Use the following table to conduct a review of the use of Job Postings, Websites and Social Media:

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Use of print media to advertise for FSL teachers.** | [ ]  Does your board advertise through print media?[ ]  Are you evaluating the effectiveness of your print media campaign? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Incorporation of Equity, Diversity, Inclusion and Anti-Racism****(EDIA)****Principles** | [ ]  Does your website and social media portray diverse cultures / students / employees?[ ]  Do your recruitment ads and processes (postings, banners, pamphlets, social and website) invite FSL applicants who are members of marginalized communities?[ ]  Does your region have a population of newcomers from French-language-speaking countries that can be the subject of targeted recruitment?[ ]  Have you reviewed recruitment processes and materials through an EDIA lens? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Use of social media to advertise for FSL teachers** | [ ]  Does your board advertise through social media?[ ]  Are you evaluating the effectiveness of your social media campaign by gathering baseline data and continuing to collect metrics?[ ]  Are you advertising on a variety of social media sites? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Use of school district website to advertise for FSL teachers** | [ ]  Have you tested how the website and all information (postings, videos, pictures) display on a variety of devices (desktop, laptop, tablet, and phone)?[ ]  Are current teaching opportunities noted on the board landing page?[ ]  Are FSL-specific opportunities noted on the school board's landing page? [ ]  Are FSL programs portrayed in a positive light?[ ]  Are the benefits of learning a second language visible to promote all the FSL programs offered by the school board?[ ]  Are there supports in place to support new FSL teachers, as they may not have had the benefit of occasional teaching? Are these noted on the website?[ ]  How many mouse clicks does it take to find the information?[ ]  Is it clear that the board is currently hiring French teachers?[ ]  Would prospective FSL teachers find hiring information complete? [ ]  Who would they contact for more information?[ ]  Is the information available in English and French?[ ]  What platform is used for hiring?[ ]  Is there a link to the platform on the website, application portal or electronic application forms?[ ]  Do you use an application system (example: Apply to Education) to post jobs?[ ]  Does your website include an information video that contains information about the application process, requirements, language proficiency etc.? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Content / appearance of job postings** | [ ]  Considering part-time opportunities: Can the positions be combined with others to allow for a full-time or less part-time offering?[ ]  Is there a clear outline for the process of hiring FSL teachers?[ ]  What is the application deadline?[ ]  What platform is used for hiring?[ ]  Is there a link to the platform on the website?[ ]  Does the posting list the type of FSL program for the position?[ ]  Is the name of the school attached to the position?[ ]  Does the posting include the duration and percentage of the position, e.g., part-time/full-time, including if the position is rotary and/or on a cart, if known?[ ]  Does the posting specify who can apply (i.e., internal, external, occasional)?[ ]  Does the posting list all the necessary qualification requirements?[ ]  What are the qualifications required to teach FSL in the school board? (e.g., in Ontario, Additional Qualifications FSL Parts 1, 2, or Specialist; Junior/Intermediate Basic Qualifications in French; Intermediate/Senior Basic Qualifications in French; other equivalency?)[ ]  Is there specific external proficiency testing? (e.g., preferred level on the DELF, DALF, OPI [Oral Proficiency Interview])[ ]  Is there an evaluation of language proficiency? Is there a test? What are the proficiency expectations of FSL teachers?[ ]  Are they different for elementary and secondary? [ ]  Are they different for the type of FSL program?[ ]  Are there policies in place that a new FSL teacher would consider prohibitive?[ ]  Are there conditions of employment (e.g., if the teacher must teach FSL for a specific # years, call-in requirements for occasional teachers, etc.)[ ]  Indicate preferred qualifications or experiences (examples: experiences in a French language immersion setting, completion of studies in French language) |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Pool hiring** | [ ]  Do you hire teachers to a French pool in advance of your regular hiring process? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Create an employer brand** | [ ]  Are all recruitment materials on postings, website, social media, and print branded with board branding? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Promotion of living/ working within the region** | [ ]  Do you provide information that promotes your region as a great place to live and work?[ ]  Does your website include a promotional video promoting your region and the benefits of relocating?[ ]  Does your video specifically include a French teacher recruitment message? |
| **ACTION(S)** |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |