



Learning New Opportunities: Experience - Hire to Retire

March 24, 2021

Workshop Sessions

Energy Check!

ONE



TWO



THREE



Zoom Norms



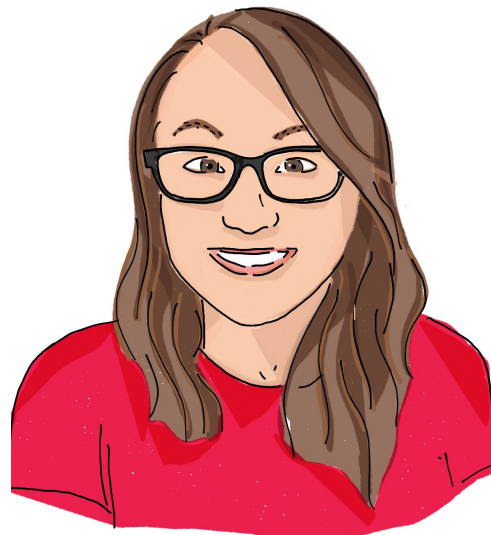
- Keep yourself on mute unless you're speaking. We encourage you to share when you do have something to add!
- Keep your video on if that feature is enabled. We'd love to see you!
- Use the chat function to ask and answer questions.

Welcome!



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Framing Our Time Together

Pathway 1: Learning New Opportunities

Session 1: Virtual Job Fair Considerations and Planning and Leading Virtual Interviews

Session 2: Planning for the Future of Hiring

Pathway 2: Addressing Inequities - identifying barriers and solutions in the hiring process

Session 1: Addressing External Inequities in Hiring

Session 2: Addressing Internal Inequities in Hiring

Pathway 3: Talent Lifecycle - visualizing hiring within the bigger picture

Session 1: Introduction to EVP and a Checklist of How to Assess / Get Started

Session 2: Using Personas to Visualize the Life Experience of Talent from Hire to Retire

The Teacher Experience In a Pandemic



Campus Coronavirus News

Trending Stories

Burnout Prevention series aids aspiring and current teachers with pandemic fatigue

- 1 App State student found unresponsive in apartment
- 2 Transfer Hall coming to App State fall 2021, replaces sorority dorm
- 3 Boone Town Council introduces LGBTQ anti-discrimination ordinance

Survey: Nearly Half of Teachers Have Recently Considered a Job Change as COVID-19 Drags On

By Emily Tate Aug 31, 2020



COVID-19 is driving many California teachers to early retirement, CalSTRS says

BY ANDREW SHEELER

FEBRUARY 11, 2021 05:00 AM, UPDATED 11 HOURS 32 MINUTES AGO



PERSONAL FINANCE

More teachers plan to quit as Covid stress overwhelms educators

PUBLISHED MON, MAR 1 2021-8:31 AM EST



Jessica Dickler
@JDICKLER

SHARE

Source: CNBC

DISCUSS:

How has the hiring experience changed over the past 10 months?

The Realities of the Pandemic Teacher Hiring Experience

Virtual interviews and phone calls

Managing candidates' pandemic related concerns with teaching

Shrinking Candidate Pool

New skills for hiring managers to facilitate virtual interview, eval.

Social distancing and safety protocols

Regional and Local Differences in Teacher Shortages

Shorter hiring process to fill high-need positions

Hiring Freezes

Shrinking student enrollment

How can we understand
what prospects want and
need from their jobs?

Twice the Innovation - 24% vs. 51%

% revenue from new products + services last 2 years

Double the Customer Satisfaction - 14 vs. 32


Industry adjusted net promoter score

25% Greater Profitability - 58% vs. 73%

Profitability compared to competitors

Source: [MIT Sloan Center for Information Systems Research](#)

Companies with great employee experience are more innovative, profitable and have higher levels of customer satisfaction

