Reynoldsburg City Schools
Virtual Job Fair

Submitted By: Valerie Wunder, Director of Communications
Reynoldsburg City Schools
7244 E. Main Street
Reynoldsburg, OH 43068
PH: 614-501-5790 or 614-501-1020
Email: valerie.wunder@reyn.org or jamie.wilson@reyn.org

Number of Communication Staff: 1
Size of District: 7,800 students/900 staff

Please accept this application for consideration for a Gold Medallion Award: Special Communication Project
The Great Resignation. Even before staff shortages began impacting the economy in 2021, school districts nationwide were struggling to find bus drivers, substitute teachers and support staff. Now more than ever, educators are leaving the profession.

In partnership with our Human Resources Department, Reynoldsburg City Schools created the first Virtual Job Fair specific for teachers in March, 2021. The event was so popular, we decided to make it an annual event. This submission details the second annual job fair.

Online registration began in early March and was open for one week. Applicants were able to upload their resume, licenses and any certifications. Everyone who registered was guaranteed at least one interview.

On March 24, 2022 from 4:00-6:30 p.m., 109 number of applicants were interviewed. This submission will describe the efforts used to create and execute the Virtual Job Fair, as well as recruitment and retention efforts for all positions in the District from Bus Drivers to Paraprofessionals, Principals to Cooks.

In a city with an incredibly diverse student population, of which 68 percent are economically disadvantaged, Reynoldsburg City Schools also needed to address the diversity, inclusion and equity gap between staff and students. Bottom line, students did not have teachers who looked like them. In partnership with Battelle for Kids, Reynoldsburg City Schools developed the Portrait of an Educator, which outlines five competencies we look for when hiring highly-qualified candidates.

In conclusion, to align with the District’s Five-Year Strategic Plan, we are developing and implementing a recruitment and retention program so those we hire from events like the Virtual Job Fair find the process easy, the onboarding consistent, no matter what position you are hired for, and that employees want to build and grow their careers with Reynoldsburg City Schools for years to come.

The Virtual Job Fair can be easily replicated for Districts of any size.
One of the strategic initiatives in Reynoldsburg City Schools’ Five-Year Strategic Plan, implemented in 2019, is the development and implementation of a recruiting and retention program to recruit and retain high-quality staff with diverse cultural representation.

A diverse, high-quality staff increases students by:

- Enabling Reynoldsburg’s student population to interact and identify with adults with an array of cultural backgrounds and experiences
- Providing all students with adults who are role models for diversity, acceptance, achievement, encouragement and support
- Promoting global awareness within the culture and climate of the entire District
- Consistently providing students and families the highest quality educational experiences
- Fostering positive staff morale and promoting retention
- Attracting and retaining “expert teachers” and committed, highly competent administrators and staff

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In partnership with Battelle for Kids, Reynoldsburg City Schools created a committee comprised of teachers, administrative staff, classified staff, community members and Board Members to ensure all voices were represented. The committee developed five competencies which describes a Reynoldsburg Professional. Those competencies are:

- Culturally Literate
- Focused on Classroom Culture and Collaboration
- A Reflective Life-Long Learner
- A Flexible, Relationship-Builder
- A Contributor to the Community and the Education Profession
Collecting Feedback from Employees

Battelle for Kids, acting as an unbiased third-party, conducted confidential stay interviews with staff to determine what they like about working for Reynoldsburg, any challenges they face and any supports they need to continue their career, not only in the teaching profession, but at Reynoldsburg City Schools.

What is a Stay Interview?
Click the image below to watch a short video

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Bottom line, the teachers of Reynoldsburg City Schools do not look like our students, and the District needs to address this. Spanish, Nepali and Somali are the top three languages spoken by our students and their families. Fifteen percent of RCS students are English Language Learners.

In contrast, more than 81 percent of Reynoldsburg City Schools staff is Caucasian.

- **Gender**
  - Females 724 (73%)
  - Males 262 (27%)

- **Diversity**
  - Caucasian 81.5%
  - African-American 13.4%
  - Not Specified 3%
  - Asian <1%
  - Hispanic <1%
  - Indian <1%
  - Multi-Racial <1%

*Click the image to watch a short video*
Action Step 3 in Strategic Initiative 2.4 of Reynoldsburg City Schools’ Five-Year Strategic Plan is to implement a recruitment plan. This plan allows us to survey teachers, gather data and revisit onboarding and other professional development available to staff.

During the pandemic, the District was impacted by staff shortages, ranging from Bus Drivers to Teachers, Cooks to Counselors. In an effort to provide support, the District hired Guest Teachers, or long-term substitutes.

As educators began leaving the profession at an alarming rate, we knew we needed to do something innovative and outside of the box to interview teachers while not being able to meet with them in person due to COVID-19 restrictions.

The Communications Director and the Human Resources Department brainstormed and created a “speed dating”-like online interview process where applicants could register online, upload their resume and certifications and applicable documentation, select grade level/area of focus and more. Once registered, 20-minute Zoom interviews were scheduled with applicants who joined a Zoom waiting room, was welcomed by the Superintendent, Dr. Melvin J. Brown, and then placed into interview breakout rooms with Principals and other Administrative Staff.

Click here to watch the welcome video from Dr. Brown.

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Timeline

- November 19, 2021: Select platform (Zoom), potential dates. The Virtual Job Fair was held March 24, 2022 from 4:00p-6:30pm.
- January 4, 2022: Draft initial announcement, design flyers and promotional materials, identify platforms (reyn.org, social media, college and university job boards, staff communications, media and advertising.
- February 28-March 4, 2022: Registration opens, radio and billboard ads begin.
- March 7, 2022: Applicants were contacted to confirm registration
- March 9, 2022: Begin scheduling Zoom interviews
- March 16, 2022: Send applicants interview schedules, email to remind registrants of date and time, include protocols, panelist information and what to expect
- March 17 & 18, 2022: Human Resources construct interview packets to be inter-office mailed to the panel interviewers
- March 21, 2022: Dry run of Virtual Job Fair with staff participants
- March 24, 2022 4:00-6:30 p.m.: Virtual Job Fair interviews (example schedule below)

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Evaluation and Results

110 applicants were interviewed. Each applicant was guaranteed one interview, every applicant received two. Internal Goal: 100.

