



Sacramento Public Information Officers/Communication Directors

**Thursday, September 16, 2021
12pm-2pm
Zoom Meeting**

Meeting Notes

Teacher Recruitment (Tim Herrera)

SCOE is already discussing a large recruitment fair with all districts having a table present. SCOE is interested in creating a teacher recruitment campaign in collaboration with SECC for the county. The campaign would include 30 second videos with testimonials from district teachers. Angela Griffin asked to extend the recruitment effort to classified staff as well as teachers.

Elk Grove currently has three types of events. Hiring Day – Register, apply and HR will screen application and interview on the same day. More classified oriented. Did a campaign to just reach out to parents, got 200 applications for parent teachers. Other campaigns in the past were job fairs, which is similar to a meet and greet, and recruitment fairs which is a mix between a hiring day and a job fair. Typically bring out principals to interview during recruitment fairs as they are the ones that know what they need best. This year have changed over to virtual vs. in person. Elk Grove has also participated in TCOE's individualized district job fairs. For the district the communication part is pretty easy, the on the ground part is challenge in ensuring registrants are captured.

For communications Elk Grove has included a now hiring message and a date. A place to go to watch videos where they can get to know the district is also included. Initial outreach is more general, people will do more research on the landing page if interested in interviewing.

TCOE is hosting a substitute job fair in October that will be California wide. Free for entries and people. It is easier because don't have to create structure. Donna Glassman-Sommer (donnags@tcoe.org) and Marvin Lopez (marvinl@tcoe.org) are Elk Grove's contacts.

Advertising in the bay area is expensive. Have had success reaching out through online marketing. Elk Grove uses Target River for all online marketing. Brian Epperson (brian@targetriver.com) is their contact.

The group thinks that PR around teaching credentials and substitute requirements would help with applicants as everyone would better understand if they are eligible.

Message – working in education isn't just about being a teacher. What is the benefit to working in education? Growth opportunities. Would be a good idea to get statements from those that are retiring, as they are very passionate and can testify to how fulfilling the career is.

Folsom Cordova – is reaching out to people who want to volunteer and work two or three days a week and ask if they would like to sub instead of volunteering.

PD – creating an employee value proposition and employer value proposition. Elk Grove revamped message to include and Xanthi thinks there has been a large response to that. Work as a group on education value proposition.

San Juan started to reach out to retirees to see if they would be willing to come back and help.

Round Table Sharing

San Juan – Highlighting CTE Programs, making sure students are still taking part in the classes. Ensuring that staff is up to date on COVID restrictions. Always looking for more storytelling opportunities.

SCOE – Working internally on staff messaging. Most of staff is working remotely so communicating expectations when they return to the building. Charlene spoke about the classified employee program and the benefit of having the opportunity to recognize employees who may not normally receive attention. There will be nine categories.

Folsom Cordova – Working on employee recruitment, attendance and school funding form. There have been two ribbon cuttings in the last month. New elementary school and new CTE building at Folsom High School. Also working on website migration.

Elk Grove – Been working on how to bring Board resolutions to life. Test run last year to put more creative behind each resolution. Worked with the Board to further explain resolutions and information on what they mean. A lot of the resolutions support the equity work that district wants to work on. Looking at how to brand resolutions and work on explaining the purpose vs. the message. Used video to explain the benefit of using public transportation. Helped show that it is a safe alternative for students.

Robla – Working on foundational pieces of quality control around communications. Including website and social media updates. Looking to

increase number of students that submit to weekly COVID testing. Robert Heritage Center sending weekly videos for teachers on Latin heritage month. Publicizing 7th grade option at New Hope. Really looking for story telling options and sharing what school is really like on a daily basis. Finding ways to celebrate every day. Experiencing enrollment decline so will be working on campaign to help change that.

SECC Update

SEVA Opportunities for Students and Families

SEVACON: Training events for students and families that will continue to be held via Zoom. <https://www.secctv.org/seva/training/sevacon/>

SEVAFest: Training events that will be held in person at various sites. <https://www.secctv.org/seva/training/sevafest/>

PORTS: SECC continues to build our partnership with the PORTS program. Content from the program is already being aired on the channels, we are now discussing airing live events and possible partner productions in the future. <https://www.secctv.org/secc-presents-ports/>

SEVA Lab Grant – The lab grant process is now open. There are three types of funds this year: new studios, update/expansions of existing studios and at home studios. The application can be found here - <https://secc.wufoo.com/forms/w3wk6731r2a8il/>.

Monthly Updates – SECC will be sending out monthly emails to keep everyone up to date on the various projects SECC is working on with your district.

Production Opportunities

Superintendent Messaging

Safety Videos

Where to Find Updates

Identify Future Agenda Items

Regan Learning Opportunities

Next Meetings: Thursdays, 12:00-2:00

December 16th – Elk Grove

February 17th – Host?

April 21st – Host?