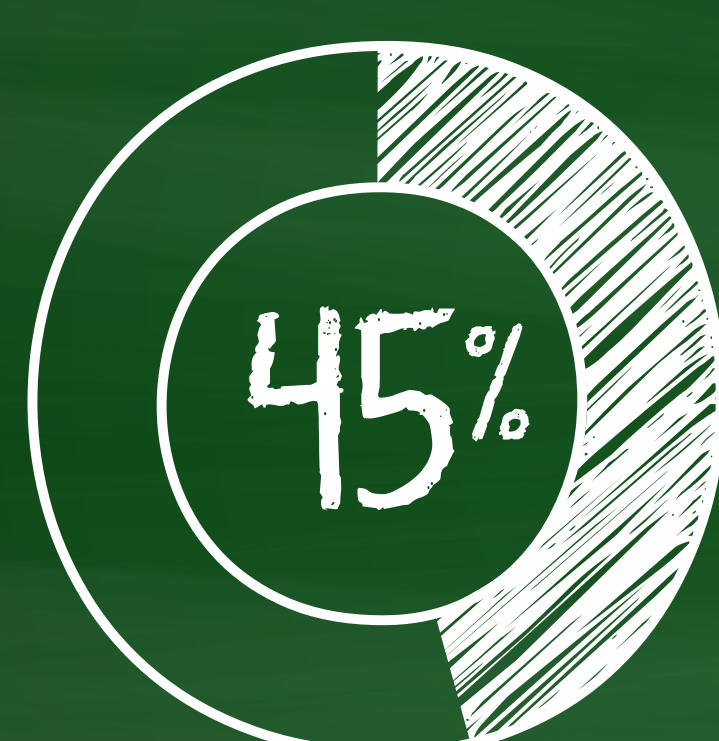


# K-12 Recruiting: CHALLENGES — AND — STRATEGIES

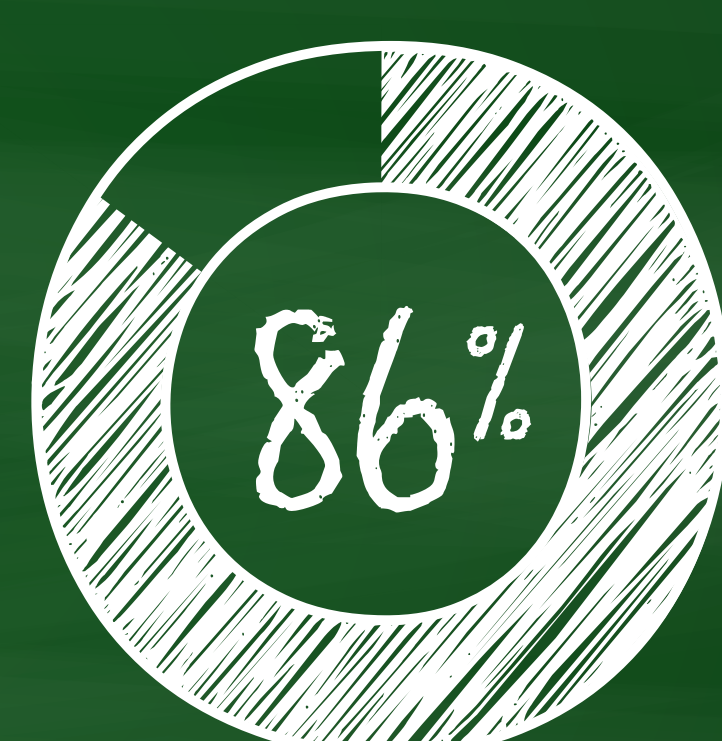
## THE OVERALL PICTURE (2023-2024 SCHOOL YEAR)