 Bottom Quartile of Employee Experience

 Top Quartile of Employee Experience

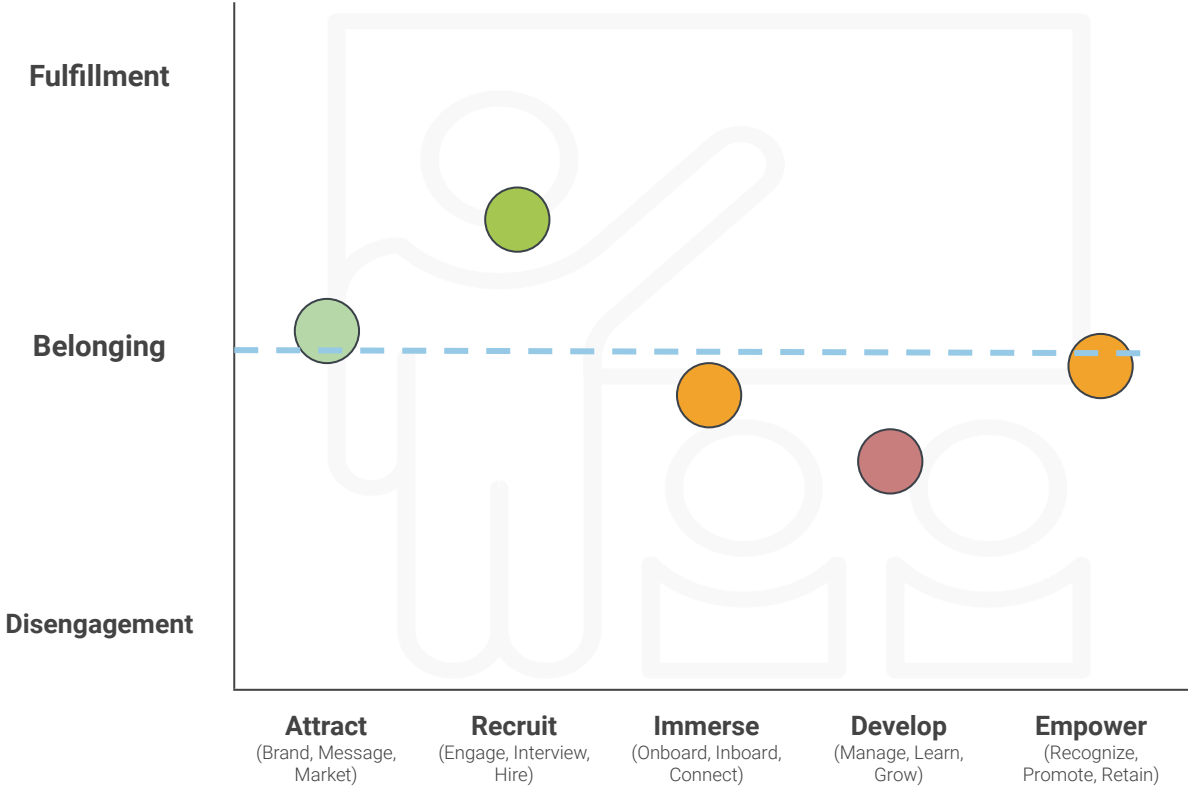
“Employee Experience -- the sum of all interactions an employee has with an organization, from recruiting to an exit interview... Employee experience involves far more than human resources functions, including facilities, internal communications, IT and even corporate social responsibility.”

-Denise Lee Yohn

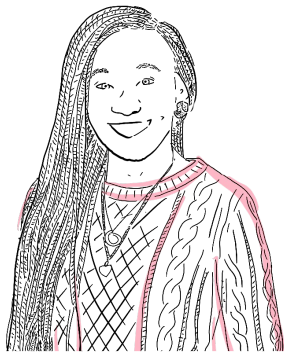
[Source: Why Every Company Needs a Chief Experience Officer, Harvard Business Review](#)

Teacher Journey

We need to **examine every stage of the teacher journey** to understand the current teacher experience, mindset and sense of belonging.



Teachers are People, People Drive the Experience?



