



## EDUCATION

# NEW PARADIGM FOR EDUCATION

📍 DETROIT, MI

New Paradigm for Education (NPFE) is a non-profit Charter Management Organization comprised of educational practitioners, community advocates, and business leaders who have dedicated years of service to children. The organization specializes in maximizing student learning potential through proven education practices and managing all phases of school design, planning, and program implementation.

## OUR APPROACH

In preparation for an upcoming academic year, NPFE engaged SCP to design and execute a strategic recruitment plan to ensure the organization began the year fully staffed and prepared to deliver high-quality instruction to their students. Working directly with NPFE's Superintendent, C-Suite, and other stakeholders from the district, the SCP team developed a plan consisting of four main focus areas:



### Educator Hiring Fairs

Planned in partnership with key representatives from NPFE's leadership team and staff, the recruitment fairs offered local and national educators with the opportunity to engage with the district and explore available teaching positions where their strengths and career interests intersected with NPFE's hiring needs. Qualified candidates received next steps in the interview process for positions available in the 2017-2018 school year.



### Social Media Recruitment

SCP developed a digital campaign to reach and recruit educators both locally and nationally while also growing NPFE's social media platforms. The campaign featured a mixture of organic and paid content that effectively informed potential candidates and drove them toward an online assessment and application process. The end result was a strong pool of educators searching for new roles and an interest list of potential future hires.



### Partnerships With Local Colleges and Universities

Michigan is home to a plethora of quality college and university education programs producing passionate and innovative teaching talent searching for their first full-time opportunities. In order to access these pools of talent, SCP leveraged their relationships to connect NPFE with career service offices, colleges of education, and local specialized education programs and initiatives. These relationships helped to establish hiring pipelines that brought a consistent pool of new talent to NPFE's teacher recruitment process each year.



### Retention Plan

Retention is the leading indicator of recruitment. Recognizing the great opportunities present at NPFE, SCP also worked with NPFE to design an initial one-year, network-wide retention plan for teachers and staff to be built upon through a series of social, incentive, and professional development-based efforts.

## OUR IMPACT

With these four strategic recruitment and overall talent efforts in place, SCP fulfilled and exceeded NPFE's hiring goals. As a result, the district began the 2017-2018 academic year fully staffed, including a waitlist of qualified and interested candidates for numerous roles. SCP's work on recruitment also led to future opportunities with NPFE, including collaboration on overall talent continuum work.