



# Educator Recruitment and Retention

Schools of Choice: Innovative Strategies to Promote Educator  
Recruitment and Retention for Charter School Leaders

March 14, 2023



**Today's Objective: Participants will leave this session with tools, strategies, and ideas to help:**

Who are we, the ERR team? What do we do? How can we help you and your schools?

Tell Your Story

Recruit Year Round

Retain Teachers and Staff

# Introductions

Travis Garoutte, *EWD Manager* - garoutte\_t@cde.state.co.us

Derrick Martin, *ERR Specialist* - martin\_d@cde.state.co.us

Heather Grantham, *ERR Specialist* - grantham\_h@cde.state.co.us

# Who Is This Guy?



# What's Your Why?

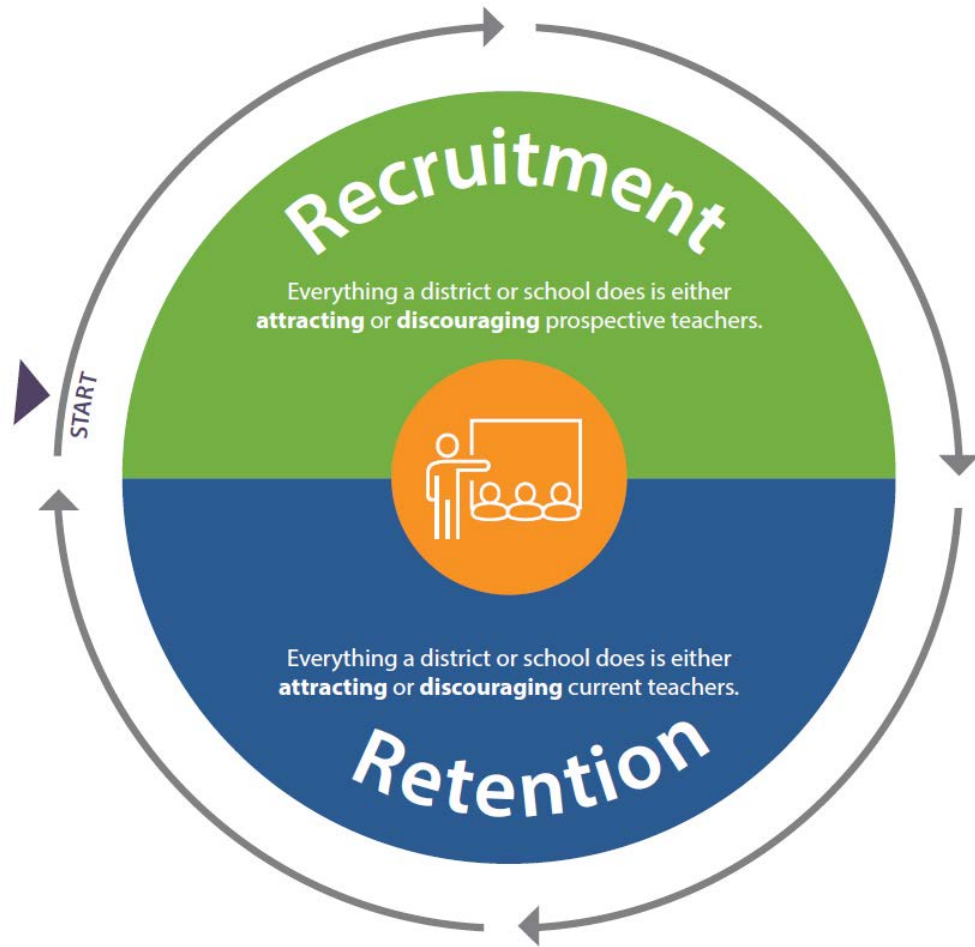


# Rotunda to Rotunda....



# To the Classroom!







**GEN Z**  
**1997-2010**

**GEN Y/MILLENNIALS**  
**1980-1996**

**GEN X**  
**1965-1979**

**BABY BOOMERS**  
**1946-1964**

# Top Three Resources for Job Seekers?

1. Online Resources
2. Personal Connections
3. Professional Contacts

34% Online  
20% Personal Connections  
17% Professional Contacts  
7% Employment Agencies  
5% Job Fairs  
4% Newspaper Ads



