



#Place4UinEDU, a Countywide Approach to Recruitment



Chester County Intermediate Unit
Serving over 50,000 students

Entrant:

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Total communication staff: 12

Entry Category:
Marketing/Branding Campaign

SYNOPSIS

The Chester County Intermediate Unit (CCIU), one of 29 educational service agencies in the state of Pennsylvania, administers instructional, enrichment and administrative programs and services to Chester County's 12 public school districts, including instructional, remedial and enrichment services for regular and special education students. Other IU services support teachers, school administrators and school directors. The diversity of CCIU programs enables IU staff to interact with school district personnel at all levels and to maintain a cohesive educational network throughout Chester County.

In recent years, in line with trends seen nationwide, Chester County school districts and the CCIU have experienced increasing challenges in filling open vacancies, especially among support staff positions. Each individual school district has initiated more visible campaigns to attract new talent, but the question was raised: what more could be done collectively at a county level?

Facilitated by the CCIU communications team, district HR and communication directors across the county came together over a three-month period in the fall of 2022 to establish a proposed multi-channel countywide approach to marketing and recruitment that would raise awareness of the employment opportunities available within education and further elevate the efforts of each individual school district and the IU. Approved unanimously by the 12 school district superintendents in December 2022, the campaign, featuring staff from all 12 school districts across six primary job categories, was developed and ultimately launched in mid-February 2023.

A key component of the campaign is the sponsorship provided by seven of the county's core educational staffing partners. Provided with two sponsorship tier options, the staffing partners were able to commit to the level that best suited their budgets while achieving shared reach and exposure through the campaign. Ultimately, the sponsorship funds received were able to cover the full cost of the planned campaign with no out-of-pocket expense to the districts.

While the campaign will continue until at least June 30, 2023, positive engagement has already been measured within the first month of the campaign and planned campaign additions throughout the next few months aim to continue the momentum.

RESEARCH

The Chester County Intermediate Unit (CCIU) facilitates numerous job-alike networking groups within Chester County, including district HR directors and district communication directors/specialists. The initial inquiry regarding a county-wide approach to recruitment efforts came from one of the district communication directors during a communication job-alike meeting. With the approval of the district representative and support of fellow communication directors, the CCIU took the idea to the HR directors' job-alike group. Ultimately, a small countywide recruitment committee was formed with representatives from both HR and communications.

Through initial discussions with the countywide recruitment committee, three key objectives were identified that would then initiate the development of the recruitment campaign proposal:

1. Increase awareness of employment opportunities within the field of education with a specific focus on non-teaching positions.

A collaborative approach to teacher recruitment and hiring already exists between the CCIU and the 12 Chester County school districts with the [Chester County HR Recruiting Consortium](#), so the committee desired a focus more on the non-teaching positions. With an unemployment rate in the county of only 2.4%, there was acknowledgement that we are competing against many more employers outside education and that a large number of job seekers may not even recognize what opportunities may exist within schools.

2. Position Chester County school districts and the CCIU as highly desirable places of employment.

In this post-pandemic time when staffing shortages are being seen across almost every industry, especially in entry-level positions, it is imperative that the benefits of working in education are clearly defined. We are competing against the likes of Amazon who are advertising higher hourly rates and advance payments. We know we cannot always compete on salary, but we know there are additional tangible and intangible benefits that may make a difference to our desired audiences.

3. Increase overall pool of applicants, both from within and around Chester County.

Chester County is the wealthiest county in Pennsylvania, so while our pay may be higher than neighboring counties, we recognize that it also brings with it a very high cost of living. As such, geographically, we want to ensure we are reaching audiences in our neighboring counties who may be willing to commute. While the campaign focus is on awareness, ultimately, the desire is for awareness to lead to consideration and conversion. The CCIU and all 12 school districts want to see higher levels of quality candidates applying to open positions.

In order to establish a good baseline for the messaging and to determine a direction forward, initial countywide recruitment committee meetings focused on first learning from each other's efforts ([mini focus group](#)) and then working through a [positioning exercise](#) whereby the group focused in on learned experiences surrounding key audience insights and differentiating benefits. Additionally, the committee reviewed the 2022 awareness campaign initiated by the [state of Delaware](#) for jobs in state government.

