

Recruitment and Retention Realities in Oakland Unified School District



IMPERATIVE: A high quality, effective teacher in every classroom for the start of the school year and throughout the school year



NEED:

- To develop a teaching force that is representative of our student demographics
- To develop a teaching force with a high level of cultural competency and resilience



LEGAL REQUIREMENTS

- All classrooms are staffed with permanent teachers (Ed Code 35186 (f)(3) (h)(2) and (h)(3))
- All teachers are fully credentialed (Ed Code 44013)
- All teachers are Highly Qualified (Title II)

THE OUSD REALITY - WE CONFRONT:

Recruitment Challenges

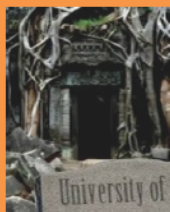
- Competition with Greater Bay Area districts that pay more
- Delayed hiring timeline (budgeting process and contractual obligations)
- Short supply of graduates of color from Teacher Preparation Programs
- National shortage of Math, Science, and Special Education teachers
- Negative perceptions of Oakland



Retention Challenges

- High teacher turnover within the first five years
- Insufficient support for new teachers, particularly in their first year
- High stakes testing disproportionately impacts teachers of color
- For new teachers, school enrollment fluctuations result in high degree of disruptive dislocation from school of choice and reassignment based on available vacancies

Recruitment Strategies Employed by OUSD Human Resources



LOCAL UNIVERSITY PARTNERING

- Attend recruitment events
 - Conduct interviews
 - Credential class presentations
 - OUSD informational sessions
 - Facilitate candidate visits to OUSD schools
- Stanford
 - Cal State East Bay
 - Mills
 - San Francisco State
 - Holy Names
 - University of San Francisco
 - UC Berkeley
 - Brandman
 - Alliant
 - Patten
 - Sacramento State
 - Chico State



DIVERSITY RECRUITMENT

- Teach Tomorrow in Oakland—OUSD’s internal diversity pipeline—recruit and retain local diverse candidates
 - Marketing and outreach to *Historically Black Colleges and Universities* and Hispanic-serving Institutions of higher education
 - Talent Recruiters visit, recruit and interview at the following schools . . .
- Spelman
 - Clark
 - Morehouse
 - Xavier
 - Dillard
 - Quinn
 - Fresno State
 - Fresno State
 - Howard
 - Hampton
 - Whittier
 - Tulane
 - New Orleans University
 - San Diego State
 - UC Santa Cruz
 - CSU: Monterey, Northridge, San Bernardino, Stanislaus, San Marcos and Fullerton campuses



TEACHER RESIDENCY/STUDENT TEACHER PIPELINE

- Partner with Mills College to implement teacher residency program focused on math and science teachers
- Partner with Mills College and Cal State East Bay to place more student teachers & recruit and retain most effective student teachers

TEACH FOR AMERICA

- Recruit for hard-to-staff subject areas like math, science, and Special Education
- Recruit experienced TFA alumni teachers



MARKETING

- Website, affinity group networks, print and social media
 - California Association for Bilingual Education
 - Teachers of Color
 - California Association of School Business Officials
 - Idealist.org
 - LinkedIn
 - JOB Board
 - University job boards
 - diversityjobs.com
 - Oakland Post
 - El Mundo
 - Oakland Tribune
 - Facebook
 - Craigslist
 - EdCal
 - Edupreneurs
 - Education Pioneers



EARLY HIRING AND OVER-HIRING

- Currently interviewing candidates and offering OUSD contracts for 2015-16
- Hiring a pool of surplus teachers for late vacancies

POSSIBLE FUTURE STRATEGIES

- Early hiring and over-hiring for schools with high turnover
- Signing bonuses for hard to staff subject areas