RECRUITMENT, ENGAGEMENT, & STORYTELLING.
DIGITAL ENGAGEMENT CAMPAIGN

MR. NICHOLAS GLENN
DIRECTOR OF COMMUNICATIONS

DR. MONICA SCHROEDER
DEPUTY SUPERINTENDENT
Director of Communications, Mr. Nicholas Glenn, was looking for new approaches to branding using digital marketing tactics that are more commonly seen in the retail industry. He wanted to reach beyond the district’s boundaries with audience re-targeting, search engine advertising, video interstitial ads, and other tactics. The initial idea was a tourism campaign to attract residents. At the same time the top official overseeing selection and staffing for the district Deputy Superintendent, Dr. Monica Schroeder, was managing a teacher shortage crisis and the lack of a pool of candidates that fit some of the district’s specialized needs. She also felt that the current recruitment tools that the district had in place were insufficient. The two formed a collaboration to use enhanced digital strategies and tactics to adapt to changing times that, the district believes, require more than job fairs and posting positions on websites occasionally to attract and select high-quality staff.

The district also wanted to impact how it could attract more minority candidates. Although the district is higher than the national average in school district workforce diversity, the numbers do not meet the district’s leadership expectations or its needs. The campaign would not seek to solve this in this first effort but would plant seeds meant to grow the district’s understanding of the how-to increase representation.

We went into the campaign understanding this may not yield immediate results. The campaign would be a brand-building exercise that could pay off this year or four years down the road. To our surprise and delight, we did see immediate results. This impact was measured in terms of engagement, and selection results but it also had a tangible positive impact on how the brand was seen in the eyes of current staff, parents, and community members. Many recognized that we’re making efforts to retain our current employees as well as find the best possible staff that impacts students in the classroom. We are proud to have presented a presentation on this campaign at the 2022 Illinois Association of School Personnel Administrators and will also be presented at the NSPRA 2022 National Seminar.
PARTNERS

During the research stage, we explored many communication agency partners, requested proposals, and ultimately settled on two very different organizations, LOCALiQ and CESO. The research told us CESO specializes in helping school districts with a multitude of leadership functions including branding. We were impressed by their commitment to storytelling and teacher voice. While having education clients, LOCALiQ works with all types of businesses and is a subsidiary of USA Today. The research told us that LOCALiQ could use its digital marketing expertise and proprietary audience-building methodology to hyper-targeting educators that have recently graduated and/or actively looking for employment within a specified geographical area.

EQUITY AND INCLUSION

The research also included working with national partners on issues related to diversity and inclusion so we could better engage candidates of color. That also included the review of a race and equity audit completed in 2021 that offered recommendations to aid the district on its path of continuous improvement.

The key takeaways that impacted the campaign were:

- More needed to be done to reach out to diverse communities
- We needed to tell candidates who we are and where we are located
- We needed to highlight local attractions that would entice young professionals
- We needed to communicate how they will be accepted and able to thrive in our system
- We needed to target large urban centers such as Chicago
- Finally, this would be a long term relationship building exercise with communities of color and may not yield immediate results
PROJECT PLANNING

CAMPAIGN OBJECTIVE

- Receive more than 120,000 impressions starting in May 2021 through October 2021.

CAMPAIGN STRATEGIES

- Brand and message the district as a world-class educational institution that is a great place to “Live, Work, and Learn!”
- Drive traffic to a central online hub of information that has a soul focus on the narrative of what it is like to be a part of the district, its culture, and the local community.

BUDGET

<table>
<thead>
<tr>
<th>Budget</th>
<th>Value</th>
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<tbody>
<tr>
<td>Digital advertising</td>
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<td>Social media subcontracting</td>
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<tr>
<td>Graphic design services</td>
<td>$3,500</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$23,000</strong></td>
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PROJECT IMPLEMENTATION

- Social media engagement - Posting teacher content to drive engagement and showcase our culture (May 2021 - September 2021)
- Careers microsite - This acted as the hub that all advertising pointed to. It offered a focused story on what a career at District 112 could be like (Launched May 2021) [Link to the microsite](#)
- Animated video - Animated video telling the story of a recent graduate finding District 112 as her first job (Released June 2021) [Link to the video](#)
• **112 Leads Video Series** - A video series that explored individual staff members and their lifelong journeys in education and District 112 [Link to Meet 112](#)

