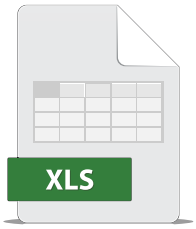
REMOTE RECRUITING & HIRING TOOLKIT:

Consistent Virtual Communication with Applicants

Content Level: **ENHANCED**

Regular contact with and updates for job applicants—a "high touch" communication system—helps to keep applicants interested in your open positions and to retain them in your hiring process. Using a high touch approach is especially important for highly effective candidates, those in hard-to-staff roles, and/or candidates of color. For example, communications could include email updates, quick surveys to indicate continued interest in a position, or optional conversations with current staff to learn more about working in the school. For example, Pittsburgh Public Schools re-wrote the auto email that is sent to the applicant when they complete their online application. The message addresses the current COVID-19 situation and advises an applicant what to expect at this time.



Click to Explore:

Consistent Virtual Communications Template (.xls)

TAB 1: One way for larger LEAs to plan the "who, what, when and how" of regular communications with job applicants

TAB 2: A sample plan from a hypothetical LEA

Outreach Tasks (e.g., automated emails, personalized emails, calls)	Details (content of communications and how they will occur)	Selected candidates * Those who signed commitment letters * Candidates who have been offered a job but have not yet accepted	High Touch Candidates * Candidates who scored high enough in hiring rubric for a job offer but were not offered jobs to fear of overhiring * Other priority candidates according to LEA criteria (e.g., bilingual candidates; diverse candidates)	Medium Touch Candidates * Candidates who were invited to participate in the hiring process but did not score high enough	Low Touch Candidates * Candidates who were not invited or decline to participate in the hiring process

PREVIEW ONLY

Toolkit Introduction

LEA Employment Web Pages

Online Job Search Platforms

Educator Job Descriptions for Online Posts

Social Media for Educator Recruitment

Retention Conversations with Educators

Staff Involvement in Virtual Recruiting

Virtual Information Sessions

Virtual Hiring Activities that Assess Desired Teacher Competencies

Best Practices for Remote Interviews

Remote Processes for Hiring Eligibility Forms

Virtual Options for Demonstration Lessons and Other Performance Tasks

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Online Job Application Tracking

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Pennsylvania's System for LEA/School Improvement
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