

The Staff Solution: Hiring the Best Early Childhood Teachers in Today's Digital Age



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President & Founder

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Kris Murray

Mentor – Speaker – Author – Mom



- Nearly 30 years of marketing & small business expertise
- Business coach & consultant exclusively for early childhood industry
- Over 320 child care leaders currently in our mentoring programs
- Author of two top-rated books
- Mom of 2 great kids (Owen, 14 and Maeve, 11)



Jessica Johnsen

- ❖ Sales & Marketing Manager, Coach with Child Care Marketing
- ❖ Former Teacher/Director at Colorado State University Lab Preschool
- ❖ Former Sales Manager at Child Care CRM
- ❖ Wine Consultant- Wine Shop at Home!
- ❖ Lambeux's Mom, Gabbie and Brodie's Aunt
- ❖ AUTHOR



Finding & Keeping Great Staff:

This is increasingly the #1 BUSINESS ISSUE you are all facing

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Horizontal lines for notes

Finding & Keeping Great Staff:

This is increasingly the #1 BUSINESS ISSUE you are all facing

Why?

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Horizontal lines for notes

Economic Impact

“Someone in New York would have to earn more than \$21 per hour to be better off than they would be on welfare. That’s more than the average statewide entry-level salary for a teacher.”

- Cato Institute Welfare Study 2013

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Horizontal lines for notes

Economic Impact

“In 12 states and DC, the welfare package is more generous than a \$15-an-hour job.”

- Cato Institute Welfare Study 2013

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Today's Agenda

- Introduction
- Where to Find Great Teacher Talent
- How to Interview
- Using the TRUST Model to Train and Retain
- Case Studies / Success Stories
- Summary & Conclusion

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Where to Find Great Teacher Talent

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“Why aren’t I getting any (qualified) teacher applicants?”

- The 2 ad placement methods that are NO LONGER working:



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Widen Your Net to Catch Today’s Millennial Applicants

First, ONLINE...

- LinkedIn Groups & Personal Connections
- Facebook posts / ads / messaging
- Google PPC (Adwords)
- Recruiting sites:
 - Indeed.com
 - Monster, CareerBuilder
 - Zip Recruiter
 - Snag A Job
- Your company website – Careers page

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Is Your Website Talent-Attractive?



Widen Your Net to Catch Today's Millennial Applicants

And OFFLINE...


- Local university / colleges
- Local job / career fairs
- Chamber of Commerce
- Teacher Referral-Rewards program
- Flyers & signage
- Local recruiting firms

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Post a GREAT and Unique Ad

Passionate, Motivated Teachers Only

Are you ready to make a difference in the lives of children, and join a winning team? We are the best early childhood program in the area and we only hire the best. We are always looking to add talented, energetic, positive, honest, and fun people to our team. Young or old, if you have the stuff, we'll know it. Negative people, gossipers, and whiners need not apply. Must be an outstanding communicator and rapport-builder with parents. EXCELLENT wage and benefits, and paid training! Prior early teaching experience a plus, but not required. Send resume, cover letter, and writing sample to apply@bestchildcare.com.

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Interview Techniques and Tips

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Unexpected Interview Questions

- What events or influences from your childhood shaped who you are today?
- Tell me 2 or 3 things of which you are most proud.
- Tell me about a time when the odds were stacked against you but you overcame them and succeeded.
- What was your favorite book as a child?
- Close your eyes and describe to me step by step how to tie my shoe laces, as if you were teaching a child.
- Scenario: The phone is ringing, there's someone at the door, the toilet is overflowing, a teacher just vomited. What do you do?
- Scenario: You have a child in your room who can't speak English and cries constantly for 5 days straight. What do you do?

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Culturally Driven Interview Questions

- What are your thoughts on Technology in the classroom?
- Tell me about a time you had a parent upset and you couldn't give them what they wanted. How did you handle the situation?
- Tell me about a time you had two children who were best friends, but fought a lot, how did you handle the situation?
- Tell me about a time you had a child with aggression, what steps did you take to set the child up to be successful?
- Why did you leave (want to leave) your last (current) position?
- Tell me about a time you had a child cry every morning at drop off?

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References..... Do they work?

- Yes.... But you have to know what to ask.
 - Is this person eligible for re-hire?
 - What position would you put this person in if you rehired them?
 - What are the candidates strengths?
- Be a Helpful References

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Onboarding and Culture: The First 90 Days

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New Hire Welcome Process

- Pre-Orientation
- Full Orientation and Training
- Make them feel welcome on Day 1!
 - Hugs, flowers, lunch, “welcome” card signed by all
- The 90-Day Review
- Set clear expectations. “This is a no-entitlement zone.”

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Keys to Long-Term Motivation and Low Staff Turnover

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What is leadership?