Undergraduate



Alternate Certification



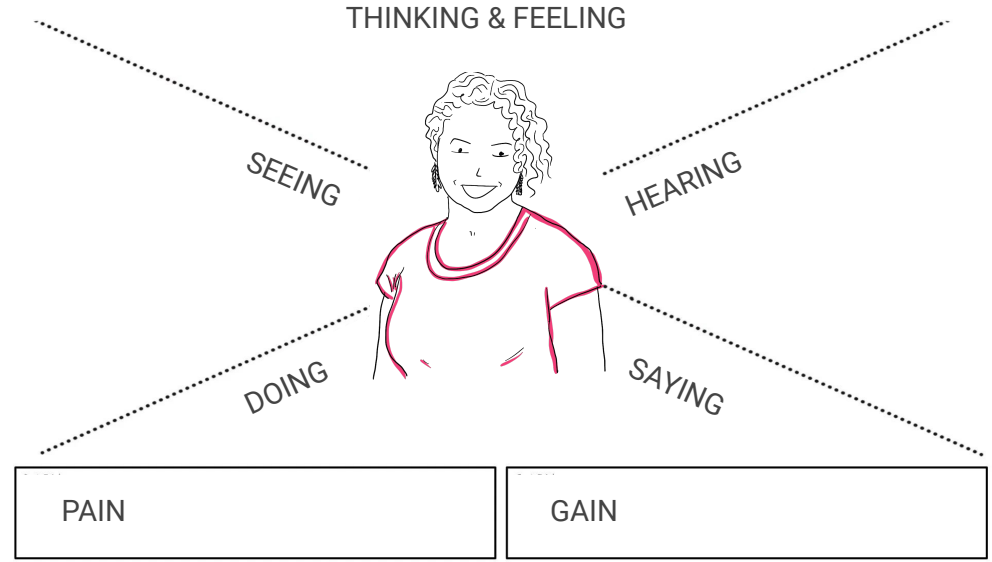
Career Changer

Personas

are imaginary people who help us understand and connect with the needs of real people

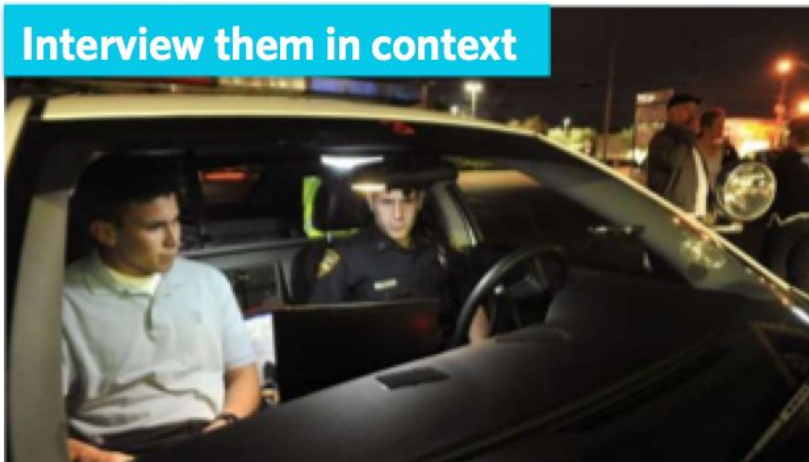


Personas help us turn needs and observed behaviors into actionable insights to inform how we design experiences



What would Tanya do / think / feel?

