

# Board Meeting Update

*January 2025*



# Quick Intro



**Melany Justice**

★ **Pronouns:** she/her

★ **Hometown:** Philadelphia, PA



# Phases of Our Project

PHASE	DELIVERABLES	TIMELINE	STATUS
<b>EVP &amp; Marketing Materials</b>	<ul style="list-style-type: none"><li>Develop a comprehensive Employee Value Proposition (EVP) to attract mission-aligned educators by emphasizing benefits like autonomy, professional growth, and competitive compensation.</li></ul>	4 weeks	COMPLETE

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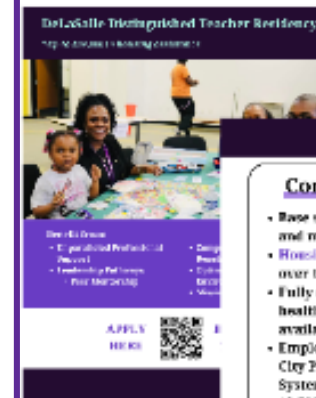
# Sourcing Strategy & Implementation Goals

	Hire Goal (Ideal State)	Applications Started Goal	Applications Completed Goal	Conversion Rate Goal
<b>Subject Area</b>	9	100	70	70%
Math	2	20	14	
Science	2	20	14	
English	2	25	18	
Social Studies	2	25	18	
SPED	1	10	7	
<b>Race / Ethnicity</b>	9	100	70	70%
BIPOC	5	50	35	
Non-BIPOC	4	50	35	
<b>YOE</b>	9	100	70	70%
0 - 2 Years	1	20	14	
3 - 6 Years	6	30	21	
7+ Years	2	50	35	

Detailed Sourcing Calendar						
Month	Week of	Date	Time	DLS Lead	Status	Method
January	1/6/2025	1/6/2025	11 a.m.-1 p.m. CT	Danielle Love	Complete	Social Media Posting (Instagram, Facebook)
		1/7/2025	9 a.m.-11 a.m. CT	Danielle Love	Complete	Direct Email Outreach to Partnership Networks
		1/8/2025	11 a.m.-1 p.m. CT	Danielle Love	Complete	Social Media Posting (Instagram, Facebook)
		1/9/2025	7 a.m.-9 a.m. CT	Danielle Love	Complete	LinkedIn Posting-Organization Page
		1/9/2025	By EOD	Leadership Team	In Progress	LinkedIn Posting-Leadership Team

## 1/8/2025: Social Media Posting (Instagram, Facebook)

Purpose: Highlight teacher success stories and showcase DeLaSalle's culture to inspire applicants.



### Competitive Benefits

- Base salary aligned with experience and market benchmarks.
- Housing assistance: Up to \$24,000 over two years (up to \$1,000/month).
- Fully covered single-person medical healthcare, with dependent coverage available.
- Employer contribution to the Kansas City Public School Retirement System (12% with five-year vesting)
- \$2,500 stipend for residents to explore their own professional development

APPLY TODAY!

### Caption:

Hoping to take your career in education to the next level?

🌟 DeLaSalle is hiring experienced educators for our Teacher Residency! Come work with us!!! You'll join a supportive culture and work with people excited to make a strong impact on Kansas City youth. DeLaSalle is invested in our students and our teachers, so you'll have ample opportunities to grow professionally, all while helping our students become great leaders in their community.

Swipe left to see some of the perks of the residency, and head over to <https://forms.gle/kG35NLRGrskL8Nur5> to submit your application by February 15th! #TeachWithPurpose #EducationCareers #HiringTeachers #MissionDrivenTeaching #EquityInEducation #JoinOurTeam

# Progress Towards Goals

Sourcing Tracker by Week					
<b>Candidate Sourcing Conversion Rates</b>					
	Job Description Views	Conversion to App Completed	Conversation Rate by Platform		
BambooHR	73	0	0%		
Indeed	3	3	100%		
ZipRecruiter	1	1	100%		
<b>TOTAL</b>	<b>77</b>	<b>4</b>			
<i>Job Search Engines listed above only entail those we currently have data systems to track job description views.</i>					
	Ending Week of	1/10/2025		Conversion Rate (Apps Started to Completed)	
	Apps Started	Apps Started to Goal	Apps Completed	Apps Completed to Goal	
<b>Subject Area</b>	6	6%	4	6%	67%
Math	1	5%	1	7%	100%
Science	2	10%	1	7%	50%
English	1	4%	1	6%	100%
Social Studies	2	8%	1	6%	50%
SPED	0	0%	0	0%	#DIV/0!
<b>Race / Ethnicity</b>	6	6%	4	6%	67%
BIPOC	4	8%	3	9%	75%
Non-BIPOC	2	4%	1	3%	50%
<b>YOE</b>	6	6%	4	6%	67%
0 - 2 Years	0	0%	0	0%	#DIV/0!
3 - 6 Years	2	7%	2	10%	100%
7+ Years	4	8%	2	6%	50%

- **BambooHR:** 77 views, but 0% converted to applications started.
- **Indeed & ZipRecruiter:** 4 total views; 100% conversion rate.
- **Progress:** 6% of applications started towards the apps started goal, and 6% completed towards the apps completed goal.
- **Subject Areas Conversion Rates** (applications started compared to applications completed):
  - **Math & English:** 100% (*Interpretation: All Math and English candidates who start an application complete it.*)
  - **Science & Social Studies:** 50% (*Interpretation: Half of Science and SS candidates who start an application complete it.*)
  - **SPED:** No apps yet

**What's the takeaway?** Once candidates begin an application, they're likely to complete it (67%)! We just need to drive more prospects to the website.



# Here's How the Board Can Help!

1. Share the fellowship opportunity within your personal and professional networks.
2. Facilitate introductions to teacher preparation programs, universities, or educational organizations.
3. Advocate for media features or write op-eds to raise visibility.
4. Help identify additional funding or resources to amplify our marketing reach.
5. Act as ambassadors by promoting the fellowship in events and discussions.

*Thank You!*

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