- *Leadership is getting results in a way that inspires trust.*
 - — Stephen Covey, The Speed of Trust
- Trust is 50% Character, 50% Competence

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What is Leadership

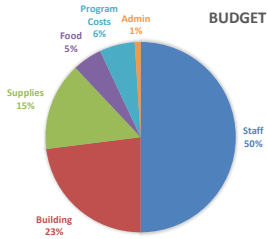
- Transparency
- Relationships
- Underlying Values
- Systems and Strategy
- Training

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Transparency

- Budget
- Expectations
- Shared Calendars
- Enrollment



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Transparency - Expectations

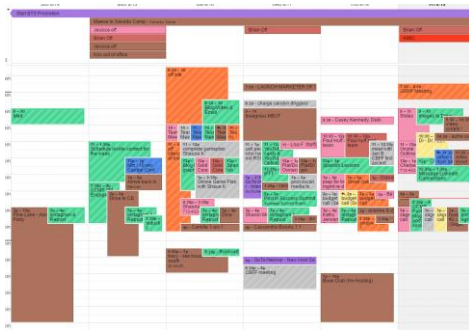
- Expectations should be:
 - Clear
 - Stated
 - Inspected



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Transparency - Calendars



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Transparency - Enrollment

Month	Capacity	FTE	Families Served	W/drawals (Per Month)	Calls (Per Month)	Tours (Per Month)	Children Registered (Per Month)	People Tardy (This Month)
July	100	68	90	4	25	12	6	10
August	100	65	84	18	40	20	10	8

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Relationships

- Personality Assessments
- Strengths Based Leadership
- Languages of Appreciation
- 5 Dysfunctions of a Team



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Relationship – Personality Assessments

- The more you know about someone the more you understand them.
 - Myers Briggs
 - Myers Briggs Conflict
 - Colors – Blue, Orange, Gold, Green
- Strengths Finder

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Relationships- Strengths Building

- If leadership does NOT focus on employee strengths, 1 in 11 (9%) are engaged in their work.
- If leadership DOES focus on employee strengths, 3 in 4 (75%) are engaged in their work.



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StrengthsFinder STRENGTHS for Child Care Marketing Team

	Executing	Influencing	Relationship-Building	Strategic
Kris	Achiever	Maximizer (1) Activator (2) Significance Woo (2)	Positivity	
Jessica		Maximizer Communication	Positivity (1)	Input
Brian	Achiever (1)	Maximizer	Relator	Futuristic (2) Strategic
Camille		Maximizer	Harmony (2) Relator	Learner (1) Intellection
Annie	Discipline (2) Consistency Achiever		Relator (1) Empathy Positivity (1) Empathy	
Diane		Activator (2)	Relator Adaptability	
Sindye	Responsibility	Activator	Relator	Learner (1) Input (2)

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Underlying Values -

- ❖ Culture is THE one thing that will make your break your school.
- ❖ Your teachers have a better grasp on your culture than anyone else.
- ❖ Culture can take a substantial amount of time to build, and a miniscule amount of time to break.
- ❖ You can not fake culture.
- ❖ Owners and directors have to live and breathe their culture.
- ❖ Employees should be able to make decisions based off of core values.



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Underlying Values - Our Core Values

- Customer First
- Optimism
- Integrity
- Fun



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Systems and Strategy

- Evaluation
- Accountability
- Delegation
- **Bonus** – Recognition!



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S&S - Evaluation

- Staff Surveys
- Parent Surveys
- 360 Peer Reviews
- Self-Reviews



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S&S - Accountability

- Hold Staff Members Accountable for Actions
- Incentive Programs (if within your values)
- Dashboard – Keep Visual Score of Upholding Values

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S&S -Delegation

Let people be champions of projects.

Many of the tasks you do (or even hate to do) are within the strengths of your employees.

If it's 70% as good as you would have done it, leave it alone.

Balance of time – delegating busy work makes everyone busier.



! DELEGATE !

Accountability vs. Responsibility vs. Authority

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S&S - Recognition

- STEP – Story, Together, Emphasize (core value), Personalize
- Gift Cards to your employees favorite spot.
- Gifts
- Hallmarkbusinessconnections.com
- Bondgifts.com
- Thankgoodness.com



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Training

- It is Human Nature to Want to Do Your Best
- Bring in Guest Speakers
- Send to Conferences
- 90% of Mistakes are Lack of Training
- Ways to Advance Career without Necessarily Advancing Position

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Case Study:



Georgetown Hill Early Schools (DC)

- Most teachers have been there longer than 5 years, many for 15-20+ years
- Moms get in line to be subs, then full time teachers
- “We are given the guidance/framework and materials to support our program but we are allowed to teach in a way that works for our class and our program. What more can anyone ask for?” - *teacher of 30 years*

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What have we learned?

- Leadership is inspiring trust
 - Transparency
 - Relationships
 - Underlying Value
 - Systems and Strategy
 - Training



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