In the end, the committee established a [campaign messaging document](#) that focused on the following key messages:

- **Meaningful Work:** Work every day knowing that you are making a difference in the lives of our youth and our community, now and into the future.
- **Community Connections:** Establish tighter community connections by playing an active role in your neighborhood schools, the central hub of your community.
- **Explore the Opportunities:** The field of K12 education provides numerous opportunities and flexibility to try new things and grow in your particular area of interest.
- **Work/Life Balance:** Do rewarding work while still having the opportunity and support to pursue your personal interests.
- **District Points of Pride:** [Districts to add any district-specific messaging in support of the promise]

PLANNING

With the success of this campaign heavily reliant on the support and participation of all 12 Chester County school districts, it was imperative that we gain full support from all 12 Chester County district

superintendents and the CCIU executive director early and often, as well as continue to keep all HR and communication directors in the loop.

Key Audience Engagement

1. Engage and inform all Chester County HR and Communication Directors

While the countywide recruitment committee was comprised of HR and communication representatives from multiple districts, it was imperative that HR and communication directors from all 12 districts plus the CCIU remain informed with each step of the development process. Not only were we going to need their support and participation to make the campaign come together, but we also needed to ensure that they had all information at their fingertips if they were to be asked questions by their superintendents. As such, meetings and communications were conducted as follows:

- *September 2022:* HR and communication job-alike meetings – Outline countywide idea and requested volunteers to serve on the countywide recruitment committee.
- *October 2022:* HR and communication job-alike meetings – Shared outcomes of initial committee meeting and presented the identified next steps in terms of a positioning exercise, campaign proposal development and goal of a December 2022 superintendent presentation.
- *November 2022:* Emailed messaging document and campaign plan proposal to all HR and communication directors in advance of superintendent presentation.
- *December 9, 2022:* Email to all HR and communication directors with outcomes of superintendent presentation, plus outline of next steps and timing for the campaign development process.
- *January 2023:* Emailed proposed campaign concept to all HR and communication directors in advance of superintendent presentation.
- *January 13, 2023:* Email to all HR and communication directors with outcomes of superintendent concept presentation, plus outline of next steps for their engagement in campaign visual development including model release forms and photography brief.
- *January 26, 2023:* Email to all HR and communication directors recognizing the early contributions of districts, plus updates regarding staffing partner sponsors and asset reminders.
- *February 2, 2023:* Email to all HR and communication directors with campaign development status updates and reminders in anticipation of February 10 superintendent presentation.
- *February 10, 2023:* Email to all HR and communication directors with outcome of superintendent presentation and campaign launch schedule.
- *February 16, 2023:* Email to all HR and communication directors with first week of launch overview.
- *March 3, 2023:* Email to all HR and communication directors with campaign statistics for first two weeks of the campaign with visuals they could share with their Superintendent and Board of Directors.
- *Ongoing:* Continue to be available for monthly HR and communication job-alike meetings to provide campaign updates. Additionally, campaign stats are planned to be emailed at the beginning of each month, as well as updates on new campaign materials and rotations scheduled or in process.

2. Gain Support of Superintendents

Each of the 12 school districts in Chester County have their own brand, so when you consider sharing a campaign that represents all of them collectively it was imperative that the superintendents not only feel comfortable with the concept and approach but also with the tactical

plans as well. Prior to the launch of the campaign, three brief presentations were given at the beginning of the monthly superintendent job-alike meeting:

- *December 9, 2022:* Committee representatives from the CCIU (communications) and three of the districts (1 HR, 2 communications) presented the [proposed campaign plan](#) for superintendent feedback and approval. A fuller [campaign plan document](#) was provided as well.
- *January 13, 2023:* Committee representatives from the CCIU (HR, communications and marketing) [presented the initial campaign visual and messaging concepts](#), as well as the proposed sponsorship packages.
- *February 10, 2023:* Committee representatives from the CCIU (communications) and one new district (HR and communications) [presented the initial group of launch tactics](#) for superintendent approval.

At the beginning of each month [campaign metrics](#) are sent to the district HR and communications directors to share directly with their superintendents, allowing them the opportunity to take more ownership in the campaign and for the opportunity to discuss additional outreach they can do at the district level leveraging the templates provided. Plans are in the works to present in front of the superintendents one more time toward the end of the school year to provide campaign results and to discuss proposed next steps in the campaign evolution.

3. Actively Engage Staffing Partner Sponsors

To leverage the existing relationships and partnerships between identified staffing partners and the school districts they support, the [initial invitation](#) to sponsor came directly from the HR director they had the best relationship with. Staffing partners expressing an interest were then connected to a single point of contact at the Chester County Intermediate Unit who answered all questions and worked to finalize [sponsorship agreements](#). While often sponsorship communications stop there, it was important to all districts and the campaign that staffing partners also remain in the loop on the progress of the campaign. Communications have been sent to-date to staffing partners regarding launch timelines and announcements as well as initial campaign metrics. This level of communication and transparency, as well as the quality of the campaign, led to one silver sponsor elevating their sponsorship to gold and another sponsor joining in post-launch. Staffing partners will continue to receive at the beginning of each month campaign metrics.