• **Targeted email blasts** - Two email advertisements were sent to an education list of 30,000 addresses in Chicago and Milwaukee that a portion of which was re-targeted with other tactics (July 2021)

• **Search engine marketing** - Advertising effort that used search keywords related to the candidates we were targeting ex. “Chicago teaching jobs” (July 2021 - October 2021)

• **Online banner ads** - Banner ads placed online that drove the targeted audience to the careers website (July 2021 - October 2021)

• **YouTube True View ads** - Featured the animated video targeting the same audience giving the viewer the ability to skip the advertisement after five seconds and click a button to go to the career page. (July 2021 - October 2021)

• **New staff celebration posts** - all new employees were celebrated on social media by posting their images with a message of welcome (ongoing)

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**PROJECT EVALUATION**

**KEY TAKEAWAYS**

The campaign’s total impressions came in at 120,583 leading to 1,829 website clicks achieving the key objective. When looking at the last three summer hiring seasons, the district saw an increase of nearly 75 applicants. Because we did not know how much of this was due to the campaign,

The survey told us that the majority of our new staff did see our careers page at some point prior to being hired. The results also pointed to the microsite as a factor in making their decision about wanting to join the district. Word of mouth was also a huge factor in their job search and decision-making process. Brand and overall reputation are huge factors when considering this survey result. At the end of the first hiring season, Dr. Schroeder and Mr. Glenn came to the realization that the campaign was a way to help advance student learning by finding great teachers that can change the lives of students.
The campaign’s social media efforts were implemented on two main fronts. The first celebrated each new staff selection. When a candidate was hired we took a picture or got them to send us an image that was posted with a welcoming message of congratulations. All posts were tagged using our districtwide #112Leads. Posting images of new employees was a tactic that touched on several different strategic objectives. It was a recruitment tool intended to show how much we value new staff. It also was a retention tool meant to engage current staff members giving them an opportunity to respond to the posts and welcome their new colleagues.
SOCIAL MEDIA

The other major social media tactic featured teacher-created content posted on Twitter that had the hashtag #112Leads in the post. Working with our partners CESO, we reposted on Facebook, Instagram, and Twitter. By posting teacher content on Facebook and Instagram, the content was able to reach parents and the wider public that prefer these platforms over Twitter. The content was re-written slightly to fit a brand voice and in each post, the staff member that originally posted the content was credited. We added LinkedIn to our schedule after a new employee survey showed how important it was to their job search. This tactic helped achieved a major strategic objective in that it gave a direct depiction of what our schools are like, what our staff members value, and what kind of culture exists within the district.

STAFF INSPIRED CONTENT

These Kindergarteners are proud to show off what they are learning in class! They correctly identified the difference between loud (forte) and soft (piano) sounds by showing their high scores on the Loud & Soft Sound game. Thanks for sharing, @scrutonfield121 #112Leads

Look at the focus and determination of this artist! We love to see our students zoned in on their curriculum and class work! Thanks for sharing, @MissFlinchumArt! #112Leads

How special! Ravinia Elementary students were lucky enough to have a gender reveal party for their teacher, complete with props, confetti and guessing the gender of her baby! Love this, @MrsFodor4! #112Leads
ANIMATED VIDEO

This animated video features a young woman graduating from college and finding District 112 as her first job. The school depicted in the video is our newest school, Northwood Middle School, which opened just a few months before the video was created. The video was written internally and the artwork was created by a company called yDraw. The video acted as the main asset on the recruitment microsite as well as for the YouTube TrueView advertising. The video was viewed 44,000 times and 41% of those viewers watched the entire video which is much higher than the industry average.
This was the hub that all of our advertising efforts pointed candidates to in hopes they would explore the different attributes we identified during the research phase of the project. The site highlighted the teacher mentorship program, our extensive work in staff social-emotional wellness, and the more than 25-year-old Dual Language program. In addition, the site highlighted the local area and gave visitors an idea of some of the local culture.
Why choose us?

North Shore School District 112 (NSSD112) is looking for educators of all experience levels to help propel our schools to the next level of excellence. We love working with recent college graduates to help hone their teaching skills and our mentorship program ensures new staff have an ally in their building and someone they can go to with any question.

