

Contents

The Growing Need for Educators2

Jobs that Are in High Demand3

Company Profile: High Meadows School.....8

Attracting Fresh Talent 10

A Pre K-8 Heat Map..... 13

Monster Resource Center 14



As long as there are children – and humans in general – there will be a need for quality educators. Teaching is a rich and varied field that calls for elementary to postsecondary teachers as well as subject specialists. It will always be in demand.

Yet today, the field of education faces particularly significant recruitment challenges. A nationwide teacher shortage stems from decades of low pay, insufficient classroom resources, increasingly rigid testing requirements and rigorous teaching guidelines. As a result, many teachers are either opting to leave the field or choosing another career path.

This *Education Hiring Outlook* will help your efforts to attract, recruit and retain the talent you need to successfully educate tomorrow's students and learners.

The Growing Need for Educators

The need for teachers and education-related professionals is acute across the country; in some regions, it is critical. The national teacher shortage is due to a variety of factors, beginning with a dwindling talent pipeline.

A Drop in Teacher Enrollment

Enrollment in teacher education programs is down sharply. According to the [California Commission on Teacher Credentialing](#), enrollment in teacher preparation programs has decreased by 74% in California. According to the [US Department of Education](#), national enrollment saw a 30% drop from 2010 to 2014.

In fact the number of students majoring in education, a typical first step for would-be teachers, has reached its lowest point in 45 years. When asked about their probable field of study, just 4.2% college freshmen said they plan to choose education, down from 11% in 2000, according to a [2016 national survey](#) of college freshmen.

Even such programs as [Teach for America](#), after a 15-year growth trend, reported a drop in applications in 2015.

For those who do choose education, the turnover rate is high. According to the [National Center for Education Statistics](#), about a fifth of all newly-minted public school teachers leave their position before the end of their first year.

A Retiring Workforce and Expanding Need

The aging teacher workforce is fast approaching retirement. This trend coincides with a growing number of K-12 students in many regions across the nation. This confluence has added to a widespread deficit of teachers.

Many states are desperately scrambling to find the talent they need. Even private schools are feeling the pinch, particularly in specialty subjects such as science, math and special education.

The need is great. Private schools are projected to increase new teacher hires by 16% between 2011 and 2022, while public schools are projected to increase hires by 29% during that same period, according to a [National Center for Education Statistics](#) report.



Jobs that Are in High Demand

There is substantial need for new recruits in the field of education. Here is a closer look at educational roles that are currently in demand and will remain so for the foreseeable future.

... ELEMENTARY & SECONDARY EDUCATION TEACHER ...

Function: Elementary and secondary education teachers provide instruction in everything from social studies, language arts to math and sciences for children ages 5 through 18. During their formative years, a child's future success is largely dependent on the quality of instruction that teachers provide.

Skill Set: Teachers must possess great organizational skills, be able to communicate effectively, facilitate conflict and motivate their students.

All states require that teachers have at least a bachelor's degree and complete a state-approved teacher preparation program to receive certification.

While a master's degree is not required for elementary and secondary level teachers it typically offers better pay and opportunities for advancement. Some states also have specific course and credit-hour requirements.

Public school teachers must be licensed to teach in their state unless an exemption is in place. Private school teachers often do not require state licensure.

Why They're in Demand: In 2008, there were roughly 3.5 million kindergarten, elementary, middle and high school teachers in the U.S., with another 500,000 likely to be hired by 2018 according to [Teach.com](#), an educational web resource dedicated to teaching.

Data from the [National Center on Education Statistics](#) forecasts a 7% increase of public school students from pre-kindergarten through high school by 2022, with the biggest growth occurring in Western and Southern states.

Where to Find Them: Teachers at the elementary through secondary levels can be sourced via school job fairs, online advertising and specialized teaching websites. They can also be sourced in local colleges and university schools of education.

In an attempt to attract elementary and secondary teachers, some states and school districts are launching noteworthy marketing campaigns. One such example is in Nevada. It's two largest school districts launched a huge teacher recruitment campaign featuring its [public school superintendent](#) zip-lining through downtown Las Vegas in a superhero cape.

