



The Education Recruitment Landscape

September 2015

The competition for talent in our schools



Paul Howells - Chief Executive

Paul Howells, CEO of eTeach, the leading education recruitment service, gives his thoughts on an industry in flux.

Whether you're on the front-line in a school or reading reports in the media, you'll only be too aware that the education landscape in this country is rapidly changing.

A number of factors are contributing to create a perfect storm.

Historically in British society, the role of the teacher has commanded respect, but perceptions among the next generation are not good. And who can blame them? Negativity abounds when we talk about teachers - underpaid, overworked, overstressed. It's no wonder the numbers of newly qualified teachers coming into the profession is on a downward spiral.

It's time we celebrated our teachers, rewarded them for the difference they make not just to students, but to schools and communities. A society that values its teachers is a society that values its future.

It is the second year in a row that the UK has missed the government's teacher training targets by almost 2,000 places. With 73% of teachers considering leaving the profession after their first three years, you can see why schools are competing hard for the best candidates. Meanwhile 20,000 teachers register with us each and every month, highlighting that the problem lies in retaining teacher talent once appointed as well as promoting the benefits of the profession as a whole.

One solution we recognise at eTeach and actively promote is the recruitment of overseas teachers. Other countries are having the complete reverse problem to us. Canada and Australia have a significant oversupply of teachers, a similar curriculum and a cultural fit, so why not utilise this global talent pool to fill our gaps

Wherever the staff originate from, the report for so many schools would read 'could do better' when it comes to recruiting. There has been a 28% increase in teaching jobs available this year and the number of advertised jobs outweighs the number of potential candidates. If a school

has a strong online presence with their brand visible to more potential recruits, they are ultimately going to get the higher number of applications and have the biggest pool of talent to choose from. The smart school will be looking for every angle to make their school and jobs stand out from the crowd.

But the problems don't only lie in getting your post seen by the right people, there is a fundamental issue within the application processes that some schools adopt. Over 60% of applicants leave the application form before completing it. Schools need to invest in a candidate-focused approach which is compelling in its case and easy-to-navigate.

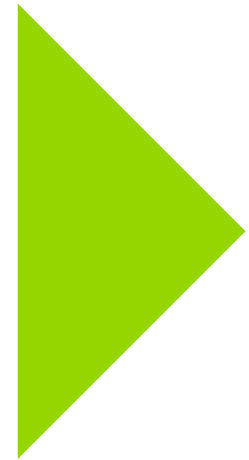
With less people pursuing careers in teaching, recruitment companies are falling over each other to sign up aspiring educationalists. You may have read cases of some in the sector exploiting short-staffed schools, with some institutions said to be spending thousands of pounds recruiting core subject teachers. And it's worse at the top - the headteacher shortage has led head-hunters to prey on schools to fill the gap for extortionate fees.

As a former teacher, I set up eTeach to save schools money and time so that they can focus on the most important task at hand, giving children the best education possible by improving leadership recruitment and harnessing specialist teaching talent.

Schools need to reassess their recruitment processes and work smarter - planning well ahead, looking at time, cost and effectiveness. It's important to not feel confined to using a head-hunting service to get the best result. A better route to success is to actually work with a recruitment company that can deliver a variety of solutions, that are right for each role and your ethos, to actively source the right candidate; not just someone to fill the role.

The recruitment crisis doesn't have to affect every school in the country. Smart schools can take simple steps and align themselves with a recruitment partner that takes the pain out of the process with an appropriate recruitment strategy. Doing this can give teachers and schools the space to get on with the important job in hand - educating the next generation.

Paul Howells - Chief Executive



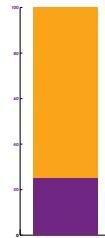
What's going on out there ?



of LAs in England
are experiencing
staff shortages

The worst teacher recruitment crisis for

36 years



Shortage of over
25%
in some subjects

1/3 headteachers
will retire within

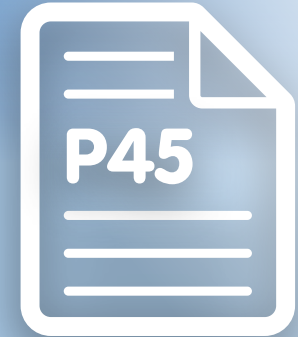


with
68%
of deputy headteachers
with no aspirations to
fill their roles



65%

of heads say
recruitment is more
difficult than
in previous years



2 out of 5
teachers are
leaving the profession
within 3 years

Government
missed **teacher**
training target
by **2,000** places

2 years
in a row

What's happening in education today ?

there are 8.2 million pupils attending **24,304** schools in England

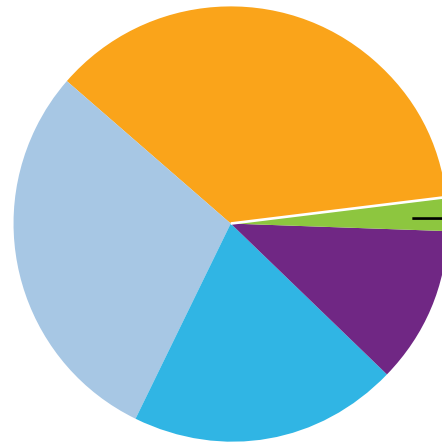


but it's a changing landscape . . . new schools are flooding the market

● The number of secondary school pupils will rise **20 per cent** in a decade, with **3.3million** pupils in 2024.

The academies* programme plays a major part in the changing landscape:

In August 2015, PM David Cameron announced his 'academy vision' for schools in England: "We will make it a priority to recruit more academy sponsors and support more great headteachers in coming together in academy chains."



Academies - growing for 13 years, with rapid growth in last 2 years which accounts for **65%** of academies

345 academies in July 2010

1,449 academies in 2011

2,543 academies in 2012

3,661 academies in 2013

4,614 open academies in 2014

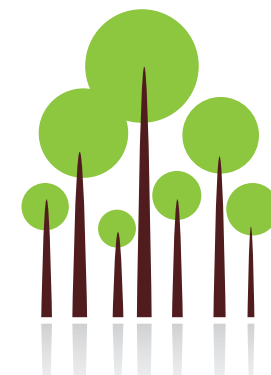
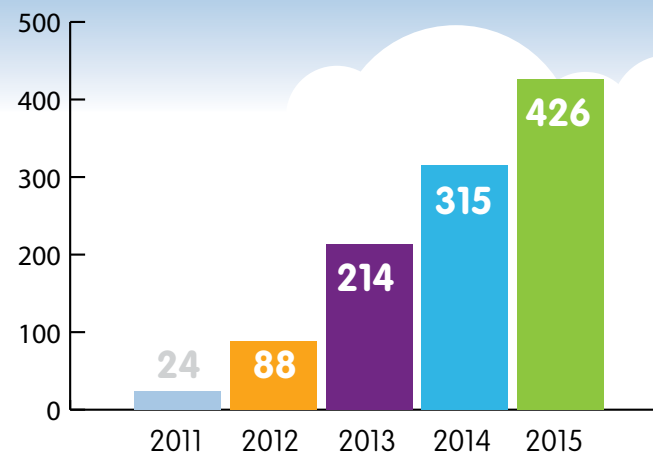
Over half
of all secondary
schools
now have
**academy
status**

Free schools initiative* introduced in 2010 and at the forefront of the Government's current education policy

GLOSSARY

- ★ Academies are independently run schools funded directly by the government and not through a local authority
- ★ Free schools are a type of academy set up and run independently of local authorities.

Number of free schools open in England



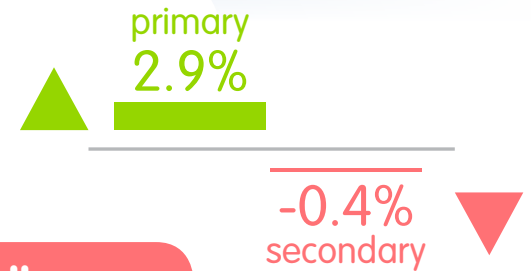
What about the teachers ?

Between 2000-2014 the number of teachers increased by **12%**
but, the rise is slowing . . .



Full time teachers in state funded schools in England

and while there's a slight **increase** in **primary**, there's a drop in **secondary** teachers.