Campaign Development

The initial committee discussions and positioning exercise led to the [key message buckets](#) previously identified and helped establish a baseline on which to build the campaign plan and associated campaign concept.

1. Proposed Campaign Plan (Nov. 2022 – Dec. 2022)

As determined by the countywide recruitment committee, the campaign's central strategy is to drive overall awareness of diverse roles in the field of education through public mass media channels; then funneling interested individuals down more directly to the district level for specific job openings. The key component of the campaign, and core call to action, was determined to be a central campaign landing page that would provide key benefit information and lead visitors to each of the individual district landing pages based on their area of interest or geographic proximity. The tactics outlined in the campaign plan were prioritized into "core" and "optional add-ons." Within "core" the committee selected the most cost-effective paid options with the greatest reach, along with a more organically driven campaign toolkit for districts to leverage individually. Add-ons are to be considered if funds collected via sponsors allow for budget expansion. The final proposed

[campaign plan](#) was [presented to superintendents](#) at their monthly meeting in December 2022 and received full approval.

2. Concept Development & Review (Nov. 2022 – Jan. 2022)

Based on the key message buckets developed by the committee during the initial positioning exercise, the CCIU communications team developed [three campaign lead options](#) that were presented to the committee in November 2022. Each of the three options sought to highlight a specific component pulled from the messages. In the end, the committee chose to pull components from two of the options presented and landed with the following campaign leads:

- **Series of rotating headers:**
 - **Transporting Our Future** – Highlighting bus drivers
 - **Supporting Our Future** – Highlighting support staff, instructional assistants and classroom aides
 - **Protecting Our Future** – Highlighting maintenance and custodial staff
 - **Feeding Our Future** – Highlighting cafeteria staff
 - **Connecting Our Future** – Highlighting IT staff
 - **Teaching Our Future** – Highlighting teachers
- **Subhead:** There's a place for you in education.
- **Campaign Hashtag:** #Place4UinEDU

The campaign messaging leads were [presented in December](#) to the Superintendents and given approval. From there the CCIU communications team developed two visual concept options to help bring the messaging to life. The [two concepts](#) were presented to the committee for review in January 2023 and one concept was selected to move forward. The [selected concept](#) was shared with the superintendents on January 13 and approved.

3. Asset Generation (Jan. 2023 – Feb. 2023)

The strength of the selected concept relied heavily on the ability to feature existing staff from all 12 Chester County school districts and the CCIU actively interacting and engaging within their work environments. This was going to be a heavy lift, especially with four out of the 12 districts not having designated communication directors on staff, so it was imperative that it was a well-coordinated effort. During the January 13 presentation to the superintendents, we made them aware of the desire to feature staff from each of their districts and that directions would be provided to their communication and HR directors. Knowing we had six headlines, each featuring a different job category, we sent out an email to all communication and HR directors first asking them to [select two headlines](#) they would be willing to support. This helped ensure we had equal representation across all six headlines. We then followed that up with a detailed [photography brief](#) and model release forms in both [English](#) and [Spanish](#). For those districts who do not have communication staff, the CCIU offered to send our own communication specialists to their district to assist in capturing the desired photos and videos. As soon as images began being uploaded into our shared campaign Google drive, we began publicly recognizing the efforts and encouraged others to view the images as further examples of what we were aiming to achieve. Ultimately, we were able to collect photography representing all six headlines prior to the mid-February launch, and by the end of February we had received photos from all 12 school districts and the CCIU.

4. Launch Campaign Materials (Jan. 2023 – Feb. 2023)

Focusing initially on the campaign landing page, launch press release, social media and radio script, and utilizing the superintendent-approved message leads and visual concept, the CCIU communications team pulled in the district-provided assets to fully develop an initial launch package of campaign materials. The materials were shared with the countywide recruitment committee for review and feedback, and once tweaked, were [presented](#) to the superintendents at a February 10,

2023 meeting. The superintendents unanimously approved to move forward with the launch of the campaign.

IMPLEMENTATION

With superintendent approval, the countywide recruitment campaign was officially launched on February 14, 2023 with plans to continue momentum throughout the planned five-month campaign.