# What do potential candidates see when they research your district?



# How Are You Telling Your Story?



# Weekly Video Newsletter



# Alamosa School District Radio



# The Superintendent's Corner



## Recent Posts



### EDUCATION

#### **Belonging: The Secret Weapon in Teacher Recruitment and Retention**

As Brené Brown wrote in her book *Daring Greatly*, "Connection is why we're here. We are hardwired to connect with others. It's what gives purpose and meaning to our lives, and without it there is suffering."

COMMENTS OFF

AUGUST 18, 2022

### NOVEMBER 2022

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[» Aug](#)

# What story is your staff telling?





# What story is your community telling?



**Your website is the front door  
to your district and schools.**



# Is your website helping or hurting your recruitment efforts?

- Theme/Hashtags
- Testimonials
- Video Showcasing your School/Community
- Compelling Recruitment Videos
- Call to Action
- Minimal Clicks to the Application Process
- Online Application Ease



# Teach in Colonial



# Key Factors in Teacher Retention

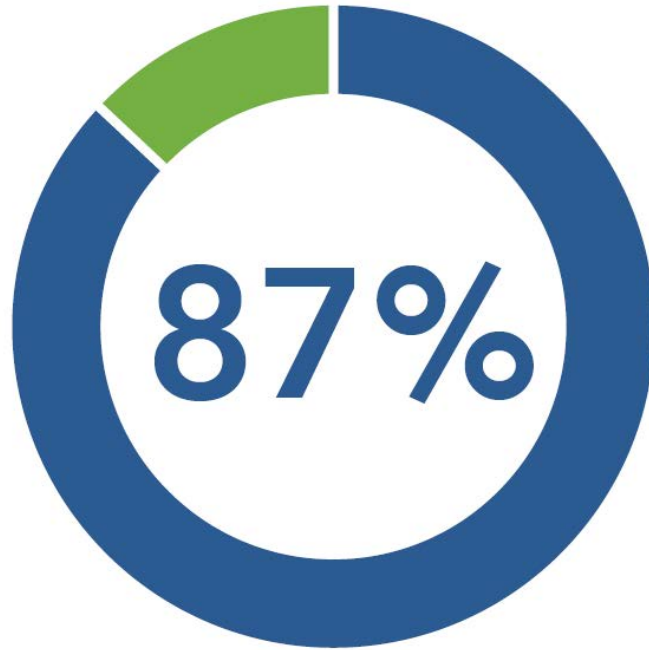
## Supportive Leadership

- Mentoring
- Coaching
- Induction
- Professional Growth
- Regular Feedback
- Leadership Opp.

## School Culture

- Caring Work Environment
- Job Satisfaction
- Onboarding Team

## Salary



of millennials said  
that "development"  
was an important  
aspect of the job.

# Hire with Retention in Mind

GYO/TREP

Paraprofessionals

Community members



# Innovative Recruiting Strategies

Sign on bonus

Staff housing

Rent assistance

Moving expenses





# Teacher Preparation Grants and Stipends

[SB185: ERR Grant](#)

[HB1220: Student Teacher Residencies](#)

[CDE Financial Opportunities for Educators](#)

[Center for Rural Education](#)

[TEACH Colorado](#)