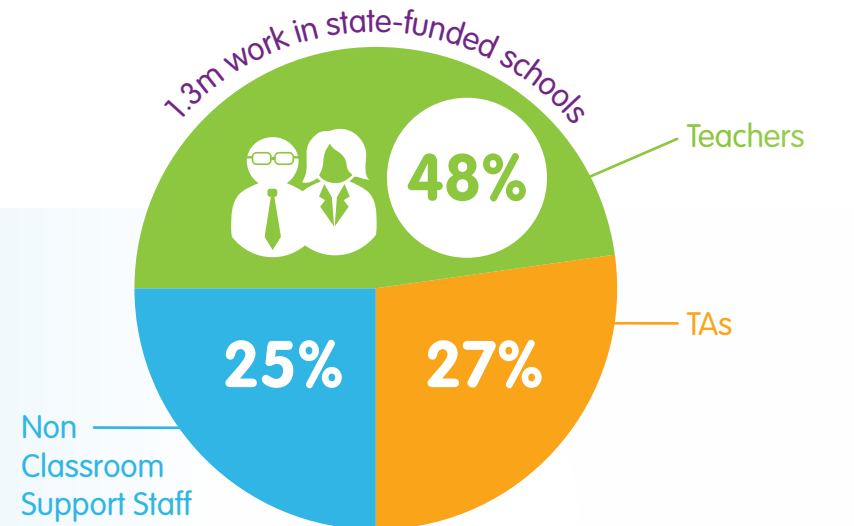
Recruiting for secondary is a challenge

And there's a trend for growth in. . .

Teaching assistants (TAs)
Up 4.7% to **255.1k**

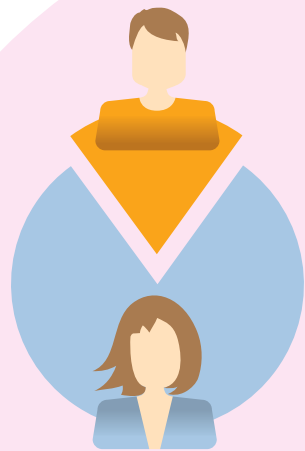
Support staff
Up 2.2% to **232k**

They're becoming a **greater proportion** of school staff.

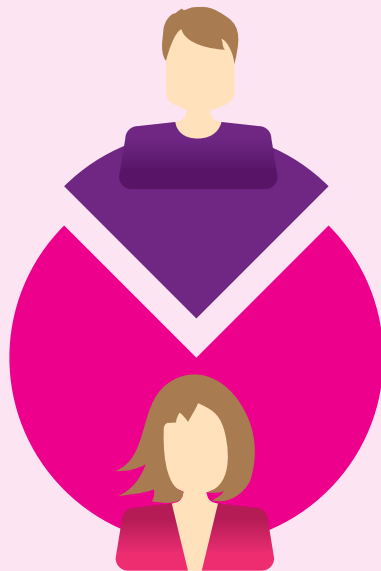


34% = **317,200 teachers**
of all teachers are employed by academies.
15.22% 2013-14

The demographics of teaching today



80% of school staff are female



75% of teaching staff are female

96.6%
are qualified to
degree level
or higher

The right skills or are they?

but there are a shortage
of teachers looking to
qualify in STEM subjects
beyond A-level



25% maths
21% english
15% science
teachers
don't have
a relevant
post A-level
qualification

