

*Thomasville City Schools
Substitute Recruitment, Marketing &
Retention Plan*



Beginning Fall 2021 & Ongoing

Sample of Beginning of the Year Recruitment Efforts



Krystal Sanders @Krystal... · 6/22/21 ...
PTEC Employment Info Session. If you missed it today join tomorrow!

Interested in a career in public education? Take the first steps


Piedmont Triad School Districts
Albemarle/Rockingham Schools, Asheboro City Schools, Caswell County Schools, Chapel Hill/Carroll City Schools, Chatham County Schools, Davidson County Schools, Davie County Schools, Guilford County Schools, Hargett City Schools, Montgomery County Schools, Moore City Schools, Randolph County Schools, Rockingham County Schools, Stokes County Schools, Surry County Schools, Thomasville City Schools, Winston-Salem/Forsyth County Schools, Yadon County Schools

Employment Information Sessions
June 22 & 23, 2021
12:00 to 1:00 PM

TEACHER EMPLOYMENT SESSIONS
• Individuals with a four-year degree
• Individuals without a four-year degree

CLASSIFIED EMPLOYMENT SESSIONS
• Bus Drivers, Custodial, School Nutrition, Teacher Assistants

To Register Visit:
www.ptecnet.org/announcements



FREE HYPERLOCAL DAILY NEWS FOR DAVIDSON COUNTY, NC

AUG 26

Do you have time to help a student? TCS needs you

Davidson Local

Thomasville City Schools is in need of substitute teachers. Chief Human Resources Officer Krystal Craven-Sanders shared with Davidson Local pertinent information regarding their openings. If you have any additional questions or would like more information, please contact the TCS Human Resources Department at (336)474-4200.

Subscribe to the Davidson Daily

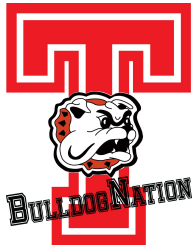
First Name

Last Name

Email Address

- **What is the mission of TCS?**
It is our mission in Thomasville City Schools to partner with parents, community and staff members to nurture and prepare students for success in the 21st Century. Educating the whole child and providing them with the tools needed for success in life is paramount. Expectations for a positive learning environment along with

[Link to Davidson Local Article](#)



Thomasville City Schools Substitute Data



Number of Current Active Substitutes	29 <i>3 New Substitutes this Year (1 was Immediately Hired)</i>
Current Average Daily Fill Rate	62% <i>Includes Daily Average of 10-11 Long Term/Vacancy Substitutes</i>
Number of Active Substitutes	25 (2020-2021) 30 (2019-2020, Pre Covid)
Number of Substitutes Hired as Full Time Employees (Aug. 2021-Present)	2 <i>(+2 in the Hiring Process)</i>
Number of Substitutes Who Hold Other TCS Positions	1 Bus Driver

TCS Substitute Forum Feedback 11.30.21

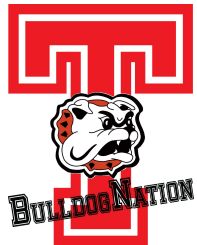
Attendees: 1 Substitute, 1 School Treasurer, 1 Administrator, 1 Finance Department Representative, 2 HR Department Representatives, 2 Board Members

Going Well

- Making Substitutes Feel They are Part of the Family Makes Us Happy
- Increase in Pay was a Moral Booster
- Some Administrators Connect Better With Substitutes Than Others

Suggestions

- Assure Long Term Substitutes Can Plan/Collaborate with Teammates
- Keep Substitutes in their Original Assignments
- Add a Bonus for Working a Set # of Days in a Pay Period
- Add Substitute Links on School Websites
- Pass out Flyers at Dismissal
- Experienced Substitutes Mentor New Substitutes
- Flyers: Day Cares, YMCA, Peditrication, Parks & Rec
- Generic Computer Login for Substitutes
- Maps of Buildings & Check-in Locations
- Substitute Training at Individual School Level
- Important to Remember Your Lens Determines How You Feel About the Substitute Calling System



TCS Substitute Survey Data

Surveys were sent to All Current TCS Substitutes. 13 were returned.

How do you feel about the temporary upgrades to substitute teacher pay in TCS?