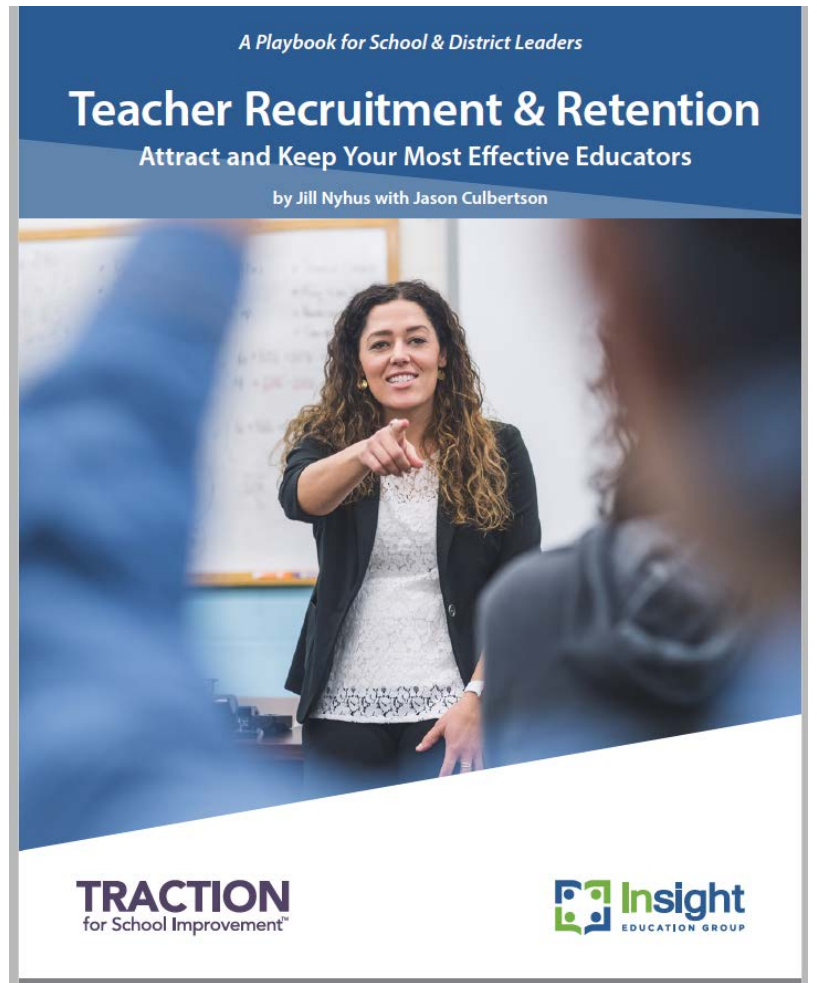
[Sachs Foundation/Teach for America](#)



# The Onboarding Team

- 3-5 Educators
- Relationship Building and Support
- Recruitment Activities/Interviews
- Tell the School's Story
- Connect and Answer Questions
- Invite to Activities and Events
- Frequent Check-ins and Introductions
- Focus on Inclusive Culture of Belonging

**Recruitment Self-  
Assessment  
Retention Self-  
Assessment**  
Download the  
Recruitment and  
Retention Playbook for  
Free!

