

Teacher Vacancy Grant FY 2024

Effingham Unit 40 Schools

The Challenge

Districts with strong brands in a competitive job market are often perceived as more desirable places to work. After a recent rebranding campaign, the district needed to clearly communicate its culture, goals, and achievements. Effingham wanted to offer a clear, appealing identity and culture.

Strategic Local Investments

Strategy 1: Highly Visible Branded Promotional Displays and Items

The district invested in branded tablecloths, backdrops, and banners to emphasize its identity at job fairs, conferences, speaking engagements, milestone celebrations, and award ceremonies.

Outcomes

- When invited to speak at the IASB Joint Annual Conference, the banner depicting the district's logo and motto served the dual purpose of identifying the presentation and bolstering the conference keynote of the benefits of marketing in a public school district.
- Staff carried a logo backpack, drinking mug, or umbrella to reinforce the brand and sense of identity and pride among teachers in this community, enhancing their sense of belonging and loyalty.
- Applicants for vacancies have **doubled** in many areas after an increase in district promotion and district pride.

Strategy 2: School Magazine

The district sought to improve teachers' morale and build a sense of unity, pride, and accomplishment by highlighting the achievements and successes of students and staff across the district's six separate buildings.

Outcomes

- The magazine is filled with positive stories to present the district as a supportive, dynamic, and engaging place to work.
- Approximately **15,000** households receive the magazine.

Strategy 3: Translation Devices

The district utilized grant funds to purchase document translation devices to assist staff with engaging and educating an influx of students who are not fluent in English. The purchase of these translation devices aided the district with retaining talented teachers by reducing the frustration levels of communicating with students.

Outcomes

- Retained teachers by reducing unnecessary workload due to influx of non-English speaking students and families rapidly moving to the area.
- **Increase of approximately 5-7%** in retention rates for the 2023-24 school year.



"TVG has assisted our district with building a culture that drives our organization."

-- Kelsey Baker, Assistant Superintendent