



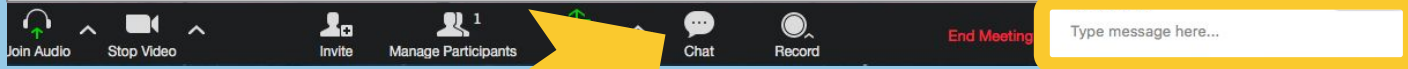
# Teacher Retention + Employee Value Proposition

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April 16th 2020 @ 3:00 pm EST

Share your name,  
district, and role

Panelist +  
ALL



# Education Elements Team



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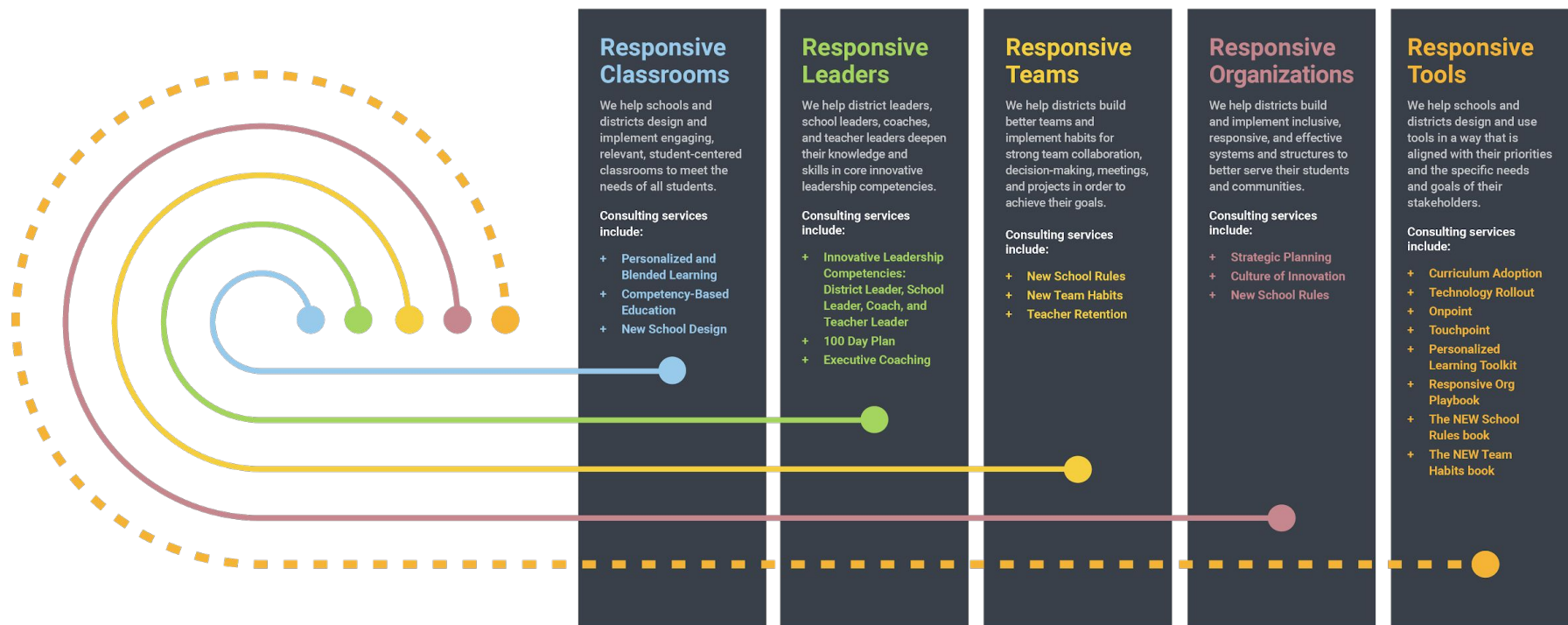


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@lkmilam

# Objectives

- Consider why the Employee Value Proposition (EVP) is crucial now more than ever.
- Understand what the EVP is and how it can support the recruitment and retention of teachers and staff in your school/district.
- Review your website and other collateral to assess the ways in which you're communicating your EVP to current and future teachers

# Responsive Ecosystem



# Understanding the Problem



**More than 110,000 classrooms are staffed with an under-qualified teacher**



**$\frac{2}{3}$  of teachers who leave are leaving for reasons other than retirement**



**17 - 40% of teachers leave the profession in their first 5 years**



**Enrollment in teacher preparation programs is falling**



**Teacher attrition costs districts \$10-20,000/teacher**

# Reason to Act | Teacher Retention

75%<sup>1</sup>

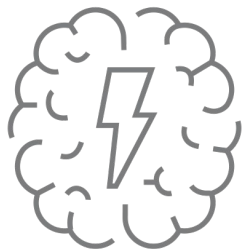
Of effective teachers would have stayed in the classroom if their key problems had been addressed.

<sup>1</sup>Source: [The Irreplaceables](#), TNTP





# Elements of Building Knowledge



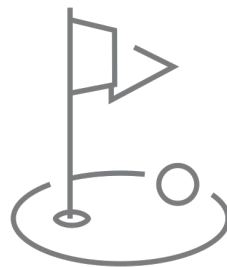
## SPARK

Understand why this idea matters through first-hand experiences



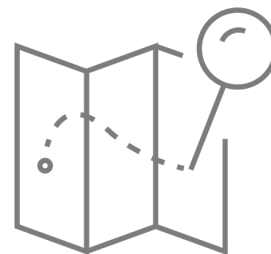
## EXPAND

Explore resources and deepen knowledge related to idea



## PRACTICE

Try using the idea in small, safe ways to prepare for application



## PLAN

Develop a hypothesis to test and determine the supports you need

# Elements of Building Knowledge



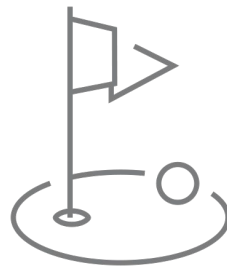
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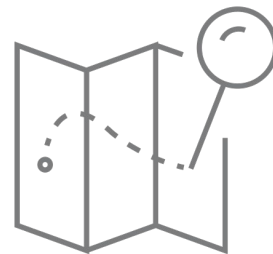
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Develop a hypothesis to test and determine the supports you need

How do you think the COVID-19 closures will affect teacher hiring and retention for next year?

### What Educators Are Asking For

"I think people are going to feel helpless," one respondent told us. When asked what resources they'd recommend, another said, "At this point, I'm feeling overwhelmed. In the course of 72 hours, our school district shut down, we had to scramble to prepare lessons for students and now we're on a shelter-in-place order. I don't know of any resources right now. We NEED resources!" It was a sentiment we saw time and time again in the responses.

### Teacher, Interrupted: Leaning into Social-Emotional Learning Amid the COVID-19 Crisis

By Christina Cipriano and Marc Brackett  
Mar 18, 2020



Teacher Task Force calls to support 63 million teachers touched by the COVID-19 crisis

# How will COVID-19 impact teacher hiring and retention?



Hard to predict  
budget cuts



Less  
movement  
from teachers



Growing need  
to reimagine  
roles

How do you anticipate  
COVID-19 will affect  
teacher hiring and  
retention for next year?

Panelist +  
ALL



Stop Video



Manage Participants



Chat



Record

End Meeting

Type message here...

# Key Opportunities to Consider

## Training

Focus on keeping high quality educators + train up others

## Career Pathways

Focus on creating new or hybrid roles to support educators

## Culture

Focus on building up campus or community culture

## Agency

Focus on providing teachers with greater autonomy to navigate this process

## Hiring

Focus on efficiency and shifting format

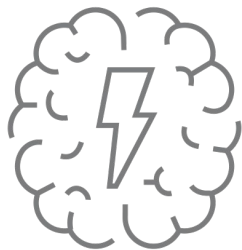
## Purpose

Focus on our district why and employee value proposition

# Why the EVP matters especially now

- Clarity through digital communications
- Anchoring to our why in a volatile time
- Need to hold on to top talent
- Virtual hiring
- Schools' roles in reopening the economy

# Elements of Building Knowledge



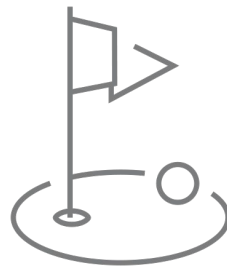
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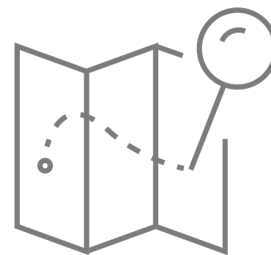
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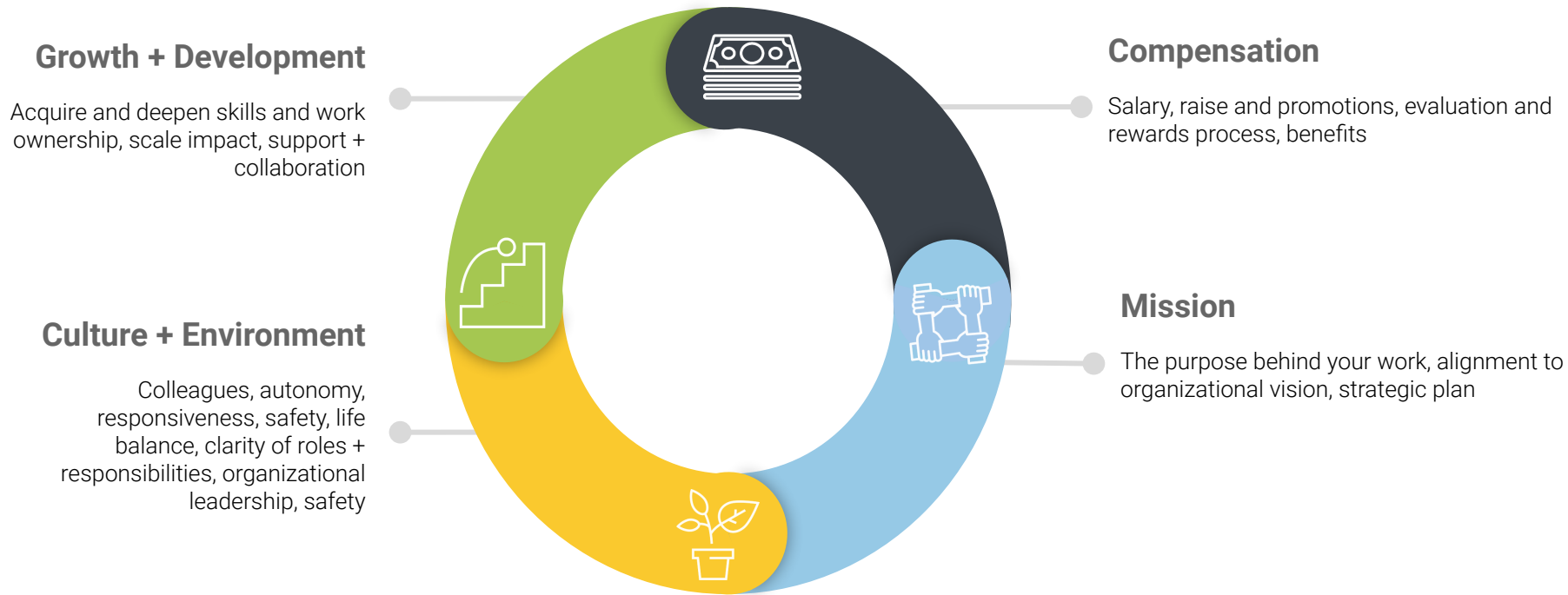