POSTSECONDARY TEACHER

Function: Postsecondary teachers provide instruction on a wide range of academic, career and technical subjects at public and private colleges and universities, professional schools, junior and community colleges as well as career and technical schools. In addition to teaching, postsecondary teachers may also serve in administrative roles, student advisory positions and in research activities.

Skill Set: Postsecondary teachers typically possess Ph.D. credentials. In many cases, particularly in community colleges, a master's degree may suffice. Work experience is also an important requirement for postsecondary teacher positions in technical schools.

Why They're in Demand: Employment of postsecondary teachers is projected to grow 13% from 2014 to 2024, according to the Bureau of Labor Statistics (BLS). In fact, between 2002 and 2012, enrollment in postsecondary education programs increased 24%, from 16.6 million to 20.6 million, according to the [National Center for Education Statistics](#).

Demand for postsecondary teachers is driven by an increasing number of students choosing to pursue healthcare, medical, and technology-related occupations.

Where to Find Them: Potential candidates can be recruited from local colleges and graduate schools, online job boards and through the social networks of existing workforces. Don't overlook adjunct faculty at local universities who desire greater job stability.

STEM TEACHER

Function: Science, technology, engineering and math (STEM) teachers plan and implement activities and lessons toward established goals and objectives of STEM education across elementary, secondary and postsecondary schools.



Skill Set: STEM teachers must have theoretical and practical knowledge and capabilities about their area of expertise (i.e., science, math, technology, engineering.) They are tasked with planning and conducting effective lessons in STEM instruction. A bachelor's degree, preferably in science or math, is often required; a master's degree brings additional advantages. Additional teaching credentials are often required, although many states offer alternative routes for certification. A Ph.D. is typically required for postsecondary teaching.

Why They're in Demand: STEM achievement is intrinsically linked to our nation's economic vitality and innovation. The [Obama Administration](#) predicts that 1 million more STEM professionals will be needed in the U.S. over the next decade, particularly in the technology industry.

To better address these STEM needs, the White House announced the [TechHire](#) initiative in March of 2015. The program looks to coordinate the efforts of the government, cities, as well as corporations and schools to train IT workers for thousands of current job openings.

Where to Find Them: Consider partnering with high-quality credentialing programs such as [UTeach](#) at the University of Texas (and now at 21 other schools) to source STEM talent.

UTeach recruits STEM students to complete their degrees while simultaneously earning a teaching certificate, without requiring additional time or costs. The program is a collaboration involving the University of Texas' Natural Sciences, Education, Engineering, and Liberal Arts colleges and the Austin Independent School District. Tuition stipends and paid internships are an added draw for potential teachers.

EDUCATION ADMINISTRATOR

Function: Education administrators help institutions run smoothly by supporting faculty, interviewing incoming teachers and overseeing the school's resources and budget. Education administrators include positions such as dean, principal, superintendent, district administrator, provost (chief academic officer), department head, registrar or administration director.

Skill Set: Administrators must be able to manage programs and implement strategy, lead communities, negotiate and orchestrate improvements and oversee budgets. Administrators typically possess advanced degrees, such as a master's degree or Ph.D. For a higher-level position such as dean or president, a master's degree in educational leadership or an MBA may be a requirement.



Why They're in Demand: Between 2012 and 2022, the demand for educational administrators is expected to increase by 15%, according to the [BLS](#). The need will grow as thousands of Baby Boomers retire.

Where to Find Them: Recruit and develop education administrators by partnering with local colleges and universities as well as online accreditation programs that offer a master's in educational administration. Another way to source candidates is through external professional networks. Be sure to notify people in your own network when vacancies arise; urge them to spread the word about job openings.

GUIDANCE COUNSELOR

Function: Guidance counselors enable students to make academic and career choices and successfully meet graduation requirements. Counselors must handle personal, social, behavioral and learning problems. In high schools, counselors are often students' primary source of information about college.

