

Teacher Recruitment and Retention Survey 2018



Introduction

There's no doubt that schools have a problem recruiting and retaining teachers at the moment. So we asked 37 schools* what they are doing to retain and recruit staff in 2018.

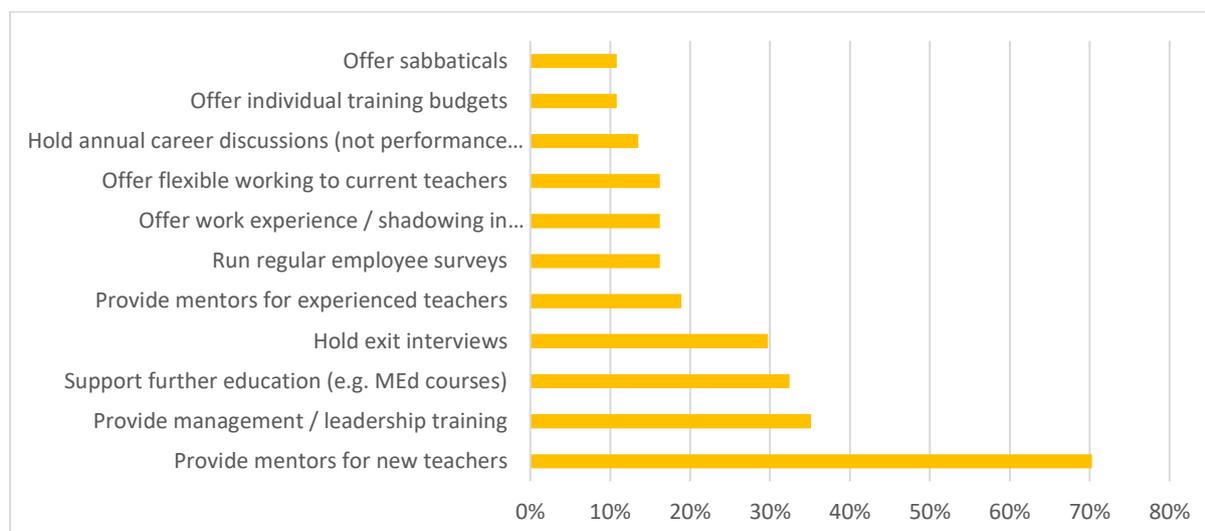
As we look at the four questions in this report, think about which of these ideas might work at your school. Because we also asked for comments from schools - and this one might be from a school around the corner from you that's looking for the same teachers...

'Actually we do almost nothing but this is an area that we are just looking at as we have realised that good recruitment and retention does not just happen by magic so hopefully our response next year will be hugely improved.'



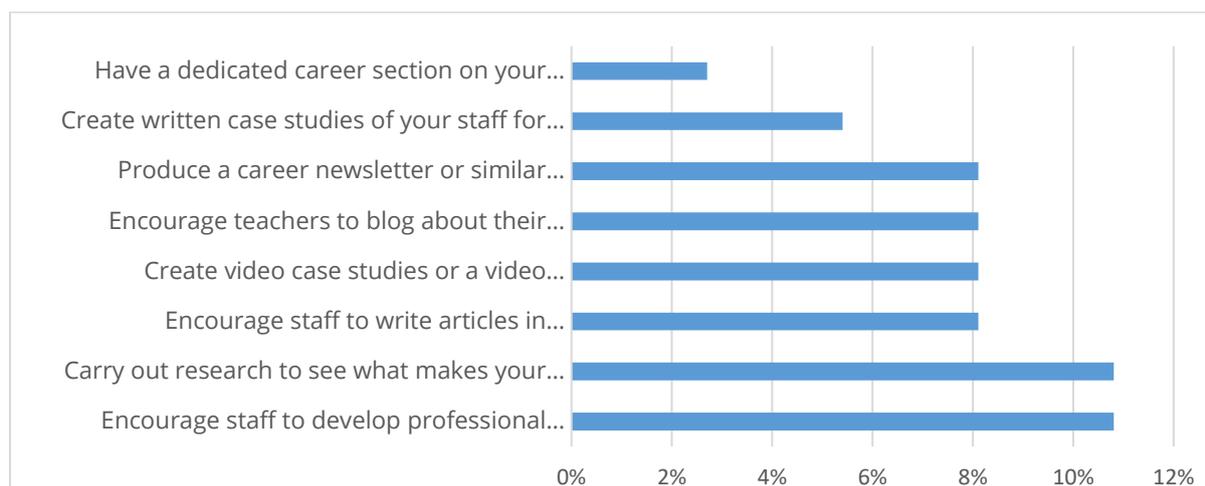
**We surveyed 37 schools from all sectors and age ranges from across England, Wales and Scotland in May-June 2018. Thanks for your help!*

