

# **How to Capitalize on Job Fairs**

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# Job Market Outlook

- Continuation of positive hiring for 2018—teacher shortage looming in many areas
- Many agencies across the West struggling with fiscal challenges
- Working conditions encouraging more to retire when eligible
- Districts—to minimize costs—will be preferring qualified less experienced teachers
- Those qualified in shortage areas or who have multiple endorsements have a significant advantage

# Recruitment Objective: Achieving the best match

- \* 50% of teachers leave within the first five years
- \* Employers and YOU want to change that statistic

# What to Expect from a Recruitment Fair

- Knowledge about employers and projected openings
- Practice in marketing your skills and qualifications in screening interviews or longer interviews
- Where to focus your follow-up after a fair
- Other supplemental application information districts require
- Steps you can take to improve your marketability



# What to Bring to a Fair

- ❖ Positive disposition (Smile!)
- ❖ Resume copies--have enough!
- ❖ Anything you need to complete an application (dates, reference info, etc.)
- ❖ Targeted list of employers you want to visit (Review who's coming)
- ❖ Items to share in interview (e.g. portfolio or work sample)
- ❖ Questions you want to ask



# Fair Attire

- ◆ Dress professionally
- ◆ Dress conservatively
- ◆ Wear comfortable but professional looking footwear
- ◆ Avoid bulky coats or other gear you have to carry for hours
- ◆ Look in the mirror before entering fair and prior to an interview





Creating the Match--What Districts Should be Sharing in Their Communications to You

## Districts Should be Sharing the 4 Cs:

- Community (culture, core values, etc.)
- Colleagues (with whom are you working, mentors, etc.)
- Compensation (including benefits)
- Curriculum (what will you be teaching in this opening, special needs, etc.)



## Marketing yourself: Your Résumé

- Keep to 1-2 pages
- Choose clear visual format
- Highlight name & headings for quick scanning
- Use good quality paper
- Edit carefully for typos & misspellings



# More on Résumés

- Use categories as headings (Eg., Professional Experience)
- Highlight experiences and achievements (not just position titles)
- Put licensing and contact information at top
- Add volunteer history especially youth oriented activities



## Résumé Tips (cont.)

- ❖ Avoid gaps in employment/education history
- ❖ Organization and readability important
- ❖ Use action words to describe your experiences/skills
- ❖ Use bullets for conciseness
- ❖ Reference contact information can be provided separately
- ❖ State career objective(s) carefully
- ❖ Include unique skills or qualifications

# Résumé--Final Check

Avoid cliches and overused quotes

Ask yourself--does my resume raise questions?

Include other work experience outside of education; some employers find that valuable

Be aware of idioms or overly “folksy” language

Check on acronyms--are they generally known?

Examine from three feet—does your name and category headings stand out?

