

DeLaSalle Partnership Tiers of Support

Project Component Areas are clickable for additional context	Foundational Strategy & Messaging		Strategic Sourcing & Outreach	Inclusive Selection & Candidate Experience	Retention & Growth Pathways	Anticipated Price Range:
	Develop a Clear Employee Value Proposition (EVP) for DeLaSalle	Craft Marketing Materials Anchored in EVP and Key Messaging	Develop a Targeted Sourcing Strategy Focused on National, Tenured Core Subject Teachers	Support the Design of a Comprehensive, Inclusive Selection Process	Design a Retention & Leadership Development Framework	
High-Touch Support	X	X	X	X	X	~\$19-25k
Mid-Touch Support	X	X	X	X		~\$13-19k
Low-Touch Support	X	X				~\$4-7k
Note: All project components and deliverables are fully customizable, with final pricing determined by the specific deliverables selected.						

Support Areas & Deliverables

1. Develop a Clear Employee Value Proposition (EVP) for DeLaSalle

- **Support:** Leverage insights from recent culture surveys and staff feedback to craft a compelling EVP that emphasizes DeLaSalle’s unique strengths (e.g., autonomy in teaching, substantial professional development, housing stipends, and clear pathways to leadership).
- **Potential Deliverables:** (Both must be purchased)
 - Comprehensive **EVP statement** targeting tenured, mission-driven educators.
 - Key messaging framework** to be utilized across all recruitment materials, job postings, and internal communications.

2. Craft Marketing Materials Anchored in EVP and Key Messaging

- **Support:** Develop marketing collateral to effectively communicate DeLaSalle’s vision and attract experienced educators. Ensure all materials reflect the EVP and are aligned with the recruitment strategy.

- **Potential Deliverables:**
 - Print materials** (e.g., flyers) for distribution at job fairs and community events.
 - Video script** to highlight the benefits of joining DeLaSalle, with a focus on professional autonomy and leadership opportunities.
 - Fast facts sheet** summarizing key benefits (housing stipends, professional development, leadership roles).
 - Create content and **map a new tab on DeLaSalle’s website** to host a dedicated application page, with DeLaSalle handling final content upload.

- 3. **Develop a Targeted Sourcing Strategy Focused on National, Tenured Core Subject Teachers**
 - **Support:** Implement a sourcing strategy to attract tenured teachers from across the country, leveraging established networks and exploring new channels for outreach.
 - **Potential Deliverables:**
 - Sourcing calendar** that outlines key recruitment events, job fairs, and deadlines for outreach efforts.
 - Customized **pipeline-building plan** to engage passive candidates, including personalized follow-up emails and networking efforts.
 - Email communications for recruitment blasts** aimed at generating interest from high-quality candidates.
 - A **communications kit template** to standardize messaging for outreach partners (e.g., TFA, New Leaders).

- 4. **Support the Design of a Comprehensive, Inclusive Selection Process**
 - **Support:** Ensure the selection process is rigorous, equitable, and transparent to attract educators aligned with DeLaSalle’s mission of excellence.
 - **Potential Deliverables:**
 - Selection rubric** for evaluating candidates’ instructional videos, interviews, and teaching demonstrations.
 - Comprehensive training for **interview panels** to mitigate bias and ensure consistent evaluations.
 - Develop a **candidate experience guide** to enhance communication at every stage of the process.
 - Tailored email communications** for each stage (e.g., interview invitations, feedback, and next steps) to keep candidates engaged.

- 5. **Design a Retention & Leadership Development Framework**

- **Support:** Establish a system to retain high-quality educators by fostering growth opportunities and leadership pathways.
- **Potential Deliverables:**
 - Outline a **mentorship program** for tenured educators to support less experienced teachers while developing their own leadership skills.
 - Develop a **professional development plan**, including stipends for attending training programs (e.g., Uncommon Schools, Harvard Data Systems).
 - Document strategies to support **career pathways into leadership roles** (e.g., instructional leadership, assistant principal).