

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.
 - Professional development and mentors (Love, Love, & Love, 2016).
 - 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

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Thank You

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