



**Experience  
Management  
Institute**

# Leveraging Your Organization's Unique Value to Attract and Keep Substitutes

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# About Us

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At Experience Management Institute, we help organizations build more human workplaces.

We are a woman-owned social enterprise with extensive experience in organization strategy, human-centered experience management design, people management, instructional design, and process improvement.

[www.exmi.org](http://www.exmi.org)    [@exminstitute](https://www.instagram.com/exminstitute)



# What is an EVP?

# Employee Value Proposition

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Your organization's employee value proposition communicates the value or benefits employees receive in return for the skills, capabilities, and experience they bring to your organization.

**Source:** Deloitte, 2013

# Employee Value Proposition (EVP)

## IS

- + Employee-focused
- + Highlights your total rewards
- + What makes you an employer of choice

## ISN'T

- Employer-focused
- Your brand
- Generic and cliché

# Non-examples

Description	Non-Example
Generic and uninspired	"Our district offers competitive salaries and benefits!"
Focused solely on basic needs	"We provide health insurance, dental insurance, and a 401k plan."
Unrealistic promises	"We are a family."
Vague	"We foster a collaborative and innovative culture."
Outdated language and cliché	"Dedicated educators are the backbone of our community!"
Lack of focus on specific target audience	"We offer a variety of opportunities for all educators."
Inconsistent with reality (if you have a reputation that says otherwise)	"We value work-life balance."

A teal-tinted photograph showing several people sitting around a table, focused on writing in notebooks. The image is overlaid with a semi-transparent teal filter. The text 'Examples of EVPs' is centered in white. The background shows hands holding pens and writing on papers, with some people wearing plaid shirts and glasses.

# Examples of EVPs

# Scavenger hunt

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## *WE DO*

- What do you like?
- What could you build on?



# WIIFM: What do I get as a Substitute Teacher?



## TEACHERS & SUPPORT STAFF

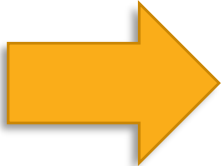
## ADMINISTRATORS



## NON-INSTRUCTIONAL STAFF



## SUBSTITUTES

A woman smiling and interacting with three children (two girls and one boy). The entire section is highlighted with a thick orange border.

## SUBSTITUTE TEACHERS

When you join our TPS Proud team, you join a family — one dedicated to preparing competitive college and career ready graduates. Substitute teachers are critical members of our TPS team and enjoy incredible opportunities to make a difference in the lives of our students every day.

[Join the TPS Proud Team](#)

[Apply Now](#)



Monica McCain,  
Substitute Teacher

## COMPETITIVE COMPENSATION & BENEFITS

TPS recognizes the valuable contributions that substitutes make each and every day. We offer training and other supports to help substitute teachers be successful in their classroom assignments. New substitute teachers are invited to participate in four hours of paid training on effective teaching strategies, relationship building, classroom management, and safety. In addition, TPS school consultation staff and coaches are available to provide individualized assistance to long-term substitute teachers in areas such as instructional planning, curriculum, assessment of learning, instructional technology, and establishing a positive classroom climate.

- Compensation +
- Benefits +

# WIIFM: What do I get as a Substitute Teacher?



## TEACHERS

[APPLY NOW](#)  
to be a teacher

### MORE INFORMATION:

- ROADS TO CERTIFICATION
- COMPENSATION
- TOP TEN REASONS TO TEACH WITH TEAM TULSA
- TRANSITION INTO TEACHING
- LIST OF CURRENT TEACHER VACANCIES



## SCHOOL LEADERS

[APPLY NOW](#)  
for school leadership positions

### MORE INFORMATION:

- WHAT DOES IT MEAN TO BE A SCHOOL LEADER AT TULSA PUBLIC SCHOOLS?
- INTERIM SCHOOL LEADER SELECTION PROCESS
- SCHOOL LEADERS INSTITUTE



## SUPPORT PROFESSIONALS

[APPLY NOW](#)  
for school and district support

### MORE INFORMATION:

- TEAM TULSA SUPPORT POSITIONS
- WHAT CAN TEAM TULSA OFFER YOU?
- CLASSROOM SUPPORT POSITIONS

INTERESTED IN SUBSTITUTE TEACHING?