Skill Set: Most guidance counselors begin their careers with a bachelor's degree in counseling, education or psychology. The majority of counselors earn at least a master's degree in school counseling or education psychology.

Most states require public school guidance counselors to complete an internship or practicum and possess a state-issued credential. Private schools typically don't require a license yet are more likely to have counselors who specialize in advising students about college.

Why They're in Demand: According to the [American School Counselor Association](#), public school counselors in the U.S. now manage an average caseload of 470 students. In comparison, the [National Association for College Admission Counseling](#) found that private school counselors manage a median caseload of 106 students. The [Education Department's Office for Civil Rights](#) reports one in five U.S. high schools lack a school counselor altogether.

Where to Find Them: Source potential candidates by working closely with area graduate programs. It's significantly easier to attract and retain qualified counselors if you can eliminate or reassign certain program tasks, such as burdensome administrative duties. One option to help overworked counselors is to tap retirees as volunteer mentors.



SPECIAL EDUCATION TEACHER

Function: Special education teachers assist special needs students with the learning process in both larger classroom or individualized settings. Responsibilities include adjusting curriculum to meet students' needs and abilities as well as teaching socially-acceptable behaviors while recording and reporting on students' progress.

Skill Set: Special education professionals must understand law and policy, be able to identify and assess students who potentially require special education resources and help build positive relationships with both students and their parents.

Why They're in Demand: The [Individuals with Disabilities Education Act](#) (IDEA) mandates that students with documented needs receive appropriate services and support.

According to the [National Education Association](#), the number of students enrolled in special education programs rose by 30% in the past decade. A significant increase in diagnoses of children with Autism Spectrum Disorders (ASD) accounts for this growth. A 2013 study from the [Center for Disease Control](#) found that 1 in 50 children between the ages of 6 and 17 have ASD, a 72% surge since 2007.

Where to Find Them: To successfully recruit special education teachers, it's important to be proactive on as many recruitment platforms as possible. Partner closely with schools of education to help spread the word about job openings. Activate both your local social networks and your school's social media channels. Additionally, partner with local colleges and universities with special education programs to help stock the hiring pipeline.



TESOL TEACHER

In addition to special education, schools across the nation have seen a dramatic increase in bilingual students from diverse cultural backgrounds. Students who speak other languages and need help in learning English are one of the fastest growing populations in public schools. This has created a huge demand for [TESOL](#) (Teaching English to Speakers of Other Languages) teachers at the elementary, secondary and postsecondary education levels.

EDUCATIONAL INSTITUTION PROFILE

High Meadows School



High Meadows School addresses recruitment and retention challenges by offering professional enticements that public schools often lack.

For many educators, employment at an independent school is to embrace this dilemma: private-school pay often puts private-school tuition out of reach for the teacher's own children.

High Meadows offers its faculty 25 percent tuition remission and free before- and after-school care for their kids.

"Our school is child-centered and hands on, so we draw teachers who are drawn to those values," says Jay Underwood, head of High Meadows School, a K-8 school in Roswell, Ga., near Atlanta.

Compensation is a key factor in teacher recruitment. "One key challenge is to make sure teachers are paid as well as possible within our budget," says Underwood.

But pay is neither the first nor the most important selling point for the school. Collegiality is one aspect of professional life that gets high billing. High Meadows matches each new teacher with a mentor from its 60-member faculty over the course of two years. Teachers get help with everything from curriculum development to navigating the school's culture.

High Meadows uses a diverse mix of recruitment channels. "Word of mouth is very important," says Underwood. "Because of our school's reputation in our region, and because we focus on people being creative in the classroom, we have a deep pool of resumes without advertising. Though sometimes we use recruiting firms and advertise on local, regional and national job boards for teachers."



Especially given the demographics of greater Atlanta, “diversity is extremely important for our students and faculty,” says Underwood. “We use our contacts and connections to try to recruit diverse faculty.” The school has sent representatives to job fairs and other events targeting people of color and other groups that are sometimes underrepresented in the faculty of independent schools.

