



RECRUITMENT TIMELINE

Planning Recruitment for an Innovative Pathway Program

Introduction

This tool is intended for use within innovative pathway programs to help plot a strategic and thoughtful recruitment timeline.

Intentional and collaborative planning around recruitment is critical for the success of an innovative pathway program. Educator Preparation Programs (EPPs) and their district partners can use this tool to think through the critical touchpoints for recruitment and plot them in a timeline that can serve as a guide to their work. The tool includes questions to help teams document critical actions within a recruitment plan and provides a list of materials that could be developed to support their efforts. Additionally, a sample timeline is provided.



Recruitment Timeline – July 2023
Published by BranchED, 100 World Drive, Suite 101, Peachtree City, GA 30269.

This resource was authored by the BranchED Team. The content herein is licensed CC-BY-NC-ND. It can be downloaded and shared with attribution to BranchED. It cannot be remixed or used commercially.

<https://www.educatorexcellence.org>

Planning the Innovative Pathway Recruitment Timeline

Provided below are questions a team of stakeholders working within an EPP and PK-12 district partnership can utilize prior to creating their recruitment timeline for an innovative pathways program. The questions intentionally begin with the end in mind, first thinking about when candidates participating in an innovative pathway program will begin their clinical year and then backward planning the recruitment process.

Recruiting Candidates for the Innovative Pathway Program

- When will candidates begin their clinical year?
- How far in advance of the start of the clinical year will they need to be admitted into the EPP?
- Considering the dates for the start of the clinical year, what is the ideal timeframe to recruit potential participants?
- Who are the targeted groups of potential participants (e.g., current employees of the school district, current candidates, community members, etc.)? How will the team conduct outreach to these groups? What informational and promotional materials need to be created for outreach?
- What type of recruitment events will need to be conducted? When and where? Are there events already occurring at the EPP where the innovative pathways opportunity could be promoted?
- Who will check-in or follow up with participants who expressed interest? When and how?
- How frequently does the team need to connect and check-in on recruitment efforts?

Resident Application and Selection

- What steps do potential participants need to take to complete their application with the EPP and/or school district?
- What is the deadline for those applications?
- When will the team review applications? What criteria will be used for selection?
- If interviews are conducted, who will comprise the interview team? Who will develop the interview questions? When will the team interview potential candidates?
- When will the team make decisions about participant election? When will follow-up occur with selected participants?
- How frequently does the team need to connect and check-in on the application and selection process?

Recruiting Mentor Teachers

- When is an ideal time to select mentor teachers during the school year?
- Who will be involved in the process of recruiting and selecting mentor teachers? What criteria will be used for mentor teacher selection? What will the selection process entail?
- If interviews will be used, who will comprise the interview team? Who will develop the interview questions and the process?
- How will mentor teachers be onboarded and oriented to their roles? What professional development will be required for mentor teachers?
- How frequently does the team need to connect and check-in on the process?

Innovative Pathway Recruitment Timeline Sample

Below is a **SAMPLE** Resident Recruitment Timeline to get the team started. This sample is based on a one-year lead that begins in the fall with the intention of seating a cohort for the innovative pathway program the following fall. It includes specifics that are pertinent to a particular EPP and is not intended to be prescriptive. Every innovative pathways program should create a timeline that fits their context and includes their specific actions.

Date	Action
November – December	<ul style="list-style-type: none"> • Create a list of targeted groups of potential participants: <ul style="list-style-type: none"> ○ Current eligible teacher candidates already enrolled in EPP ○ Current PK-12 employees interested in a teaching credential ○ Current parents, caregivers, community members who may consider a career in teaching • Determine January and February dates for informational sessions.
January	<ul style="list-style-type: none"> • Send out promotional materials to groups identified above with an invitation to an informational session. <ul style="list-style-type: none"> ○ Email ○ School newsletters/parent communication ○ Internal communication • Conduct first virtual informational session with potential participants • Check-in with participants from informational sessions who expressed interest to gauge interest, answer questions, and assist with any application support needed. • Set up a table at the district’s job fair to promote the program
February	<ul style="list-style-type: none"> • Send a reminder to groups identified above about a second informational session for those who were unable to attend. • Conduct second virtual informational session for those unable to attend first session • Check-in with participants from past informational sessions who expressed interest to gauge interest, answer questions, and assist with any application support needed. • Initiate the mentor teacher selection process through a presentation to current teachers outlining the role, the compensation, and the application process.
March	<ul style="list-style-type: none"> • Review applicants for candidates and mentor teachers: Select who will be interviewed for these roles • Interview select candidates and offer positions for both mentor teachers and candidates • Request confirmation of position acceptance from selected applicants
April	<ul style="list-style-type: none"> • Orientate mentors to their roles and outline upcoming onboarding of candidates and professional development • Review recruitment efforts to determine if actions resulted in desired outcomes, study any areas of improvement, and additional recruitment actions as necessary
May - July	<ul style="list-style-type: none"> • Provide training sessions to mentor teachers in the areas of providing feedback and coaching.

Recruitment Materials

Quality recruitment materials will also be vital as your team promotes and recruits for the innovative pathways program. Recruitment materials should be informational, build excitement, and reference next steps for those interested in the program. Below are some examples of the types of recruitment materials that can support the team's efforts.

General Materials

- A flyer that introduces the Innovative Pathways Program
- Website highlighting the Innovative Pathways Program
- Slide decks for various information session presentations
- Position descriptions for Candidates and Mentor Teachers
- Email copy for communication and outreach

Interview Process Materials

- Applications for Candidates and Mentors
- Questions for Candidates and Mentor interviews
- Interview rubric for teams to use in selection process

Promotional Materials

- EPP and/or district swag
- Video testimonials from current or past graduates of the program