Initial launch focus

The main focus at launch was to get information out as quickly as possible, maximizing reach to our desired audiences. As such, many of the first launch materials were a one-way push of information with the main call-to-action being to visit the campaign landing page. The initial launch package included:

- **Central Campaign Landing Page:** This campaign was a collaborative effort between the CCIU, the 12 Chester County school districts and our valued staffing partner sponsors. It was imperative we presented a united front but with the ability for viewers to quickly access information directly with each of the partners. [ChesterCountySchoolJobs.org](https://www.ChesterCountySchoolJobs.org) became the primary call-to-action for all campaign materials. The site featured a rotation of district images from the six job categories, a quick overview of key benefits of working in education, an interactive Chester County map featuring all 12 school districts and the CCIU with individual links to each of their employment sites, and a section featuring our staffing partner sponsors each also with links to their employment sites.
- **Joint Press Release:** Furthering the collaboration was a [joint press release](#) sent out to all local media outlets on the first day of the campaign. The press release also called out directly our gold sponsors as key partners in education.
- **Social Media:** A mix of geo-targeted social media ad placements and organic posts worked to get the desired message out quickly. Paid placements utilized a carousel framework on both Facebook and Instagram to highlight all six headlines/job categories to showcase the variety of opportunities available within education. For the first two weeks a larger budget was utilized to gain reach both in Chester County and the surrounding counties. The organic posts leveraged the broader “place for you in education” message aiming to generate as much organic sharing of the posts as possible. All placements utilized the unifying hashtag of #Place4UinEDU.
- **Google Ads:** Based on research of terms centered around job searches, the CCIU communications team selected a grouping of key terms and associated campaign messaging for viewers located within Chester County.
- **Radio:** Working in partnership with the Beasley Media Group, the CCIU communications team identified two radio stations covering the southeastern PA region that catered to a higher percentage of listeners actively seeking employment. The CCIU team in collaboration with the countywide recruitment committee developed the [radio scripts](#) and then worked with Beasley to record and implement. Radio began March 6 and is scheduled to run for two months.
- **District Toolkit:** Through use of the shared Google Drive, all districts were given access to original photography, social media templates and a customizable poster for placement within their communities.

Continuing the Momentum

To ensure the campaign remains fresh over the five months, the following is being planned:

- **Image Rotations:** Every two weeks images on the website and in social will be updated to ensure continued rotation through all 12 school districts and the CCIU.

- **Social Media Targeting:** While the launch began with a broader push, plans are to test targeting specific job categories to various target audiences to see if additional focus on particular headlines may lead to additional levels of interest.
- **Video:** Both b-roll and testimonial video footage has been captured by half of the school districts and represents all six headlines/job categories. A central message video will be developed and added to the campaign landing page, as well as shared with all districts. The video will be featured on social media both in its entirety as well as in shorter clips.
- **User-Generated Content:** A second district toolkit push will feature social media frames and stickers, as well as email templates, so that districts can encourage their staff to share on their own social media pages their positive experiences working in education.
- **Digital Billboards:** At the completion of radio, to maintain awareness on the roads, digital billboard ads will be strategically used along main travel corridors in the county.

EVALUATION

Data is key to the ongoing support of this awareness campaign by both the superintendents and our staffing partner sponsors. As such, the following campaign metrics have been and will continue to be shared at the start of each month, as well as at the conclusion of the campaign:

1. **Campaign Reach:** Information will include Facebook and Instagram reach, Google ad impressions and the estimated reach via radio and billboards. In terms of awareness, this is important to understand how many people we are touching.
2. **Campaign Landing Page Site Traffic:** Information will include total site visits, the number of unique site visitors and the average session duration. This information is pertinent to understanding how many of those reached took an action, and the session duration helps provide perspective on how much time they spent exploring the opportunities.
3. **Traffic by Source:** Understanding what campaign tactics are helping drive site traffic is important to ensuring the most effective use of the budget. As a team, we will keep close eye on this and adjust budget as necessary to those channels performing the highest.
4. **Interactive Map Clicks:** The interactive Chester County map on the campaign landing page is the key portal to the individual districts. We will be reporting how many people have explored the map itself, but also how many direct clicks have occurred from the map to the district websites. This will be reported for each individual district.
5. **Staffing Partner Clicks:** Specific Google Analytics have been set up to measure the number of clicks from the landing page to each participating staffing partner. How the staffing partners are represented on the page may be edited to ensure maximum exposure and engagement.

While planning and implementation continue as we review the impact and results of various tactics, there have clearly been some initial positive results seen as it relates to reach, site traffic and engagement as this [sample report](#) shows. From the awareness perspective, we are moving in the right direction. As we continue through this campaign, we are eager to connect with our district partners to further measure the impact on actual application numbers. Will this campaign have an impact in filling the more than 600 positions the county currently has open within the CCIU and our districts?