# How to Prepare for Screening Interviews

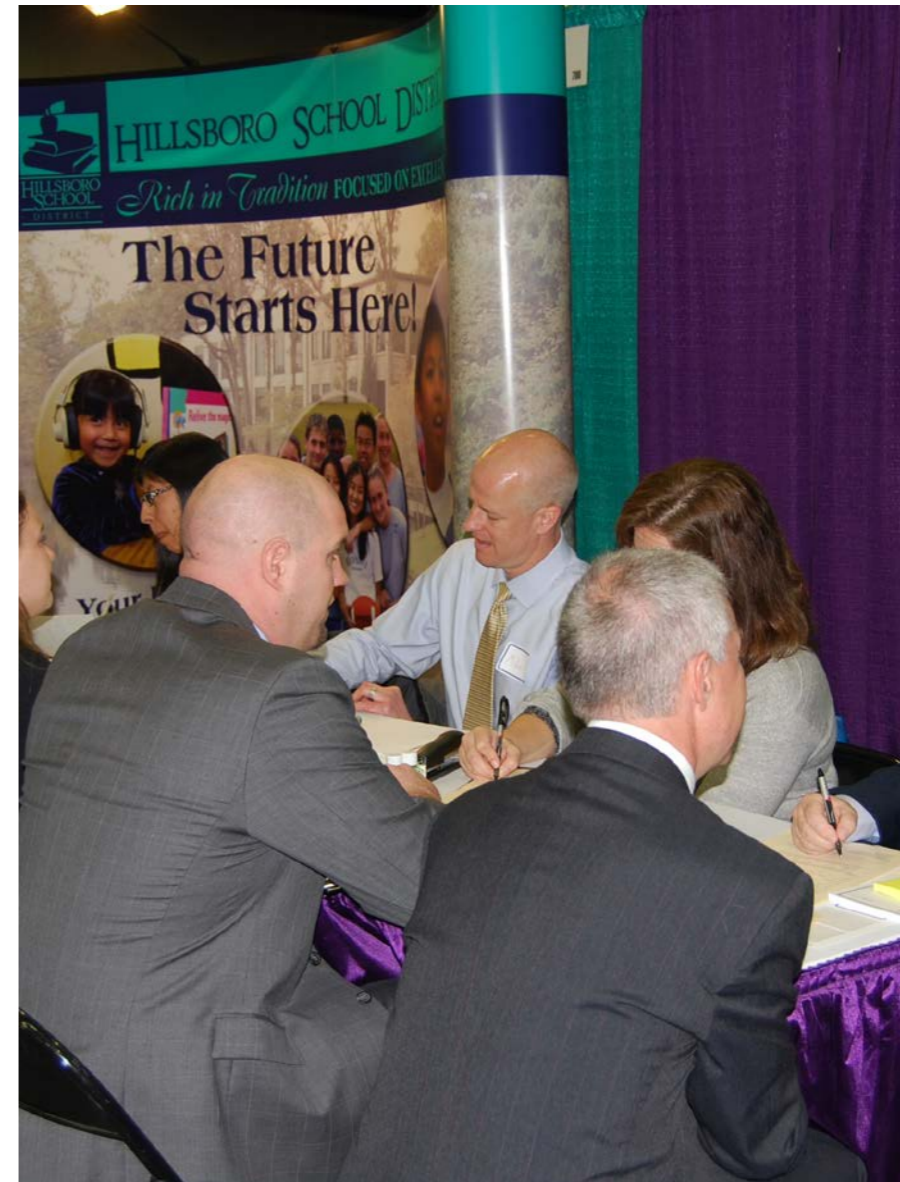
- ◆ Recruiters will be assessing your professional bearing and personality attributes
- ◆ Be aware of your greeting warmth and eye contact
- ◆ Be able to convey training and qualifications in a concise manner
- ◆ Be able to state career interests succinctly
- ◆ Be able to highlight what sets you apart



# Interview Tip

Tendency to over focus on you--that raises anxiety and affects your poise and self-assuredness

Instead keep the focus on your MISSION--what you can do for kids



# Typical Screening Queries

- Your approach to classroom behavior
- What motivates you to be a teacher/specialist?
- How you evaluate your own effectiveness as a teacher
- What role does collaboration play in learning?
- What can you contribute to the broader school community?
- What strategies do you use with ELL or special needs students?
- How do you describe your working relationship with others?
- How do you know students are learning?
- Who is responsible for student learning and why?

## Other Employer Hiring Practices

- ◆ Having you design and/or teach a lesson
- ◆ Completing a screening instrument to measure beliefs and teaching style
- ◆ Asking what you've done to problem-solve a situation
- ◆ Checking references
- ◆ Group interviewing
- ◆ Ascertaining your "coachability"
- ◆ Judging your centeredness, capability and confidence in handling stress of the job



# Portfolio--optional

- ➔ Demonstrates expertise in planning lessons, your creativity and use of instructional strategies
- ➔ Reveals you're comfortable with assessment
- ➔ Contains copies of student products
- ➔ Demonstrates ability to engage wide range of learners
- ➔ Can be scanned easily by interviewers

# References

- Ensure written recommendations speak to your instructional skills not just personality
- What have they seen you accomplish especially with challenging learners
- Recommendations from administrators valued the most by educators

# Securing that match. .



- ◆ Know what you are you looking for
  - ◆ Position, location, etc.
- ◆ Check out district and school culture
  - ◆ Website, visits, colleagues, etc.
  - ◆ See who's attending in advance of the Fair and target key employers
- ◆ Does the district offer the support you're looking for (training, mentor, etc.)?
- ◆ Accept a rejection as being in your interest
  - ◆ Obtain interview feedback

# Learn District Protocols

- Who can be contacted (district HR manager, principals, etc.)?
- Can I contact the district even if there are no posted openings in my area?
- Will my application be considered for a future opening?
- Are visits or communications to school staff looked upon favorably?
- One other thing—review your social media content



April 3-4, 2018

Oregon Convention Center, Portland, OR

Register at [www.oregonedfair.com](http://www.oregonedfair.com)



Good Luck--Persevere!  
Questions?

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