NSPRA 2022 Golden Achievement Award Application

Goal: Increase the substitute pool in a time of educator shortages from 100 to 300 people.

Research
- Prior to the COVID-19 pandemic, Schaumburg School District 54 had a large pool of substitute teachers, as well as substitutes for other positions. Despite nationwide shortages, our district was consistently able to fill open positions with very little effort given to recruitment. At numerous points over the years, we stopped processing applications when the pool was at 500 people.
- In March 2020, all Illinois schools went to remote only instruction as mandated by the governor. While our staff members may have been exposed to COVID-19 or feeling sick, most continued teaching remotely.
- When we returned to in-person in 2021, the number of substitutes willing to work shrunk considerably. By May of 2021, we had 100 substitutes willing to work in a district with more than 2,000. This was additionally concerning because our staff often had to quarantine when they had COVID, were exposed to a case or were feeling sick.

Analysis/Planning
- Our Human Resources department called each substitute in our pool who was not accepting substitute openings, and the answer was universally the same - they were uncomfortable working in schools during COVID.
- District 54 could not end the pandemic, so we turned our attention to the recruitment of new substitutes (both teachers and paraprofessionals).
- The Human Resources and Community Relations departments developed a plan focused on celebrating current substitutes, having them serve as ambassadors, better illustrating the positive culture in District 54 and improving the support offered to substitutes so they feel more capable working with our students.

Communication/Implementation
- In May 2021, we revamped our Substitute Website, adding more inviting language as well as an introductory video featuring current substitute teachers speaking to why they like working in District 54.
- We updated the banner on our home page and linked it to a story about why being a substitute is so rewarding.
- District 54 held its first Substitute Career Fair on June 8. This fair was advertised on Instagram, Facebook, LinkedIn and Twitter. We boosted the Facebook Event on June 2 and reached 3,100 individuals. More importantly, all of these posts linked to a Google Form where people could register for the Career Fair - 41 people signed up and attended.
- We enlisted the help of current substitutes. In June, we sent them each a gift box, thanking them for their service especially during this difficult time. The gift box included Refer a Friend cards, which they could give to individuals they knew in the community who may be interested in working as a substitute.
- For our second Substitute Career Fair on July 20, we also sent a flier, image and copy to our local libraries, chambers of commerce and villages, asking them to advertise in their newsletters. That fair had 52 attendees. We continued to hold substitute career fairs throughout the year - on Sept. 7 and Nov. 2, and most recently on Jan. 13. Each one has attracted new individuals. The Google form allowed people to respond that they were interested in working as a substitute but not available to attend the Career Fair. Our Human Resources department called each of those individuals to answer their questions and encourage them to apply.
- We offered professional development in August to better support current substitutes. The Substitute Success trainings were recorded and posted to our Substitute Website for individuals who couldn't attend in person.
- Toward the end of November and early December, we began recruiting for full-time employment in District 54. Our Impact the Future social media campaign included a geographically targeted ad focused on Illinois universities with strong education programs. More than 82 people attended an in-person career fair on Nov. 22 or a virtual career fair on Dec. 2. Human resources contacted those individuals and asked them to start working as District 54 substitutes this year, focusing on how this gives them the ability to demonstrate their talents.

Evaluation
- Currently we have 331 substitutes in our pool and 265 who have actively worked since winter break signifying we have met our goal. However, we will continue to actively recruit and support our substitutes to provide students with the best individuals to ensure their success and well-being.
Make a Difference in the Life of a Child – Become a Substitute

We are so grateful to the amazing individuals who support our students and our staff by serving as substitute teachers and paraprofessionals.

As a District 54 substitute you will have

- The ability to choose your own schedule;
- Supportive school administrators and staff;
- Professional development opportunities; and
- The opportunity to make a positive difference in students’ lives.

APPLY TODAY
Social Media Posts
Substitutes as Ambassadors

We are always looking to grow our talented team of substitutes and reward our existing substitutes for their dedication to our students. To meet both goals, we are to announce the new District 54 Substitute Incentive Program.

- Earn a point for each day you work as a substitute in District 54 and an extra point if you work on a Monday or Friday.
- Earn 5 points for each training you attend.
- Earn 10 points for every individual you refer who applies to be a District 54 substitute. The individual has to be a new applicant, not someone who previously worked for District 54.

District 54’s Human Resources Department will monitor this information for you, but we invite you to keep track of your points for each trimester on the next page.

You could win the following prizes!

- 50 Points - District 54 Water Bottle
- 100 Points - District 54 Polo Shirt
- 200 Points - $50 Restaurant Gift Card

Visit SD54.org/Substitutes to apply & tell them I referred you.
Make a Difference in Your Community

Become a District 54 Substitute
Substitute Career Fair
2 p.m. June 8
D54 Professional Learning Center,
522 E. Schaumburg Road, Schaumburg

Why is working as a substitute so rewarding?
• Our students are clever, creative and curious.
• You get to choose your own schedule.
• We pay $108 a day.
• Most importantly - you can make a positive difference in the lives of children.
We Need You!

District 54 is looking for enthusiastic, motivated individuals to work as substitutes.

**Substitute Teachers**

If you don't have an Illinois Professional Educator License, but you have your bachelor's degree and experience working with children, we can help you apply for a substitute teacher's license. Visit [isbe.net/licensure-requirements](http://isbe.net/licensure-requirements) or contact our human resources department. Did you know the state will reimburse your application fee if you substitute teach for 10 or more days?

**Substitute Paraprofessionals**

District 54 also needs substitute paraprofessionals to work with children in our classrooms or substitute for office staff. Requirements include a high school degree and the ability to engage in a positive way with children.

**For more information:**

Visit: [sd54.org/substitutes](http://sd54.org/substitutes)

Email: HumanResources@sd54.org

Call: (847)357-5082