

REMOTE RECRUITING & HIRING TOOLKIT:

LEA Employment Web Pages

Content Level: **SOME ENHANCED**

An LEA’s website—and particularly the page(s) regarding job openings—also provide a valuable opportunity to attract effective candidates who will be a good fit for the LEA. These pages should not only describe available positions, but also why candidates should be interested in your school(s) and community and how the hiring process works. Whether making small tweaks to the text or overhauling a web page, learn from the practices of other LEAs and organizations with effective recruitment websites. Read about best practices and exemplars of LEA websites—including practices that apply to smaller and/or rural LEAs.

Website content: Cover the basics.

Job seekers primarily rely on the Internet to review and apply for jobs.¹ LEAs should ask themselves the following questions:

- *How do job seekers access and use our website?*
- *What information can they find there about our hiring process?*
- *What information might be missing?*

At a minimum, an LEA’s website should give job seekers the information they need to:

- ✓ understand the hiring process and expectations for candidates at each stage
- ✓ easily find and apply directly for positions of interest
- ✓ learn more about the organization’s culture, values, goals and opportunities for educator growth and development (see **Examples on Page 3**).

Additionally, consider providing some of the following information:

- ✓ compensation and benefits
- ✓ testimonies from current employees
- ✓ links to job descriptions

During COVID-19:

Just as many LEA homepages include clear links to updates regarding COVID-19, career pages should also clearly indicate how you have temporarily adjusted hiring practices. This can help assure candidates that they are reading up-to-date information.



For more on online job descriptions, see the guide: **Educator Job Descriptions for Online Posts.**

¹ Daniel Zhao, “The Rise of Mobile Devices in Job Search: Challenges and Opportunities for Employers” (Glassdoor Economic Research, 2019), available at <https://www.glassdoor.com/research/app/uploads/sites/2/2019/06/Mobile-Job-Search-1.pdf>; Aaron Smith, “Searching for Work in the Digital Era” (Pew Research Center, 2015), available at <https://www.pewresearch.org/internet/2015/11/19/searching-for-work-in-the-digital-era/>

Content beyond the basics: Highlight your LEA's culture.

In a recent study, 69 percent of job seekers report that if they had a negative candidate experience they would rarely or never reapply for a position.² It's important for LEAs to help job seekers “see” themselves working at your LEA. Provide job seekers with a sense of what it's like to work at your schools by posting testimonials from current teachers, principals and other job-specific roles. Share tangible examples of why your LEA is a great place to work from a job seeker's perspective. Include the LEA's mission, priority initiatives, points of pride, and ways to learn more about the schools—such as links to the LEA's social media or to a student newspaper. See **Examples on Page 3**.

ENHANCED TECH TIP:

Sites can post video testimonials from current educators or videos of educators at work. See an example from **Pittsburgh Public Schools**.



Website location: Make the employment page easy to find within the overall LEA site.

LEAs should consider the following two questions:

- *How long does it take an applicant to find job openings on the site?*
- *How long does it take to complete a job application on the site?*
- *Can applicants complete an application on your website or a web-based application via their phones?*

On your LEA website, don't bury job postings and descriptions. Make it easy for job seekers to find the appropriate level of information they need to apply for various positions. For example, create a Career Page that is clearly labeled, easy to find from the home page, and user friendly. User-friendly websites (see **Examples on Page 3**) are intuitive to navigate, include fonts that are easy to read on tablets or phones (e.g., Georgia or Verdana), and

ENHANCED TECH TIP:

Easily collect potential applicants' contact information.

Make it easy for candidates to express interest and join listservs with a short online form that includes name, email address, and phone number; Google forms can do this, for example. Such forms or subscribe links for job openings can engage job seekers and notify them of current job openings. Targeted newsletters and subscribe links for job openings are easy and effective ways to engage job seekers. Establishing an email list with job seekers' email addresses is needed to execute this strategy.

² “Candidate Experience Report: Perceptions and Behaviors” (Talentegy, 2019), available at <https://www.talentegy.com/hubfs/2019%20CX%20Report/Talentegy-2019%20Candidate%20Experience%20Report.pdf>

have identifiable ways to interact with the LEA (e.g., apply for jobs, sign up for monthly newsletter).

Analyze the number of clicks it takes an applicant to get to a job posting; aim for no more than two clicks. Test and analyze the online application process using both a computer and a phone.

Management: Maximize the capacity of your hiring team

Across multiple sectors, job seekers encounter technical issues on employers' career websites. Compared to other sectors, LEAs have fewer staff dedicated to recruit new employees. LEAs may not have the financial resources to improve their website and/or applicant tracking system, or to hire staff or consultants to execute a social media strategy. Due to the seasonal hiring of school staff, LEAs often hire and process new hires in a three-to-four-month time period.

One suggestion is to create a generic inbox to monitor job-seeker driven questions, accessible to all LEA staff involved in hiring. LEAs can also minimize the steps needed to complete an online application and ensure job seekers can complete the application in 45 minutes or less.

Consult examples of effective LEA employment websites.

- **Effective Career Page:**
 - [Denver Public Schools](#) >
 - [Houston ISD](#) >
 - [Pittsburgh Public Schools](#) >
 - [Prince George's County Public Schools](#) >
 - [Teach Boston](#) >
 - [Teach NYC](#) >
 - [The School District of Philadelphia](#) >
- **Highlights LEA culture**
 - [Denver Public Schools](#) >
 - [Teach Boston](#) >
 - [Teach NYC](#) >
 - [The School District of Palm Beach County](#) >
- **Mobile friendly**
 - [Denver Public Schools](#) >
 - [Teach Boston](#) >
 - [Teach NYC](#) >
 - [The School District of Osceola County](#) >

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

Consistent Virtual Communication with Applicants

Online Job Application Tracking

DEVELOPED IN PARTNERSHIP WITH

Pennsylvania's System for LEA/School Improvement

Lancaster-Lebanon IU13

The Urban Schools Human Capital Academy

TNTP