Countywide Recruitment Committee Positioning Exercise

Exercise and resulting [messaging document](#)

4 of 9

Positioning Exercise

Points of Difference (What d

- Work schedule (work/life
- Rewarding/making a diff
- "It takes a village" – em
- Professional developme
- Benefits
- Opportunities outside of
- Instant community and p

Positioning Exercise

Core Insight (Target audience's current behaviors, attitudes, emotions or beliefs related to the brand or market; written in first person as if by the audience)

- Recent graduate
 - I'm looking to get a job in a familiar place that is rewarding.
 - I'm looking for an opportunity to try new things.
 - I'm looking for a path/direction.
 - I'm looking for college tuition reimbursement.
 - I'm looking to give back to my community/hometown.
 - I'm looking to make an impact like my teachers did for me.
- Skilled worker
 - I'm looking to be part of a team.
 - I'm looking for better work/life balance. I want more time with my family.
 - I'm looking for regular work hours, holidays off, etc.
 - I'm looking to secure my future as a retiree/ent.
 - I'm looking to work differently and in a controlled environment.
 - I'm looking to get my foot in the door.
 - I'm looking to take pride in my work.
- New resident
 - I'm looking for something close by.
 - I'm looking to meet new people and get to know my community.
 - I'm looking to work where my kids go to school.
 - I'm looking to feel connected to my community.
 - I'm looking for a constant and steady income with job security.***

Chester County Recruitment Campaign

Campaign Lead (Brand Promise):
 (Series of advertising headers)
Headers:
 Transporting our future. (visual features bus driver)
 Supporting our future. (visual features IA or EL staff)
 Protecting our future. (visual features custodial staff or security staff)
 Feeding our future. (visual features cafeteria staff)
 Connecting our future. (visual features IT staff)
 Teaching our future. (visual features classroom teachers)

Subhead: There's a place for you in education.

KEY MESSAGES

Meaningful Work • Work every day knowing that you are making a difference in the lives of our youth and our community, now and into the future.

- Ability to make an impact/make a difference on our community's youth
- Feel fulfilled and proud of your work
- See directly how your unique skills and talents make an impact that goes well beyond your designated job/title
- Make an impact on today's youth for Chester County's tomorrow

Community Connections • Establish tighter community connections by playing an active role in your neighborhood schools, the central hub of your community.

- Give back to your community/hometown
- Work where your kids attend or attended
- Be a part of what makes Chester County great
- Close commute
- Part of an instant team
- Work within a familiar, local place

Explore the Opportunities • The field of K12 education provides numerous opportunities and flexibility to try new things and grow in your particular area of interest.

- There is something for everyone (diverse skills, interests and schedules)
- Establish a career direction and plan
- Provided professional development/training

Work/Life Balance • Do rewarding work while still having the opportunity and support to pursue your personal interests.

- Ability to spend more time with your family and friends
- Consistent and steady income with job security
- Convenience of set work hours with job security
- Strong benefits packages including tuition reimbursement and retirement

District Points of Pride • [Districts to add any district-specific messaging in support of the promise]

- Testimonials from staff
- Examples of student impact stories

Superintendent Campaign Plan Presentation

Presentation and supporting [campaign plan](#) document

Caroline Duda, DAED
 Christa Fazio, LCSD
 Nikki Lyles, RCSD
 Melissa Smith, CCSD
 Presented December 9, 2022

COUNTYWIDE RECRUITMENT CAMPAIGN

Core Campaign Tactics

FEBRUARY	MARCH	APRIL	MAY - JUNE
Content Marketing Page	Content Marketing Page	Content Marketing Page	Content Marketing Page
Key Benefits Video	Key Benefits Video	Key Benefits Video	Key Benefits Video
Targeted Social Media	Targeted Social Media	Targeted Social Media	Targeted Social Media
Google Ads	Google Ads	Google Ads	Google Ads
Radio	Radio	Radio	Radio
Johns Press Bulletin		Millersville Journal	Millersville Journal

Chester County School Districts:
 Countywide Recruitment Initiative

Presented December 2022

Initial Visual Concept Options Presentation

Chester County Recruitment Concept 1

Color themes

Fonts

ABCDE Aa Bb Cc Dd Ee

Imagery

Chester County Recruitment Concept 2

Color themes

Fonts

ABCDE Aa Bb Cc Dd Ee

Imagery

Web Banner Examples

Web Banner Examples

Superintendent Selected Concept Presentation Presentation

Campaign Strategy

Drive overall awareness of diverse roles in the field of education through public mass media channels; then funneling interested individuals down more directly to the district level for specific job openings.

