
Human Capital Recruitment and Retention Update for 2024-2025 School Year

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EXEMPLARY STAFF



OCS' STRATEGIC PLAN & EQUITY PLAN ALIGNMENT

- **OCS Strategic Plan Outcome Goal #3: Exemplary Staff**
Recruit, hire, support, and retain culturally proficient and high-quality staff committed to providing all students with an excellent education in a welcoming environment.
- **Equity Plan Goal 3 Emphasis:** Hire and retain staff that reflects the diversity of the district, mirrors the demographics of the OCS student population and who are committed to becoming culturally proficient.

What Do We Know About Our Applicant Pool?

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What Do We Know About Our Teacher Applicant Pool?



January 1, 2023- December 31, 2023

- 851 Teacher Applications
- Optional Demographic Questions (686 applicants)
 - Ethnicity= 6.6% Hispanic/Latino
 - Race= 65.7%-White, 18.5%-Black, 11.2%-Asian, 3.6%-2 or more, 1%-American Indian or Alaskan Native or Pacific Islander or Native Hawaiian
- Applicants from in-state:
 - UNC-CH =17.9%
 - NCSU = 13.46%
 - UNCG = 12.98%
 - ECU = 9.13%
 - Elon =6.73%, NCCU =6.01%, UNCW = 5.53%, App = 5.29%
 - Host of Other Universities= 22.97%
- Female = 70.8% and Males = 29.2%

APPLICANTS



How Did You Learn About Us?



How Did You Learn About This Position? One Year of Data

<i>General Information - How did you learn about this position?</i>	COUNTA of General Information - How did you learn about this position?
District Web Site	50.31%
Indeed	22.56%
Employee Referral	19.43%
Teach NC/SchoolSpring	3.45%
Social Media	3.02%
Job Fair	1.22%
Grand Total	100.00%



OCS Certified Staff Demographics

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Who is our staff?



23-24 Licensed Staff Degree by Category

<i>COUNTA of Degree</i>					
<i>Category</i>	Advanced	Associate	Bachelor	Doctorate	Master
Central Office Staff	4.00%	4.00%	12.00%	12.00%	68.00%
Classroom Teacher	0.39%	0.19%	60.31%	0.58%	38.52%
District Teacher Leadership	5.56%		22.22%		72.22%
School Based Administrator	9.38%			6.25%	84.38%
Support Staff	19.59%		17.53%	2.06%	60.82%

23-24 All Licensed Staff by Experience by Category

<i>COUNTA of Experience Band</i>				
<i>Category</i>	5-10	11-19	0-4	20+
Central Office Staff	20.00%	24.00%		56.00%
Classroom Teacher	21.01%	26.65%	25.68%	26.65%
District Teacher Leadership	16.67%	33.33%		50.00%
School Based Administrator	21.88%	34.38%		43.75%
Support Staff	11.34%	28.87%	26.80%	32.99%

2023-2024 Licensed Staff by Race (Central Office included Non-Licensed Staff)

<i>Category</i>	2 or more	American Indian or Alaskan Native	Asian	Black	Hispanic	White
Support Staff	5.155%			24.742%	3.093%	67.010%
School Based Administrator		3.125%		43.750%		53.125%
District Teacher Leadership	5.556%		5.556%	22.222%	5.556%	61.111%
Classroom Teacher	2.529%		0.778%	12.840%	5.837%	78.016%
Central Office Staff				20.000%	4.000%	76.000%

Goal 3: Exemplary Staff



Equity Plan Goal 3 Emphasis: Hire and retain staff that reflects the diversity of the district, mirrors the demographics of the OCS student population and who are committed to becoming culturally proficient.

