



Employer Strategic Planning Checklist

Superintendents, principals, and district hiring managers want to interview teacher candidates from a number of different local, regional, state, and national colleges and universities. As you know, career fairs are an efficient way to connect with candidates. The following checklist will help you prepare for and make the most of the Southwest Ohio/Northern Kentucky Education Career Fair, whether you are a veteran or a first-time attendee.

- ✓ **What kind of candidate do you want?** Perhaps it is too early to know exactly what positions will be open in the fall, but you should have a good idea about the type of teacher who will fit best with your district or school. Are you known for creativity and innovation? Is technology a hallmark of your success? Are good writing skills or math skills essential? Are you trying to round out your teaching team with a specific type of candidate? Prepare your screening questions carefully to get the best candidates for later interviews.
- ✓ **Promote your district/school.** As an ambassador for your school or district, you will want students to know about your educational philosophy and mission, your work environment, and what you consider outstanding about your school and teachers. Are there special challenges that your district or school faces that will require specific talents, abilities, and attitudes of potential hires? What programs are in place to help your teachers develop professionally? What is the student-teacher ratio? Are parents and the community supportive? What kind of teaching resources are available? Provide flyers and information sheets that include your website address for later reference.
- ✓ **Outline your hiring process.** Be sure candidates understand your hiring procedures. Be clear about what will happen if steps are not followed and all credentials are not received. Where possible, provide at least a rough hiring timeline. Provide contact information should students have questions after the event or want to know where you are in the hiring process.
- ✓ **Streamline your interview session.** Your interview time is limited, so craft questions that will allow you to elicit the soft skills (attitude, resourcefulness, work ethic) and the hard skills (technical expertise, knowledge, experience) that you want. Develop a coding system to note positive attributes and red flags.
- ✓ **Plan your follow-up.** Competition for the best candidates is keen. Be sure to follow up with promising candidates in a timely fashion so you don't lose them.