

# Attracting More Applicants

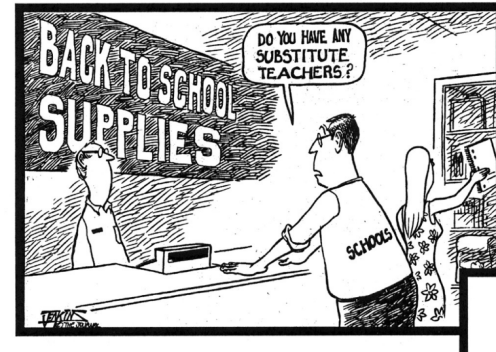
for Substitute Teaching

**Geoffrey Smith**  
Director, [STEDI.org](http://stedi.org)



Download Notes:  
<http://stedi.org/applicants-webinar/>

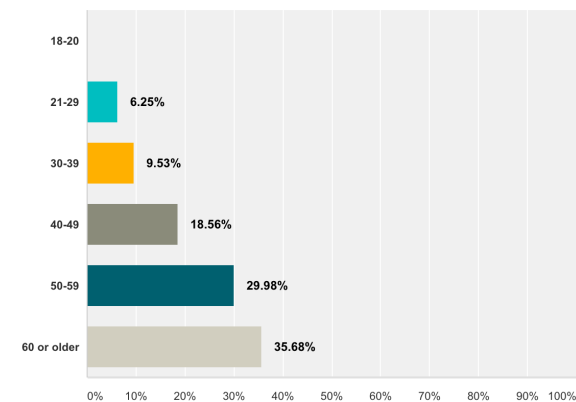
# Your Issue:



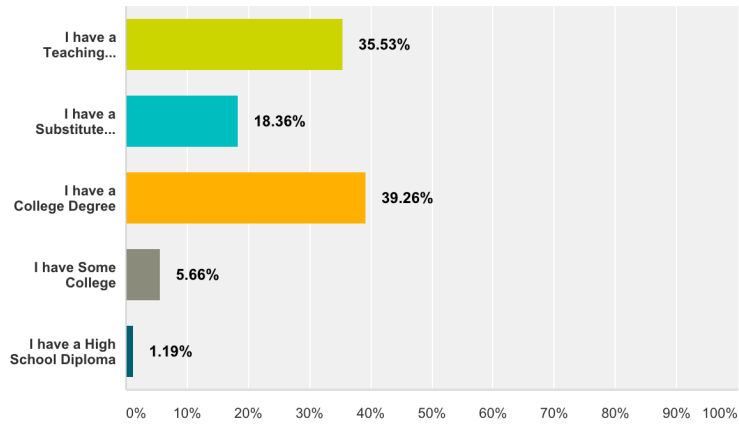
# Suggestions based on:

- ▶ Survey data from February 2015
  - ▶ Over 2,000 substitute teachers
- ▶ Survey data from previous surveys

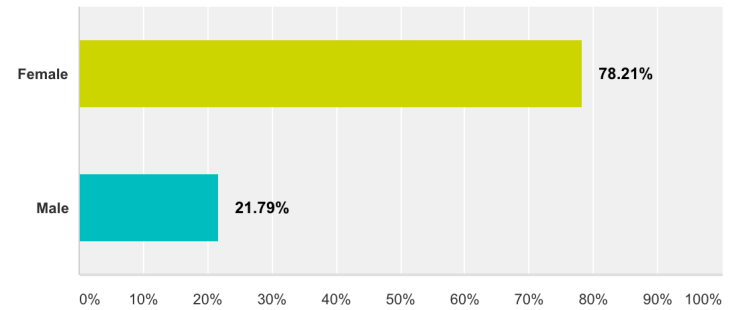
# Survey Age Group:



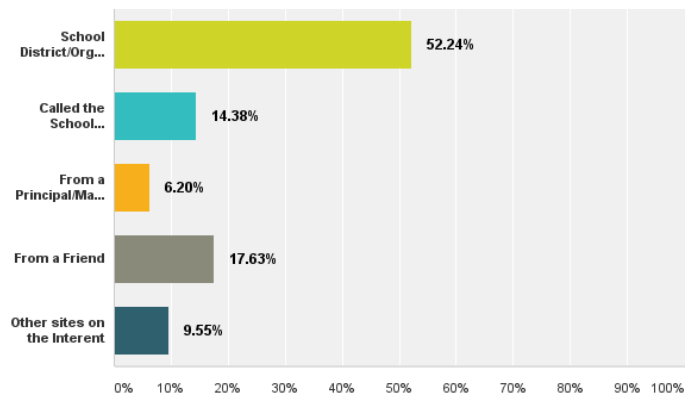
## Certificate/Non-Cert.:



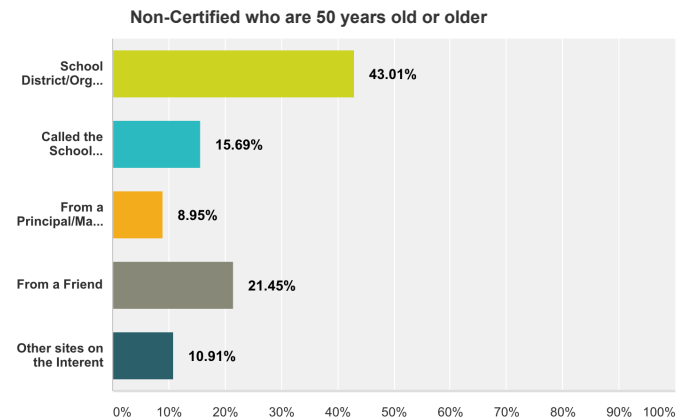
## Gender:



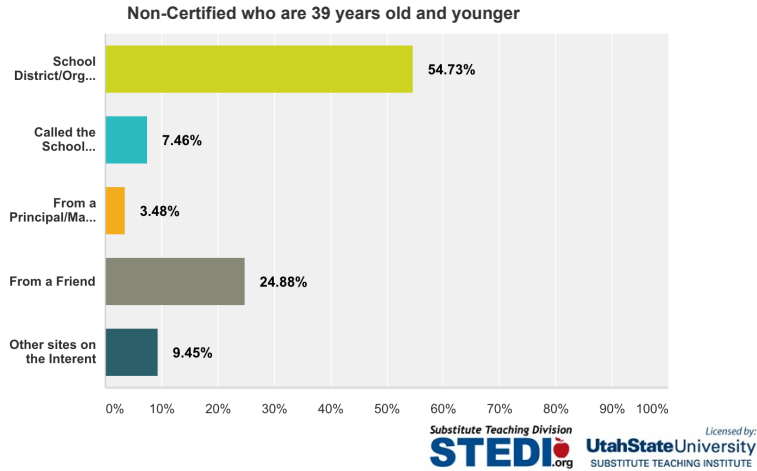
## Where did you go to get the information about the job of a substitute teacher?



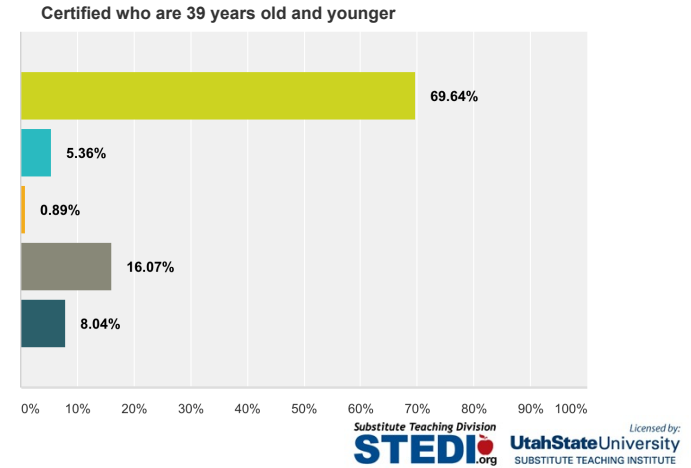
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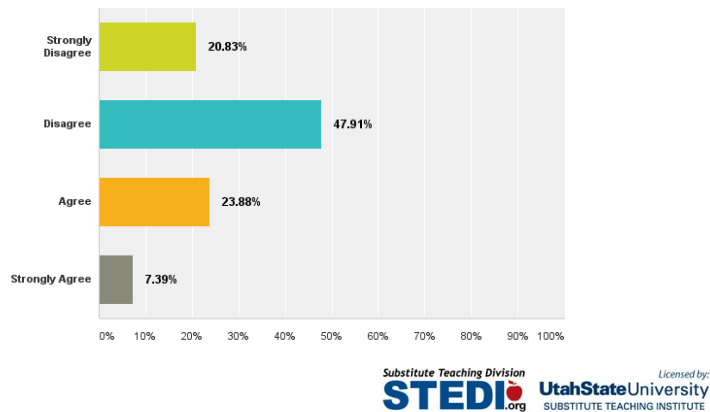


## Where did you go to get the information about the job of a substitute teacher?



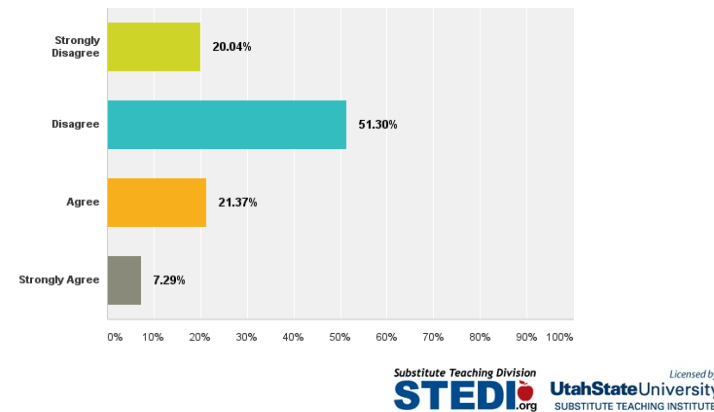
## Other Results

- ▶ The **DOLLAR** cost of applying as a substitute teacher was overly burdensome for you.