- I am very grateful and thankful for the increase in pay. Thank you all for thinking of us.
- Appreciate it.
- Much Appreciated.
- It's a good steps but with the bonus the teachers got, we should have gotten something too to show your appreciation for working as well...\$1500, \$1000, or \$500 at least
- Which of the upgrades are considered temporary
- It's ok but could non certified get \$100 a day? That might draw more subs to come work.
- Greatly Appreciated
- Hallelujah

What are some additional steps that can be taken to attract additional substitutes teachers to TCS?

- Good plans, not always working all blocks, discipline problems in some classes
- Talk to parents who want to get more involved in the school's academic courses with the kids. It may encourage them to get interested in the field. There are also many college students that may consider working in the field as a start to employment.
- If we can get benefits like health insurance or other benefits that are offered. Also bonuses can be offered for subs now that have been with the schools a long time
- Post applications on school's websites, HR page, Citizen's of Thomasville Page, and community College page
- Post the position on job sites like Indeed
- I think the pay should be rounded off to \$100 a day. THat would help to attract more substitutes teachers
- This a great start with the pay increase. I believe this will attract many positive and professional substitute teachers to TCS.
- Make teachers leave sub plans that are written for a sub and not themselves.
- I am in my 7th year as a sub. The last 2 years have been insane as far as behavior problems. I hear teachers and subs say they don't have to put up with this. Several current teachers I don't sub for because they don't have any control over classes. As subs we can't perform miracles.

TCS Substitute Survey Data

The SmartFind Express calling system is easy for me to use?				
Strongly Disagree		Neither Agree or Disagree		Strongly Agree
				10
Comments: *No problems.				
I will continue to substitute teach in TCS?				
Strongly Disagree		Neither Agree or Disagree		Strongly Agree
1				9
Comments: *I no longer live in Thomasville. *I've been with the school for 11 years now so I will as long as I am able to.				
I am more likely to sub in TCS because of the increase in pay?				
Strongly Disagree		Neither Agree or Disagree		Strongly Agree
		3	1	6
Comments: *If I lived there I would. *I love the families and children in my community. I love the school system and I feel I can make a difference one child at a time. *I started with Thomasville 11 years ago and from \$70 to \$95 in 11 years is ok but it is not the reason I stay. I enjoy subbing but it is not enough to pay the bills. *I think the pay increase will help but it may draw more subs in if we had benefits too. *I am committed to TCS. Atleast for this year.				
I feel I could recruit others to be substitute teachers in TCS because of the increase in pay and sign-on bonus.				
Strongly Disagree		Neither Agree or Disagree		Strongly Agree
1		3	3	6
Comments: *I don't know anyone that could. *I will talk to other retired teachers.				
I feel this increase in pay and sign on bonus are a positive step toward attracting new/additional substitute teachers.				
Strongly Disagree		Neither Agree or Disagree		Strongly Agree
1		1	2	7
Comments:				

Thomasville City Schools

Substitute Marketing





Invitation to Make a Difference in BULLDOG NATION

Posters shared on job boards around the Nation:

- Thomasville Pediatrics
- Thomasville Public Library
- Thomasville City Schools
- Workforce Development Office
- Goodwill Industries
- Davidson Davie Community College
- Salvation Army
- Thomasville Area Chamber of Commerce