Multifaceted professional development helps High Meadows retain good teachers. “When we send faculty to professional development experiences, we send them at least two at a time, so the conversation can continue,” says Underwood. “We offer training that teachers can take with them through their careers. They really value the fact that we offer this.”

Attracting Fresh Talent

To successfully source educational candidates, educators can implement a variety of recruiting best practices to attract and retain fresh talent. The following hiring strategies will help.

Offer Competitive Salaries or Other Incentives

An often cited hurdle to engaging and retaining teachers is compensation. Salaries consistently fail to keep up with inflation, while teachers must perform a multitude of difficult tasks that go unappreciated. Simply put, teachers can earn a lot more in other fields.

Private schools typically offer greater flexibility around compensation as private institutions have greater control over budgets and staffing decisions. Yet this flexibility doesn't necessarily equate to higher teacher pay.

In fact, the average base salary of regular full-time teachers was higher in public schools (\$53,100) than in private schools (\$40,200), according to the [National Center for Education Statistics](#), based on its 2011-2012 Schools and Staffing Survey (the most recent year it was conducted).

Teacher compensation issues are especially challenging in high-demand specialties, such as STEM teachers, says Claus von Zastrow, chief operating officer and director of research for [Change the Equation](#), a collaboration of major companies invested in STEM education across the country.

von Zastrow says it's often difficult for schools to compete with private-sector salaries when trying to recruit STEM teachers. "The data shows that if you have a bachelor's degree in math or statistics and you enter the workforce, you do quite well financially. But if you go the teaching route, you earn only slightly more than someone who only has an associate's degree. That's very challenging."

These financial challenges call for incentives that help support a teacher's viability to remain in the profession.

In response, many states and school districts are using creative solutions to recruit educators, such as California's offer of subsidized housing and signing bonuses. Other state government initiatives and incentives are aimed at boosting teacher salaries, such as Idaho's career ladder/teacher salary law which took effect in July 2014. The law will increase teacher pay over five years. Tennessee also introduced a 2013 program to help boost teacher salaries.



Focus on School Culture and Professional Development

In addition to financial pressures, teachers are tasked with often overwhelming workloads. Between rigid testing requirements, changing curriculum standards and under-resourced classrooms, it is easy for teachers to become discouraged.

These demands point to the importance of a thoughtful school culture, says Tricia DeGraff, principal of a K-5 charter school, [Academy for Integrated Arts](#), in Kansas City, Mo.

“Is it a place where teachers are being challenged while also being supported?” asks DeGraff. She recommends focusing on creating a culture “where people are always working to be their best but also not feeling overwhelmed and unsuccessful.”

DeGraff seeks to strike a balance between helping teachers celebrate successes while having high expectations -- and challenging them to continually improve.

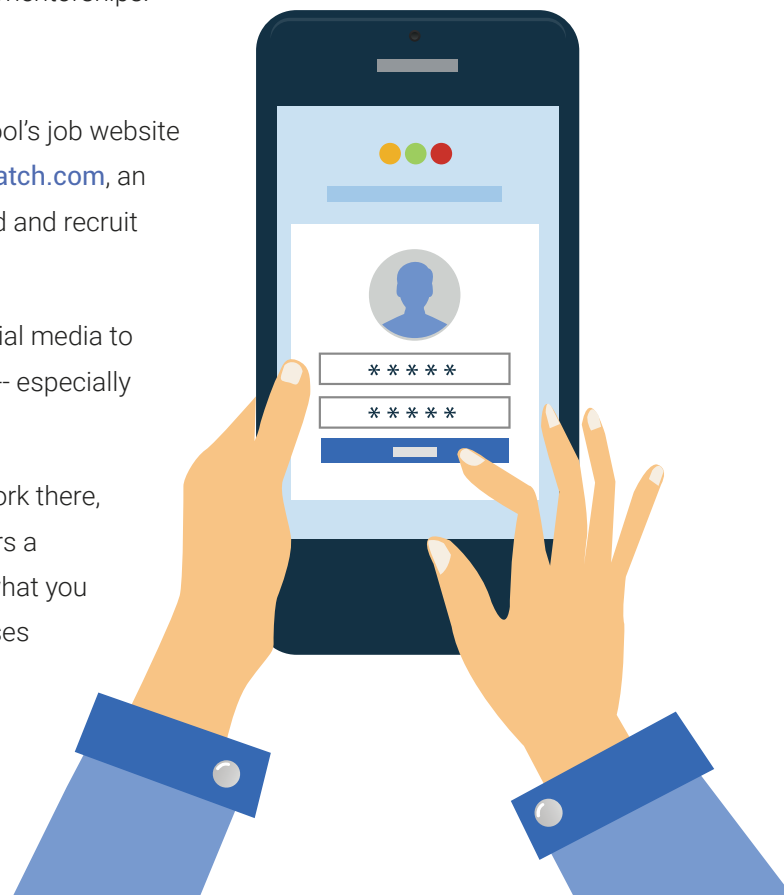
In addition to providing teachers with a supportive culture, it’s important to enrich their career pathways. Openly reward teachers who are effective in the classroom. Provide opportunities for professional growth and development, such as master’s degree programs or mentorships.

Embrace Social Media

The days of simply listing your job postings on your school’s job website are over,” says Alicia Herald, founder and CEO of [myEdMatch.com](#), an online teacher matching service which helps schools find and recruit best-fit talent based on cultural fit.

Herald urges administrators to be savvy about using social media to get the word out to the communities they want to reach -- especially Millennial candidates.

Says Herald, “Millennials want to know what it's like to work there, so it’s helpful to be active on social media to give teachers a better sense of what your school culture looks like and what you prioritize.” Be transparent about information that addresses candidate expectations around parental engagement, professional development and the local community.



Hire Early, Often and Creatively

As the saying goes, the early bird gets the worm. The same applies to hiring educators.

The education hiring season, which traditionally began in early summer, now starts as early as February or March. After reaching out to a wide pool of candidates and identifying those who meet your qualifications, quickly extend the job offer to engage top candidates.

Yet it's not enough to start the hiring process a few months early. With shrinking participation in teacher preparation programs, there is a strong need for new and innovative routes into teaching as early as middle and high school. This is the best way to create a talent pipeline.

As a whole, educational institutions must be more adamant about marketing the attractiveness of teaching careers at the middle and high school level.

New Recruitment Strategies

Alternative pathways into the teaching profession are another route to teacher cultivation. These programs eliminate many of the barriers associated with traditional routes to licensure.

One such example is the [Every Student Succeeds Act](#) (ESSA.) Signed into law by President Obama on Dec. 10, 2015, ESSA removes federal funding concerns for states that issue provisional licenses for teachers.