## PLAN

Develop a hypothesis to test and determine the supports you need



# EVP | Everything of value that you offer your employees



# Internally

- Reflects what your employees value most about working at your organization
- Positions your organization as unique among competing employers
- Should be checked in on and potentially refreshed every 2-3 years

# Externally

- Communicates to potential candidates what you could offer them in employment
- Differentiates your organization in contrast to competing employers
- Should be an aligned set of core messages that resonate across engagement platforms



SPARK

# Potential Responses

## Why did you **join**?

- Impact students
- Continue to learn
- Part of community
- Welcoming team
- Relationships
- Grow leadership

## Why do you **stay**?

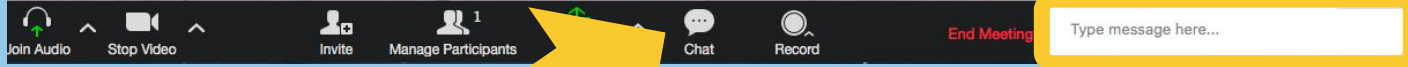
- Supportive place
- Impact on kids
- Autonomy
- Passionate team
- Development
- Common vision

## Why might you **leave**?

- Unsustainable role
- Misaligned to vision
- Lack of autonomy
- Lack of diversity
- Stopped learning
- Lacked mentorship

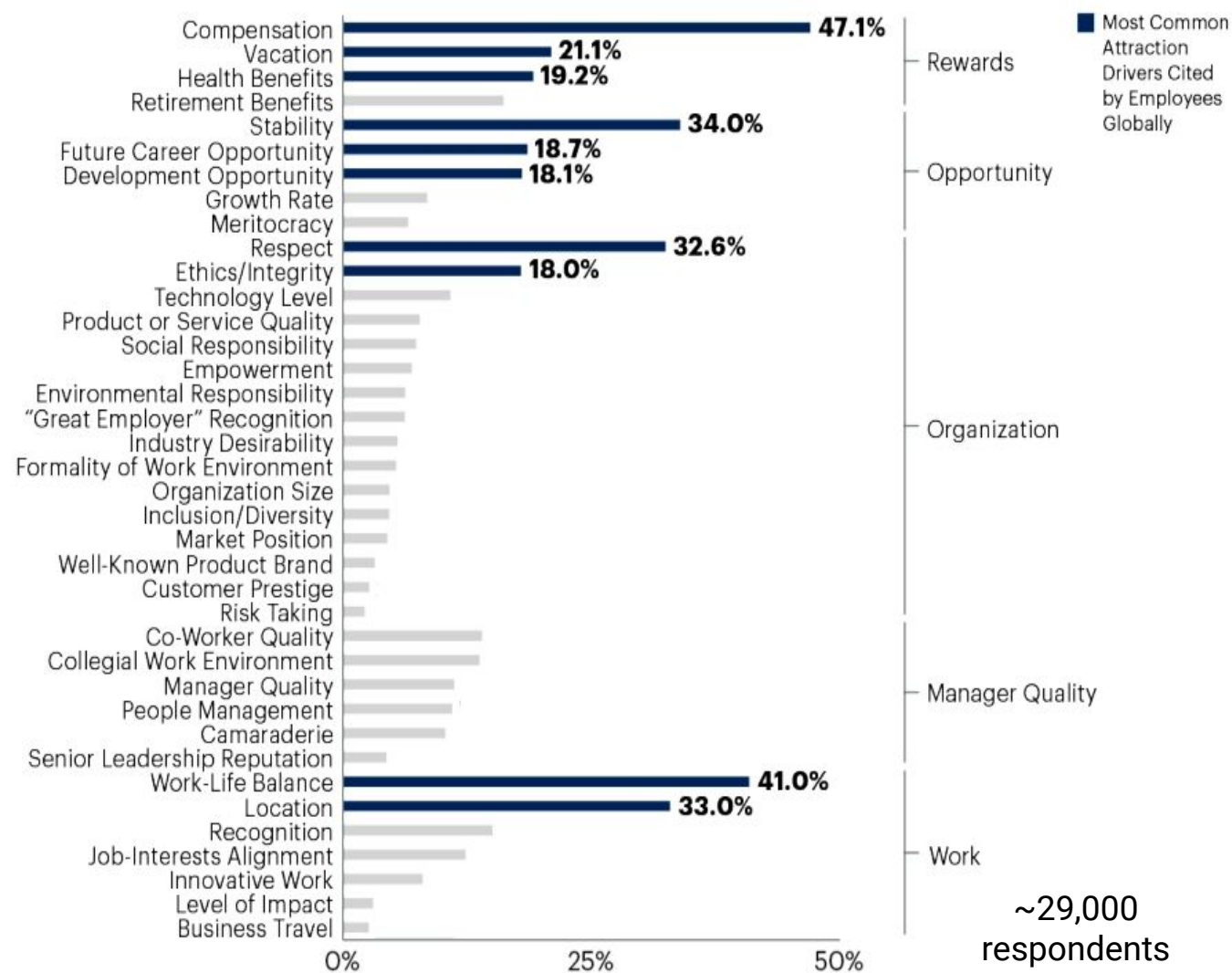
Share a quick response  
to why you joined your  
organization, stay at  
your organization, and  
what would make you  
leave your organization!

Panelist +  
ALL



# What are the top reasons people stay at their jobs?

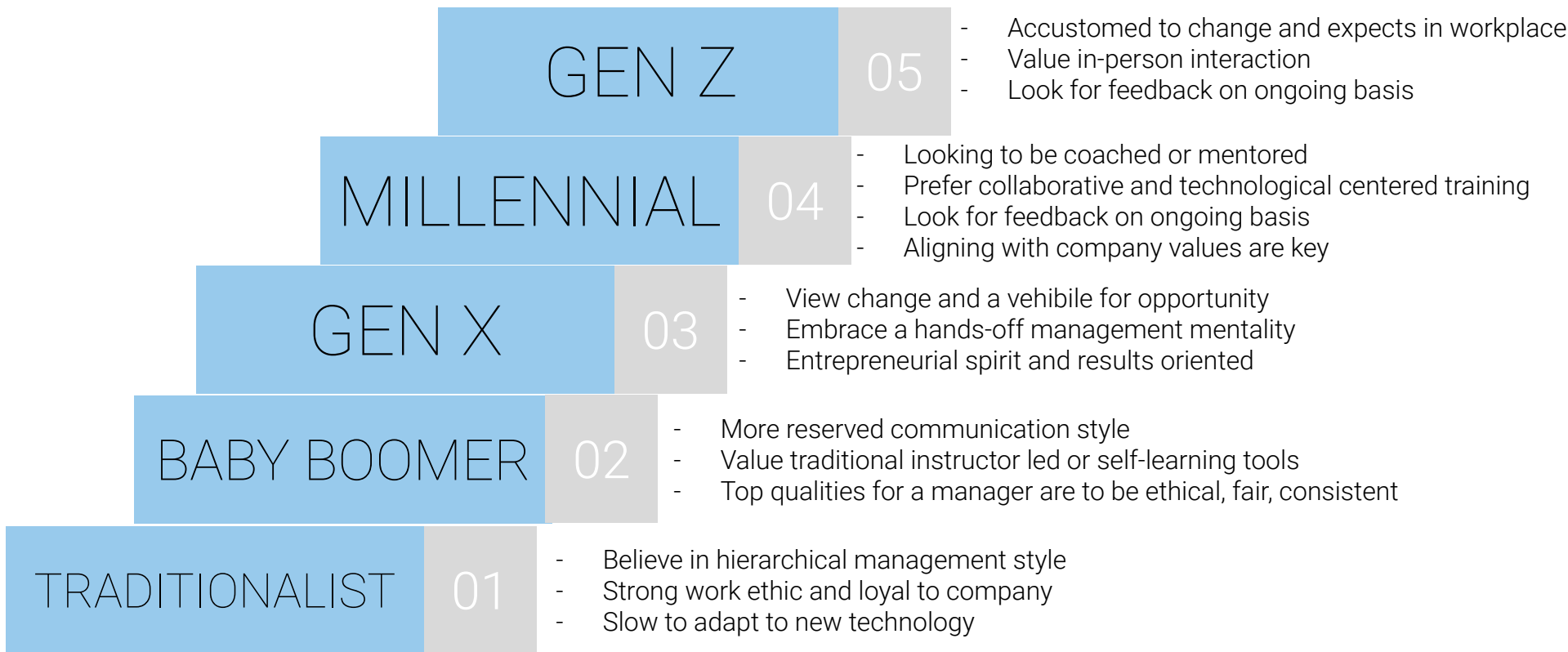


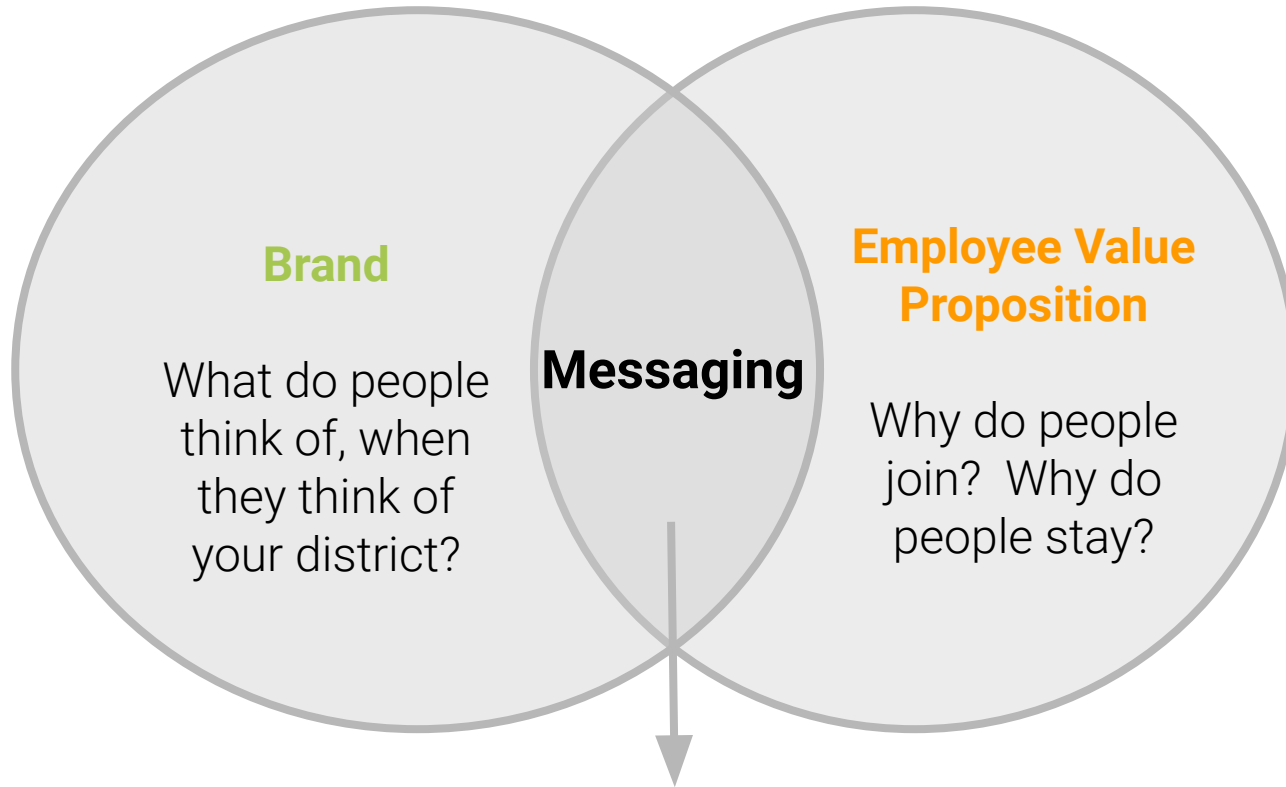


## Top Attributes Influencing Employer Selection:

1. Compensation
2. Work-Life Balance
3. Stability
4. Location
5. Respect
6. Vacation
7. Health Benefits
8. Future Career Opportunity
9. Development Opportunity
10. Ethics/Integrity

Source: 3Q 2019 Gartner Global Market Labor Survey

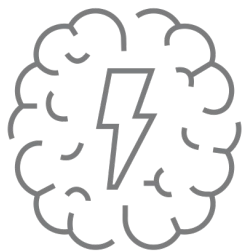




What messages will we send to potential employees to communicate our brand and EVP?



# Elements of Building Knowledge



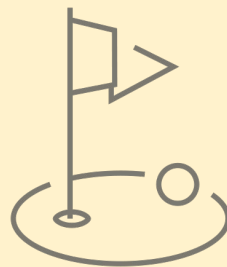
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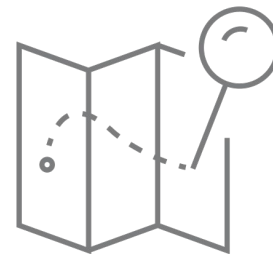
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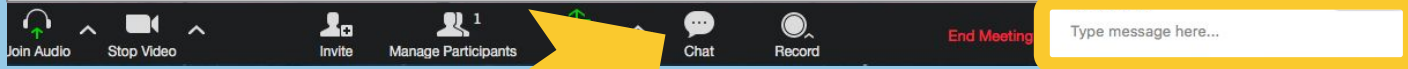


## PLAN


Develop a hypothesis to test and determine the supports you need


What do you know  
about the company  
Wegmans?


Panelist +  
ALL




# Wegmans' Current Landing Page

[Stores](#) [Pharmacy](#) [Meals 2GO](#) [Recipes](#) [Digital Coupons](#) [Careers](#) [Sign In / Register](#)

 In Store AT FAIRFAX


What can we help you find? 


 \$0.00


[Bakery](#) • [Cheese](#) • [Meat](#) • [Produce](#) • [Prepared Foods](#) • [Seafood](#) • [Wine, Beer & Spirits](#) • [Other Departments](#) • [EZ Meals](#) • [Catering](#) • [Gift Cards](#)


Learn how to shop and place an order online. [Watch Video](#)


Welcome! Build your shopping list for:

  
CURBSIDE PICKUP

  
DELIVERY

  
IN STORE

 MY ITEMS



Making a Difference at Wegmans


Watch later Share

making a difference, together

## Our Employees Are Our #1 Priority

Thank you to all of our customers for your support and encouragement. It truly makes a HUGE difference.

SEE HOW WE ARE TAKING CARE OF OUR EMPLOYEES

 We're here to help

For all the latest information on store hours, product purchasing limits, and more [click here](#). For general information from the CDC [click here](#).

# Wegmans' Current Landing Page

community +  
collaboration

community  
focused

The screenshot shows the Wegmans website landing page. At the top is the Wegmans logo and a navigation bar with links: Stores, Pharmacy, Meals 2GO, Recipes, Digital Coupons, and Careers. On the right of the navigation bar is a 'Sign In / Register' link. Below the navigation bar is a search bar with the placeholder text 'What can we help you find?' and a magnifying glass icon. To the left of the search bar is a button that says 'In Store AT FAIRFAX'. To the right of the search bar is a button that says '\$0.00'. Below the search bar is a horizontal list of department links: Bakery, Cheese, Meat, Produce, Prepared Foods, Seafood, Wine, Beer & Spirits, Other Departments, EZ Meals, Catering, and Gift Cards. Below this list is a link that says 'Learn how to shop and place an order online. Watch Video'. The main content area starts with the text 'Welcome! Build your shopping list for:'. Below this text are three icons: a red car with a shopping bag, a red car with a shopping bag, and a red shopping bag. Below these icons are the labels 'CURBSIDE PICKUP', 'DELIVERY', and 'IN STORE'. Below these labels is a button that says 'MY ITEMS'. Below the 'MY ITEMS' button is a video player. The video player has a title 'Making a Difference at Wegmans', a play button, and a subtitle 'making a difference, together'. To the right of the video player is a section titled 'Our Employees Are Our #1 Priority'. Below this title is a paragraph: 'Thank you to all of our customers for your support and encouragement. It truly makes a HUGE difference.' Below the paragraph is a button that says 'SEE HOW WE ARE TAKING CARE OF OUR EMPLOYEES'. At the bottom of the page is a blue banner with the text 'We're here to help' and a link 'For all the latest information on store hours, product purchasing limits, and more click here. For general information from the CDC click here.'

