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3

- 89%** Childcare centers that are hiring today.
- 80%** Share of child care sites that identified low wages as primary reason they cannot find staff
- 84%** Share of child care sites that indicated they were receiving too few applicants or none at all
- 60%** Share of child care sites in that had applicants turn down offered positions due to insufficient pay or benefits



4



69% of childcare owners:
"Recruiting and retaining qualified staff is more difficult now than it was before the pandemic..."

BECAUSE

- fear
- anxiety
- need to protect themselves and their families
- low compensation
- lack of respect.

NAEYC

5



“

Early childhood educators are not coming back to their jobs if the jobs themselves are not changing.

AmericanProgress.org

6

HOW to Hire a Staff that Stays



7

Emotional Impact of Priorities

Importance:
How much does something matter?

Urgency:
How soon does something matter?

Significance:
How long is this going to matter?

Rory Vaden

8

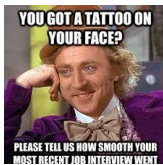
≡ POLL **How Many Teachers Do You Need to Hire NOW to be Comfortably Staffed?** ≡ POLL

0 1-3 4-7 8+

9



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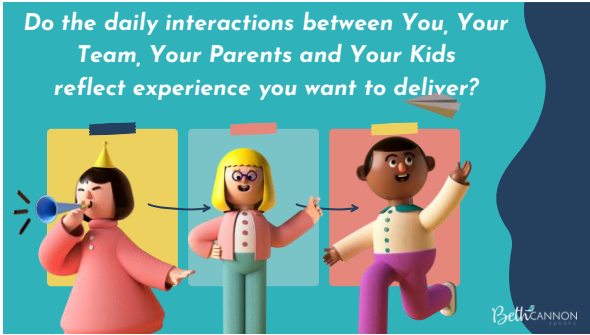
11

STRATEGY 01

Assess Yourself

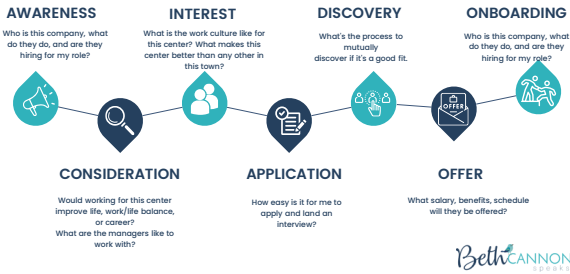


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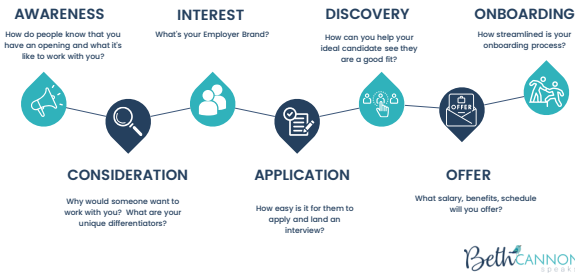
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CANDIDATE JOURNEY



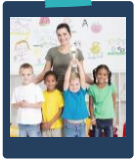
14

TALENT ATTRACTION



15

WHAT IS YOUR STAFF BRAND



•the process of promoting an organization as a great place to work to the kind of talent required by the organization to live out its mission.



16



"Your culture is a combination of what you create and what you allow."

"Your values create your culture."

Craig Groesbeck



bethcannonspeaks.com

17

What's it like to work for you?



- What do you do BEST for your team?
- What would turn you off about working for you?
- Does your current team have strong mentors that could connect new employees and help them thrive?



Beth@bethcannonspeaks.com

18

What is not working in your recruiting?



- ✓ What platforms that you post your job to have the best results?
- ✓ At what point in the process do most candidates voluntarily drop off?
- ✓ What turns people away from your hiring process?

Be Clear Here



1. **CULTURE**
Are you CLEAR on your Core Values and what thoughts, beliefs, and attitudes align your team? How does this fit with your staff brand vibe?
2. **COMPETENCE**
What are personal or professional skills, certifications, education, experience, training, personality traits, motivations, behaviors are needed?
3. **CHEMISTRY**
Do you like this person?

STRATEGY 02

Perfect Your Process



BOARD 03

JOB APPLICANT TRACKING SYSTEM



- Document potential employees coming into your pipeline as you decide whether to pick them or pass on them.
- Communicate details with your admin team...all in one place
- Never let a good applicant slip through the cracks (and identify the ones who might actually be on crack ☺ joking...but really!)