## Other Results

- ▶ The **TIME** cost of applying as a substitute teacher was overly burdensome for you.



# Other Results

- ▶ Reasons for Substitute Teaching
  - ▶ Working with Students 43.17%
  - ▶ 1st Income 18.05%
  - ▶ 2nd Income 19.61%

# Discussion

- ▶ Increase applicants by providing better information
  - ▶ Volunteer Commitment – Poor Information
  - ▶ Are we asking individuals to apply (commit) with poor information?

# Discussion

- ▶ People are looking for educational jobs
- ▶ They know better than putting themselves in harm's way
- ▶ They want to know how to prepare
- ▶ They don't know if they are cut out to be a substitute teacher
- ▶ They want to be on a winning team

# Quotes from Subs:

- ▶ Show pictures of substitute teachers in the classroom
- ▶ Maybe housing help so I don't sleep in my car (AK) :)
- ▶ Explain substitute teaching more through media
- ▶ Make the information easier to find

## Quotes from Subs:

- ▶ Administrators are best at telling what not to do. The STEDI materials have been invaluable!
- ▶ Clearly define the time commitment to become a substitute teacher
- ▶ Make it easier to navigate
- ▶ Encourage and train for Special Education
- ▶ Show that the district is behind the subs

## Quotes from Subs:

- ▶ With only basic information shows that: ***“this is an impersonal district and you are a statistic”***. Make it more a personal feel.
- ▶ Highlight substitute teachers who’ve made a difference in the schools.
- ▶ My friends don’t know they probably qualify to substitute teach.

## Hiring Errors

	Hire	Not Hire
Good Fit	I’m a Winner!	Type 2 Error
Bad Fit	Type 1 Error	I’m a Winner!

## Things to do:

- ▶ Provide motivational information in addition to the checklist of the application process.
- ▶ Teach them expectations
- ▶ Set the standard of excellence
- ▶ Provide resources

# Website Wording

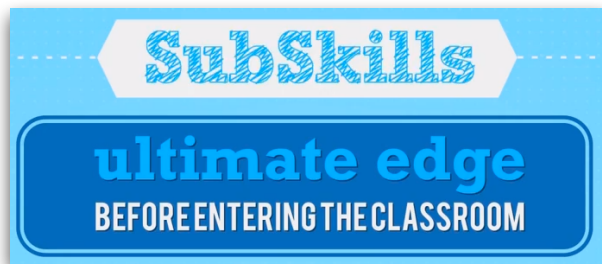
- ▶ We encourage individuals not holding a teaching license to take the **SubEssentials free online course** on becoming a substitute teacher. You'll learn what is expected and what you can do to prepare.
- ▶ If you choose to take the **SubSkills course** and pass with an 85% composite score your application will be reviewed first. Once hired you will also be placed on the preferred call list.
- ▶ We look forward to having you in our classrooms.
- ▶ Register for training at: [STEDI.org](http://STEDI.org)

## ✓ Best Choice for Recruiting



- 90-min. Intro Course
- **FREE** Registration
- [STEDI.org/SubEssentials](http://STEDI.org/SubEssentials)

## ✓ Best Choice for Screening and Training



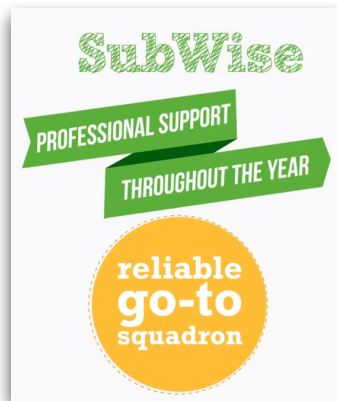
- 8-10 hr. Skills Course
- With Assessment
- [STEDI.org/SubSkills](http://STEDI.org/SubSkills)

# Teaching Human Behavior

- **Principle One:** Behavior is largely a product of its immediate environment.
- We as educators control the environment.
- **Skill One:** Start the learning immediately



## ✓ Best Choice for Retaining



- Ongoing, Gentle Guidance and Encouragement
- [STEDI.org/SubWise](http://STEDI.org/SubWise)

## Websites:

- ▶ <http://www.sfps.info/index.aspx?NID=788>
- ▶ [http://www.mnps.org/pages/mnps/Careers\\_\\_Human\\_Capital/Teach/Benefits\\_of\\_Working\\_at\\_MNPS/Become\\_a\\_Substitute\\_Teacher](http://www.mnps.org/pages/mnps/Careers__Human_Capital/Teach/Benefits_of_Working_at_MNPS/Become_a_Substitute_Teacher)
- ▶ [http://www.fultonschools.org/en/divisions/hr/Pages/How\\_To\\_Become\\_A\\_Substitute.aspx](http://www.fultonschools.org/en/divisions/hr/Pages/How_To_Become_A_Substitute.aspx)
- ▶ [STEDI.org/Steps](http://STEDI.org/Steps)



## Jackson Hole, WY

June 24 - 26, 2015

- Administrators
- Managers
- [STEDI.org/SubSolutions](http://STEDI.org/SubSolutions)

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