27% of Primary and
23.1% of Secondary
teachers are UNDER

17.5% of Primary and
18.5% of Secondary
teachers are OVER

30 **50**



Curriculum

- English
- Maths
- History
- Geography
- Sciences
- Languages

increases in time spent teaching English Baccalaureate subjects

57.8%

of teaching time in 2014

Teachers don't finish work at



The average working week

Secondary Heads



Secondary



Primary



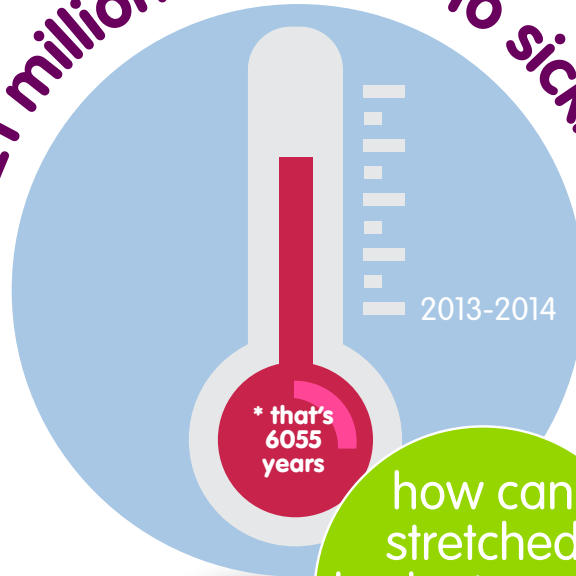
Lack of structure and support for teachers to lesson plan means only



of time is timetabled for teaching

is workload driving teachers away?

2.21 million days* lost to sickness



* that's 6055 years

how can stretched budgets cover these absences?

