![TNTP logo]

Recommendations for Updating Recruitment Messaging

Align to Your Teacher Value Proposition

All recruitment messaging should be grounded in your teacher value proposition (TVP). On documents like job descriptions and one-pagers, as well as places like your careers website, the TVP should be laid out to candidates in clear, concise, and compelling language. Candidates should understand the specific advantages your system offers and be able to differentiate it from others. However, more targeted recruitment materials and messages should emphasize different components of the TVP, depending on the medium and audience. For instance, a social media ad targeted toward local candidates could highlight the opportunity to make a difference in their community, and talking points geared towards experienced candidates may highlight teacher leader pathways.

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Partner with Stakeholders

We also recommend engaging current teachers for their thoughts on effective recruitment approaches. Consider convening focus groups or surveying teachers to gather their reactions to proposed messaging and/or input on key messages to emphasize in recruitment collateral. Systems may also implement a new hire survey to understand what encouraged teachers to pursue and accept their job offer, in addition to collecting feedback on the candidate experience. Be sure to engage a group of teachers who represent a range of perspectives and identities (e.g., tenure, race/ethnicity, certification area, age, etc.) and consider how you will compensate them for their time.

General Recommendations

While every school system's TVP and stakeholder input will be different, below are key considerations for creating strong recruitment communications.

Show how teachers are supported and celebrated.

Proactively counter the narrative that teachers aren't appreciated by describing and providing examples of how your system values teachers by supporting them professionally and personally and by recognizing their impact and accomplishments. Here is an opportunity to spotlight current teachers by providing testimonials and/or highlighting specific examples of their work with students. This can also look like explaining how school and system leaders engage teachers for their input and involve them in decision-

making. Sharing examples of how teacher feedback led to a specific change can help illustrate this for candidates. Ensuring that candidates know their voices will be heard,

and that they'll have the supports to develop and be impactful in their roles can be meaningful recruitment levers. It's also important to describe how your system supports teachers of color; for instance, are there mentoring opportunities, affinity groups, and specific training for school leaders on building inclusive, culturally affirming environments? See the section below for more details.

Illustrate what your diversity, equity, and inclusion beliefs look like action.

In recent years many organizations have articulated DEI commitments, and while these efforts are well intended, they fall flat without specific actions behind them. Recruitment messaging should reinforce your system's DEI beliefs and provide examples of what they mean for teachers' experiences. For instance, how do leaders create safe, welcoming environments for people of all identities and backgrounds and support teachers to do this in their classrooms? What trainings, resources, and supports are there for supporting staff to embed DEI principles into their daily work? How does DEI show up in school and classroom norms and culture? How has your system's DEI approach evolved? Here is another meaningful opportunity to include teacher testimonial that can speak to their experience within the system.

Emphasize the opportunity to be part of a school team committed to serving students.

From the pandemic, political unrest, and a renewed reckoning with racism, the past couple of years have prompted many people to reconsider their goals and priorities. Many may be looking for new opportunities to make a difference and positively invest in the future of their communities which aligns well with teaching. Thus, recruitment pitches should reinforce that teaching is a meaningful opportunity to work closely with a team of like-minded colleagues to make a real difference in students' lives. Data and anecdotes that speak to the impact of teachers, as well as firsthand accounts from community stakeholders, can be especially powerful here. School systems may consider using media like videos and photos to illustrate their school communities to candidates.

Anticipate and address candidate concerns.
Take proactive steps to address hesitations potential candidates may have:

- *Workload:* Show teachers what they can expect by providing a few examples of a teacher's 'day in the life.' You may also highlight other supports like how teacher collaboration lets teachers work efficiently, how school leaders help teachers manage their workloads and work-life balance, and any additional steps the system has taken to minimize teacher burnout.
- *Compensation:* Share salary ranges and estimates, as well as opportunities to earn bonus pay and stipends, upfront so that candidates who apply know this information (versus it being a deal-breaker once they receive an offer). Be sure to also share information about the full benefits package and any other perks or incentives to which teachers have access.
- *Mental health supports and benefits:* Given high rates of burnout and exhaustion, it's important to separately call out any mental health benefits teachers are eligible for like counseling, therapy, or support groups.
- *Career:* Share how teaching can be the start of a meaningful career within your system by highlighting the different trajectories available to teachers. Be thoughtful about showing multiple opportunities (e.g., moving into a master teacher role, coaching teachers, serving as a principal, or designing curriculum).

Articulate clear, concrete next steps for candidates.

Any recruitment material – whether it's a social media post or postcard mailer - should specify next steps for applying, learning more about employment opportunities, and/or connecting with a recruiter. These instructions should be simple to follow and readily apparent.

Be realistic about challenges – but come back to the meaningful opportunity to serve students.

While recruitment messaging should underscore the positives about teaching in your system, it should avoid misrepresenting the work. Ensure that all selectors and hiring managers are prepared to speak to the realities of teaching in your system, can name the challenges teachers face, and can aptly demonstrate how teachers are supported through this hard work. Anticipate tough questions candidates might ask (or want to ask) and think about how you'll address them: turnover rates, workload, and mental health supports, for example, may be top of mind.

Acknowledging the challenge, "Yes, our teachers have worked harder than ever this year" and naming what your system has done to address this, "so, our Assistant Principals have developed high-quality lesson plans teachers can easily tailor and we've shortened our weekly staff meeting to allow for more planning time during the school day."