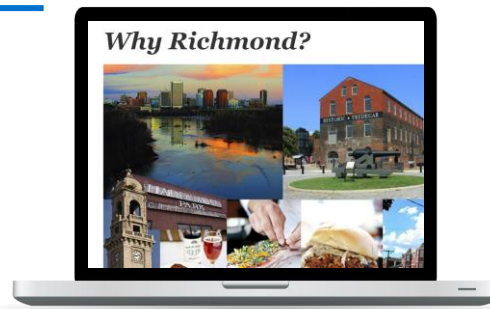
Collegiate School

The employment page has a section on "Why Richmond," which gives an overview of cultural perks, shares photos, and links to information on why Richmond is a great place to live.

Woodside Priory

The employment page contains a full subsection entitled "Hiring Process" that outlines the application, interviews, elements of campus visit, and sample teaching lesson.

Greens Farms Academy

Three faculty video testimonials are found on the employee page that portray faculty diversity in each division.

Candidates are always invited to submit applications regardless of openings.

The website features resources that helps candidates envision living in the community.

The website provides clear information on the hiring process and timeline.

The website includes testimonials that showcase the diversity of the faculty.

Summary: ISEF Employment Page Audit

Employment Page in Review

How Your School Stacks Up

Exemplary Schools for Your Reference

The websites featured in this audit each provide unique value to a school's employment page. When a school brings many or all of these features together in one place, they create a useful and exciting employment page for potential candidates. An exemplary employment page goes beyond the basic needs of potential candidates and showcases the immense benefits of joining the school community.

The following schools provide excellent examples of what it looks like when a school effectively leverages their employment page:

- The Pingry School
- St. Luke's School
- Wildwood School
- Collegiate School (VA)
- The Master's School