23%

of teachers

part-timers

85%

of TAs

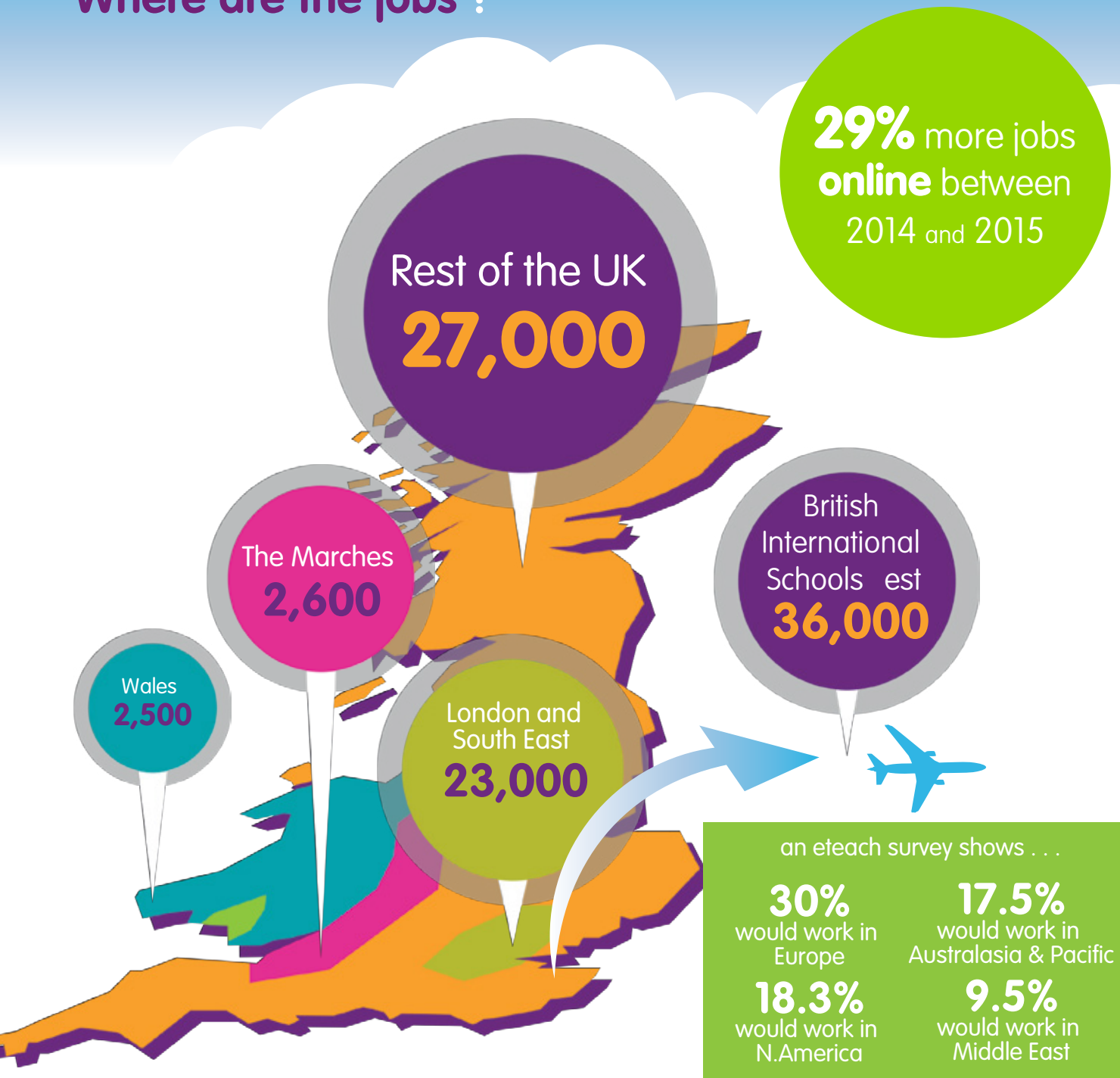
56%

of support staff

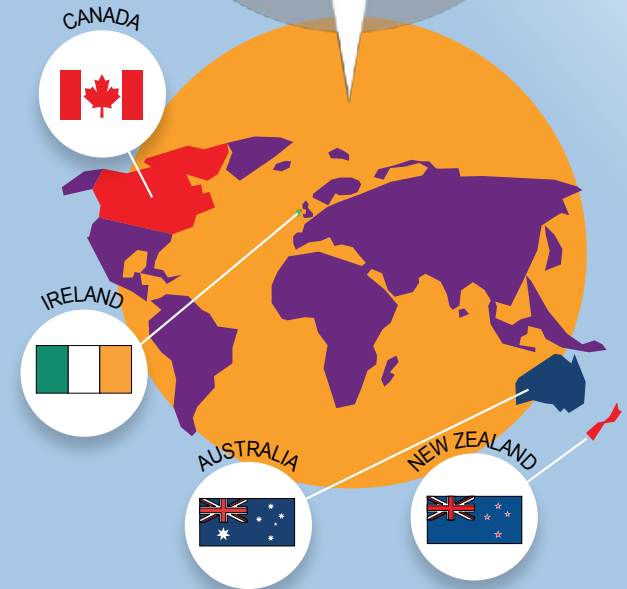
"We want to tackle this work load problem so that all staff working in schools can **focus on what matters most** in their jobs, and so that they can continue to be passionate about giving pupils the best possible start in life"

Nicky Morgan,
Education Secretary

Where are the jobs ?



Have you thought about recruiting **teachers from abroad** ?



- Trained in similar curriculums
- Cultural fit
- Often trained in multiple subjects
- Full working right for min 2 years
- Can apply for UK Qualified Teaching Status

How is your school coping with the current financial challenges ?

Recruiting can be expensive . . .

Royal Borough of Windsor & Maidenhead spends nearly £10,000 on a single job advert

Wolverhampton primary schools spending more than £1m on agency staff

Schools need to **maximise** the return on any investment

The Government's Education Budget shows some growth . . .

rising by £1 billion a year

from £97bn in 2013-2014 to £99bn in 2015-2016

but the estimated shortfall is . . .

£600 million in 2015-16 rising to

£4.6 billion by 2018-19

because there's . . .



more people of school age



increased teacher pay and pension contributions



costs associated with new policies

Jobseeker preferences

Barriers to candidates applying for your job

1. Vague job descriptions
2. Takes too much time
3. Inadequate info on school
4. No organised careers site
5. Poor web design

is your application form leading to less candidates?