Interview them in context



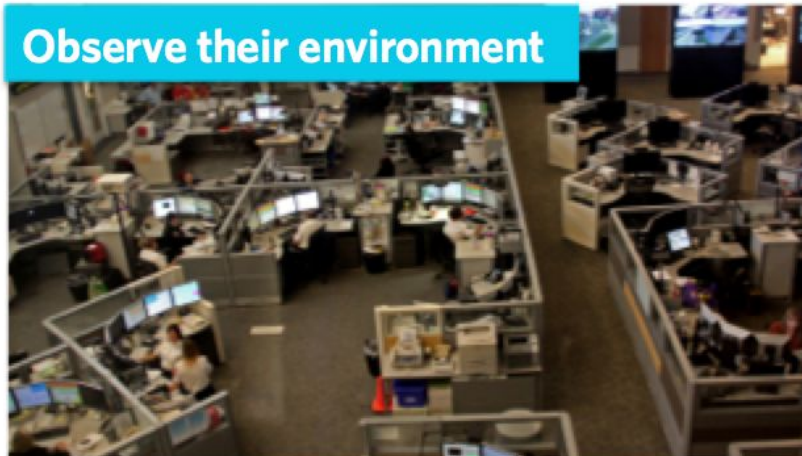
Map their experience



Give them tools to create their ideal experience

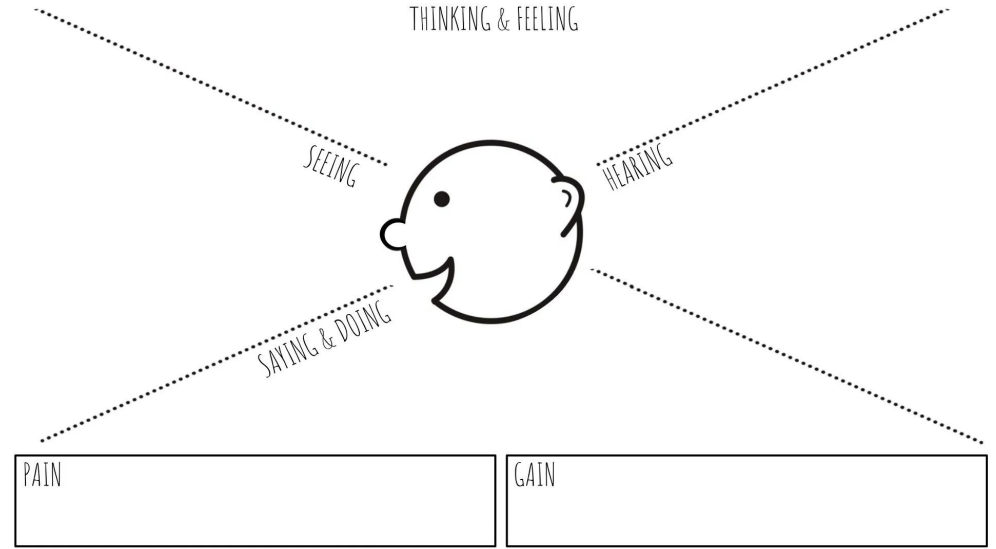


Observe their environment



Empathy Maps

We use empathy to imagine what people might experience in a situation for which you are designing



PERSONA CANVAS

NEGATIVE TRENDS
Negative trends from the environment

POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

HOPES
Personal goals and hopes

NEED
What does this person really want?

NAME _____

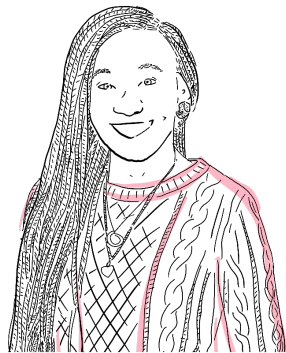
ROLE _____



BY DESIGNABETTERBUSINESS.COM

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Identifying Personas



Undergraduate

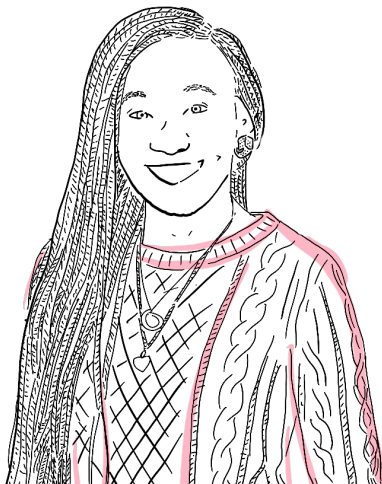


Alternate Certification



Career Changer

Identifying Personas



Tori

Story: Tori is job-hunting virtually for her first job out of undergrad. Tori excelled in her student teaching assignment as a lower elementary teacher; she also graduated top of her class. She is applying to multiple districts and is looking for a lower elementary position

Goals

1. Gain job experience and confirm if lower elementary is her age of choice.
2. Have strong coaching support through her first year of teaching

Behaviors

- Eager to get started
- Very conversational
- Asks about meeting peers and building community

Identifying Personas



Tom

Story: Tom received his M.S. in Chemistry and is thinking about roles in the district. He became interested in teaching after some tutoring he did in college and he is interested in bringing his passion for science to children. Tom does not have any formal teaching experience and has enrolled in a teacher certification program in your state.

Goals

1. Gain a sense of purpose through connecting with students and inspire passion for his subject area
2. Determine whether teaching and remaining in education is a part of his long-term career goals.