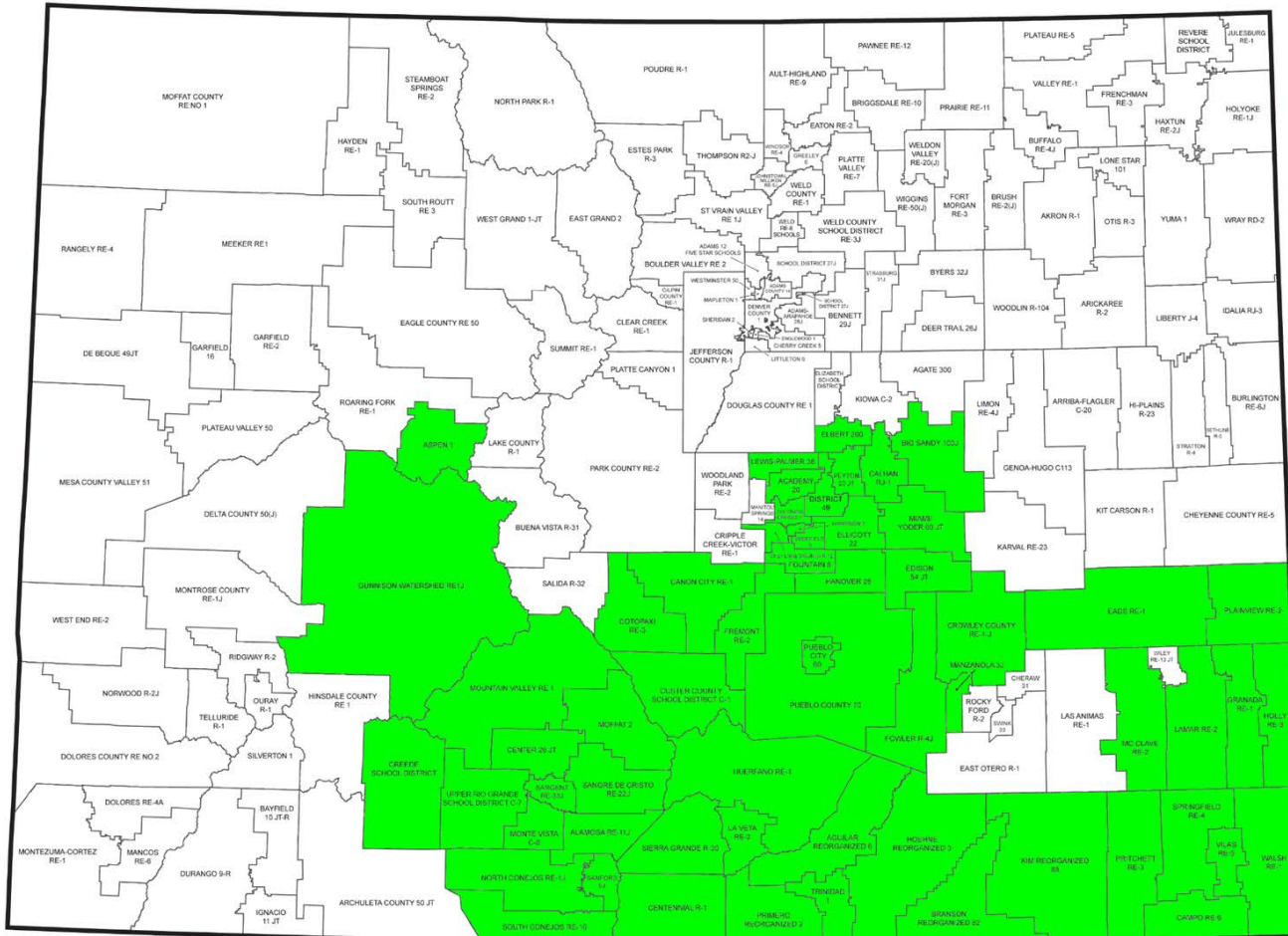


# TEACH Colorado

- Shape the Future
- Tell Your Story
- Non-licensed  
Recruitment Toolkit
- Student Recruitment  
Toolkit
- Weblink Implementation



# Colorado School District Map



Educator  
Workforce  
Development  
Manager:

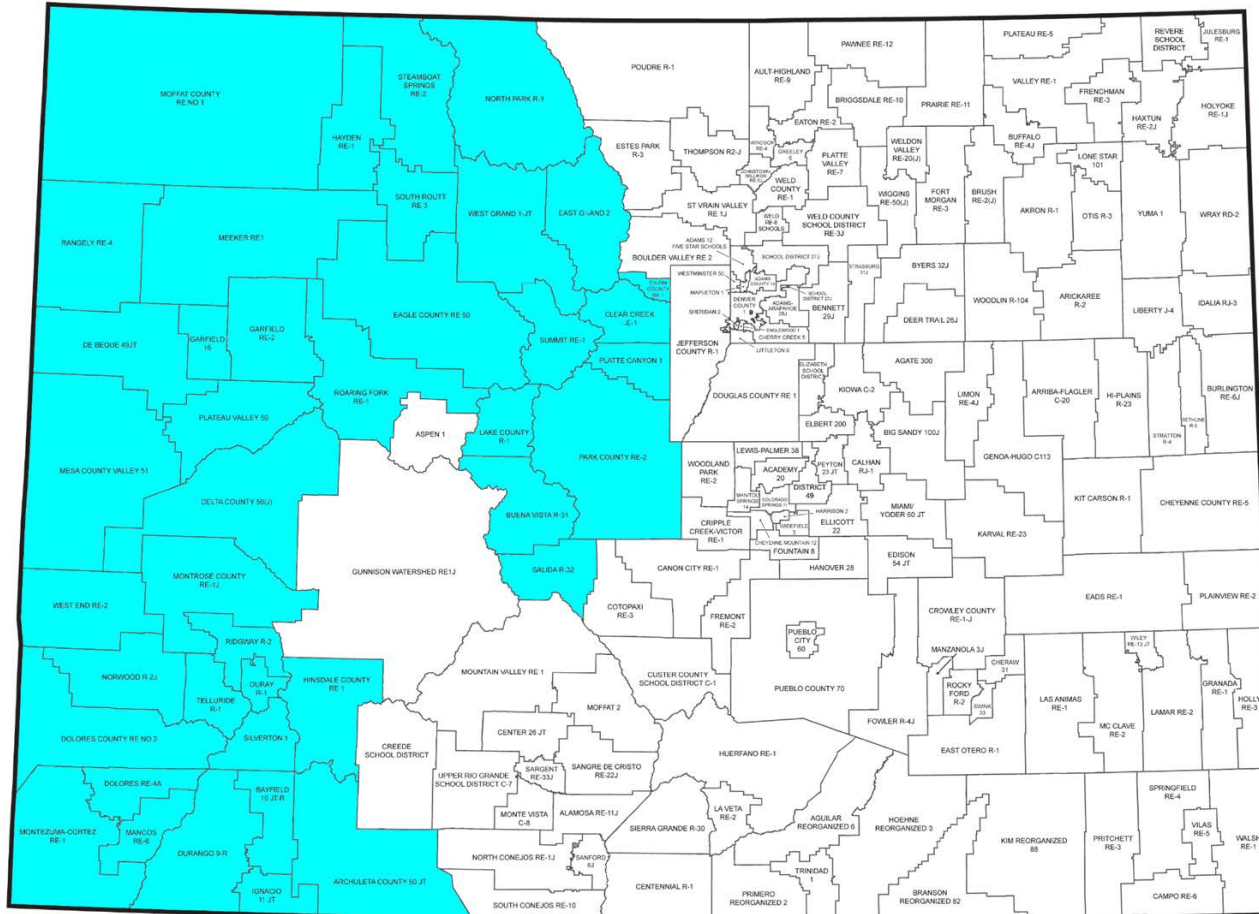
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# Colorado School District Map

