

APPENDIX IV – 7

To: Janet Rico Uhrig, Director, Talent Acquisition/Recruitment & Retention
From: Andrew Campbell, Sr. HR Program Coordinator
Date: May 24, 2017
Subject: May Recruitment Focus Group Summary

The Human Resources department of Tucson Unified School District conducted focus groups to get feedback on the recruitment process. These focus groups were held on the following days and times:

Monday, May 1, 2017, 4:30-6:00pm at Booth-Fickett Math/Science Magnet School

Tuesday, May 2, 2017, 4:30-6:00pm at Manzo Elementary School

Thursday, May 4, 2017, 4:30-6:00pm at Catalina High School

Invitations were sent out to all teachers who were had been teaching in the district for up to 5 years. The number of teachers that fell into this category was 637. An invitation went out via email on Thursday, April 20, 2017. A second invitation was sent out on May 1, 2017 inviting teachers to RSVP for the Tuesday, May 2nd and Thursday, May 4th focus groups. From invitations that were sent out, we received 8 RSVPs:

2 RSVPs for the May 1st Focus Group

2 RSVPs for the May 2nd Focus Group

4 RSVPs for the May 4th Focus Group

Out of the 8 people the emailed an RSVP for the focus groups, 6 people of the 8 attended:

2 participants on May 1st

2 participants on May 2nd

2 participants on May 4th

Questions

For all three focus groups, the following questions were asked:

- 1) Related to the hiring process (from recruitment to on-boarding) of certificated staff, what worked well?



- 2) Related to the hiring process (from recruitment to on-boarding) of certificated staff, what could be improved
- 3) What are the top two things that played a factor in your ultimately accepting the offer from TUSD?
- 4) What are some recruitment strategies that you have seen from other recruiters that you feel TUSD could implement in its recruitment process?
- 5) What information about TUSD and Tucson could be helpful to include in our recruitment materials?

Participants' responses were recorded by the facilitator, however the comments are not tied to an individual. This disclaimer was stated at the beginning of the session in order for participants to feel comfortable in giving their feedback.

Themes

Some of the themes that arose from the focus groups are listed below:

- **Communication:** This continues to be a big theme throughout the focus groups. Many stated that they wish communication was better, particularly with the sites. Some of the feedback included:
 - Better communication with school sites. One participant is still waiting to hear from the schools that she interviewed with this year.
 - Better communication between departments/schools and Human Resources.
 - Having an annual meeting to give out information to everyone in the district.
 - District Operating Guide has not been utilized to the best of its ability. Participant was just made aware of the DOG in April and was hired in September.
- **Teacher Induction:** Like the focus groups that were conducted in October 2016, this was a common theme through out the focus groups. There was positive and constructive feedback about the teacher induction process. Many liked the idea of having the teacher induction to train the new teachers, however the format and the timing of the training is what the participants felt could be improved. The feedback related to teach induction include:
 - The first few days were catered to brand new teachers and was not catered to teachers that had experience.
 - A packet that has information about a specific school (programs, initiatives, resources) to be handed out at the end of teacher induction.
- **Job Fairs:** Many of the participants really liked the job fairs and the fact that interviews and letters of contract assurance were being offered at the job fairs. A suggestion was made to announce the job fairs earlier and more public. Another suggestion was to give principals the opportunity to do things to draw people into their schools.



- Teacher Mentors: Participants talked about how valuable the teacher mentor program is and about the fact that not too many districts have Teacher Mentors. However, one participant felt it was not embraced enough and believes it can be a great selling point when recruiting teachers to the district.

Conclusion

Even though the turn out for the focus group was lower than what we had anticipated, the feedback provided by the participants was helpful and highlighted many opportunities for us to improve our recruitment process and training of our staff. Our hope is to take a look at all of the feedback, and prioritize which can be implemented immediately and what can be implemented in the long the term.