Managing Workforce Challenges with Confidence & Success
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Early Education Business Consultants

Our Company

WHAT WE DO

✔ Focus on the business needs of independent operators in the ECE sector
✔ Training programs on ECE business management
✔ Technology implementation
✔ Leadership Academy
✔ HUB for Hampton Roads Shared Services Alliance

EarlyEducationBusiness.com
Where is Everybody?

- Covid fears
- Women dropped out of the workforce
- School disruptions
- Competition for employees is fierce!
- Low wages
- Demanding work
- UI cutoffs not a clear driver of job search
- The BIG shift - Work life balance

Why are we in Crisis

FUNNY VIDEO HERE

Market Trends

- Wages growing rapidly
- Hiring incentive are now the norm
- Increased federal funding is coming to childcare
- Changing world of work
- Employee satisfaction is becoming imperative
Topics

- Creative ideas to find staff
- Recruitment must-haves
- Streamline hiring process
- Work Climate
- Bring out the Best in your Team
- Retention

Employers have shifted their focus from marketing for customers to marketing for staff

TARGET MARKETING

A Target Market is a defined group of customers to which you sell your services and direct your marketing efforts. These customers have similar characteristics including geography, buying habits, demographics, and incomes.
**MARKETING TO MILLENNIALS V. GEN Z**

<table>
<thead>
<tr>
<th>Target</th>
<th>Values</th>
<th>Communication Habits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Millennials</strong></td>
<td>• Stability</td>
<td>• 86% smart phone users</td>
</tr>
<tr>
<td>Ages 18–43</td>
<td>• Oriented to self</td>
<td>• 75% share content online</td>
</tr>
<tr>
<td>• 80 million</td>
<td>• Questioning</td>
<td>• 40% refer to online reviews and testimonials</td>
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<tr>
<td>• Over 40% are parents</td>
<td>• Wants experiences over things</td>
<td>• On YouTube, Facebook and Instagram</td>
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<tr>
<td></td>
<td>• Wants to spend on ways to make their life easier</td>
<td>• Will engage in a variety of marketing formats</td>
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<tr>
<td></td>
<td>• Instant gratification</td>
<td>• Have longer attention span</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• But want information in bullet form/simple as possible</td>
</tr>
<tr>
<td><strong>Gen Z</strong></td>
<td>• Directness</td>
<td>• Spend the most time on connected devices</td>
</tr>
<tr>
<td>Ages 25 &amp; under</td>
<td>• Privacy</td>
<td>• On TikTok, Instagram, YouTube, Snapchat</td>
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<tr>
<td>Are working at earlier ages than Millennials</td>
<td>• Personalization</td>
<td>• Much wordier in their Google searches</td>
</tr>
<tr>
<td></td>
<td>• Being entertained</td>
<td>• Most reliant on testimonials</td>
</tr>
<tr>
<td></td>
<td>• Fewer confrontations &amp; more dialogue</td>
<td>• Prefer a direct approach</td>
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<tr>
<td></td>
<td>• Being &quot;radically inclusive&quot;</td>
<td>• Very brand loyal</td>
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<tr>
<td></td>
<td></td>
<td>• 60% are &quot;happy to be associated with brands they like&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Incentivized by rewards programs</td>
</tr>
</tbody>
</table>

**MARKETING TO MILLENNIALS V. GEN Z**

We have Huge benefits working in Early Childhood. It's time to promote them!!

First think about your work environment and culture, describe it!

- Fun!
- Making a difference, meaningful work
- Work with children
- Be outside!
- You get to be creative, and did I mention it's fun
- Not a desk job!
- Family friendly and flexible scheduling
- Predictable hours
- Free or discounted childcare
- We invest in you! We train and professionally develop our team
- We have a career path, scholarships!
- Lots of celebrations
- Teacher appreciation, valued
- Positive work environment & collaboration
- Smoke free
- Our customers are amazing!

Other industries we are competing with:

- **Restaurant Workers**
  - Late night hours, inconsistent hours
  - Smokey environments
  - Difficult customers
  - Insensitive leadership, difficult bosses
  - Physically demanding

- **College Students, Military spouses**
  - Need part-time hours
  - Flexible schedule
  - Looking for experience

- **Women returning to work**
  - Training
  - Discounted childcare
  - Fun, people focused

- **Retired, retired educators, Military spouses**

**Now Hiring**

- Early Childhood Teachers
- **Early Childhood Teachers**

- **Early Childhood Teachers**
  - Experienced
  - Personalized
  - Professional development
  - Career path
  - Scholarships
  - Positive work environment & collaboration
  - Smoke free
  - Our customers are amazing!