**You
can
make a
difference**

Apply today
Scan the Code
or call 336-474-4200
www.fcs.k12.nc.us

SCAN ME

**SUBSTITUTE
TEACHER
PAY
INCREASES
20%**

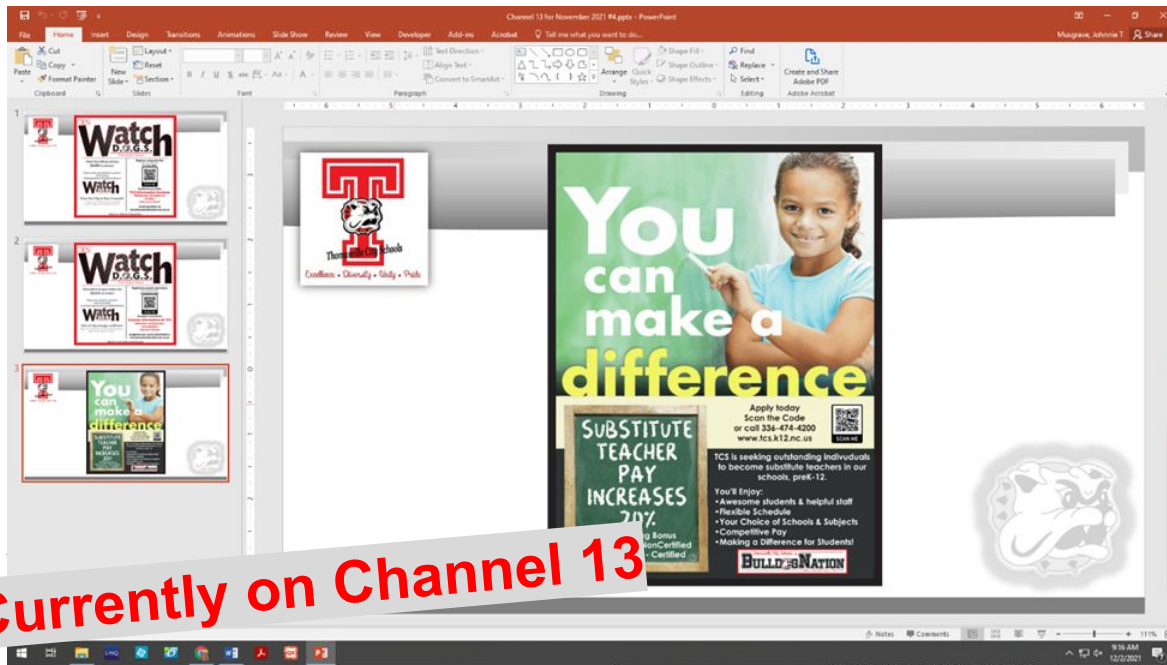
\$100 Signing Bonus
\$95 per day - Non-Certified
\$125 per day - Certified

TCS is seeking outstanding individuals to become substitute teachers in our schools, preK-12.

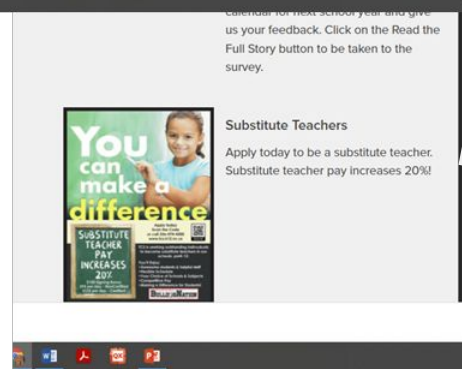
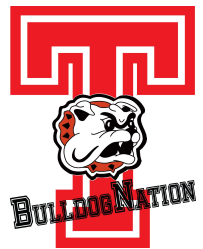
You'll Enjoy:

- Awesome students & helpful staff
- Flexible Schedule
- Your Choice of Schools & Subjects
- Competitive Pay
- Making a Difference for Students!

Thomasville City Schools is
BULLDOG NATION



Currently on Channel 13



Currently on TCS Website

BULLETIN INSERT FOR LOCAL CHURCHES TO SHARE...



Info. from **BULLDOG NATION**

December 2020

Excellence • Diversity • Unity • Pride

Superintendent, Cate Gentry, Ed.D...

We need your help...TCS is looking for people of great character to serve as Substitute Teachers!

You can make a difference

Apply today
Scan the Code
or call 336-474-4200
www.tcs.k12.nc.us

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Substitute Teacher Pay INCREASES 20%!

- \$100 Signing Bonus
- \$18 per day - Non-certified
- \$125 per day - Certified

BULLDOG NATION

Important Dates:

- December 7 – TCS Board of Education Meeting (Meeting information & agenda are located on the district website)
- December 15 - 21 – TMS & TMS Exams
- December 21 – DISTRICT-WIDE Early Dismissal
- December 22-January 4 – Christmas Break
- Wednesday, January 5 – Students Return

Important Reminders:

- New Semester – Set High Goals & Work Hard & Achieve!
- Be certain students attend school unless they are sick
- Help Your Child Succeed – Check Grades & Attendance from the TCS Parent Portal – it's FREE!
- Participate in the 2022-2023 Calendar Survey located on TCS Website

Watch D.O.G.S.

- Watch D.O.G.S. Initiative is rolling out – call 336-474-4200 for more information. (Additional information will be share later in 2022.)

Additional Notes from the Nation:

GERMS are everywhere!
STAY HEALTHY – WASH YOUR HANDS!

BULLDOG NATION
12-10-2020 12:00 PM EST

National Special Education Day

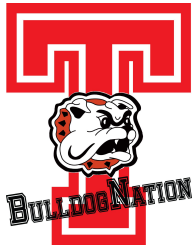
education knows no boundaries!

Thank you
Exceptional Children's Staff!
You make a difference every day!

