Recruiting and Hiring Career and Technical Education Instructors

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Background of the Problem

The State of Florida seeks to grow and diversify its economy and a skilled workforce is needed to propel this effort (Northwest Florida Forward, 2017). There is a shortage of CTE instructors and reducing this shortage at the post-secondary level will allow for high quality CTE instruction to meet the needs of industry and society (Jacobson, 2007).
Key Discussion Point 1

What are the Current Challenges for Recruiting and Hiring Post-Secondary CTE Instructors in Florida?

• Pay and compensation.
• Credentials and Qualifications.
• Hiring Processes.
• Shortage in Workforce.
• Classroom Management.
Key Discussion Point 1

What are the Current Challenges for Recruiting and Hiring Post-Secondary CTE Instructors in Florida?

• Pay and Compensation.
  • Pay does not match industry (Allegretto & Mishel, 2016).
  • Institutions cannot resolve this on their own.
  • Scarcity pay can be an option.
Key Discussion Point 1

What are the Current Challenges for Recruiting and Hiring Post-Secondary CTE Instructors in Florida?

• Credentials and Qualifications.
  • Credentials lacking (Sharma & Pandher, 2017).
  • Each institution determines their credential and qualification, SACSCOC does not specify CTE faculty have to have a Master’s degree.
  • Typically at least one degree higher than being conferred. A Variance is an acceptable way to justify exceptions to the established qualification.
  • Research has indicated faculty with at least a four-year degree perform better in the classroom especially with teaching applied academics.
Key Discussion Point 1

What are the Current Challenges for Recruiting and Hiring Post-Secondary CTE Instructors in Florida?

• Hiring Processes.
  • Enacting strong hiring processes (Myung, Martinez, & Nordstrum, 2013).
  • Length of time to complete the process.
  • Poor resume development.
  • Poor computer skills, sometimes struggle to get transcripts.
Key Discussion Point 1

What are the Current Challenges for Recruiting and Hiring Post-Secondary CTE Instructors in Florida?

• Shortage in Workforce (Skills Gap).
  • Shortage in Workforce (Gross & Marcus, 2018).
  • Skilled trades are seeing fewer workers.
  • New technologies are emerging so fast the workforce does not have enough trained workers to support industry and education.
Key Discussion Point 1

What are the Current Challenges for Recruiting and Hiring Post-Secondary CTE Instructors in Florida?

• Classroom Management.
  • Pedagogy, management, and technology (Scott, 2014).
  • CTE faculty need industry skills and experience.
  • CTE faculty will lack classroom management skills, basic curriculum development, and assessment knowledge.
  • Some potential faculty will not have LMS or even basic computer skills.
My (non-traditional) Story

• Grew up around mechanical things: family grain terminal, family industrial fertilizer plant, family farming, family trucking company.
• AAS degree in Automotive Service.
• Worked as automotive and diesel technician for 20 years.
• Started teaching as program chair and started baccalaureate degree.
• Statewide lead for automotive and diesel.
• Master’s degree, department chair.
• Doctor of Education degree, Dean.
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Recruitment and Hiring Process.
• Work Environment.
• Regional Community.
• Compensation Package.
• Finding the Right Person.
• Grow Your Own.
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Recruitment and Hiring Process.
  • Structured hiring processes (Flannigan, Jones, & Moore, 2014).
  • Job Description, explains duties, qualifications, and pay range.
  • Interview Process, ask a variety of questions, do not just focus on technical skills.
  • Do not be afraid to fail searches. A no hire is better than a bad hire.
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Work Environment.
  • Sell the work conditions.
  • Time off.
  • Hours per week.
  • Working weather conditions.
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Regional Community.
  • Social media and personal contacts (Daniel, 2014).
  • Use intentional and direct electronic advertising.
  • Sell your institutional and community environment.
  • If you have a beach use it, this is Florida. We have tourists, market to them.
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Compensation Package.
  • Explain the entire pay and compensation package. If pay is the only motivator, probably the wrong fit.
  • Retirement and insurance.
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Finding the Right Person.
  • Finding the right fit (Odden, 2013).
  • You don’t get into education for the money, you do it because you are looking for something more (me).
Key Discussion Point 2

What are Successful Recruiting and Hiring Practices for Post-Secondary CTE Instructors in Florida?

• Grow Your Own.
  • Invest in your people consider moving up from lab technicians or coordinators.
  • Consider previous students.
  • Professional development helps to retain CTE faculty.
Conclusions

My goal was to identify things for consideration and start discussion at your institution.
Questions

? Thank You
References


• Daniel, C. (2014). *8 effective strategies to recruit teachers this spring: (and is strategy #5 acceptable strategy)? K12 HR Solutions Podcast*. Retrieved from: [www.k12hrsolutions.com](https://www.k12hrsolutions.com)


References

• Northwest Florida Forward: A regional strategy for economic transformation, (2017)