

# Richland School District Two

## 2016-2017 General Fund Budget Request



Fill in only the shaded cells

This form is to be completed by staff members identifying major new initiatives for the 2016-2017 General Fund Budget.

**Description of New Initiative:**

Implementation of new recruiting tools to showcase and advertise Richland Two. New initiatives include expanding the Get on the Bus Tour of Richland Two for student teachers from more SC colleges, additional billboard advertising of annual Career Fair, participation in virtual career fairs, funding to support having principals on recruiting events, and funding to support additional trips to colleges and schools to recruit beyond the traditional recruiting fairs.

**Explain Why this Should be a District Priority:**

With colleges producing less teacher candidates and the need for new teachers rising, Richland Two is now vying for the best teachers in a very competitive market place. Marketing our district, programs and supports for teachers are high priority for bringing the candidates to Richland Two. Our inaugural Get on the Bus Tour has overwhelming accolades from the student teacher candidates and the district participants. It was a fabulous marketing tool. Within two days of the event, candidates were contacting the district to follow up about their applications. This activity needs to be expanded to more SC colleges. Scheduling the Career Fair as early as possible requires heavy advertising to secure participants. The use of billboards promotes the event around the Columbia area. Participation in virtual Career Fairs allows Richland Two to be marketed around the country without our staff leaving the district. It appears that Virtual Career Fairs will be a cost effective tool. The event has not been held for 15-16 so statistics are not available yet. Our principals are vital to the hiring process for our schools. By having them participate in College Career Fair interviews, they can assist with referring candidates to our vacancies and share interview scores with other principals. Being able to visit SC colleges and universities prior to Career Fairs to market Richland Two to student teacher candidates would be a strong recruiting tool. Career Fairs typically allow an hour to register candidates for interviews and then the balance of the day for actual interviews. This does not allow for time to market the district with the candidates. Having the opportunity to go before the Career Fairs to spend time meeting candidates and promoting our district should have a direct impact on candidates wanting to interview with Richland Two.

**Relationship to District Goals:**

These initiatives are directly related to the squares of Learning and Community. Richland Two is committed to hiring the best and brightest teachers to meet the needs of all of our students. Our community needs to see Richland Two actively marketing to secure new teachers.

Is this budget Item an Annual Recurring Item or a One time Cost?

Recurring       One Time Cost

Is this budget Item mandated by policy, law or fund No

**Projected Cost:**

*For positions include the position title, # of FTEs, # of contract days and projected salary (based on related salary schedule).*

Category	Description	Amount	FTE	Contract Days
Salaries				
<i>(If Necessary, add lines for additional Staffing Requests)</i>				
Benefits	<i>To be calculated by finance</i>			
Purchased Services				
Travel	Principals participating in recruiting events and additional recruiting trips beyond scheduled Career Fairs	\$ 6,000.00		

<b>Supplies/Materials</b>	billboards, recruiting materials, district tours, virtual career fairs	\$ 9,000.00
<b>Equipment</b>		
<b>Total</b>		<b>\$ 15,000.00</b>

*Please include any attachments if additional space is needed*

**Requested By:**

Karen Lovett and Debbie Jordan

**Approved By (Division Chief):**

*Please e-mail completed form to your Division Executive Director/Chief for Approval. Once approved, please forward to Harry Miley via e-mail.*

*Revised 1/8/2016*