An ACE recruitment fair for staff has been found to be an effective way to recruit and hire teachers for an ACE campus. This document provides details on implementing a recruitment event and practices other districts used in their recruitment events.

**Invitations:** Using the qualitative and quantitative data analysis outlined in the Teacher Identification and Selection section, a district can set a target number of teachers who will be heavily recruited to join the ACE campuses and invited to this event. The teachers who receive an invitation to this list are being recognized as one of the best educators within their district. A special message from the superintendent on the invitation or in a video message to this target group can help convey how highly regarded this group is and how eager the superintendent is to meet with them and share the ACE opportunity. Here is an example of a [reception invitation](https://www.dropbox.com/s/qrgb855clxz34uo/Reception%20Invitation_Garland%20ISD.pdf?dl=0). This event is typically invitation only and should not be advertised. Most districts prefer to allow entry for walk-ins versus turning away a district employee who is a guest of a celebrated teacher, but the presence of a teacher who may not be on the targeted list will require an additional step with human capital management and the school principal when confirming if this teacher is selected at the event. Additional interview, data analysis, or school leadership approval may be required before the hire can be finalized. In addition to the invitation, a follow up reminder with additional ACE information may be useful, as shown [here](https://docs.google.com/document/d/1BRaC8j17cHoq1pczzYa8lfjVim5EJacdhAph6vTNz_4/edit).

**Location of the event:** This event should feel like a red-carpet celebration and requires a space to talk to the group as a whole as well as individual smaller spaces for a campus to conduct interviews. Often a district will use a high school for this event to avoid space rental charges. Districts may wish to consider if a partner, such as a local university, might have a space that can be used without additional cost. Some districts have event decorated the spaces to give the location a feeling of celebration by using red carpets to create this atmosphere.

**Role of the principal:** The principal is critical in selling the opportunity and their vision. Conversations should be direct with principals; the district has assembled the best from their district in one room. This is the chance for a principal to make the case for why a teacher should leave a comfortable, successful setting and come join them in this new ACE adventure. This room is the target hiring pool, and the district is bringing a significant stipend to attract teachers, but the principal will be a deciding factor for a teacher. Teachers may be considering if this is a leader they want to follow and/or is this a team they want to be a part of. Here is a [sample recruitment fair principal presentation](https://www.dropbox.com/s/cl8y9eax906625e/Recruitment%20Fair%20Principal%20Presentation.pdf?dl=0) and a sample [video](https://urldefense.proofpoint.com/v2/url?u=https-3A__youtu.be_fC0SlEIwau4&d=DwQFAg&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=3MoFlhzYmXadpRUXuk5n0hZcJ4KehIWTlUaLwT5Sgbo&m=smJ3mNc0vF3Kz0GqiAVj3SBGY0aNrkhgVji105VTMJY&s=4ZFrss9lDDz7Qs4eoD1y_dRi5CkEJd2qbsWAQv5V3u4&e=).

**Run of show:** The superintendent should start the event. When selecting the date for the event the top priorities should be availability of superintendent and availability of the location for the event. It is impactful for the teachers to hear from the superintendent about the decision to pursue ACE for their district and for the superintendent to recognize the strong teachers who are in the room and to call upon them to come join in the effort. Following the superintendent’s message, a senior member from the ACE planning team should present additional information targeted for this group including:

1. Information on stipends
2. Information on the school day structure and
3. Asking everyone to make a 3-year commitment, from the principal on down

Here is a sample [recruitment event presentation](https://www.dropbox.com/s/zbt2awik2h797qk/ACE%20Recruitment%20Fair%20Presentation.pdf?dl=0) and another [presentation](https://docs.google.com/presentation/d/1kE7Uo3YwnD0CBhLSa6231n4_kG1-69s6sF8vlAeupqU/edit#slide=id.p11) both with those details.

Next, principals will provide information on their school. This is a time for them to demonstrate their vision and recruit teachers to their schools. Following the presentations, teachers should have the chance to interview with the individual school leaders. It is recommended to have members from school leadership who will be supporting campuses and members from the human capital management team on hand to assist with interview and selection. Teachers who are selected to join an ACE campus at the event should be celebrated once again. Some districts have used a “golden ticket” or ACE swag to celebrate those who are joining the ACE campus. Here is a sample [run of show agenda](https://www.dropbox.com/s/vausrc83zevnth1/Sample%20Run%20of%20Show%20Agenda_Outline.docx?dl=0), and sample [run of show details](https://www.dropbox.com/s/3jylrakq2ks00n4/ACE%20Recruitment%20Fair%20Run%20of%20Show.pdf?dl=0).

**Role of human capital management:** This event is at the core a job fair event, as such, human capital management is a critical component for the success of the event. Human capital management’s primary goal is to track and to vet the list of teachers who are selected during the event. A system that will capture a time stamp, such as a google form, can be helpful if multiple schools submit a recommendation for the same teacher. The time stamp is also useful when managing the number of teachers and/or number of teachers from a grade level/subject from each campus that are selected. Most ACE districts will place a limit on how many teachers from each campus/department may be selected to join an ACE campus. Human capital management will also play a role in vetting the teachers who are selected. Most districts will allow a teacher who was not invited to attend the event if they are a walk-in. Some districts differentiate on nametags or wristbands while others prefer not to call out the distinction. The role of human capital management when a selection is made is to confirm the teacher’s status on the priority list and to alert a principal if the teacher is not a priority candidate. Some districts implement additional hiring steps such as an additional data review, demonstration lesson, or approval from executive director before hiring recommendation is approved. Here is an example [employee next step survey](https://www.dropbox.com/s/h7hbd6nychzdqxm/Reception%20Exit%20Survey_Garland%20ISD.pdf?dl=0) that can be given to teachers at the conclusion of the event.

**Additional resources:**

[Recruitment Event Planning Presentation](https://www.dropbox.com/s/fcfhku11qakqhtu/Recruitment%20Fair%20Preparation%20Presentation.pdf?dl=0)