Wegmans

Stores Pharmacy Meals 2GO Recipes Digital Coupons Careers

Sign In / Register

In Store AT FAIRFAX

What can we help you find?

\$0.00

Bakery • Cheese • Meat • Produce • Prepared Foods • Seafood • Wine, Beer & Spirits • Other Departments • EZ Meals • Catering • Gift Cards

Learn how to shop and place an order online. [Watch Video](#)

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Making a Difference at Wegmans

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prioritizing  
employees  
first

# Wegmans' Website: Working Here

## Our People



*"It's exciting to work for a company that's growing! It helps to know there's so much opportunity for my career. At Wegmans, I feel like the possibilities to learn and grow are endless and that's very empowering."*

— JEN

## Career Areas

Store Operations

Culinary

Corporate

Hospitality

Distribution Center

Service Team Leader

Food Manufacturing

Asset Protection



### Service Team Leader

Do you have leadership ability and love to collaborate? If so, we're looking for you to join our Service Team Leader program. As part of the program, you'll work in our dynamic retail environment, enhancing your skill set and getting the tools you need to take your career to the next level.

[VIEW ALL JOBS](#)

# Wegmans' Website: Working Here

development  
+ growth

diversity of  
roles and  
pathways

## Our People



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### Service Team Leader

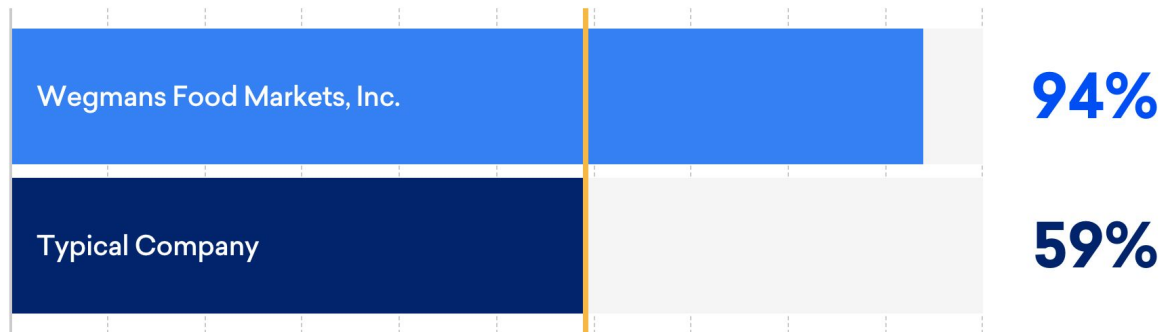
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[VIEW ALL JOBS](#)

prioritizing  
employees  
first

# What Others Communicate About Wegmans

**94%** of employees at **Wegmans Food Markets, Inc.** say it is a great place to work compared to **59%** of employees at a typical **U.S.-based company**.



Source: Great Place to Work® 2019 U.S. National Employee Engagement Study.

**98%**

Our customers would rate the service we deliver as "excellent."

**98%**

When you join the company, you are made to feel welcome.

**97%**

I feel good about the ways we contribute to the community.

**96%**

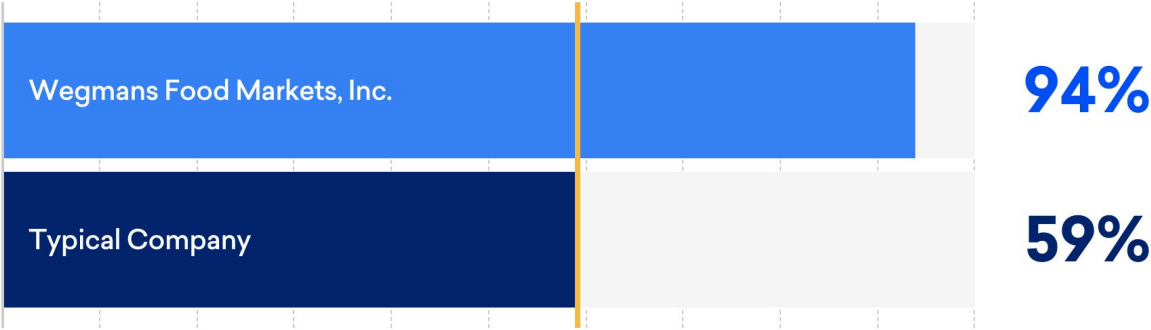
Management is honest and ethical in its business practices.

**96%**

I am given the resources and equipment to do my job.

# What Others Communicate About Wegmans

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sense of belonging

98%

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96%

Management is honest and ethical in its business practices.

96%

I am given the resources and equipment to do my job.

reliable leadership

community



# What Others Communicate About Wegmans

## Wegmans Food Markets Reviews

4.0 ★★★★★



Recommend  
to a Friend



Approve  
of CEO



Colleen  
Wegman  
449 Ratings

## Wegmans Food Markets – Why Work With Us?

Values

Career Areas

Culinary

Development

New Stores

### Who We Are

**WE CARE**  
about the **well-being and**  
**success** of every employee

**HIGH STANDARDS**  
are a way of life, and we  
**strive** for **excellence**

**WE MAKE A**  
**DIFFERENCE**  
in **every** community  
we **serve**

**WE RESPECT**  
and **listen** to our **people**

**WE EMPOWER**  
our **people**

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explicit EVP

mission +  
values

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# Wegmans' Recent Tweets



# Wegmans' Recent Tweets

national  
recognition  
(success)



inclusion

family +  
community

## Wegmans' Recent Tweets



Wegmans is here for you and committed to keeping  
our doors open. [bit.ly/3b1C4VO](https://bit.ly/3b1C4VO)