[CLICK HERE](#)  
for more information

Some of the benefits of working as a substitute teacher include:



### Flexible work schedule

DESIGN A LONG-TERM OR SHORT-TERM SCHEDULE THAT FITS YOUR LIFESTYLE



### Job-embedded training

DEVELOP YOUR TEACHING SKILLS WHILE SERVING YOUR COMMUNITY



### Express your creativity

DEVELOP ENGAGING LESSONS THAT MAKE LEARNING FUN



### Find your fit

TRY OUT VARIOUS SCHOOLS AND FIND YOUR IDEAL TEAM



### Create positive change

IMPACT STUDENT LIVES THROUGH LEADERSHIP



### Teach a variety of subjects

TRY OUT DIFFERENT SUBJECTS & GRADE LEVELS

## BECOMING A SUBSTITUTE TEACHER

- ▶ [HOW DO I GET STARTED AS A SUBSTITUTE TEACHER?](#)
- ▶ [WHAT ARE THE REQUIREMENTS?](#)
- ▶ [DO I HAVE TO SUBMIT TO A BACKGROUND CHECK?](#)
- ▶ [HOW MUCH WILL I GET PAID?](#)
- ▶ [WHAT BENEFITS WILL I RECEIVE?](#)

[FILL OUT INTEREST FORM](#)  
to become a substitute teacher



## RETIRED AND LOOKING TO MAKE A DIFFERENCE?

Substitute teaching is the perfect short- or long-term opportunity for retirees. Teaching allows you to use your skills to impact youth in our community and stay engaged on a schedule that fits your lifestyle. Does this sound like the right fit for you? **Fill out an interest form** to join our team!

# Leveraging Social Media to Share Your EVP



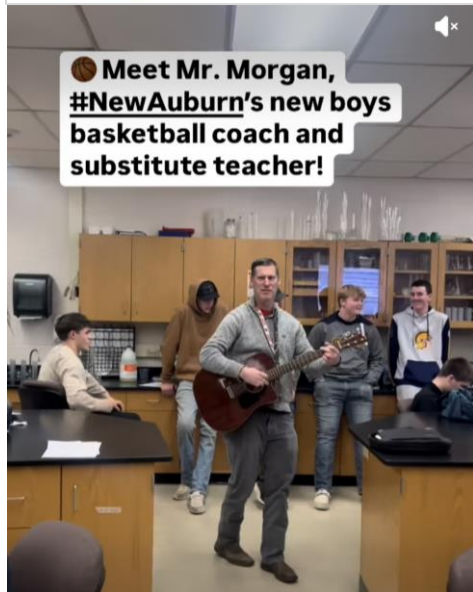
**New Auburn School District · Follow**  
Dec 17, 2024 · 🌐

👤 Meet Mr. Morgan, #NewAuburn's new boys basketball coach and substitute teacher!

🎵 He's not just about hoops—he's got a passion for music, too!

🎧 Watch as he gets (almost) the whole class singing Country Roads by John Denver.

🌟 This moment is what school memories are made of! #k12 #substituteteacher #basketballcoach #singalong #schoolife #classroommoments #FeelGoodMoment #GoodVibes #JohnDenver #CountryRoads



831-645-1292 | www.mpusd.net

Join *MPUSD* as a  
**SUBSTITUTE TEACHER**

- Flexible: YOU choose the days
- Short-term and long-term opportunities
- Be part of an innovative district

**\$200**  
daily rate

**\$250**  
long-term rate

\*Applicants must be eligible for a 30-Day Emergency Credential and are responsible for covering the credential application fees.



**Office of Superintendent of Public Instruction** + Follow  
7,653 followers  
3w · 🌐

Every day, in classrooms across the state, substitute teachers step up when the regular teacher is out. These dedicated professionals help ensure Washington's students continue to receive a high-quality public education.

Join OSPI in thanking substitute teachers for their work supporting student learning!

Click the link to learn more about substitute teaching in Washington state.  
<https://lnkd.in/g/DUCPFbs>

