CREATE RECRUITMENT MESSAGES
What makes your school special? Why should great teachers join your team? Recruitment messages present what makes your school unique. Allow your school’s vision to inspire people to work for you - the number one factor that teachers report attracted them to their school was the philosophy/mission.

Great recruitment messages:
- Inspire candidates: Compel individuals to take action by inspiring them with the mission and vision of your school along with your goals to increase student achievement.
- Serve as a point of comparison: Contrast your school strengths, or those you intend to build, with what someone might find at a typical school.
- Share information about yourself: Discuss your strengths as a leader as well as the strengths of your leadership team and school community.
- Share your goals for increasing student achievement and improving instructional practice.
- Share opportunities for individuals to be part of the success of your school and how staff members contribute to the school community.
- Clearly and specifically identify the reasons that your school is unique and attractive to teaching candidates.

Resource: Marketing Flier Template
Resource: Sample School Recruitment Flier

REHEARSE A RECRUITMENT PITCH
You can combine some of your school’s most compelling strengths into a quick message to share at job fairs or other events. This speech should be about 2 minutes long and can include:
- Your school name
- One or two strengths particular to your school
- A goal you have this year for your students or teachers
- A personal strength of the speaker (you or your staff)
- A request (do you want the candidate to come for a visit, stop by your table at a job fair, schedule an interview or visit your website?)

PREPARE TO ANSWER CHALLENGING QUESTIONS
In addition to developing strong messages about what makes your school unique and special, you also need to be strategic and realistic about the challenges that schools face. By anticipating questions or concerns about these challenges, you can be prepared to answer them thoughtfully. Candidates appreciate the honesty and like hearing how a principal is action-oriented in dealing with these challenges. You already know the “hard questions” candidates typically ask - use that knowledge to prepare honest and inspiring responses in advance of candidate conversations.

Tips for Answering Challenging Questions:
- Be respectful in your response and show sensitivity to the candidate’s concerns.
- Don’t “sugar-coat” your response. Acknowledge that the problem exists, but focus on how it has been or can be overcome.
- End the conversation in a positive, upbeat manner and always, always encourage the candidate to take the next step in the hiring process.
- Practice your responses. Your level of confidence and comfort in discussing an issue is as important as what you say.

For more resources, check out the complete toolbox: tntp.org/toolbox