5:45 PM · Mar 16, 2020 · Twitter Web App

**45** Retweets   **351** Likes

# Wegmans' Recent Tweets

Community  
+ education



responsive +  
community  
driven

safety

# Wegmans' Recent Tweets





# Wegmans' Recent Tweets

safety +  
responsive

benefits +  
wellness



compensation  
+ reliability



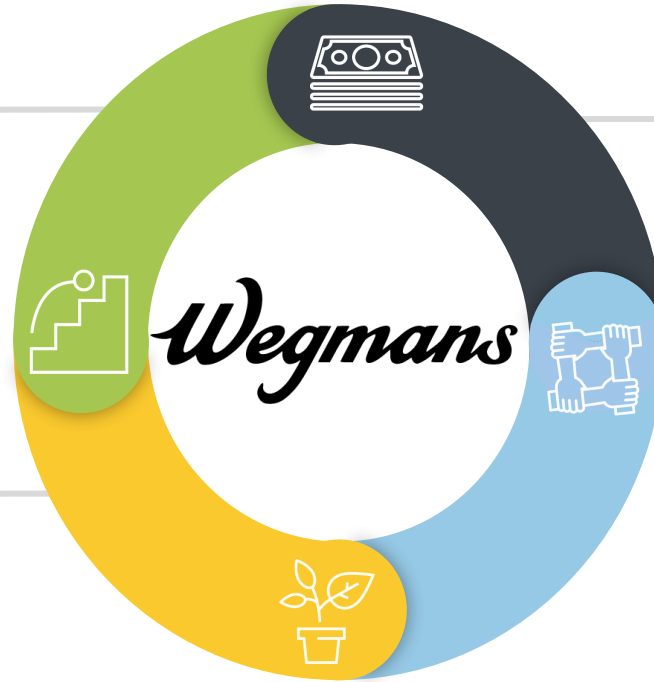
# EVP | Wegmans

## Growth + Development

Long-lasting, productive relationships, when you grow we grow, we promote from within, training courses, development resources, mentoring program, education + scholarship

## Culture + Environment

Made to feel welcome when you join, feels good about how we contribute to the community, management is honest + ethical in business practices, access to the resources needed for my role, a great place to work, inclusive (for all), safety first



## Compensation

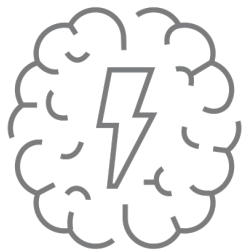
\$105 million in scholarships to 33,000 employees last 35 years, pay in crisis, in applications + glassdoor data, health coverage, life benefits, wellness programs, financial rewards

## Mission

Our primary business is to help make great meals easy so our customers can live healthier and better lives.

We care, we have high standards, We make a difference in every community we serve, We respect and listen to our people, We empower our people

# Elements of Building Knowledge



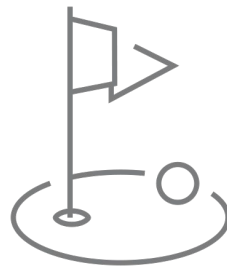
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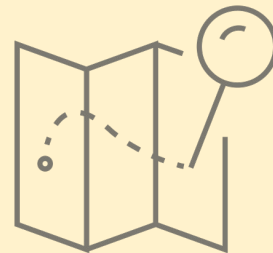
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## PRACTICE

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## PLAN

Develop a hypothesis to test and determine the supports you need



# Use the 8 Elements to bring your EVP to life

## (re)Energize Your Purpose

Now, more than ever we must connect teachers with our shared purpose and their own “why”.

## Your Career Can Directly Impact Our Nation's Future

All children—no matter where they live—should have access to a high-quality education that will lead to college, career, and expansive opportunities in life. That's not the case today; children's ZIP codes too often predict the quality of the education they will receive. But as a Teach For America corps member, you'll be a leader in the effort to change that status quo.

**TEACHFORAMERICA**

### supporting elements:

Energized by Purpose

### what is it:

Connect teachers with the district's vision and their purpose for teaching

### strategies:

1. *Reachout - Each day, with your team, call 5 teachers; check-in, ask why they keep teaching; share your purpose*
2. *Recognize - In social media, comment on examples of the district's purpose living and breathing in teacher practice*
3. *Recruit - include images and vignettes on your website that exemplify the district's purpose*

# Update Your Website

Prospective employees rely on your website and the experience they have when considering employment

## supporting elements:

Dynamic Recruitment + Targeted Incentives

## what is it:

Update your website to better communicate your value as an employer

## Career Areas

Store Operations

Culinary

Corporate

Hospitality

Distribution Center

Service Team Leader

Food Manufacturing

Asset Protection



### Service Team Leader

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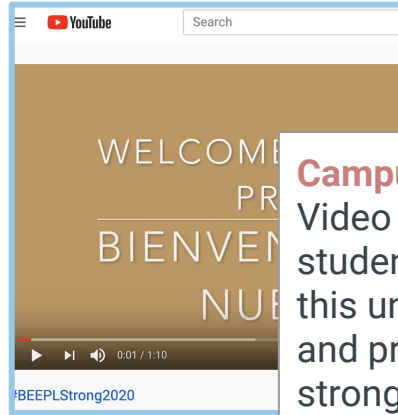
[VIEW ALL JOBS](#)

## strategies:

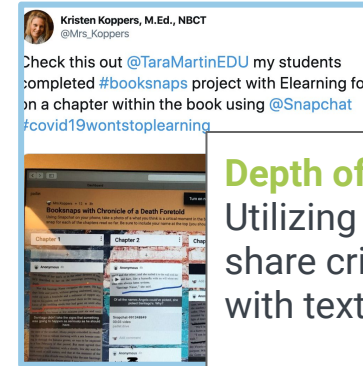
1. *Research - Google top 5 employers in your region, review their hiring pages--how do they communicate value as an employer?*
2. *Gap Analysis - Your district's website, where is your EVP present? Where is it absent?*
3. *Update - Your district's website to better reflect your EVP, including benefits*

# Celebrate Innovation

Find, share and celebrate  
examples of teachers innovating  
to support student learning and  
well-being



**Campus Operations**  
Video welcoming  
students back during  
this uncertain time  
and promote a  
strong team culture.