140,000  
150,000  
**160,000**  
170,000  
180,000

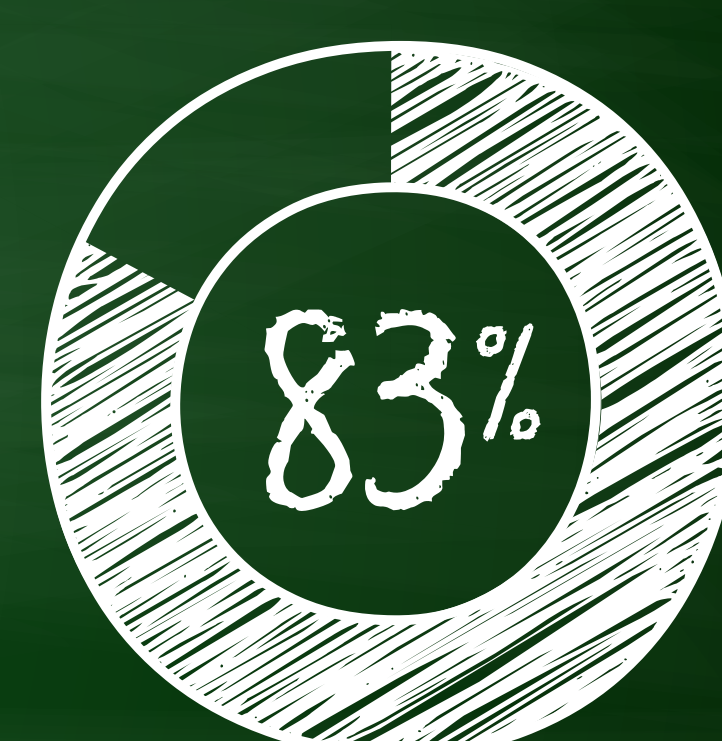
K-12 schools added 160,000 jobs



of U.S. public schools feel understaffed

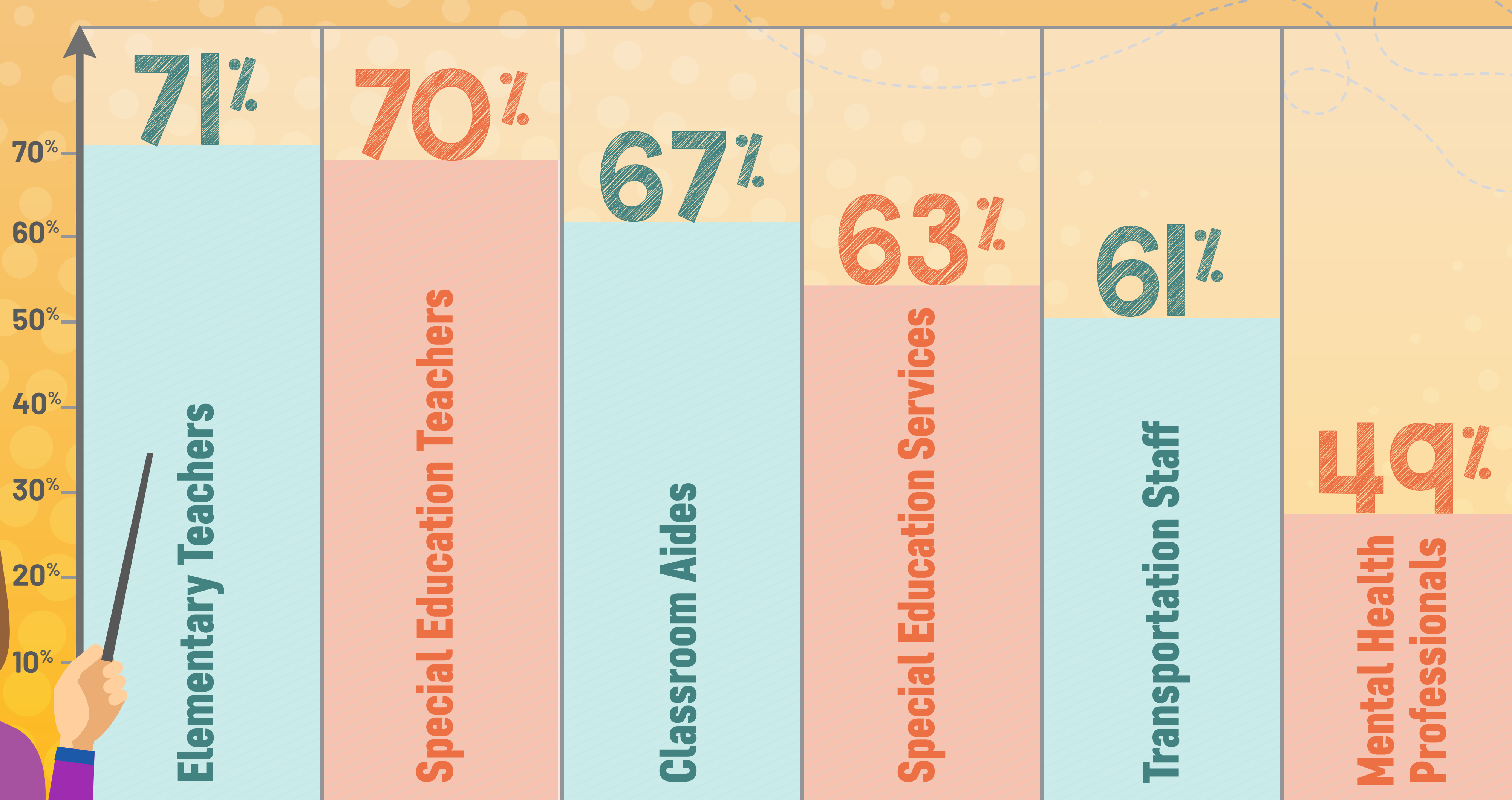


had challenges hiring teachers



had challenges hiring non-teaching staff

## TOP AREAS of UNDERSTAFFING



## WHAT EDUCATORS LOOK FOR

1. Better Pay and Bonuses
2. Mental Health Support
3. Active DEI Initiatives
4. Manageable Workload
5. Supportive Culture
6. Work Satisfaction
7. Good Safety Protocols

### Top Strategies

## FOR K-12 HIRING

- Increase bonuses across the board
- Offer more professional development
- Streamline the interview process
- Broaden your recruitment strategies
- Develop an employer brand
- Improve your career site
- Explore hiring virtual teachers
- Launch teacher apprenticeship programs