Staffing Partners

- Offering two sponsorship levels:
 - GOLD - \$5,000**
 - Logo & description on landing page
 - Direct link from landing page
 - Mention in campaign materials
 - SILVER - \$2,000**
 - Logo on landing page
 - Direct link from landing page
- Outreach beginning with:
 - STS
 - ESS
 - CCRES
 - Krapf Busses
 - Gross Busses
 - Aramark
 - Chartwell

Messaging Lead

Rotating Headlines:
 Transporting our future.
 Supporting our future.
 Protecting our future.
 Feeding our future.
 Connecting our future.
 Teaching our future.

Subhead:
 There's a place for you in education.

SUPPORTING OUR FUTURE
 There's a place for you in education.

Are you looking for an opportunity to gain exposure for your open positions and attract top candidates?

Join us today! Chester County Public Schools has a partnership with the Chester County Recruitment Center to help us reach a wider audience of potential candidates. This partnership will allow us to reach a wider audience of potential candidates. This partnership will allow us to reach a wider audience of potential candidates.

Local Community
 We are looking for...
 We are looking for...
 We are looking for...

Local Community
 We are looking for...
 We are looking for...
 We are looking for...

Local Community
 We are looking for...
 We are looking for...
 We are looking for...

Local Community
 We are looking for...
 We are looking for...
 We are looking for...

Staffing Partner Sponsorship Flyer and sponsorship form

SUPPORTING OUR FUTURE

There's a place for you in education

Are you looking for an opportunity to gain exposure for your open positions and attract top candidates?

Look no further! The Chester County Public School districts in collaboration with the Chester County Intermediate Unit are launching a countywide campaign in February to do just that. This five-month campaign is designed to promote the benefits of a career in education. It will be a mixed media campaign including:

- Campaign landing page
- Key benefits video compilation of educational staff
- Targeted social media campaign with ad placements
- Google Ad campaign associated with job search words and phrases
- Radio ads on key FM stations covering the county
- Series on digital billboards on the county's major highways
- And a joint press release from all Chester County school districts



Gold Level Sponsorship (\$5,000) includes:

- Logo and description of agency on campaign landing page
- Direct link from campaign landing page to agency-designated webpage
- Five-month county-wide mass media campaign with direct mention of gold sponsors

Silver Level Sponsorship (\$2,000) includes:

- Logo of agency on campaign landing page
- Direct link from campaign landing page to agency-designated webpage

Don't miss out on this amazing opportunity!
Contact Melissa Smith at MelissaSm@cciu.org to become a sponsor.

SUPPORTING OUR FUTURE

There's a place for you in education

Thank you for your sponsorship interest in the February – June 2023 countywide recruitment campaign being facilitated by the Chester County Public School districts in collaboration with the Chester County Intermediate Unit. Please complete this form and return per the instructions below.

Please mark us down as a:

Gold Sponsor (\$5,000) Silver Sponsor (\$2,000)

Company Name: _____

Company Address: _____

Contact Name: _____

Contact Email: _____ Contact Phone #: _____


Chester County School Districts Currently Serving:

<input type="checkbox"/> Avon Grove SD	<input type="checkbox"/> Coatesville Area SD	<input type="checkbox"/> Downingtown Area SD
<input type="checkbox"/> Great Valley SD	<input type="checkbox"/> Kennett Consolidated SD	<input type="checkbox"/> Octorara Area SD
<input type="checkbox"/> Owen J Roberts SD	<input type="checkbox"/> Oxford Area SD	<input type="checkbox"/> Phoenixville Area SD
<input type="checkbox"/> Treduffrin/Easttown SD	<input type="checkbox"/> Unionville-Chadds Ford SD	<input type="checkbox"/> West Chester Area SD

Please send the completed form and your check written out to the Chester County Intermediate Unit to:

Chester County Intermediate Unit
Attention: Melissa Smith
455 Boot Road
Downingtown, PA 19335

District Asset Collection Photography Brief and Model Release Forms (ENG & SPN)



Location Selection:
Physical location for each shoot will be different based on the job position being featured; however, for all locations please consider the following:

- Identify a location with as much natural light as possible. In some instances, such as in a cafeteria or hallway, this may not be possible so find an area that is well lit with a minimal number of casted shadows.
- If available, consider perhaps the direction of light.
- NOTE: Subjects should be positioned so that they are not blocking any windows or doors.
- Try to keep the background objects that may serve as a distraction to a minimum.
- Be mindful of any word names of staff or students.