#WAedu

Substitute Teachers  
in Washington state

**15,900+**  
Substitute Teachers

**48%**  
Hired to Fill Short-Term Absence

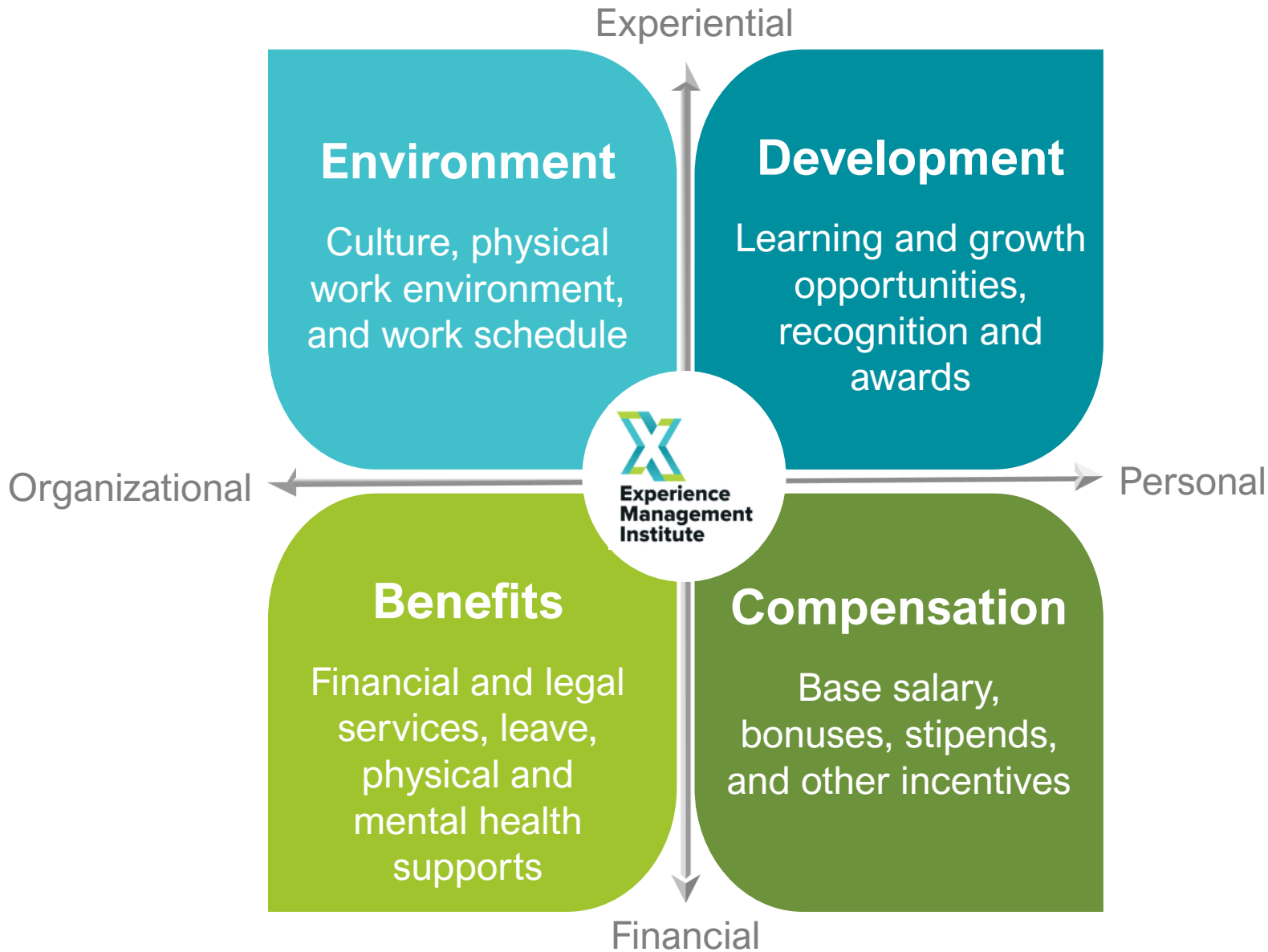
A person is seen from the side, focused on their laptop in a blurred office environment. The entire image has a green color overlay. The person's hands are on the keyboard, and a white mug is visible on the desk. In the background, other office workers are faintly visible, and whiteboards are mounted on the wall.

# How To Craft Your EVP

# Key Components of an EVP



# Identify What You Offer (for Substitutes)



Audit your  
Total Rewards

- **Total Reward Inventory**

*Find this resource and more on the  
Ohio Human Capital Resource Center  
([OhioHCRC.org](http://OhioHCRC.org))*

# Best Practices for Crafting Your EVP

## DO

- + Use simple phrases and easy to understand words
- + Show, don't tell. Use images (with real people!)
- + Keep it short and concise

## DON'T

- Avoid using jargon or buzzwords
- Use stock photos

# Scavenger hunt

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## *YOU DO*

Review your organization's website,  
social media, and job postings.

What evidence do you see of your  
EVP?



# What do your employees/applicants want?

- Collect data to understand the needs and desires of key talent groups—**Substitute Teachers**.
  - Look for opportunities to leverage existing data (e.g., exit surveys, stay interviews, usage rates)
- Ask honestly: *What isn't working?*
  - Listen for gaps between employee's expectations and experiences.
  - Are employees aware of the available total rewards?
- Identify what *is working*



**So what? What's next?**

*Communicate your EVP*

# Identify & Prioritize Touchpoints

Focus on the areas of the employee lifecycle that likely to have the greatest impact.

Gradually expand into to other areas.



# Using Your EVP to Recruit and Retain Subs

- Who are your brand ambassadors and what role do they play in building your employer brand and communicating your EVP?
- Do your hiring managers and/or recruiters understand your EVP? How are they communicating your employer brand to potential substitutes?
- How is your EVP reinforced during before, during, and after someone is hired to be sub?

# Summary

1. Take inventory of your total rewards
2. Draw inspiration from other organizations
3. Consistently communicate your EVP across multiple channels and touchpoints

**Questions?**



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