



RQS Human Resources

Building a Stronger Employer Brand
Attract. Recruit. Retain

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Employer Brand & Retention and Attraction

Employer Brand: The way current and former employees think and feel about working in our district.

Benefits of Strong Brand:

1. Employees are more likely to experience and report positive work cultures. (**RETENTION**)
2. Potential employees are more likely to be attracted to RQS when they hear positive stories about our organization. (**ATTRACTION**)

Strong Employer Brand = EVP

Employee Value Proposition

Compensation

- Salary
- Pay raise
- Bonuses
- Fairness



Benefits

- Time off
- Healthcare
- Remote work



Career

- Promotion
- Education
- Training
- Coaching



Culture

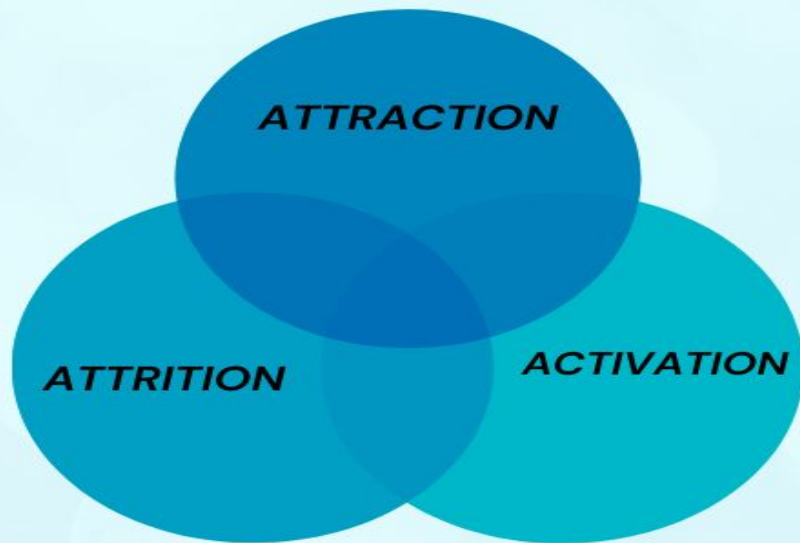
- Mission
- Values
- Atmosphere
- Teamwork



Developing Employer Brand

1. **Discover** where your employer brand currently stands.
(Employee journey mapping.)
2. **Define** what you want your employer brand to be.
3. Close the **authenticity gap** between what we are saying and what employees report they are experiencing.
4. Make your brand **visible**. (Word of mouth marketing: Brand Ambassadors, Employee Referral Program)

TRIPLE A FRAMEWORK



RQS HUMAN RESOURCES

This framework provides context to the work by focusing on the three main areas concerning HR - Attraction, Activation, and Attrition.



Attraction: Are we able to get the best talent?



Activation: Are we maximizing performance?



Attrition: Are we losing talent faster than we can attract it? Are we losing better talent than we keep?

Attrition: The rate at which employees leave the organization

Guiding Question: Are we losing talent faster than we can attract it?

Data Analytics to Measure:

- Teacher to Tenure Rate: 22-23
- Retention by Building: 22-23
- Revise Exit Survey: 23-24
- Teacher Focus Groups Panels: 23-24
- Stay Survey: Spring 23-24

Attraction: The force of the organization to draw in or attract talent for its purpose.

Guiding Questions: Are we losing talent faster than we can attract it? Or, are we losing better talent than we are keeping?

- Intentional Focus on Employer Brand (22/23 - On-going)
- Begin Creating Brand Ambassadors (23-24)
- Establish Employee Referral Program (22-23)
- Create Employer Brand Survey for Incoming Staff (22-23)
- Increase Social Media Presence (23-24)
- Increase Presence at Recruitment Fairs (23/24 - On-going)
- Increase EVP Power Score (Salaries and Benefits/ On-going)

Activation: The rate at which our employees are positively engaged in the organization

Guiding Questions: Are we maximizing performance? What Professional Learning/Development do we need to offer?

Data Analytics to Measure:

- District Climate Surveys (On-going)
- Buildings Climate Survey (On-going)
- Teacher Focus Group Panel (On-going)
- RayTeam Quality of Worklife Survey (On-going)
- Exit Survey (On-going)

Activation: The rate at which our employees are positively engaged in the organization

Guiding Questions: Are we maximizing performance? What Professional Learning/Development do we need to offer?

Action Steps/Projects to Support

- Increase Certificated Sub. Pool (22/23 - On-going)
- Establish Mentor/Mentee Program & job specific PD for Sec. (22 - 23)
- Establish Aspiring Leadership Academy (24-25)
- New Partnership with SLU to advance Teacher Cert. (24-25)
- Grow Your Own Program (On-going)
- National Board Cert. Program (22-23)
- Support Staff Academy (23-24/ Matt Verlinden & Rachel Johnston)