With a focus on positive psychology practices, our staff work hard to create schools where students want to learn and teachers want to teach. Our 1:1 device program for students and high-quality technology for staff give you the tools needed to innovate and highly engage students. Plus, with competitive compensation and benefit packages that offer teachers growth and advancement opportunities, you’ll have a better quality of life outside work, too.

Things to Experience

Highland Park
Highland Park has a lively downtown, offering unique shopping and exceptional restaurants, scenic parks, the Chicago Botanic Garden, the Green Bay Bike Trail, the Ravinia Festival and so much more.

Highwood
Highwood is ranked one of the best places to live in Illinois according to Niche. It offers a dense suburban feel and many rental opportunities. It is a highly sought after neighborhood for young professionals with easy access to restaurants, outdoors and downtown.

Fort Sheridan
Historic Fort Sheridan is an ideal location for families and couples looking to move out of the city, but not wanting to give up activities on the lake, beach, biking and trails, and having access to great restaurants and nightlife.
MEET 112 VIDEO SERIES

The Meet 112 Video Series launched in August 2021 featuring the stories of district 112 staff members from first-year teachers to those that have been in the district for more than 20 years. The subject matter of the short videos covered their life-long journey in education and how each went from being a student themselves to being inspired to go into the positions they are in now. The videos were produced internally by Mr. Glenn and the individuals that were interviewed were chosen strategically. A dual language teacher was chosen at a time when we were promoting enrollment into the program. A math interventionist was chosen to highlight the intervention program that was created a year prior. These videos were very popular among staff as well as parents. The most popular episode is linked below. This profile of a new teacher received more than 1,500 views across multiple platforms.
SEARCH ENGINE MARKETING

Working with its partner LocaliQ, the district used search engine marketing (SEM) to increase the visibility of the career page. Search terms were chosen based on what was felt applicants would search while looking for open positions. These terms included:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
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<td>1 teacher jobs Chicago</td>
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It was encouraging to see the top keyword being directly related to the campaign’s main objective of driving awareness in the Chicago job market. The keyword “teacher jobs Chicago” by itself produced twice the amount of website clicks than all of our display ads. This showed the impact of the tactic, the keyword selection, and the audience targeting. The chart below shows that the overall click-through rate (CTR) was 4.11% during a 90 day period. The industry benchmark for a quality SEM campaign is 1% CTR bringing to light how much this SEM effort overperformed.
DISPLAY ADVERTISING

Our display advertising appeared on websites that LocaliQ identified as sites that our target audience visits on a regular basis. The creative for the ads were taken from the career microsite and linked to its home page. Here is some of the creative:

The display ads did not perform as well as the other digital advertising tactics used in the campaign. The effort only produced 89 clicks to the microsite which is a CTR of only 0.10%. An overview of the display efforts is below:

![Graph showing impressions, clicks, and CTR over time]
North Shore School District 112 (NSSD112) is a public school district north of Chicago that fosters innovation, respect, engagement, and intellectual inquiry. NSSD112 is looking for educators of all experience levels to help propel our schools to the next level of excellence.

With a focus on positive psychology practices, our staff works hard to create schools where students want to learn and teachers want to teach. With competitive compensation and benefits packages that offer teachers growth and advancement opportunities, you’ll have a better quality of life outside work.

Outside of work, our beautiful community is on the banks of Lake Michigan and is just a few Metra train stops away from Chicago. From a lively downtown offering unique shopping and exceptional restaurants to strolling in one of the scenic parks to enjoying music and entertainment at the Ravinia Festival, our community truly has something for everyone.

Why Choose Us?
- Competitive salary and benefit packages
- Opportunities for growth and advancement
- Our commitment to positive work culture
- Outstanding work/life balance
- And so much more...!

Learn more about why District 112 is a great place to live, work, and learn!

Visit careers.nssd112.org now!
Your brand was seen 120,583 times in this 96 day period.

- Display: 90K
- Search: 24K
- Email: 5.1K

<table>
<thead>
<tr>
<th>Impressions</th>
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<th>CTR</th>
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<tr>
<td><strong>120,583</strong></td>
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