Potential locations for each job position:

- Transporting our future
- Supporting our future
- Protecting our future
- Feeding our future: Cafeteria
- Connecting our future: Classroom
- Teaching our future: Classroom

Photography Objective:
The primary objective of the photography is to showcase the interaction, engagement and impact had between staff and students on the future of our county as a whole.

Photography Considerations:

- Camera selection and settings
- Type suggestion
- With a tripod
- With a lot of light
- With a clean background
- No flash to be used
- Shot set-up:

Date: January 12, 2023


Project Code/Name: Countywide Recruiting Campaign (Feb – June 2023)


Project Background:
In recent years, Chester County school districts and the CCIU have experienced increasing challenges in filling open vacancies, especially among support staff positions. Human Resources and communication directors across the county have come together to establish a proposed countywide approach to marketing and recruitment that would raise awareness of the employment opportunities available within education and further elevate the efforts of each individual school district and associated educational staffing agency.

The selected campaign lead is a rotation of headlines followed by the subhead: "There's a place for you in education." The rotating headlines, listed below, seek to pull upon the importance of the role in education as it relates to the impact they have on students and on the future of our county as a whole:

- Transporting our future. (visual features bus driver)
- Supporting our future. (visual features IA, paraprofessional or EL staff)
- Protecting our future. (visual features custodial staff or maintenance staff)
- Feeding our future. (visual features cafeteria staff)
- Connecting our future. (visual features IT staff)
- Teaching our future. (visual features classroom teachers)

The visual concept (shown below) relies heavily on the featured photography/imagery to showcase the interaction, engagement and impact had between staff and students.





Chester County Intermediate Unit
Autorización Para Prensa, Fotografía y Video

Estimado Padre/Tutor(es) o Miembro del Personal,
Los 12 Distritos Escolares del Condado de Chester, en colaboración con la Unidad Intermedia del Condado de Chester, han desarrollado una Campaña de Reclutamiento en todo el Condado para promover el conocimiento de los beneficios de una carrera en educación. Además, entendiendo que mi protegido por las leyes federales y el solicitante permiso para fotografiar/grabar video a continuación.

Nombre del Personal o Estudiante (Letra de Imprenta): _____

Por la presente otorgo a los Distritos del Condado de Chester (CCIU) para el documento, que soy yo o mi hijo/hija Campaña de Reclutamiento en todo el 2023, para que el público tiene una educación. Además, entiendo que mi protegido por las leyes federales y el solicitante permiso para fotografiar/grabar video a continuación.

Nombre del Personal o Padre/Tutor (Letra de Imprenta): _____

Firma del Personal o Padre/Tutor: _____

Fecha: _____

Press/Photo/Video Release Form

Dear Parent/Guardian(s) or Staff Member,
The 12 Chester County School Districts, in collaboration with the Chester County Intermediate Unit, have developed a Countywide Recruitment Campaign to promote an awareness of employment opportunities in education, and are therefore requesting permission to photograph/ videotape the individual listed and to identify him/her as stated below.

Staff or Student Name (Print): _____ **Program (Student Only):** _____

Teacher Name (Student Only): _____

I hereby grant Chester County School Districts and the Chester County Intermediate Unit (CCIU) permission to photograph/video the individual listed herein, who is either myself or my child/ward, and to publish that photograph/video during the Countywide Recruitment Campaign, which will commence from February 2023 to June 2023, so that the public has a greater awareness of employment opportunities in education. Further, I understand that my or my child/ward's right to privacy is protected by federal and state law and that I am under no obligation to allow them to be photographed or to appear in a video.

Staff or Parent/Guardian Name (Print): _____

Staff or Parent/Guardian Signature: _____

Date: _____

I grant permission to photograph/video the individual named herein and identify them by name and district/CCIU in print (such as posters, flyers, local media, etc.) and digital media (including social media, campaign & district websites, digital billboards, radio, television or streaming ads).

I do not grant permission to photograph/video the individual named herein.

The Chester County Intermediate Unit will not disseminate an employment, educational program or services based on race, color, religion, national origin, sex, sex, disability marital status or because a person is a disabled veteran or a member of the Vietnam era. Reasonable accommodations will be provided for employees and program participants who are disabled. For information regarding civil rights or grievance procedures, contact Melissa Lantieri, Title IX, 455 Boot Road, Downingtown, PA 19335. 610-257-5500 or hr@cciu.org or in writing to the Chester County Intermediate Unit, 455 Boot Road, Downingtown, PA 19335.

Superintendent Launch Approval Presentation

Paid Social Media



TEACHING OUR FUTURE | There's a place for you in education.



SUPPORTING OUR FUTURE | There's a place for you in education.

