



# IF WE CAN PUT A MAN ON THE MOON, WHY CAN'T WE PUT SUBSTITUTES IN CLASSROOMS?



The rising demand for substitute teachers is an issue that has affected school districts across the country. According to data from the U.S. Census Bureau, the number of college students majoring in education has dropped from 21.6% of students to only 7.6% between 1975 and 2015. With fewer Americans pursuing work in the education field, the number of individuals that would normally work in substitute positions is rapidly diminishing.

When districts don't have enough substitutes available, unfilled classrooms and lost learning days are the result. The negative impact that these lost learning days have on student education goes without saying, so it's important to find more effective ways to recruit enough substitute staff.

## Use Varying Methods

While school districts often implement some form of substitute recruitment, most are not leveraging all available strategies. Districts must utilize numerous, multifaceted recruitment campaigns to reach the largest audience and not alienate any potential candidates. The best methods include online job boards, district newsletters, college hiring events, social media, community events, and district job fairs. Additionally, advertisements targeted directly at specific candidates (special education, bilingual skills, etc.) are more effective at attracting properly qualified applicants.

## Recruit Year-Round

It is crucial for school districts to recruit substitute talent during the months leading up to the school year. However, substitute turnover can quickly diminish the substitute pool unless recruitment efforts are maintained. For the best results, school districts must recruit throughout the year. This guarantees that the substitute pool is being constantly replenished with new talent, compensating for substitute turnover and ensuring there are enough substitutes available for unexpectedly high absence scenarios.

## Advertise Internally

Many of the best candidates already have demonstrated experience or interest in working in the school district. Retired teachers, parents active in schools, and previous applicants for full-time positions are all excellent candidates for substitute positions. These individuals have established relationships with the school district's students and a vested interest in the district, making them ideal substitutes.

## Track Success

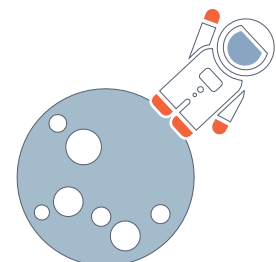
An effective substitute recruitment campaign is a considerable investment of time and resources. As with any investment, districts should track progress to ensure that it is producing the desired results. By measuring the number of responses and successful hires from each recruiting method, districts can redirect resources from unsuccessful methods to more successful ones. This improves the efficacy of the recruitment campaign and generates a larger pool of substitute talent.



As substitute availability continues to be an issue and administrative resources have become too strained to effectively recruit, many school districts have turned to ESS to improve their substitute recruitment and program management. ESS is capable of managing substitute programs more effectively than districts can accomplish internally, while simultaneously relieving districts of costs, administrative duties, and freeing up valuable resources.

Over the past 19 years, ESS has developed the nation's leading full-service substitute recruitment and management program. Our team creates a custom tailored, year-round, locally-based recruitment campaign for each of our partner school districts. In addition to recruiting, ESS absorbs all tasks associated with the substitute program, such as hiring, training, placing, and managing all substitute staff.

Many districts believe it's easier to put a man on the moon than it is to find substitutes for their classrooms, but with ESS the substitute process couldn't be simpler. The ESS team can recruit a large pool of substitutes in any community, with over 55,000 ESS substitutes currently supporting more than 2.5 million students nationally.



For more information on how **ESS** can improve substitute recruiting in your district, please contact **Dan McLaughlin** at **609.923.2403** or **DMcLaughlin@ESS.com**.