drop off rate
 5 questions = 15%
 30 questions = 50%

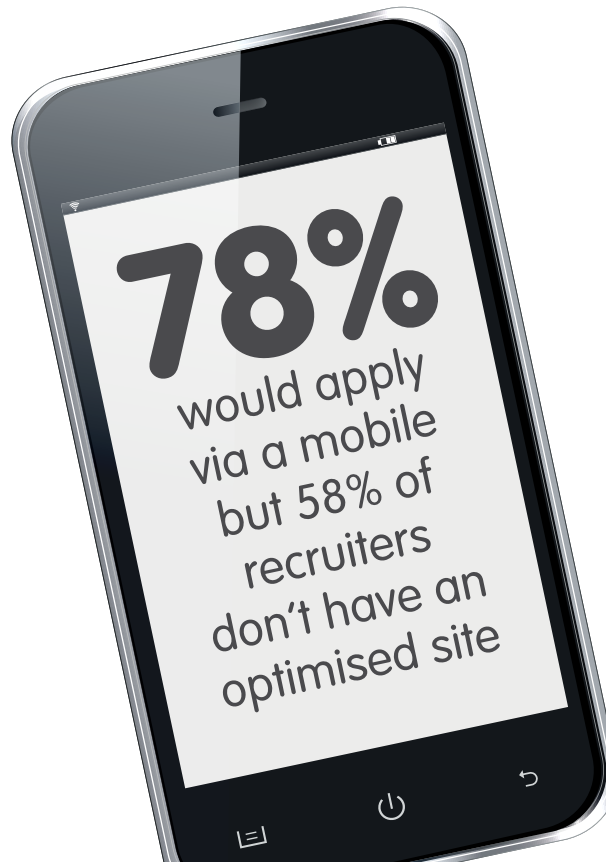
"We need the government to ensure that schools and colleges can **recruit and retain** the highest calibre of staff. The existing teacher supply model does not work"

Brian Lightman,
 ASCL General Secretary

top sources for quality hires

42% internet job boards
38% social media
32% staffing agency

linked-in report



29% of schools have actually responded to what candidates want by posting jobs online

60% are using recruitment agencies as well, showing they **are taking a multi-channel approach when recruiting to maximise success.**

So how can you attract the best candidates ?

be active



75% of teachers are passive - not looking but could be open to a move for the right opportunity

1/3 more likely to want to engage in challenging work

17% less likely to need training



Maximising return on your recruitment strategy

1

Attract the best candidates quickly and easily

- Plan early and develop a proactive approach
- Develop a Multi-Channel Recruitment Solution
- Build your employer brand online
- Attract and capture candidates 24/7 - 365 days of the year
- Sell your benefits
- Implement a video strategy
- Build local relationships
- International talent attraction
- Match your recruitment method to the challenges of each role
- Use activity to target passive candidates

2

Easily manage, automate and track the whole recruitment process

- A positive candidate journey from start to finish
- Advertise early
- On-going performance monitoring
- Adopt a simple online recruitment process
- Candidate communication management
- Cultivate your own Talent Pool

3

Effectively induct and integrate new employees to maximise potential and improve retention with an on boarding strategy

- Have a clear and consistent process
- Offer and reject letters are key to your candidate brand
- Reference and disclosure application methodology
- Online administration
- Manage expectations
- Develop a strong and robust 'Induction Programme'
- Maintain candidate communication

EVERY DAY



40,000
JOB VIEWS

EVERY WEEK



6,000
NEW CANDIDATES

EVERY MONTH



1 million
SITE VISITS

EVERY YEAR



4 million
UNIQUE VISITORS



1 million+
REGISTERED EDUCATION
PROFESSIONALS



215,000
SEARCHABLE
CANDIDATE CVs



45,000
VACANCIES ADVERTISED
LAST YEAR

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SOURCES

- Page 3 3 out of 4 local education authorities in England experiencing staff shortages (ASCL)
Government missed teacher training target by 2,000 places (Shadow Education Secretary Tristram Hunt MP)
Headteacher figures (ASCL)
- Page 4 8.2 million pupils attending 24,304 schools in England (Edubase)
The number of secondary schools will rise 20 per cent in a decade, with 3.3m pupils in 2024 (Department for Education, Mail Online 22nd July 2015)
Academy and free school figures (Edubase)
- Page 5 Teacher numbers (Department for Education 2015)
- Page 6-7 Department for Education 2015
- Page 8 eteach data
- Page 9 Royal Borough of Windsor & Maidenhead spends nearly £10,000 on a single job advert (Maidenhead Advertiser, 17th July 2015)
Wolverhampton primary schools spending more than £1m on agency staff (Express and Star, 1st July 2015)
Government Education Budget figures (AOC/Gov.co.uk)
- Page 10-11 Barriers to candidates applying for your job (Recruitment Process Outsourcing Association)
Top sources for quality hires (Linked-In report 2015)
Application form drop off rate (Indeed, Enhance Media Conference Jan 2015)
Mobile figures (eteach)
29% of schools posting online, 60% using recruitment agencies (eteach)
Be Active (Linked-In report 2015)
Perceptions of job boards (eteach)