BethCannonSpeaks.com/Trello

22

Job Applicant Tracking



BethCannonSpeaks.com/Trello

23

Free Design Training
 5 Steps to Overcoming Overwhelm in Canva
 In this Bonus Training Course delivered by a certified Canva Creative, learn how to create beautifully branded slides with ease in this free online design platform!
(A \$297 Value)

BONUS 03

BETHCANNONSPEAKS.COM/manualstomodules

24

Components of Retention



Attract

Do you just hope to get a warm body of staff OR do you have a Talent Attraction Strategy?



Engage

Do you have a one-stop shot OR do you allow space to discover if each applicant is a good fit?



Train

Do you toss new hires a mound of paperwork and a binder give a blah blah orientation OR do you have a streamlined, repeatable engaging onboarding process?



25



ATTRACT

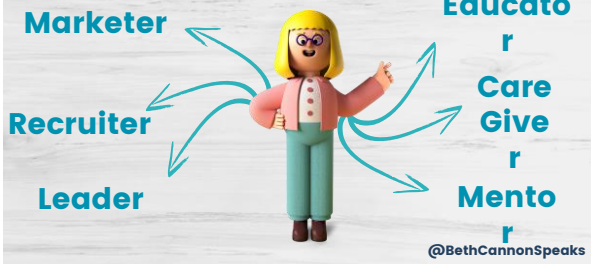
WHAT IS YOUR TALENT ATTRACTION STRATEGY?

- ★ WHO do you want to hire?
- ★ WHERE are you going to find them?
- ★ WHY would they want to work for you?
- ★ WHAT are you going to offer them?
- ★ HOW are you going to train them?



26

IDEA



27



Understanding WHO Your Ideal Teacher Is

*Beth*CANNON
SPEAKS

28

Your Post is a Pitch



- 1. CLEAR JOB TITLE**
Your title should be easily searchable (>40 characters)
- 2. SHARE BRAND + CULTURE**
Be creative and FUN in your posting - use your brand voice and boost the benefits of working at your school
- 3. BE SPECIFIC ABOUT REQUIREMENTS + BENEFITS**
Pay range, availability, age group, hours, credential requirements, education, background clearance + BENEFITS

29


Data from Indeed

+\$2.24 YoY

Childcare Provider jobs from October 2022

Average salary¹

\$14.49 per hour



Employers²

5,368

Total number of employers with active jobs

Top search terms by clicks³

1. daycare	6.47%
2. child care	4.88%
3. childcare	1.88%
4. daycare assistant	0.88%
5. preschool teacher	0.82%
6. nanny	0.81%
7. teacher	0.78%
8. preschool	0.68%
9. nia	0.65%
10. kindergarten	0.59%

Top employers by clicks⁴

1. Bright Horizons Family Solutions	4.94%
2. High5 at Home	1.98%
3. Knowledge Learning Centers	1.98%
4. YOGA	1.25%
5. Children Network	0.87%
6. BrightStar Home	0.74%
7. Middle Academy	0.67%
8. Knowledge Learning Centers	0.65%
9. US Care	0.65%
10. Educared Services	0.51%

30

10

A Well-Performing Job Description

At 2846 characters it's still longer than ideal, but well-organized, bulleted, with clear and casual language. Leans into benefits, culture, differentiators.

Child Care Teacher
We are seeking Early Childhood Educators to join our team at our West. 50 teacher program with location in Minnesota, Iowa, Texas and Oklahoma. We are looking for energetic, outgoing and dedicated staff to join our growing team!

WE ARE LOOKING FOR CANDIDATES WHO:
 • **Enjoys:**

- Teaching
- Playing

All applicants must:

- Have a current and valid child care license
- Be able to work full time mornings 8:30am to 4:00pm Monday-Friday and be flexible with scheduling
- Have a **MINIMUM** 30 working days of experience

Let's Making a Difference! Our staff are our superpower. Our staff are the heart of our mission. We are looking for candidates who are energetic, outgoing and dedicated staff to join our growing team!

What makes New Horizon Academy different?

- New Horizon Academy has been serving young children for over 45 years.
- Our staff have a passion for the work and the children.
- We will ensure that our staff work in a safe and secure environment.