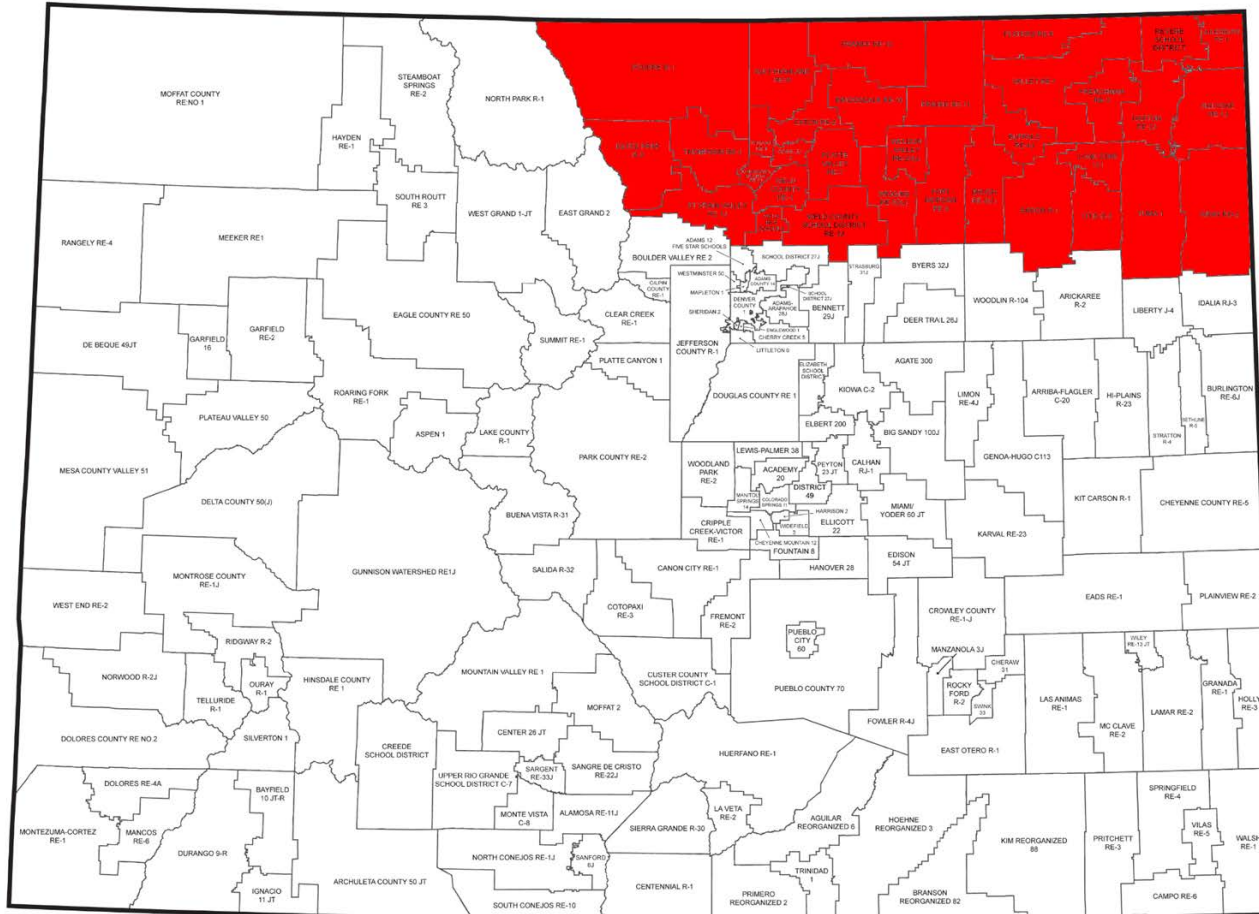


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720-456-  
9199



# Colorado School District Map



Regional  
Specialist:

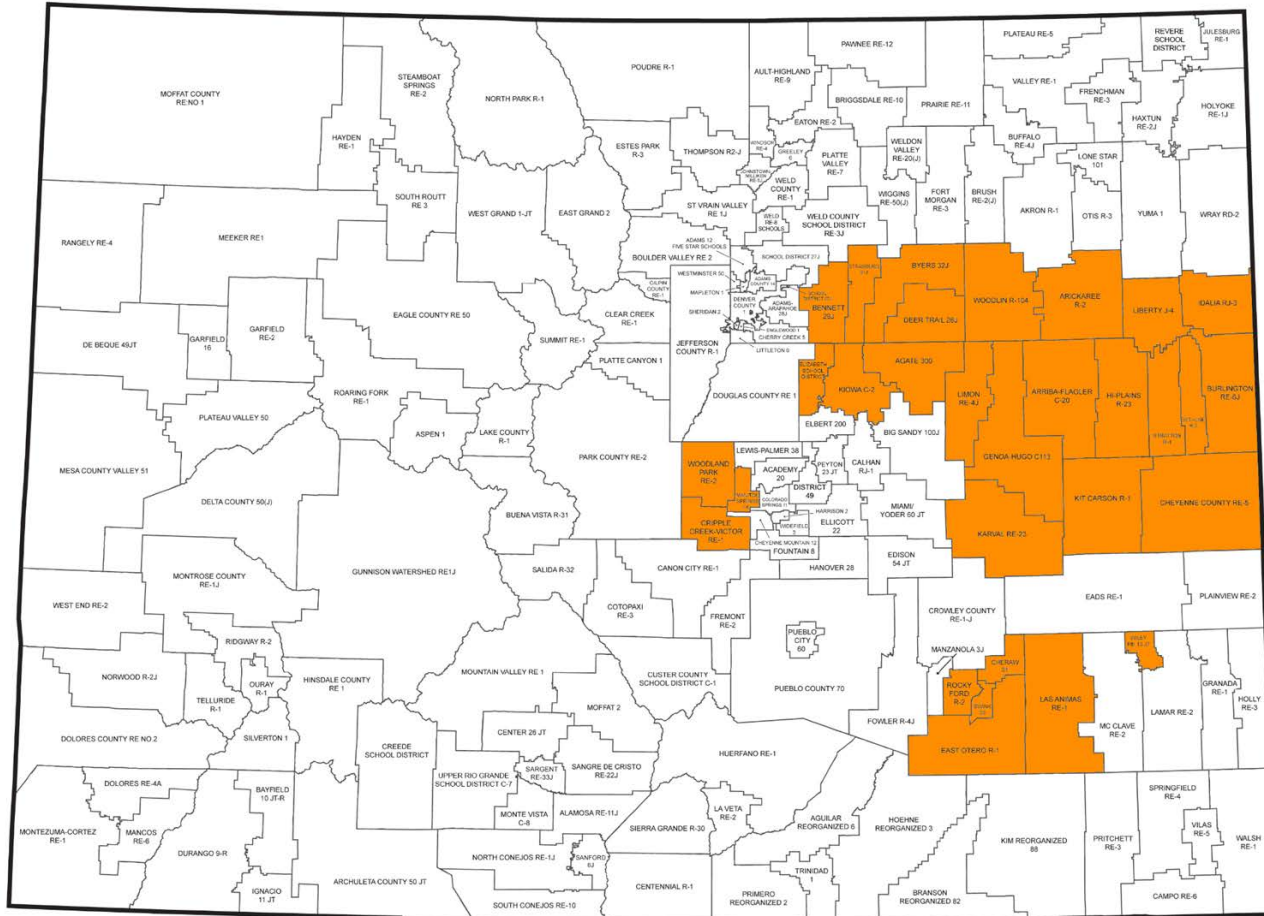
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# Colorado School District Map



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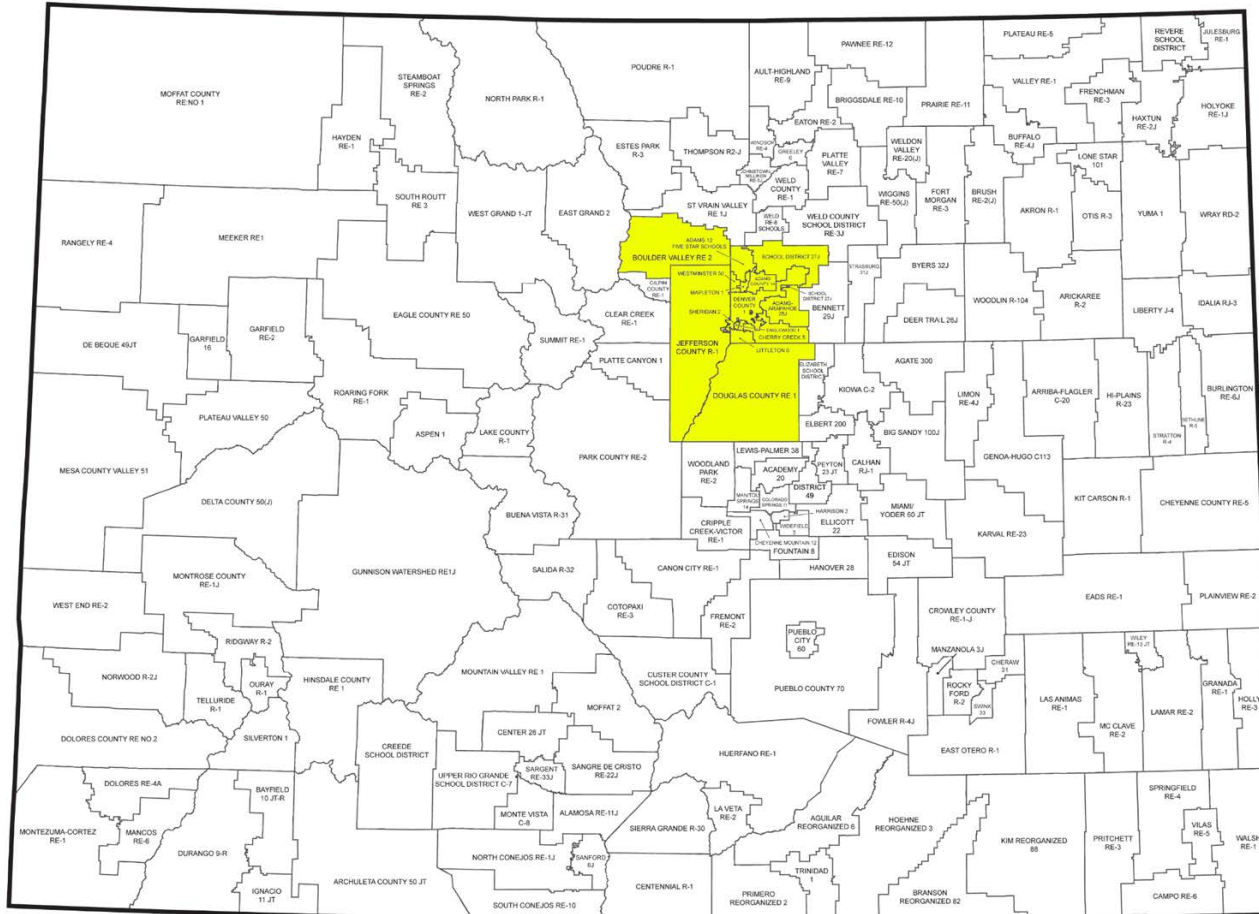
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# Colorado School District Map



Regional Specialist:

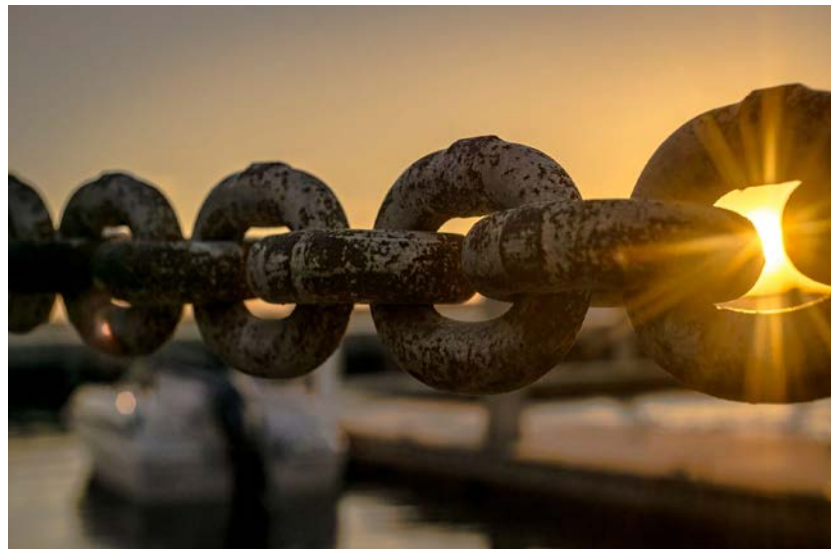
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Tell Your Story  
Recruit Year Round  
Retain Teachers



Please reach out with any questions.  
Thank you!





Feedback