Behaviors

- Curious, asks a lot of questions
- Applying to multiple schools within your district

Identifying Personas



Tanya

Story: Tanya is interviewing in your district after 20 years in corporate public relations role. Tanya left her corporate role to seek more meaning in her professional life. She has children of her own but has not taught before and is eager to

Goals

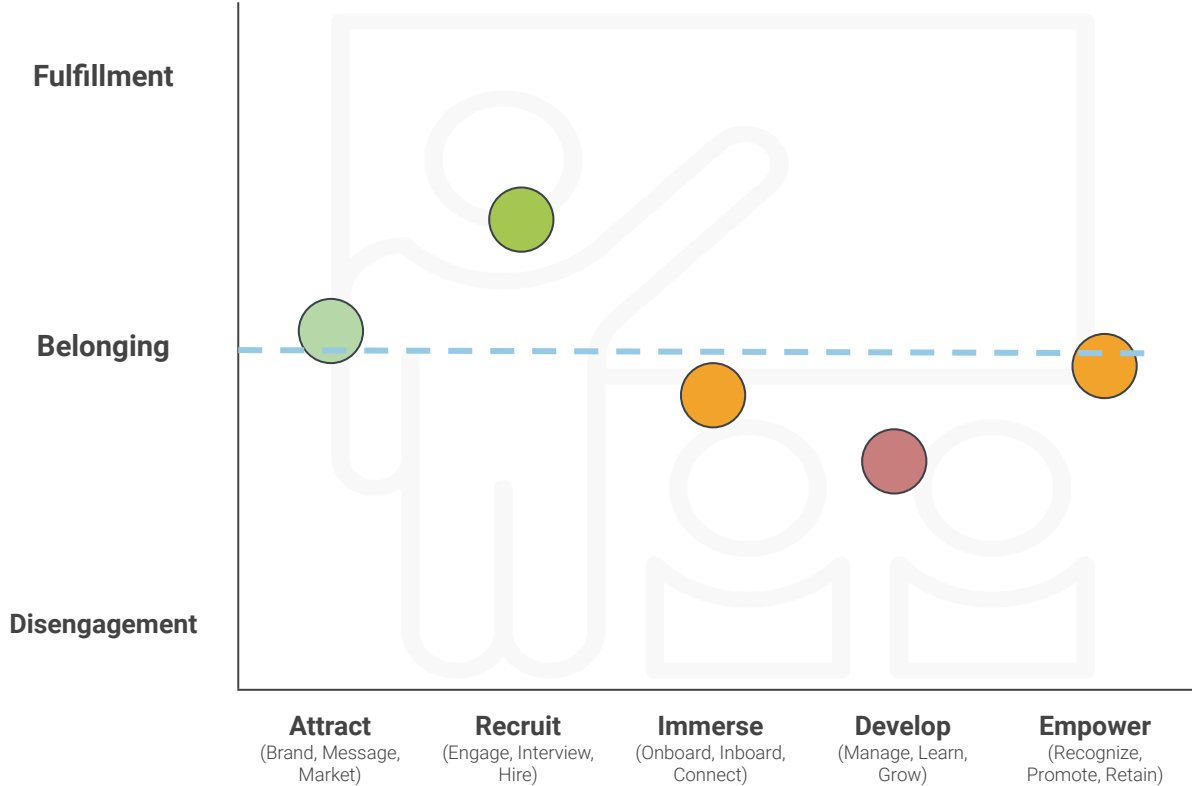
1. Gain perspective and find purpose in her work
2. Engage with other teammates to learn together.