Come Build the Future with Us
Benefits you deserve:

- Health & Wellness
- Financial Wellness
- Work/Life Integration
- Professional Development

Top 10 Reasons to Join Our Team

- Increase prices (~upto 8%) - know your market
- ARP $$ - use this money immediately for wages
- Pay bonuses if you can’t pay wage increase
- Financial Forecasting - ability to run scenarios
- Advocacy
Benefits
- ✔ FREE stuff
- ✔ Paid time off
- ✔ Pay for continuing education
- ✔ Health benefits
- ✔ Retirement plans
- ✔ Pay for TB test, health form completion and background checks

Recruitment

Recruitment Must Haves
- Website Career Page
- Hiring Platform
- Company Page with Reviews
- Effective Job Advertisement
- Applicant Tracking System
- Well Defined Hiring Process
- Positive Onboarding Experience
- Technology Where Applicable
Always be Hiring

If you’re always hiring, you’ll be less likely to get to the crisis point

Your Hiring Process

- Job Description
- Advertise
- Application
- Screening & Interviewing
- Reference & Background Checks
- Orientation process

“The smaller the organization, the more important the hiring.”
- John Maxwell
Clear Job Ads Matter

**ATTRIBUTES NEEDED**

✔ Customer Service (Parent Interaction)
✔ Child Interaction & Trust
✔ Initiative
✔ Technical Knowledge
✔ Teamwork & Collaboration
✔ Communication Verbal & Written
✔ Reliability

Job Advertisement Goal

Attract qualified staff who are a good fit for your team
Getting Creative

Websites
- Job boards 82%
  - 1.3% applicant hire rate
  - Less responsive
  - Lower quality
- Careers Pages
  - 8.9% applicant hire rate
  - 7x more likely to be hired
- Referrals
  - 16.7% applicant hire rate
  - 13x more likely to be hired

Hiring Platforms

glassdoor
SimplyHired
MONSTER
Indeed
ZipRecruiter
Google for Jobs
craigslist
LinkedIn

Job Ad Visibility

Applicant search results are determined by job visibility.

Job visibility is impacted by:

- Time
- Content (Key Words, Title & Description)
- Company Branding
- Reviews
  - Applicant Behavior
  - CTR (Click Through Rate)
- Location
- Competition
- Other AI Factors
Applicant Behavior

- First Impressions Matter
  - 0.8 minutes to dismiss a position as not a good fit
  - 1.3 minutes spent on a job of interest
- Smartphone optimization is essential
  - 50% of job seekers apply on their phone
- Simple application process
  - 60% stop filling out long/complex applications
  - 40% of candidates are lost after 20+ screening questions
  - 50% lost after 15 minutes

Top Key Words

- Daycare Teacher
- Child Care
- Teacher’s Assistant
- Teacher Aid
- Assistant Teacher
- Preschool Teacher
- Teacher
- Kindergarten Teacher
- Early Childhood Education

Job Title

- Keep it short and simple
- Don’t be creative - stick to key words
- 5 words or less
- Never use: Emojis, Symbols/clickbait Don’t pad with schedule, shift, department, role information

Job Description

- 100-325 words attracts up to 30% more applicants
- Well organized, Headers & Bullets
- Lean into benefits, culture, differentiators
- Add strategically placed key words
Include

- Information about the company
- Salary Information
- Specific Shift/Role Information
- Benefits
- Experience required
- Information about duties of the role
- Specific location
- What it's like to work for you/culture
- Realistic Growth Opportunities

Company Pages Branding

- Company pages [https://www.indeed.com/companies/](https://www.indeed.com/companies/)
- Time spent on Company Pages increased 20% since February 2020
- Claim Company Page and Customize Features
  - business logo
  - share company information
  - share pictures and company culture
- Lists all jobs in one place
- Ask for employee reviews
- Link to website
Interview Techniques

- Pre-interview screening
- Behavioral based interview questions
- Use the same questions for everyone
- Adjust observational interview
- Virtual panel interviews
- Reference checks
Employee Onboarding

Orientation

“We often lose potentially great staff, not only because of inadequate wages, but because we throw them into a deep Olympic-size pool without giving them carefully fitted goggles and a clear life-support system. How can they become long-distance swimmers if our orientation and staff development is focused only on treading water?”

– Margie Carter
Using Technology in Hiring

- Automation wherever possible
- Features in applicant tracking systems
  - Communication (Questions, Screening, Scheduling, etc)
  - Screening (Experience, Requirements, Skills Tests)
  - Consider doing away with paper applications
- Schedule through an online calendar
- Applicant page/instructions
- Adobe forms for new hires

Teachers Are Invaluable!

Teachers are the heart of a school... keep it healthy

Organizational climate is...

- The collective perceptions of staff about the quality of work life in a particular setting
- Shaped by the personalities that come together and the leadership that guides them.
School climate is...

like the air we breathe. It tends to go unnoticed until something is seriously wrong.

Staff Surveys

There is no reality, only perception
- Dr. Phil McGraw

Staff Appreciation

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou
Retention

- Talk openly about staffing challenges
- Discuss team attributes and values
- Seek, give and share recognition
- Celebrate often
- Make mental health and time off a priority
- Respect their time and money

Keep Morale Up

- Talk openly about staffing challenges
- Discuss team attributes and values
- Seek, give and share recognition
- Celebrate often
- Make mental health and time off a priority
- Respect their time and money

Team Building

- Create a leadership team
- Get staff committed to building their team
  - Involve key team members in the hiring process
  - Include team members in candidate evaluation/selection
- Create commitment to the vision/mission of the program
- Value their input
- Assign key roles
Know your team & their needs

- Flexible Hours/Longer Breaks
- Discounted Child Care
- Medical Insurance
- Retirement Plans
- Disability Plans

Resources

EEBC website
earlyeducationbusiness.com/tools

Am I a Great Place to Work? Creating a Healthy Organizational Climate by Jill Bella, Palula Jorde Bloom, Ann Hentschel

Webinar on Healthcare for ECE
bit.ly/ece-healthcare

VA Shared Services Network Platform
for tons of templates around human resource management
vasharednetwork.org