RECRUITING STAFF:

INCREASING YOUR APPLICANT POOL

USING DATA INFORMED STRATEGIES

First, evaluate:

- Culture: according to research done by Indeed, one of the most important parts of recruiting and retaining top talent is having a positive workplace culture.
- Website Career Page: The design and content of your career page plays a major role in how candidates perceive your company and whether or not they apply.

Consider Implementing:

- Referral Bonuses for existing staff: what is most valuable to your staff? Additional time off? Monetary bonus? Recognition?
- Teacher Apprenticeship Program: several MHSA member programs report great success growing new teachers with apprenticeship programs!

Apply Now

Tips for a Compelling Ad:

- Keep it short! Concise job posts are easier to read on a mobile device and receive 8.4% more applicants than average.
- Remember that the purpose of the ad is to sell your organization and this role, not share an exhaustive checklist of responsibilities or requirements.
- Focus on the candidate's perspective , using "you" as you describe the role and it's benefits to potential candidates.
- Describe your ideal candidate in terms of skills and abilities before certification or experience.
- FLEXIBILITY is so important to candidates! Make sure to mention ANY flexibilities you can offer, even if they seem small.
- Tout career pathways and growth! Entry level candidates in particular need to see the possibility of a career instead of just a job.
- Clearly state the salary range and benefits. According to research by LinkedIn, salary is the first thing potential candidates look at in ads. Create a feeling of transparency by being upfront about salary, and avoid wasted time with candidates who are not aligned with that range.
- Include a visual! Research shows that images make us 42% more likely to remember associated text.
- Some candidates may not have a resume and cover letter ready to go. Provide another avenue for them to express interest. You can encourage them to apply or save their contact info for a future position.
- Publish copies of the ad using different key words in the title (teacher, educator, child care, etc.) to capture more views.
- Post on multiple sites including social media!
- DO NOT require logging in, creating an account or linking back to your agency site in order to apply. Make it as easy as possible.

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