

The Guide to Retention-focused Recruitment

How to get started with this 21st century recruiting method

What is retention-focused recruitment?

This modern method of recruiting has two key components. First, the primary goal is to recruit outstanding candidates and retain them through their entire careers. Second, it aims to place the employee at the center of the recruiting and hiring process by breaking down departmental siloes and ensure cross-functional collaboration and communication.

Why is it important?

Research also shows cross-collaboration increases retention rates in schools. A recent [Frontline Education survey](#) reveals **69%** of districts with frequent cross-departmental collaboration experience high retention rates.

Here's what you need to get started:

- Commitment across departments
- Strategic planning efforts
- Modernized resources



Commit to a Conversation

Commit to facilitating a conversation between departments to ensure everyone is philosophically aligned to your end goal.

Take time to reflect on these three questions with your teams:

1. How can we support district-wide transparency?
2. How can we support outstanding education through collaboration?
3. Are we at odds between yesterday's hiring needs and today's budget constraints?

Bringing key district functionality together will ultimately improve the recruiting experience!



Strategically Plan

When 85%, on average, of your budget is allotted to staffing, it's important to get strategic. Strategic planning starts with laying everything out on the table that you have already in motion with your candidates and new hires. Think about the tools you have in place today that are designed to support your candidates, new hires, and employees. A robust [position management plan](#) can help identify any gaps or grey areas that have been overlooked between departments. Be sure to chart or track this progress.



Implement Effective Tools

21st century educators are highly tech-savvy, so if your tools don't surround these new employees with streamlined, personalized, and modern resources, they may be less likely to retain their onboarding or buy-into the school culture. Implement effective, modern tools to shift away from outdated recruiting

Here are a few examples:

- [Applicant tracking systems](#) →
Streamline the process from start to finish
- [Applicant screening tools](#) →
Identify candidates most likely to succeed in your district
- [On-demand interviews](#) →
Give candidates flexibility and control



Diversify

Your district should be in diverse in need, diverse in thought, and diverse in place. 21st century candidates should be able to come out of an interview and see that your district is a supportive, diverse space filled with meaningful interactions and learning experiences.



Your End Goal

- Employee-centered recruiting
- Cross-collaboration
- Optimized 21st century recruiting