Classroom Teacher Data Comparison						
Year	Race					
	Black	White	Hispanic or Latino	Asian	American Indian or Native Alaskan	Two or more races
9/15/17	7.8%	87.9%	2.0%	0.0%	0.0%	1.5%
9/15/18	8.0%	89.2%	1.3%	1.0%	0.0%	0.6%
9/15/19	9.0%	86.7%	1.3%	0.0%	0.0%	2.9%
9/15/20	10.0%	84.3%	2.6%	0.4%	0.0%	2.8%
9/15/21	10.6%	82.2%	3.3%	0.4%	0.0%	3.5%
9/15/22	12.01%	79.72%	5.71%	0.59%	0.20%	1.77%
9/15/23	12.82%	78.06%	5.83%	0.77%	0.00%	2.52%

Beginning Teacher



Number of Beginning Teachers				
	BT 1	BT 2	BT 3	Total
2018-2019	18	18	25	61
2019-2020	37	23	20	80
2020-2021	15	40	19	74
2021-2022	35	15	34	84
2022-2023	39	32	17	88
2023-2024	29	32	27	88



Percent of Beginning Teachers With Alternative Licenses				
	BT 1	BT 2	BT 3	Total
2018-2019	33.33%	22.22%	24.00%	26.23%
2019-2020	37.84%	39.13%	20.00%	33.75%
2020-2021	26.67%	40.00%	47.37%	39.19%
2021-2022	51.43%	26.67%	44.12%	44.05%
2022-2023	51.28%	34.38%	29.41%	40.91%
2023-2024	18.18%	21.59%	9.09%	48.86%

New Hire Data



- **114 Certified Staff Members:**
 - 0-5 years of experience = 61 staff members
 - 6-13 years of experience = 25 staff members
 - 14-20 years of experience = 17 staff members
 - 20+ years of experience = 11 staff members

- **New Staff Members by Race:**
 - Asian = 1.75%
 - Black = 27.19%
 - Hispanic = 6.14%
 - White = 64.91%



New Hire Data



New Hires by Subject Area

AIG Teacher	2
Assistant Principal	3
Coach/Interventionist	4
Core Teacher High	13
Core Teacher Middle	15
CTE Teacher	4
Dean of Students	2
EC Program Specialists	1
EC Teacher	16
EC Teacher SLP	2
Elective Elem.	5
Elective High	4
Elective Middle	5
Elementary Education	22
ELL teacher	5
Global Coordinator	1
Media Specialist	1
Position	1
Pre-K Teacher	1
Principal	1
School Counselor	4
Social Worker	2
Grand Total	114

Hard to Fill Positions:

-10 Math Teachers

-4 CTE Teachers

-15 EC Teachers



Effectiveness of Recruitment Strategies...

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State Vacancy Data



STATE VACANCY REPORT

	1st Day of School	40th Day of School
2020-2021	16.0	16.0
2021-2022	34.0	20.0
2022-2023	62.0	57.5
2023-2024	44.0	37.0

Note: Long Term Substitutes, Permit to Teach, and Emergency License count as vacancies.

Current Local Vacancy Data



Certified Vacancies by Type	
<i>Position</i>	SUM of FTE
Chief	0
CTE Teacher	3
EC Teacher	3
ELA 6-8	2
ELA 9-12	1
Math 9-12	0
Non-Core 6-8	3
Non-Core 9-12	1
Regular Education Teacher - Elem.	5
SS 9-12	1
Support Staff	6
Grand Total	25

Classified Positions by Type	
<i>Position</i>	SUM of FTE
- Child Nutrition	2
- Coordinator	1
- Director	1
- Liason	0
- Maintenance	0
	1
- Office Staff	0
	1
- Teacher Assistant	6
- Technology	1
Grand Total	13

Referral Bonus Effectiveness



Sign-on bonuses for Nurses & CTE, EC, Math, Science Teachers

- **2021-2022**
 - 33 Total (3 Bilingual Office Staff, 6 School Nurse, 24 Teacher)
 - 78.7% retention rate for 22-23
 - 57.6% retention rate for 23-24
- **2022-2023:**
 - 40 Total (8 Bilingual Office Staff, 4 School Nurse, 28 Teacher)
 - 70.0% retention rate for 23-24
- **2023-2024:**
 - 33 Total (2 Bilingual Office Staff, 3 School Nurse, and 28 Teachers)