**Depth of Learning**  
Utilizing Snapchat to  
share critical thinking  
with text evidence.

## supporting elements:

Teacher Agency +  
Consistent Celebrations

## what is it:

Recognize teachers for  
breaking the mold

## strategies:

1. *Social Media - Scan social media, like and comment on creative examples of teacher innovation*
2. *Make Phone Calls - Contact families and school leaders, collect and share examples of teachers meeting student needs in new and creative ways*

# Highlight + Co-create Career Pathways

Find, share and celebrate  
examples of teachers innovating  
to support student learning and  
well-being

## supporting elements:

Career Pathways


## what is it:

Share stories of growth in  
the district; engage teachers  
in defining career pathways

## Teacher Career Pathways

The NYC Department of Education and United Federation of Teachers (UFT) hold a common belief that by extending educators' skills beyond their individual classrooms, teachers can be powerful levers of change in their school communities.

Teacher Career Pathways is a strategic approach in teacher leadership. It increases access to highly effective teaching, supports student achievement, promotes teacher retention, and provides development opportunities for teachers to continually build their instructional practice.

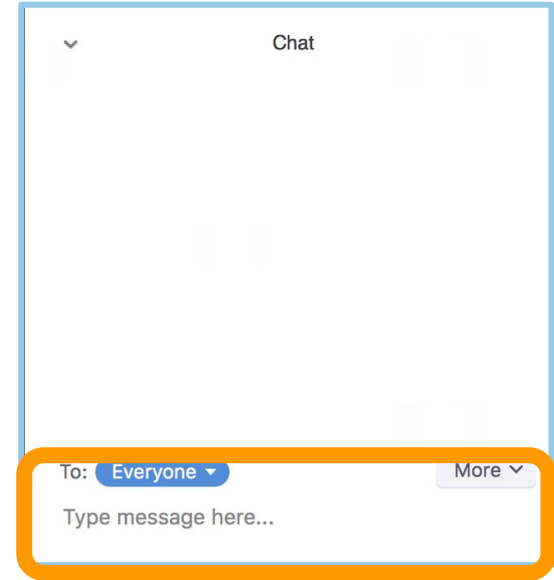
The [teacher leader application](#)  for the 2020-21SY is currently open and will close at 11:59PM on April 19, 2020. We hope you will apply!

## strategies:

1. *Vignettes: Interview veterans and mid-career employees; create a small collection of stories that highlight career journeys*
2. *Focus Group: Host a virtual focus group, ask for input on options for career pathways*
3. *Publish Pathways: Make pathways known and visible on your website*

## Share in the Chat:

As an employer, how are you highlighting and communicating value to current teachers? To prospective teachers?





What is one thing you're taking away from today's webinar?

***Put your response in the chat box.***

# EDUCATING **THROUGH** COVID-19



Addressing The Widespread Impact of Coronavirus on Schools



Free webinars



1:1 Office Hours



Facilitated Coffee Chats



Articles & Downloads



Leadership



Virtual Learning



Equity and Access



Teacher Recruitment,  
Retention & Self-Care




Operations, Meetings,  
and Logistics

FREE 1:1 OFFICE HOURS available! Sign up here:  
[www.edelements.com/covid-19-office-hours](http://www.edelements.com/covid-19-office-hours)

# Define Self: Clarify our EVP

- Prior to tapping your district for their perspective on the 3 key questions behind our EVP, let's source **our own perspective** for why teammates join, stay, and might leave
- Share your responses to the **reflection questions** first
- Then, **identify** which communication sources convey the messages you drafted in reflection

 Education Elements

### Employee Value Proposition (EVP) Tool

When engaging in [Dynamic Recruitment](#) the first step is attracting your strong candidates. In order to ensure you hire the "best-fit" candidates you must clarify your Employee Value Proposition. According to [Shap Services](#) defines Employee Value Proposition as "set of monetary and non-monetary benefits provided by an organization to its employees."

Utilize this tool to clarify your Employee Value Proposition.

	REFLECTION QUESTIONS	SOURCE
Join	Consider the following questions	Check all that apply
	• What attracts people to the organization?	
	• How do they hear about our organization?	<input type="checkbox"/> Website <input type="checkbox"/> Social media <input type="checkbox"/> Job Posting <input type="checkbox"/> Brochures
Stay	• Who else do our candidates look to for career opportunities?	
	• What do people say about working at your organization?	
	• What words do people use to describe your organization?	<input type="checkbox"/> Social Media <input type="checkbox"/> Personal Stories <input type="checkbox"/> Media
Leave	• In what ways do people grow and develop in your organization? How long do they stay?	
	• What leads people to leave your organization?	<input type="checkbox"/> Exit Interviews <input type="checkbox"/> Informal Conversations <input type="checkbox"/> Survey Data <input type="checkbox"/> Social Media
	• Where do people go when they leave your organization?	