We offer a wide range of benefits including:

- A 401k professional development fund
- Health insurance
- Dental insurance
- Vision insurance
- Life insurance
- Disability insurance
- Employee discount
- Flexible spending account
- Child care cost

Position description:
 • Career Full advancement program
 • On-site
 • Health, dental and vision insurance
 • PTO and sick time accumulation
 • Tuition Reimbursement
 • Room Reimbursement
 • Flexible work schedule
 • 40-hour work week
 • 8:30am-4:00pm Monday-Friday
 • Supervised Play
 • Grouping Letters
 • High school or equivalent (Preferred)
 • West Location
 • One location
 • Work Necessary
 • No
 • No
 • West Location One location

Apply Now

31



ENGAGE

Discovery vs. Interview



32

TYPES OF INTERVIEW QUESTIONS



- Behavioral
 - o What will their actions say they value
- Cultural
 - o Are they a good cultural fit for your school (not their ethnicity, etc)
- Situational
 - o What scenarios trigger difficult responses

33



34



35



- It is illegal to ask a candidate questions about their:
- Age or genetic information.
 - Birthplace, country of origin or citizenship.
 - Disability.
 - Gender, sex, or sexual orientation.
 - Marital status, family, or pregnancy.
 - Race, color, or ethnicity.
 - Religion.



36



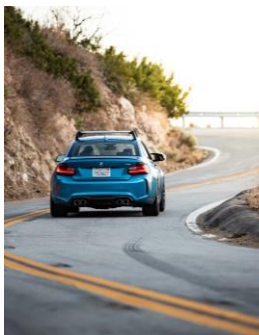
Transportation

Can Ask

Do you have a reliable way of getting to work?

CanNOT Ask

What kind of car do you drive?



37



Availability

Can Ask

- What days and shifts can you work?
- Are there shifts you cannot work?
- Are there any responsibilities you have that could make it difficult for you to travel for work during the specific shift hours?

CanNOT Ask

What are your childcare arrangements?



38



Citizenship Status

Can Ask

- Are you legally eligible to work in the US?
- Can you show proof of citizenship/visa/alien registration if we decide to hire you?

CanNOT Ask

- Are you a US citizen?
- Can you provide a birth certificate?
- Will you need personal time off for particular religious holidays?



39



Criminal Background

Can Ask

- Because clearance is required to work with children, the role the candidate applied for is security-sensitive, then it should be fine to ask questions about convictions.



40



Planned Leave

Can Ask

- How long do you plan on staying with us?
- Do you have any leave planned?

CanNOT Ask

- Are you pregnant?
- Are you trying to have a family?



41



Planned Leave

Can Ask

- How long do you plan on staying with us?
- Do you have any leave planned?

CanNOT Ask



42

Discovery Call

ZOOM

Step 1: Send Qualifying Questions Before

If they have attention to detail before, they care about the position.

Step 2: Nail Key Qualifiers

Does your position fit their needs - and does their personality align with your team?

Step 3: Go With Your Gut

They should be presentable, prepared, and pumped about the position - if it's not a HECK YES, it's a no.

43

What to gain from a ZOOM Discovery Call

Appearance + Professionalism

How do they show up

Qualifying Credentials

Step 3: Go With Your Gut

They should be presentable, prepared, and pumped about the position - if it's not a HECK YES it's a no.

44

Discovery Meet

Face to Face

- ★ Tell me about a time...
- ★ Reflect on what you could have done better...
- ★ Scenario
- ★ Values-Based Inquiries
- ★ Skill Assessments

45

Discovery Day

Working Interview

Step 1: Select Mentor Teacher + Room
The best teacher will have the best insight into culture, competence and chemistry fit.

Step 2: Be Specific with Tasks
They should demonstrate a lesson or activity in 20-30 minutes.

Step 3: Evaluate Their Abilities to Lead
Did they take initiative and have a genuine heart to care for children?

46

STRATEGY 03

Train to Retain



Beth CANNON

bethcannonspeaks.com

47

YOU'RE ONBOARDING LIKE IT'S 1980

Beth CANNON

48



“
Now is the time to prepare your teachers for long-term success by swapping your old binders for something better.
”

49

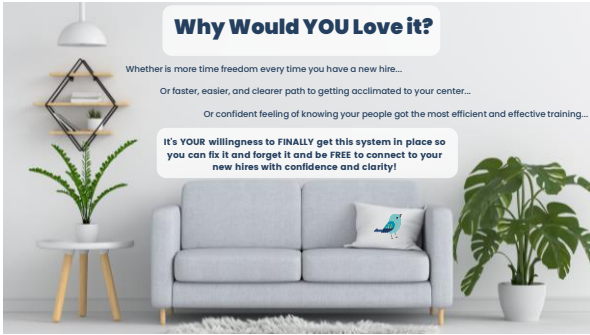
THE ULTIMATE CHECKLIST
for converting that hot-mess handbook to clear and concise online training modules (using all free tools!)

bethcannonspeaks.com/m2mchecklis

50

You do not need to be "tech-savvy" to make this switch!

51



52



53



54

**LET'S KEEP
IN TOUCH
AND
WORK
TOGETHER**



Keynote Speaking
Leadership Retreats
Team Building
Strategy VIP Days