



## RECRUITING AND RETAINING GREAT TEACHERS

### ***4 Suggestions for Strong Recruiting and Retaining of Great Teachers***

School district administration and leadership are putting a great deal of effort into recruiting and retaining great teachers. In the current environment in Wisconsin and nationally, all employers are having an extreme challenge in adding team members. As the COVID restrictions are being reduced, public and private employers are looking at changing the ways they are recruiting and retaining.

Here are 4 suggestions that have caught many on my team's eye that may be something to consider with your school district.

### **Technology as a Leveraging Tool**

During the pandemic, schools and frankly most employers were forced to pivot and use technology to a very high degree. The good news is most everyone is now proficient in using virtual tools and other online technologies to help educate, communicate, and collaborate. We are seeing public and private employers use those same systems to connect with future ideal teacher candidates and make connections with current employees to be greatly efficient while still making it meaningful with a personal touch. Many initial "meet and greet" and first interviews are being conducted virtually to help with efficiency. This is very attractive to many candidates.

### **Making Connections Shorter, but more Frequent**

Individuals want to be heard and feel valued. In lieu of emails, do a quick Zoom with a candidate or current team member for that communication. Then follow up with an email for documentation, if needed. This practice strengthens current relationships and helps to build new ones.

### **Look to Sell Your Community and School Spirit with Technology**

We are also seeing very creative, short 1- to 2-minute videos that promote, describe, and highlight the community of the school districts. This is being done with creative background pictures on Zoom connections as well. Future and current team members want to be a part of a thriving and proud school and community. Technology can play a big role in getting that communicated.

### **Current Teachers as Ambassadors for Recruiting New Teachers**

We have seen current teachers provide testimonials in written form or short 1- to-2-minute videos, and also join in some initial meet and greets as potential, future, new teachers are looking at applying formally and going through the process. Current teachers can play a huge role by describing their experience and again using technology to leverage and amplify that message.

We wish you all a great, safe, and healthy summer as we all are looking forward and embracing the successes and challenges ahead.

***Important Disclaimer: We strongly recommend connecting with a licensed professional for an assessment and a complete understanding of your current and future insurance coverages, programs, and compliance requirements.***

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