1. What does your school do to retain teachers?



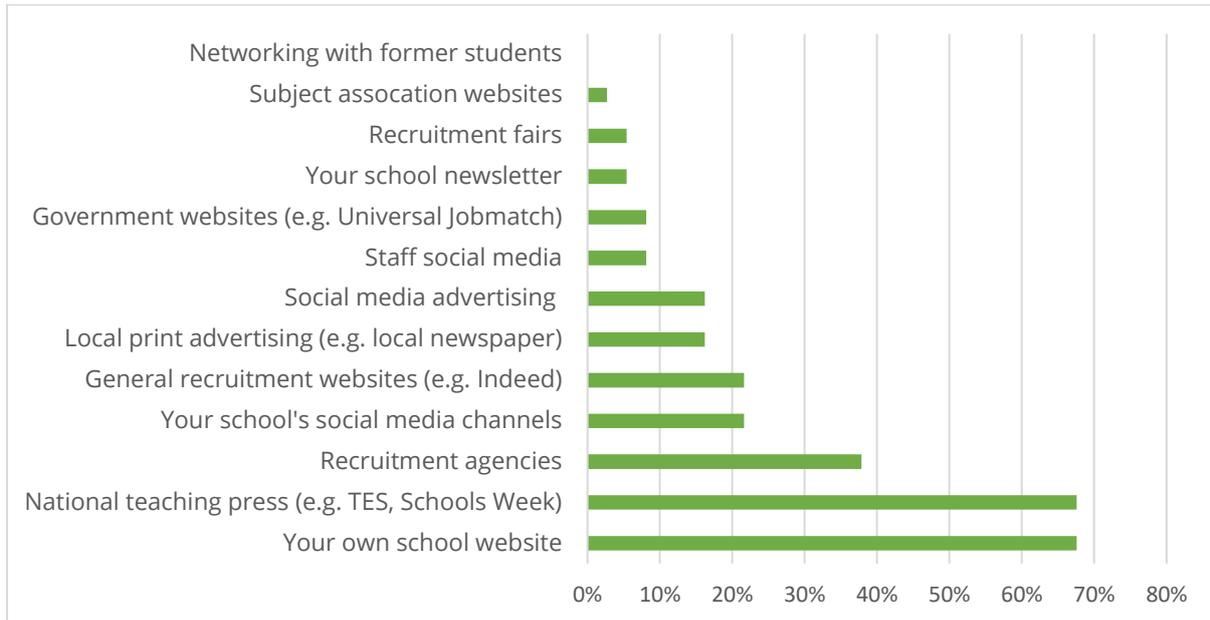
The first area to consider when you've a shortage of teachers is making sure you hang on to the good ones you already have. Most schools (but not all) provide mentors to support new teachers, but once established there's little done to keep them. Only 30% hold exit interviews and 16% run employee surveys to find out if there are themes of discontent that are simple to fix, while only 14% have career discussions (we're not talking performance management here, but how someone's career might develop), and only 16% offer flexible working.

2. What does your school do to promote itself as a great place to work?



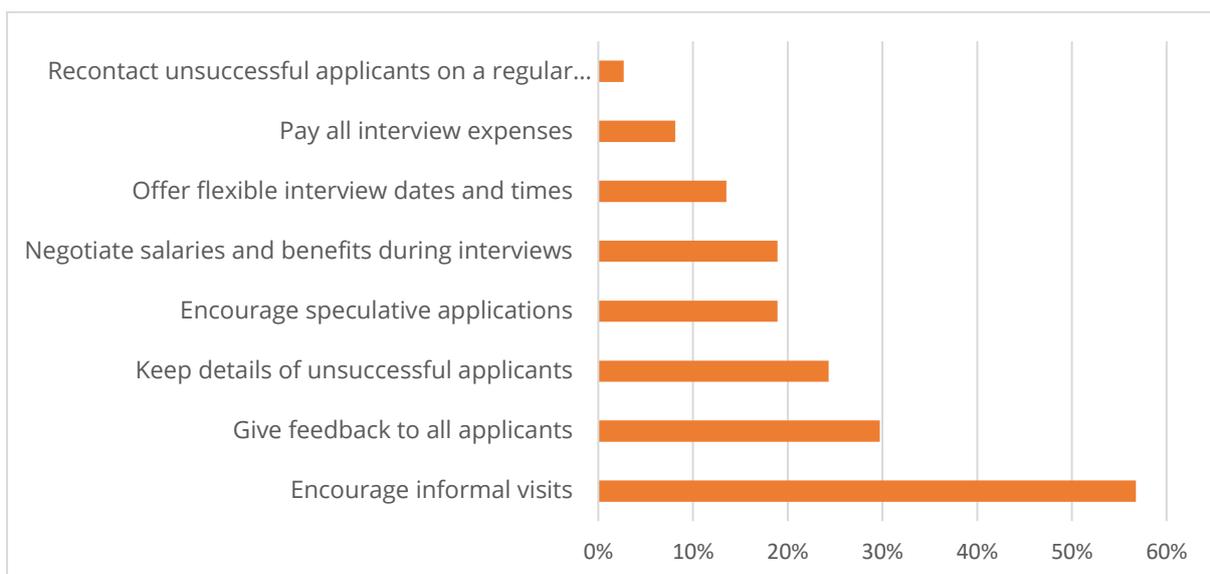
The next step in the process isn't recruitment - it's to work out what makes your school a great place to work and to find the evidence for this. But few schools are taking these steps which can make recruitment much more effective. Only 11% researched what made their school stand out, 8% showed what it was like to work in the school through video case studies, and 3% had a dedicated career section on their website.

3. Which methods has your school used to recruit teachers this year?



Looking at recruitment advertising, the vast majority of schools relied on traditional (and expensive) national advertising. A large number also posted jobs on their websites, but there was little effort to drive traffic to these - with only 22% using their school's existing social media channels and 5% their school newsletter. 38% were using the most expensive option, recruitment agencies, while the cheapest options, networking through staff and former students, were hardly used at all.

4. Which of the following are part of your recruitment process for teachers?



Our last question looked at the recruitment process - and how schools were making it efficient and effective. It was good to see the majority of schools encouraging informal visits to make personal connections before an interview, but few encouraged speculative applications, created and used 'talent banks' of people who had shown interest, or offered flexible interviews for those who couldn't make a specific date and time.

If you'd like advice on any aspect of your school recruitment - from putting retention plans into place to creating a strong employer brand to enhance your recruitment - please call Simon Hepburn on 07914 399612 or email simon@marketingadviceforschools.com