Are you looking for a fulfilling career where you can make a difference in the lives of others? The CCIU and 12 partner school districts are seeking dedicated individuals to join their team and shape the future of our students. There's a place for everyone in education. Visit chestercountyschooljobs.org to find your place and help shape the future of Chester County's future leaders! #Place4inEDU



FEEDING OUR FUTURE | There's a place for you in education.



SUPPORTING OUR FUTURE | There's a place for you in education.

The CCIU and 12 partner school districts are seeking dedicated individuals to join their team and shape the future of our students. With competitive salaries, benefits, and opportunities for growth, a career in public education is the perfect choice for those who want to make a positive impact in their community. Visit chestercountyschooljobs.org to find your place and help shape the future of Chester County's future leaders! #Place4inEDU

Additional Opportunities



Google Ads



Radio Ads



Joint Press Release

Website

www.chestercountyschooljobs.org






WHY WORK IN EDUCATION?

- Benefits call out
- District assets
- ThingLink interactive map
- Staffing partners

Additional content and opportunities available on the website.

Campaign Website ChesterCountySchoolJobs.org


#Place4inEDU


WHY WORK IN EDUCATION?

#Place4inEDU


EXPLORE JOBS




STAFFING PARTNERS




ServiceSource
Education




ESS
Education Services





KRAPP
Education




GATES
Education



STS
Education


Social Media Sample Posts




TEACHING OUR FUTURE | There's a place for you in education.

Paid Social Media

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PROTECTING OUR FUTURE | There's a place for you in education.



TRANSPORTING OUR FUTURE | There's a place for you in education.



CONNECTING OUR FUTURE | There's a place for you in education.

General Social Templates

Teaching Our Future
Join a team of professionals with a shared goal to enhance the education and make a positive impact on the lives of children throughout the county. #Place4UinEDU

Connecting Our Future
As a technology expert, develop and maintain the information infrastructures that support our students, staff and schools. #Place4UinEDU

Feeding Our Future
Serve and support students by providing nutritious meals and contribute to their overall well-being and academic success. #Place4UinEDU

Protecting Our Future
Help create a clean, safe and comfortable learning environment for thousands of students throughout Chester County. #Place4UinEDU

Supporting Our Future
In a classroom support role, you will provide the opportunity to make a positive impact on students' lives and be a part of their educational journey. #Place4UinEDU

Transporting Our Future
Ensure the safe transportation of students to and from school while giving back to the community. #Place4UinEDU

#Place4UinEDU


Joint Press Release Press Release & Associated Image

"We are proud to collaborate with our school districts and partners on this important initiative and look forward to welcoming new members to our team who are dedicated to shaping the future of our students and community," said Fore.

The CCU and its partner school districts offer a supportive work environment and work-life balance. The professional individuals positions are recruitment.

Photo caption CCU and 12 partner school districts offer a supportive work environment and work-life balance. The professional individuals positions are recruitment.

About the CCU exists to provide County-level services to all schools in all services for administration with school throughout



SUPPORTING OUR FUTURE | There's a place for you in education.

For immediate release:
CCU and School Districts Launch Countywide Recruitment Campaign To Fill Over 600 Open Positions

Contact:
Mary Jeanne Curley, Communications & Learning Solutions Director, Chester County Intermediate Unit, 484-297-6171 | mcurley@ccu.edu
Ashley Boyd, Senior Communications Specialist, Chester County Intermediate Unit, 484-237-9339 | aboyd@ccu.edu

Chester County, PA – The Chester County Intermediate Unit (CCU) and its 12 partner school districts have teamed up for a countywide recruitment campaign to fill a variety of positions within their schools. As Pennsylvania faces a severe educational staffing shortage, the campaign aims to educate job seekers on the many roles available to them in education. In Chester County alone, over 600 open positions are waiting to be filled. From teachers to cafeteria staff, maintenance and custodial staff to bus drivers, there are a multitude of opportunities available for individuals who are passionate about making a difference in the lives of students.

"We are excited to announce this recruitment campaign and the opportunity for individuals to join our team and for a positive impact on the future of our students," said Dr. George F. Stone, CCU Executive Director. "Public education is a field committed to providing a safe and supportive learning environment and we need talented individuals to help us achieve this goal."

School district human resources and communications directors across the county are working alongside educational staffing partner agencies to launch the campaign and fill a wide variety of open positions. Company partners such as King Truax and ServiceMaster are looking for employees to fill vacancies in their transportation and custodial departments. Additionally, companies such as the Substitute Teacher Service (STS) and ESS are seeking qualified candidates to fill substitute roles throughout the county.

Sample Monthly Metrics Report

Report