Virtual Job Fair officially made an annual event, looking to expand to Transportation and Food Service.

- Feedback from both applicants and interviewers was that, though online, it was a more personal experience than applying to applitrack, applicants often met with more than one interviewer and made the screening process feel more intimate.

- Consider your audience: Though we invested in radio and billboard advertising, when surveyed, applicant feedback told us word of mouth and reyn.org were the two main sources of hearing about the job fair.

- Lessons Learned:
  - Technology is fickle. Have an IT person on hand during the Zoom to help with any last-minute issues. Do a dry run at least a day before with all participants.
  - Create a waiting room breakout room- Applicants stayed in the main waiting room until they were moved to their interview breakout rooms, but didn’t often return to the main room to transition to their next interview. During the first job fair, because we did not set up a breakout room for them to move to, they often had to exit Zoom and then request permission to come back. With two interviews, that is a lot of time leaving and coming back to Zoom.
  - Create “Zorms” – Zoom is so commonly used, meeting etiquette must be developed to ensure applicants are muted while in the main waiting room, they know how to ask questions, are respectful of time and their user name is displayed properly on Zoom (e.g. Valerie Wunder vs VeeDub78).
  - This is a team effort. Interviewers need to read and review their packets which contained the interview rubric, resumes of candidates and other important information prior to the Job Fair. Interviewers should have a separate dry run with the team executing the event.
  - Have a “go-between” for the interviewers and the participants that is not hosting: if an interviewee missed their time slot or the interviewer had tech issues, often times they would text someone they are familiar with, e.g. the Communications Director. But if that person is running the Zoom, they are not checking their phones. During the second annual job fair, we assigned a “go-between” that interviewers could text, and that person could relay information to the Zoom rooms and vice versa.
  - Mind the Time:
    - Interviewers were given a set of questions and a strict time limit, but often times would go over the time allowed. This caused a backlog of applicants who missed one of their interviews.

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RCS placed billboards in prominent areas of Reynoldsburg advertising the Virtual Job Fair. The billboards ran for four weeks in six locations. **Total Value: 1,367,706 impressions. Total Investment: $8,000.**

RCS placed an advertising buy with CD92.9FM, a local alternative rock radio station. CD92.9 are champions in supporting community events. Twenty spots ran weekly for three weeks and Director of Human Resources Jamie Wilson did an added-value interview with Brian Phillips in the Morning, CD92.9’s morning show. Our ad for the Virtual Job Fair ran on CD92.9’s website and linked directly to reyn.org where applicants could register. **Total Value: $6,517.50. Total Investment: $1,800.**
Evaluation and Results: Virtual Job Fair By the Numbers

• 110 Applicants
• 220 Interviews conducted over 2 ½ hours
• 44 Interviewers comprised of Principals, Assistant Principals, Center for Deeper Learning staff, the Chief Academic Officer, Assistant Superintendent, HR staff and more.
• 20 Interviewers per section (Elementary, Middle, HS, Specials)
• 4 Main Staff who executed the Job Fair
• 2 Guaranteed Interviews per applicant
• 1 Interview Packet: each interviewer received a packet prior to the event with Zoom links, Zorms, the interview rubric, resumes of candidates and other pertinent information.

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(L-R: RCS HR Generalist Brittany Griffin, RCS Communications Director Valerie Wunder, RCS Director of Human Resources Jamie Wilson, RCS HR Coordinator Nichole Charles)
## Interview Questions

<table>
<thead>
<tr>
<th>Applicant's Name:</th>
<th>Genevieve Adkins</th>
<th>Level:</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event:</td>
<td>2022 Virtual Job Fair</td>
<td>License:</td>
<td></td>
</tr>
<tr>
<td>Conducted By:</td>
<td>Scott Bennett</td>
<td>Area of Interest:</td>
<td></td>
</tr>
<tr>
<td>Date:</td>
<td>March 24, 2022</td>
<td>Rating Average:</td>
<td></td>
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<tr>
<td>Start Time:</td>
<td>6:16 PM</td>
<td>End Time:</td>
<td></td>
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### Rating Rubric:
1. Exceptional – The applicant gave a scholarly response; they exceeded expectations.
2. Average – The applicant gave a standard response. They met expectations.
3. Below Average – The applicant gave a sub-standard response. Expectations were not met.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culturally Literate</td>
<td>How do you make sure every student in your class feels represented in learning experiences every day?</td>
</tr>
<tr>
<td>Culturally Literate</td>
<td>What ideas do you have for celebrating diversity/differences in your classroom and in the school?</td>
</tr>
<tr>
<td>Classroom Culture</td>
<td>How would your students describe you and the way you manage your classroom?</td>
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<tr>
<td>Flexible Relationship Builder</td>
<td>How do you build relationships with students, families, and staff?</td>
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### Notes:
Supporting Documents: Media Coverage


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Supporting Documents: Social Media

Empowering leaders who impact the NOW and innovate the FUTURE
Supporting Documents: Web, Billboard and Radio

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Supporting Documents: Word of Mouth is Your Friend

How did you hear about the RCS Teacher Job Fair?
110 responses

- Social Media
- Word of mouth
- Billboard Advertising
- Radio Advertising
- Reyn.org
- College Job Board
- University Program
- from OSU professor Dr. Ward

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