Merry Christmas & Happy Holidays
From
Dr. Cate Gentry & **BULLDOG NATION**

Visit the TCS web site for up-to-date COVID-19 information.

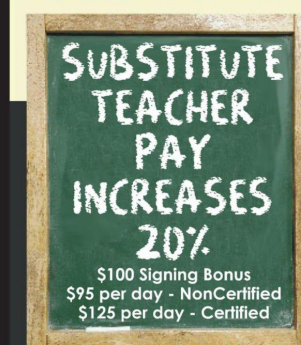
Shared via the November
21st Publication of
**“News of the
Nation”**
to all faculty & staff
members
(Requesting Their Assistance in
Recruiting Great People)



Exciting News in Bulldog Nation!

The TCS Board of Education is investing in Substitute Teachers! Join us in a new campaign to welcome new folks who will work to grow and nurture our students.

Let your friends and families know about this exciting opportunity & help grow Bulldog Nation!



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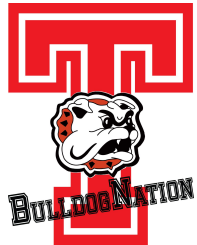
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Shared via the
Thomasville Area
Chamber of Commerce
Social Media Sites
beginning the first week in
December 2021



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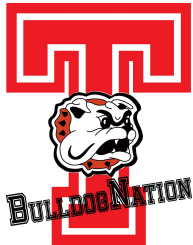
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BULLDOG NATION

Plans to Continue the Work:

- Plan to post hiring options for regular employment (teachers, bus drivers, etc.) and substitute teacher opportunities to the following job boards in January 2022:
 - *Career Builder*
 - *Zip Recruiter*
 - *LinkedIn*
 - *Glass Door*
 - *Snag a Job*
- Home Sporting Events: Announcements made during games/matches, posters at entrances/ticket area, make flyers available
- Create Substitute Teacher Recruitment Video



Thomasville City Schools

Substitute Retention



Calling Systems Price Comparisons

	Front Line	RedRover	SubFinder Express <i>Currently Using</i>
Implementation + Year One	\$6,300 + \$9,397= \$15,697	\$1000 + \$3500= \$4,500	\$2,502.23 (2021)
Year Two	\$9,867	\$3,500	This amount will increase with changes in staff. We are charged per user and cannot delete users once they leave TCS.
Year Three	\$10,360	Increase Based on Consumer Price Index	

Calling Systems Comparisons

	Front Line	RedRover	SubFinder Express
Substitute Notification for Job Openings	Automated Phone Calls, Mobile App, or Select Jobs Via Computer	Text Messages, Push Notifications, Automated Phone Calls, Mobile App, or Select Jobs Via Computer	Automated Phone Calls, Mobile App, or Select Jobs Via Computer
Substitutes Accepting Jobs	Must Accept All Days of a Multiple Day Job	Can Accept One Day of Multiple Day Job	Must Accept All Days of a Multiple Day Job
Sign In	Unique Sign-In for this System	Teachers Can Use TCS Google Sign-In	Unique Sign-In for this System
Integration with LINQ	Currently Available	Waiting on LINQ Support to Integrate	Currently Available
Web Based-Additional Software Needed	YES - NO	YES - NO	YES - NO
Alerts	Not Available	HR Can Be Alerted When Employee is Absent a Chosen Number of Days for Possible <u>FMLA or Extended Leave</u> Approvers receive an alert on their mobile device and/or email notification, is configured to their preference	Not Available
Unique Features		Can be used to Assign Class Coverage & <u>Record Extra Duties</u> Option to pay subs daily/weekly	
Approval Level	One Level- Goes to the School Administrator	Approval Levels Can be set for different types of absences	One Level- Goes to the School Administrator

Calling Systems Comparisons

Front Line	RedRover	SubFinder Express
<p>Link to Presentation and Pricing Provided by Frontline</p>	<p>Link to Brief Overview, Pricing, and Next Steps Including References provided by RedRover</p>	<p>Multiple Attempts Have Been Made to Contact SmartFind Express to Schedule a Presentation & to Obtain Information About Extending Our Current Contract.</p>



SubFinder Express User Feedback

School Treasurers/Bookkeepers

Positives

- The Teachers are responsible for entering their absences but we have the ability to make changes when necessary
- The ability to create vacancies and enter substitutes for vacant position
- The fact that the System notify the Bookkeepers and Admin by email when an absence is created or changes are made in the system