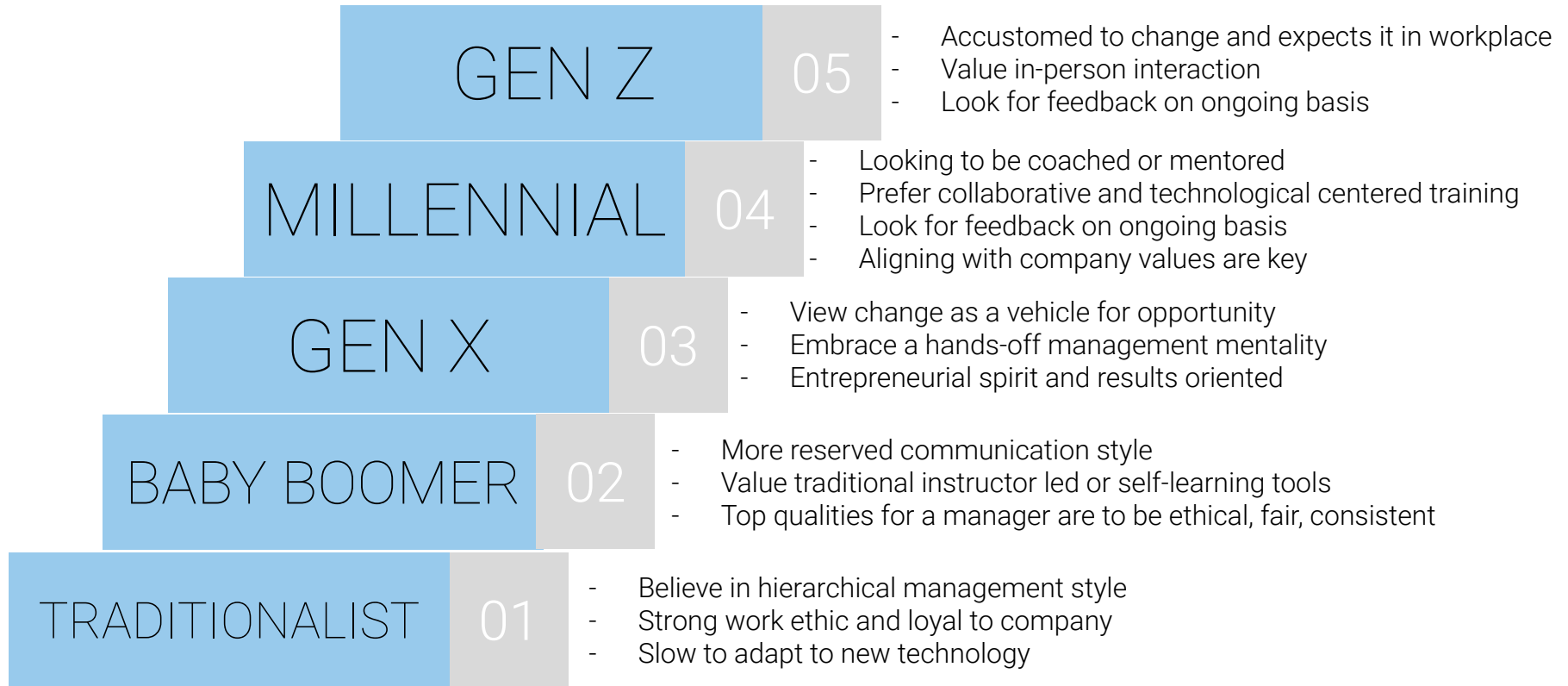
Behaviors

- Highly skilled interviewee
- Articulates clear journey and passions from prior career experience

Teacher Journey

We need to **examine every stage of the teacher journey** to understand the current teacher experience, mindset and sense of belonging.





Generations value different experiences

Journey Map: Attract + Recruit

How do we adapt key moments based on the needs of each candidate?



Undergraduate



Alternate Certification



Career Changer

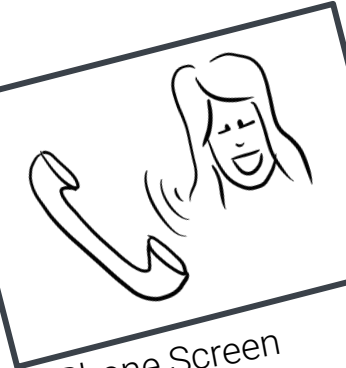
Key Moments



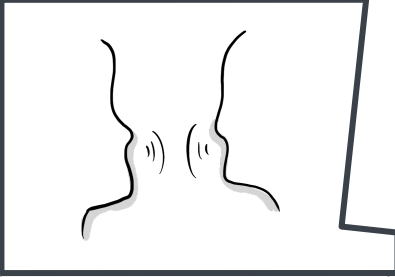
Review Website



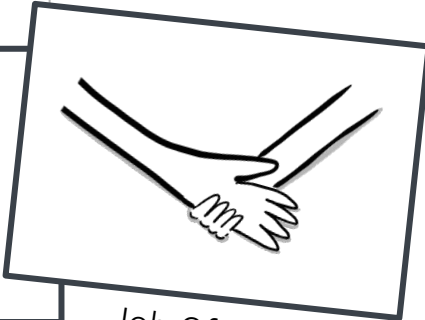
Apply



Phone Screen



Interview



Job Offer

Q & A

Thank you!



- **What's Next? Small Group Discussions!**
Come join us as we discuss common problems of practice that are top of mind for you - ZOOM LINK
- **Can't stay? We'll miss you! But before you go...**
Please complete the closing survey:
edelements.com/hiring-closing
- **There's more to come!**
Be on the lookout for a follow up email with links to resources