

We're thrilled to announce the launch of the all new EdWeek.org. [Explore the Features!](#)

MENU  SEARCH

EducationWeek®



LEADERSHIP POLICY & POLITICS TEACHING & LEARNING TECHNOLOGY OPINION JOBS [MARKET BRIEF ↗](#)

TEACHING PROFESSION

Teacher Recruitment Strategies That Work

By [Elizabeth Heubeck](#) — March 17, 2020  4 min read



1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

With states across the nation reporting teacher shortages in critical areas, recruiting season becomes more critical than ever for districts and schools that know they'll need to hire teachers. While there's no single strategy that will ensure an effective yield of newly hired teachers, we've combed the country for some of the most innovative, practical, and rewarding recruitment tools. Here's a look at some of them.

Help with affordable housing

As teachers get priced out of housing, particularly in affluent areas, some cities and counties are taking action. In 2019, California's Santa Clara County--the heart of Silicon Valley and home to some of the priciest real estate in the country--approved a plan to develop affordable teacher housing in the area, where housing for middle-income earners is sparse. They've since found a developer and received a \$25 million pledge from Facebook toward paying for the new homes.

This year, the Hawaii State Department of Education--which governs all public schools in the state--partnered with Homes for Heroes, an initiative that provides teachers and their families the opportunity to rent military housing typically available only to active-duty service members. For a reduced rate, teachers can rent a two-bedroom apartment at the Schofield Barracks, a military base, which includes the price of utilities, an on-site gym membership, free parking and access to other on-base amenities.

"The cost of living here is high. When we look at our teachers' salaries, they're somewhere in the middle. But you add cost of living, and they drop down to the bottom," said Cynthia Covell, assistant superintendent for the Hawaii department. "A lot of teachers are coming right out of

1 Free Article(s) Left collapse

Create a free account to get more features and free newsletters.

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

Invest in recruitment “best practices”

Higher pay undoubtedly attracts job hunters. But some recruitment strategies that invest in human capital can produce lasting, positive results—at little to no cost to recruiters. Examples include extending the reach of recruitment beyond the immediate school district; having principals interview candidates, a practice less than two-thirds of school districts [employ](#); and requesting candidates to conduct a classroom lesson.

Too often, school districts fail to use these types of recruitment “best practices” that involve broader outreach, according to a report by the [Center for American Progress](#). A lack of resources may stymie school districts’ ability to embrace these effective strategies explains Lisette Partelow, senior director of K-12 Strategic Initiatives at the Center and co-author of the report.

But not every effective recruiting tool requires added resources, she notes. “Having teacher candidates teach a lesson so you can observe their teaching skills directly doesn’t cost more than doing an interview,” Partelow said.

Consider candidates from specialized residency programs

Increasingly, states are turning to innovative preparation programs that focus on intensive on-the-job training with the support of mentors. The [research](#) on these programs shows that they produce candidates who stay in teaching longer, are more diverse, and are highly sought after by principals, according to Tara Kini, director of state policy for the Learning Policy Institute.

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

**Subscribe today for unlimited access
to best practices, insights, and
solutions.**

SUBSCRIBE

standout teachers talking passionately about their love of teaching. The video series has been shared via social media and used by Oklahoma's colleges of education.

In one such [video](#), veteran educator Christina Kirk tells her story as a proud Oklahoma teacher. She shares how she had a teacher who believed in her and how, after a decade-plus practicing law, she decided to follow in that teacher's footsteps. She said: "I asked myself: What can I do? I want to do what I've seen done, and what I know what makes an impact on kids' lives. ... I want to teach.... with a purpose, and with a passion...Every single day, I give my kids not only academics, but a little piece of me."

It's hard to walk away from that video uninspired.

Elizabeth Heubeck

FOLLOW

Contributor

Elizabeth Heubeck is a contributor for EdWeek TopSchoolJobs.

Related Tags:

Recruitment

Salaries & Benefits

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

0 Comments

EdW

 [Disqus' Privacy Policy](#)

 [Login](#) ▾

 Recommend

Sort by Oldest ▾



Start the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS 

Name 

Email 

Password 

Please access our [Privacy Policy](#) to learn what personal data Disqus collects and your choices about how it is used. All users of our service are also subject to our [Terms of Service](#).



Be the first to comment.

[Subscribe](#)  [Do Not Sell My Data](#)

Ground Rules for Posting

We encourage lively debate, but please be respectful of others. Profanity and personal attacks are prohibited. By commenting, you are agreeing to abide by our [user agreement](#).

All comments are public

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

[collapse](#)

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE



SCHOOL & DISTRICT MANAGEMENT

Taking the Guesswork Out of Teacher Hiring

Madeline Will, March 12, 2019 • 6 min read

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

12

SPONSOR **STUDENT WELL-BEING** WEBINAR

Incorporating SEL, Climate, & Culture into School Improvement and Accountability in 2021

The COVID-19 pandemic, combined with the nation's mental health and equity concerns, has accelerated the shift in the accountability landscape. As we move beyond test scores to a more holistic picture of students and school

REGISTER

Content provided by Panorama Education

JAN

WED., JANUARY 13, 2021, 2:00 P.M. - 3:00 P.M. ET

13

ASSESSMENT WEBINAR

A Seat at the Table With Education Week: Testing & Accountability

The pandemic has disrupted lives and schooling for nearly a year—and some in the education space—and beyond—worry about lost learning. One way to know what has been lost is through testing, but is it reasonable

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

REGISTER

Content provided by Learning.com

See More Events

EdWeek Top School Jobs

Director of Athletics

Farmington, Connecticut
[Farmington Public Schools](#)

Superintendent, Jefferson County School District RE-1

Golden, Colorado
[Hazard, Young, Attea & Associates](#)

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

Load More ▾

READ NEXT

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

TEACHING PROFESSION**High Risk for COVID-19 and Forced Back to Class: One Teacher's Story**

One theater teacher in Austin has a serious heart condition and cancer, but was denied the ability to work remotely. Here is her story.

1 Free Article(s) Left

Create a free account to get more features and
free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

**Subscribe today for unlimited access
to best practices, insights, and
solutions.**

SUBSCRIBE

TEACHING PROFESSION PHOTOS

What Education Looked Like in 2020

A visual recap of K-12 education in 2020 across the United States.

Jaclyn Borowski • 1 min read

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

TEACHING PROFESSION

Teachers Are Already Getting COVID-19 Vaccines

Some counties in Indiana began vaccinating teachers this week, ahead of schedule.

Madeline Will • 4 min read

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE

SUBSCRIBE NOW

ABOUT US

CONTACT US

GET EDWEEK

DO BUSINESS WITH US

Our Organization

Letters to the Editor

Subscriptions

Advertising & Marketing Solutions

Our History

Help/FAQ

Newsletters & Alerts

Recruitment & Job Advertising

Our People

Customer Service

Group Subscriptions

K-12 Market Intelligence

Careers at EdWeek Contact the Newsroom Content Licensing & Permissions Custom Research

HIGH CONTRAST



©2020 EDITORIAL PROJECTS IN EDUCATION, INC.

[TERMS OF USE](#)

[PRIVACY POLICY](#)

1 Free Article(s) Left

Create a free account to get more features and free newsletters.

collapse

SUBSCRIBE FOR UNLIMITED ACCESS

Subscribe today for unlimited access to best practices, insights, and solutions.

SUBSCRIBE