Negatives

- Not having the ability to make changes to the substitute availability, *i.e BL..His Treatments sometimes change during the Holidays and if he is available to Sub on Tues & Thurs, we CAN'T enter him in SubFinder.*

School Administrators

Positives

- Alleviates a person having to manually make back-to-back calls to substitutes
- Shows when substitutes are and are not available
- Can be very user-friendly when properly trained
- Allows a teacher to identify the substitute they want to have and the system will start calling with that individual first
- System allows the school to 'rank' the order that substitutes will be called in

Negatives

- When an available substitute can't be added because it's beyond their work hours even when you manually adjust the school times.
- System doesn't offer schools a way of seeing which substitutes are working in other buildings in the district. In order to know, schools must call each other directly.

SubFinder Express User Feedback

Teachers

Positives

- I can report an absence any time of day or night without calling someone
- I can put multiple days in at a time.
- When I know that I am going to be absent and I have time to use SubFinder to create an absence, it is fine to use

Negatives

- Log in doesn't work sometimes it just spins, you have to restart your computer
- Jobs that are multiple days usually don't get picked up so I have to put them in as separate days
- Time consuming having to wait on the prompts and listen for the right code (when using phone)
- If you mess up your entry there is no way to undo it.
- It can be difficult to use at times because remembering the access code and password when you need an emergency absence can be frustrating
- Remembering to use the Subfinder system and then use Timekeeper to request an absence is hard to remember at times, I wish Subfinder and Timekeeper were linked together so when you request an absence it automatically goes to Subfinder rather than submitting an absence in two different places

System Administrators

Positives

- Some Teachers and Substitutes Like It
- Better Option than Staff Members Calling Substitutes and Receiving Calls from Employees Who Will be Absent

Negatives

- The system is often unavailable for use during the work day
- Reports are Difficult to Download and Run
- System Representatives Have Not Been Responsive to Request for Information
- When Help Tickets are Submitted for Problems it Typically Takes a Few Days to Receive a Response and Longer to Have it Resolved. Responses are Emails Often Referring You to the Online Guides.
- We Cannot Delete Users and Have to Continue to Pay for Their Accounts
- Very Few Updates in the Past Three Years

References for Frontline

We contacted individuals who have used or are currently using Frontline.

I thought it was really good from the admin side. I never used it as a teacher but the reporting was really good and the ability to match subs and vacancies was very nice. The admin dashboard was easy to use. The biggest issue I recall was sometimes assigning subs to jobs (our treasurer would do that often) was difficult because subs could choose preferred schools and our school wasn't on the preferred list, it was hard to search for them.

Dr. Chris Kennedy
Used as an Administrator in Johnson County

Easy to use. I've used it in Davidson and Johnston Counties. I like that I can create a preferred sub list. I can never figure out how to put in a name when a sub has agreed in advance to take an absence but I can work around it.

Teacher
Davidson County Schools

Let me stress that I did not use the system frequently. It was literally only a couple of times. However, I remember it didn't seem to be user friendly. The steps to enter an absence did not make sense to me. It seemed difficult.

Kelli Scruggs
Used in Guilford County as School Treasurer

References for Red Rover

Good afternoon Ms. Everette,

I don't think I could say enough good things about Red Rover (RR). Their customer service and support are truly top-notch. From the get-go – I felt valued as a customer. Implementation was so easy and took us no time at all - we bought in late July and were live (with time to spare) when school started in early August. It's easy for all to use – district admin, site admin, teacher, and subs. The RR team listen to customers and implement suggestions when/if feasible – which is quite often. In fact, they are continually enhancing the system and host frequent webinars, etc.

Lastly, our fill-rates have increased which is amazing considering we're still in a pandemic.

I hope this helps your decision-making process. If you need more information, please do not hesitate to call me at 520-696-5111.

Happy Holidays!

John Hastings
Human Resources Manager
Amphitheater Public Schools
701 West Wetmore Road
Tucson, Arizona 85705

RedRover Provided References Because They Have Not Currently Fully Implemented the System in a NC School District.

“Used Frontline and switched because it was a big production to change anything in Frontline to fit our system.”

“Red Rover is open for set up for different roles for an individual.”

“We can control employees changes and the input of absences.”

“Easy to use.”

We had a summer onboarding and were ready for start of school.”

“Our secretaries love it. It is so easy to use that you can figure out what you don't know. Even we have any problems you click on the chat feature and they answer immediately & fix it.”

Lisa Ross
Nebo School District, Utah