Enhancing LEA Employment Websites:
Note-Taking Template

# Explore Example Websites

Follow the links to the following LEA employment sites. Click around and respond to the questions below.

* [Pittsburgh Public Schools](https://www.pghschools.org/site/Default.aspx?PageID=4544) employment site
* [School District of Lancaster](https://sdlancaster.org/find-your-career/our-community/) “Our Community” page
* Shikellamy School District’s “Our District” pages
	+ [Recreation page](https://shikbraves.org/our-district/recreation/); [Economy page](https://shikbraves.org/our-district/economy/); and [Education page](https://shikbraves.org/our-district/education/)
* [New Visions for Public Schools](https://www.newvisions.org/pages/hiring-process-charter-teachers) teacher hiring page
* [Denver Public Schools](https://careers.dpsk12.org/teach/) teacher careers site
* [The School District of Palm Beach County](https://www.palmbeachschools.org/careers/instructional_jobs) instructional careers site
* [School District of Osceola County](https://jobs.osceolaschools.net/support-staff) employment site for support staff

*What do you notice in these sites?*

*What content or features might you want to use in your own site?*

# Self-assessment questions

|  |  |
| --- | --- |
| Questions about your employment website | Responses |
| 1. *How many clicks does it take to go from the main homepage to a list of job openings?*
 |  |
| 1. *Are job descriptions easy to access?*
 |  |
| 1. *How much information is available about the hiring process? How easily can users find that information?*
 |  |
| 1. *If your LEA has multiple schools, can someone viewing the employment page easily access specific information about each school (perhaps through links to school profiles or through school-specific information in job descriptions)?*
 |  |
| 1. *Is contact information readily available if candidates have questions about the application process and/or about a job opening?*
 |  |
| 1. *If you were from another area and knew nothing about the district, what additional information would you need to decide whether you’d like to work there?*

*How might your answer vary for different roles (e.g., principal; counselor; special educator)?*  |  |
| 1. *If you were from another part of the state and knew nothing about the local community, what additional information would you need to decide whether you’d like to live there?*
 |  |
| 1. *How easily can users access all the prior information from their smartphone? How “phone-friendly” is the website?*
 |  |

## Tailoring the website to your likely applicants

What type/s of candidates usually apply to your schools? Fill in any characteristics for which you have an answer. For some characteristics, applicants to your LEA may vary widely.

|  |  |
| --- | --- |
| Question | Response |
| *Age range* |  |
| *Approximate years of experience* |  |
| *Educator prep programs* |  |
| *New to the community or local* |  |
| *Reasons for working in education* |  |
| *Family situations* |  |

*What are your usual candidates looking for in a job and in a school environment?*

*How can you* ***show*** *what your LEA offers?*

*Which current staff members could provide testimonials about this?*

# Next Steps

*Looking over your notes, what next steps would be useful for enhancing your employment website?*

*Who should be involved?*

# Additional Resources

* This brief on [Recruiting, Hiring and Retaining Educators in Rural LEAs](https://www.iu13.org/wp-content/uploads/2021/09/Recruiting-hiring-and-retaining-in-rural-LEAs-brief.pdf) offers ideas for attracting educators in the context of rural communities.
* The [LEA Employment Webpages guide](https://info.iu13.org/hubfs/Statewide%20Initiatives/Toolkit_LEAEmploymentWebPages.pdf) reviews content from this session and provides additional ideas, including more links to example websites.

# We appreciate your feedback.

[Please respond to a brief survey about this workshop.](https://forms.gle/XG6MKeqMLJc1bdsh8)