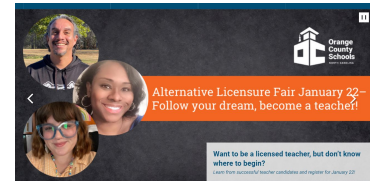




Educate, Monitor, and Support:

- 81 potential teachers attended the 2024 Alternative Licensure Fair.
- Licensure Office Hours every Monday
- Tuition Reimburse for Residency Licensed Employees (75%)
- Continue to improve Beginning Teacher Support

Data: We have hired ~40 OCS Classified Employees in Teacher Roles over the past four years.



Student Teacher / Intern Effectiveness



This year OCS is partnering with UNC, NCCU, UNCP, Elon, Salem College, Liberty, WCU, ECU, NCAT, and Howard University to host 26 student teachers or interns.

Areas of Focus:

- Expanding our partnership with the UNC MAT Program to host cohorts of student teachers at ECG, GAB, ALS, OMS, CRHS, and OHS.
- Expanding recruitment efforts

Data:

- 22-23: Hired 5 student teachers/interns





\$500.00 Staff Referral Bonus

- To date, 15 referral bonuses received, none currently paid out based on criteria.

Relocation Expenses :Qualifying employees can receive up to \$5000.00 reimbursement for moving (set criteria).

- To date, 2 employees received reimbursement



Change in Supplement Procedure National Board Local Pay Option Effectiveness...



Honoring Years on NC Educator Licenses

- 2023-2024 New Hire Data
 - 114 New Certified Employees
 - 68.4% Fully Certified
 - Years of Experience:
 - 0-6 years = 53.0%
 - 7-13 years = 21.9%
 - 14-19 years = 14.9%
 - 20+ years = 9.7%
- 2022-2023 New Hire Data
 - 168 New Certified Employees
 - 73.8% Fully Certified
 - Years of Experience:
 - 0-6 years = 47.5%
 - 7-13 years = 23.5%
 - 14-19 years = 15.7%
 - 20+ years = 13.3%

National Board Local Pay Option

- Adopted a local pay option to honor NB pay for coaches, facilitators, and coordinators who otherwise might not qualify
 - 73 National Board Teachers
 - 6 Individuals in coaching spots that would not otherwise receive NB pay.



Continuous Improvement Efforts



- Diversity/Inclusivity in hiring practice
- Employee Benefits
- Enhance Grow Your Own Program
- Human Capital Website Update
- Marketing Campaign
- New Applitracking System
- Principal focused recruiting
- Petition for Retention/Recruitment Bonus for the 2024-2025 school year



OUTCOME GOAL 3-EXEMPLARY STAFF

- 3.I. Improve overall teacher retention
- 3.II. Increase retention of teachers of color
- 3.III. Narrow representation gap, especially between Hispanic students (27%) and teachers (x%)

ACTIVITIES

- Staff incentives
 - Financial, PD, wellness, services
- Staff, public-facing communication
- Affinity groups
- Equity training, incl. Micro-courses
- LatinxED
- HBCU Outreach, communications
- Profound Ladies, Profound Gentlemen

Job Fair



bit.ly/OCSJobFair



OCS JOB FAIR

April 15, 2023

CEDAR RIDGE
HIGH SCHOOL
SAT, APRIL 15
9AM - 12NOON

OPENING DOORS TO JOBS & CAREERS

Pre K-5 • Grades 6-9
Grades 9-12 • Math and
Science • English
Media Coordinators
EC Teachers • CTE Positions
Support Staff Positions
Bus Drivers • Custodians
Maintenance • Child
Nutrition • After School
Substitutes • And more...



- ▶ Recruitment/Retention Bonus (up to \$10,000) in Hard-to-Fill Areas
- ▶ Discounted Childcare and Sportsplex Membership

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Questions & Feedback

