

# STRATEGIC RECRUITMENT NEWSLETTER

OCTOBER 2023 | VOLUME 01



Welcome to the first edition of the Fort Worth ISD Strategic Recruitment Newsletter! Our goal is to provide key stakeholders with monthly updates from the Recruitment Team to include performance data, current events and initiatives, achievements and celebrations, as well as challenges faced by the department.

The Strategic Recruitment Team is comprised of four recruiters, a recruitment lead, one executive director, and one administrative assistant. On average, recruiters have less than one year of previous professional experience serving in a similar role. However, four of five are former educators with one being a former campus administrator. The Team is small, but we are mighty. And, we are committed to developing a workforce of high-quality education professionals to realize Fort Worth ISD's mission to prepare all students for college, career, and community leadership.

## MARKETING



During the month of October, the Strategic Recruitment Team created 22 fliers publicizing vacancies in critical areas such as special education and substitute services, along with highlighting various appreciation days. Fliers were posted on our social media handles: Twitter, Facebook, Instagram, and LinkedIn. According to site analytics, the 222 October posts reached approximately 47,000 followers, resulting in 2,126 post interactions. Additionally, 3,439 people visited [fwisd.org/careers](https://fwisd.org/careers).

In addition to online marketing, the Recruitment Team publicizes Division recruitment events like the Hiring Fair hosted on October 26th. By sourcing contact information from our application tracking system, Frontline, we sent over 50,000 email invitations advertising the Hiring Fair and upcoming recruitment events at Texas A&M, Texas Woman's University, and the University of Texas - Rio Grande Valley. We look forward to upcoming events in FWISD and at college campuses around Texas!

## SCREENING & PIPELINING

October was a busy month for the Strategic Recruitment Team. More than 3,340 applications were screened utilizing the Frontline System. In addition to sourcing highly-qualified candidates, recruiters screen every application for minimum qualifications such as education, certification, and job experience. Qualified candidates are pipelined into candidate pools and their resumes and applications are subsequently forwarded to hiring managers for consideration. During the month of October, the Strategic Recruitment Team referred 563 qualified applicants, and 88 vacancies were filled in partnership with campus administration, department leaders, and the Talent Management Hiring Team.



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## GLOWING AND GROWING



During the month of October the Recruitment Team attended 12 hiring fairs across the state, to include six colleges and universities. Prior to our visits, we submit open records requests to identify graduating seniors and invite them to speak with us during the hiring event. Last month we populated our candidate database with more than 380K student contacts. Additionally, the Team expanded our outreach to include historical black colleges and universities like Prairie View A&M where we met an O.D. Wyatt High School alum. It is rewarding to see the impact of Fort Worth ISD on our students, and it affirms our “why” when recruiting educators to our district.

As we head into the holidays, Math, Special Education, and vacancies on our Opportunity Zone Campuses remain our areas for improvement. We are employing new proactive strategies to cultivate leads and further build our teaching pipelines, as well as finalizing our Spring Recruitment Calendar. We have extended an open invitation to principals to join us on recruitment trips, as well as support our efforts to cultivate relationships with HBCUs and Hispanic Serving Institutions (HSIs) of which many our leaders are alumni. Innovation and growth remain key components of our recruitment plan, and we will continue exploring and implementing strategies to yield an effective and sustainable hiring process.

## NOVEMBER 2023

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3 Texas A&M San Antonio SFA - Teacher Career Fair	4 12th Annual AHHS Literacy Rally
5 UT Tyler Education & Psychology Career Fair Texas A&M Education Career Fair	6 Lamar University Educators Career Fair TWU/UNT Education Fair	7 Texas A&M Commerce All Majors Career Fair	8 Red, White & You! Job Fair Tarleton Fort Worth Fair UT Rio Grande Valley Brownsville - Teacher Job Expo	9	10 UT Rio Grande Valley - Edinburg Teacher Job Expo	11
12	13	14 UNT Fall 2023 All Majors Career Fair	15	16	17 Polytechnic High School NHS/AVID College Fair	18
19	20	21	22	23 Thanksgiving Day	24 Thanksgiving Break	25
26	27	28 TCC Northeast Campus Mini Job Fair	29	30		