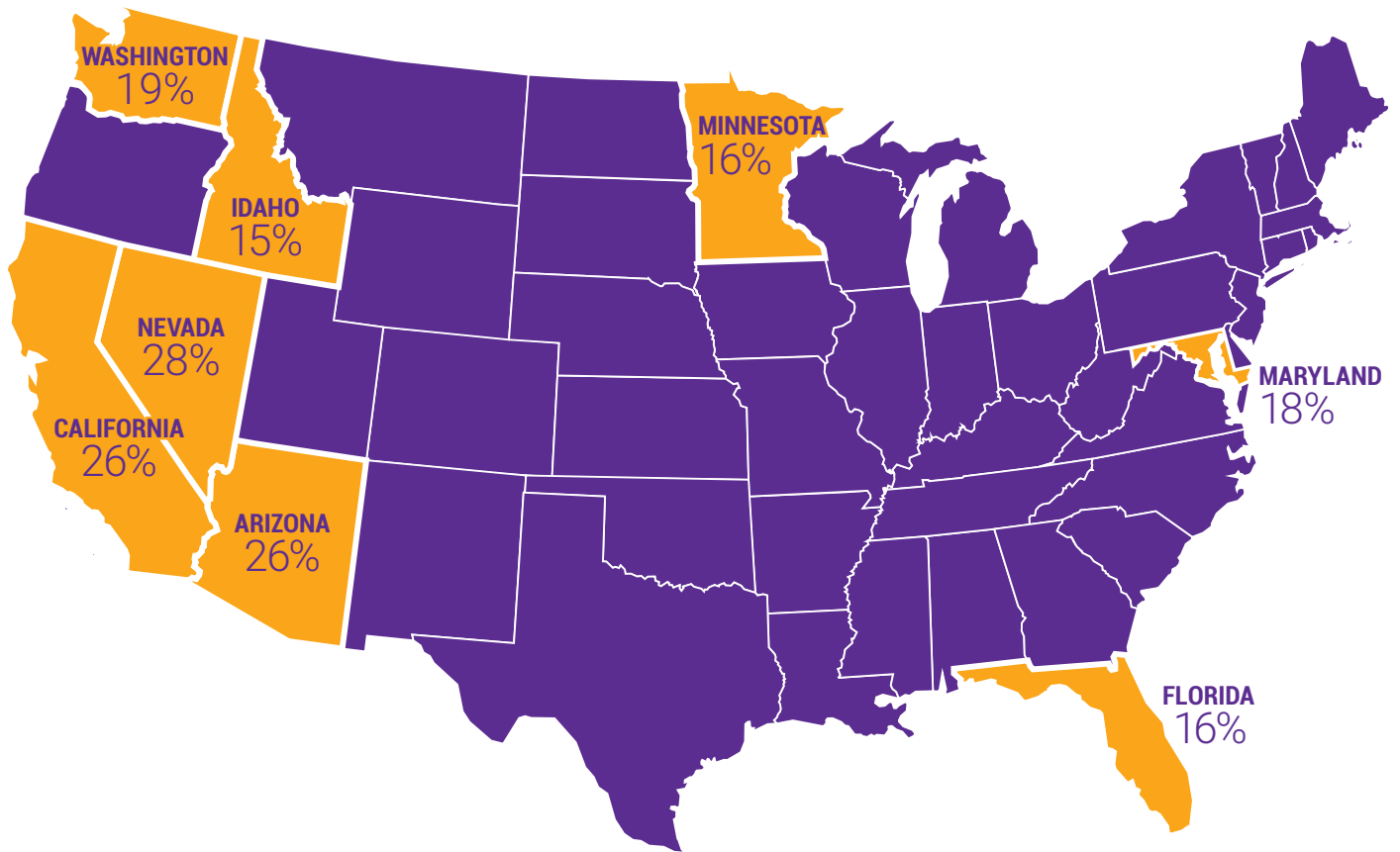
This type of licensing was explicitly prohibited under its predecessor legislation, No Child Left Behind. The new law provides states flexibility to addressing teacher shortages, allowing for provisional teacher certification and waiving the licensing criteria for states and schools that receive Title I funding.

ESSA allows administrators and boards to tap novice teachers with the right skills and aptitude to train on the job. This often translates into hiring teachers with little, if any, classroom experience, while they simultaneously study for their teaching credentials. This opportunity comes with some challenges. Experts stress the need for ongoing mentorship and support for educators in training.



A Pre K-8 Heat Map

According to a report from the Institute of Education Sciences' [National Center of Educational Statistics](#), these states are projected to see the highest percentage of growth in pre K-8 enrollment in public schools from 2011-2022.



More from the **MONSTER** Resource Center

How to Write a Job Description: Reign in Job Requirements

Get the attention of your top-grade candidates.

Create a Job Description that Entices Candidates to Apply

Help your job ad stand out from the pack.

Interview Questions to Ask Yourself Before You Hire

Learn how to generate better interview questions.

Behavioral Interview Questions: Avoid These Three Mistakes

Come up with task-oriented questions for the interview.

How Can You Retain Baby Boomer Employees?

Who is close to retirement in your organization?

For more like this visit the [Monster Resource Center](#)

Follow Us