Use the following table to review the use of Recruitment Data Tracking:

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| --- | --- | --- | --- |
| **RECRUITMENT  STRATEGY #4** | **RECRUITMENT DATA TRACKING BOARD SELF-ASSESSMENT** |  |  |
| **Does the board invest in a job applicant tracking system (ATS)?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track the number of FSL positions that do not have a qualified FSL teacher?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track the number of unfilled positions?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |

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| **RECRUITMENT STRATEGY #4** | **RECRUITMENT DATA TRACKING BOARD SELF-ASSESSMENT** |  |  |
| **Does the board track the success rate of the French Proficiency Test (FPT)?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track teachers unsuccessful with the FPT from year to year?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track the movement of teachers in and out of French positions?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track which universities candidates come from?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |

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| **RECRUITMENT STRATEGY #4** | **RECRUITMENT DATA TRACKING BOARD SELF-ASSESSMENT** |  |  |
| **Does the board track visits to website?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track views to social media ads?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track the number of applicants?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |

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| **RECRUITMENT STRATEGY #4** | **RECRUITMENT DATA TRACKING BOARD SELF-ASSESSMENT** |  |  |
| **Does the board track hits on recruitment videos?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board capture personal contact information of candidates at recruitment fairs for personalized follow-up and communication?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board track French-qualified teacher candidates who are on practicum placements with your board for personalized follow-up and communication?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |
| **Does the board access provincial databases to identify teachers with FSL qualifications and verify qualifications of applicants?** | Yes | No |  |
| **ACTION(S)** | | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** | |  |

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| **RECRUITMENT STRATEGY #4** | **RECRUITMENT DATA TRACKING BOARD SELF-ASSESSMENT** |  |
| **Does the board track the following website metrics?** | **Web Traffic:** The number of incoming and outgoing website visitors you receive  **Views:** The number of times a page has been viewed  **Clicks:** The number of times a link has been clicked  **Unique visitors:** First-time visitors to your website  **Bounce rate:** Seen often in Google Analytics, the percentage of visitors that leave site quickly without interacting  **Organic traffic:** Visitors that arrive to your website from a search engine  **Direct traffic:** Visitors that arrive to your website by going to your address directly  **Session duration:** Amount of time spent on website. This could maybe be broken down according to specific pages  **Top traffic source:** Source that drives the most visitors to your website (e.g., social media platforms)  **Device source:** To identify the top source used to access the website (e.g., tablet, smartphone, computer) | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |