



The  
Holdsworth  
Center

## VIRTUAL RECRUITMENT GUIDANCE & RESOURCES

This is a critical time for districts to recruit and hire new talent and fill anticipated vacancies for the upcoming school year. There are opportunities to continue traditional recruitment and hiring practices, just in a non-traditional way.

A key strategy for recruitment in this virtual environment is a job fair. This document is focused on navigating job fairs in this new way of working. Below, we've provided options for various types of job fairs, as well as some considerations for cost, ease of implementation and impact. We've also included some links with examples and other resources.

This resource is separated into 3 different sections:

1. [Hosting a virtual job fair](#)
2. [Marketing your job fair and openings](#)
3. [Revising your application process to increase efficiency](#)

## HOSTING A VIRTUAL JOB FAIR

Many school districts conduct job fairs as a prime method of recruitment, and they are useful both for sharing information about a district/school and recruiting a diverse set of candidates.

Virtual job fairs can take a few different forms. When deciding which format of virtual job fair, consider your outcome: Are you trying to increase the number of teacher candidates to apply? Or are you trying to create a mechanism for campus leaders to interview a large number of candidates in a relatively short period of time? Or both? See below for ideas on different formats of virtual job fairs

## Application and Interview Portal – “Job Fair Window”

Ease	Low (relatively easy)
Cost	Low
Impact	Low/medium, could increase with tweaks

*Example:* [Pearland ISD Job Fair](#) (Review the directions and click on Step 3, the FlipGrid upload, for more details)

### *What is it?*

This is a simple structure for teacher candidates to express interest in, and potentially learn about, a wide array of campuses. These job fair windows are typically held over a defined period of time, usually 1-3 weeks. This is a “low-hanging fruit” type of structure that your team could likely organize very quickly – it’s not revolutionary, but certainly approachable and practical.

### *How does it work?*

Teacher candidates review information about the district and specific campuses, and then submit requisite information to the campus in which they are interested. Leaders at that campus then follow up with top candidates to set up a virtual interview.

### *How do you set it up?*

1. Create a separate space on your HR website dedicated to this virtual job fair
2. Identify the specific roles/positions you’ll be hiring for on each campus
3. Identify a technology platform/medium that will facilitate this process.
4. Outline the process that you’d like job seekers to go through during the virtual job fair.

#### Potential options:

- Record and upload a video of themselves, responding to key questions
  - Answer essay questions
  - Upload a lesson plan/other artifact
5. Determine a process for candidates to participate in the job fair. Options could be:
    - Fill out an interest form/registration survey
    - Complete a job application online

### *Other tips for maximizing this type of job fair*

- Feature a “**highlight video**” about your district – likely just a compilation of existing footage describing the district’s mission, vision, culture, and expectations. Video should not exceed three minutes.
- If campus videos or facts sheets are available, these can be added to the fair pages.

- Include an **FAQ** and/or **process map** that indicates the steps in the process and what candidates can expect to do/hear moving forward.

## Multi-district Virtual Job Fair

Ease	Low (relatively easy)
Cost	Low
Impact	Medium (largely depends on turnout)

### *Example*

[EdWeek Virtual Career Fair West](#) (prior career fair)

### *What is it?*

Third-party organizations such as nonprofits, universities, and professional organizations organize virtual job fairs that many districts attend, just like traditional in-person job fairs. These virtual job fairs are hosted in platforms which allow candidates to meet with recruiters from a variety of districts.

### *How does it work?*

Depending on the platform and specific type of fair, teacher candidates attending the fair can chat or videoconference with HR representatives from your district. These large job fairs typically use platforms like Brazen Connect which are designed as virtual job fair platforms.

### *How do you set it up?*

Typically, the district would need to register with the host organization and then follow their instructions on how to proceed.

Examples of multi-district, virtual job fairs:

- EdWeek, "[The Last Chance Fair](#)"
- [UT-Austin Virtual Teacher Job Fair](#)
- [Teaching Texans Virtual Career Event](#)
- Many Texas ESCs have in-person job fairs scheduled and some of them may become virtual job fairs

### “Live” Virtual Job Fair (low-tech)

Ease	Medium
Cost	Low/medium
Impact	Medium/high

Example: [Garland ISD](#)

#### What is it?

An interactive HR website or job fair website that features different jobs available in the district and offers “live chat” times with HR/principals/hiring managers for potential candidates to ask questions about the role or application. This format could also be used to conduct quick screening interviews during the live chat times.

#### How does it work?

This can be a tool either to increase interest in the district/campuses, or to facilitate quick interviewing during a particular time period. Work with HR or hiring managers to determine the format to which the live chat feature will extend (i.e. HR reps are available to answer basic questions about roles and application or Principals are scheduling time to conduct interviews with previously screened candidates).

#### How do you set it up?

1. Create a separate space on your HR website dedicated to this virtual job fair.
  - Will likely want to incorporate the “**highlight video**” referenced above
2. Set up job fair date/window of dates with principals/hiring managers.
3. Identify a technology-enabled tool to allow virtual chats or meetings. Some potential options:
  - Creating different videoconference rooms (one for each campus, perhaps)
  - Implement a web-based chat platform ([Pure Chat](#), [My Live Chat](#)) – these tools allow district HR representatives or Principals to chat virtually with candidates. Both of these tools are low cost/free.
  - To preschedule interviews during a job fair, use a scheduling tool.
4. Outline expectations for candidates participating in the job fair:
  - Should they submit an application or interest survey prior to attending?
  - Should they register in advance?
5. Communicate and market the job fair! (See below)

### “Live” Virtual Job Fair (high tech)

Ease	Low (easy)
Cost	High (anywhere from \$2,000 to \$15,000)
Impact	High

Example: [vFairsBrazen Connect](#)

What is it?

These are pre-made technology platforms that allow quick and easy communication between candidates and interviewing teams. These tools are fully built out and relatively easy to implement, and typically include tools for recruiters to chat and videoconference with prospective candidates. However, they are costly (several thousand dollars per event) and they generally take at least a few weeks to set up, oftentimes longer.

## MARKETING & ADVERTISING THE JOB FAIR & DISTRICT NEEDS

Given the current situation, there is a great deal of information going out to the community with district news and updates. Once the format and dates for the virtual job fair are determined, information about it can easily be included on existing platforms that provide district news, including, but not limited to:

- District website
- Include link to “job fair website” on email signatures, campus websites
- Link + description on district update emails
- Twitter and Facebook, and create blurb that employees, parents, and community members can share on their social media accounts
- Local media sources
- College job boards
- Minority educator groups (HAABSE, TABSE, Latinos for Education, etc.)



## INCREASE EFFICIENCY OF APPLICATION PROCESS

You may want to consider including some additional screening components to the recruitment and selection process this year to increase efficiency of your selection process. Three recommendations for doing this are below:

### Tweak online job application

Include questions on teacher application that will allow for quick and efficient sorting of candidates:

- Experience/preference for Title I campus
- Experience working with at-risk or special populations
- Geographic preference within the district

### Create an application addendum

If revising your online application isn't feasible, consider creating an online survey (in SurveyMonkey or Google Forms) with questions related to the topics above, or other questions that inform teacher hiring. This will help enable quick and efficient candidate sorting.

### Consider adding other screening activities

In order to gauge commitment and experience, there can also be different **work products** added to the application that could be submitted by the candidate before an interview

- Video of a sample lesson
- Job simulation exercise
  - Create a lesson plan for your students based on sample performance data or sample standards
  - Review sample data and describe how you would group your students and differentiate instruction
- Writing prompt