



To: Mr. Bob Baker
Mr. Kurt Van Gilder
GCASPA Job Fair Committee

From: Al Pavone
Cathy Yasilli
Region 4 ESC

Date: September 2, 2009

Re: Summary Report, 2009 Texas Gulf Coast Teacher Job Fair

Introduction

The Texas Gulf Coast Teacher Job Fair, conducted on June 15 and 16, 2009, recorded the highest attendance in the history of the event. A grand total of 4,003 applicants registered to meet with representatives of 52 public school districts, eight charter schools and two private/parochial schools on Monday and 50 public school districts, 10 charter schools and two private/parochial schools on Tuesday. Additionally, one other educational entity attended both days. Over 787 recruiters/interviewers were present for the two-day event. Monday, June 15, elementary applicants totaled 2,121. Secondary applicants on Tuesday, June 15, totaled 1,882. Region 4 ESC provided 31 facilitators from Educator Preparation Services, Internal Human Resource Services, Global Education Solutions and Personnel Solutions. Aldine ISD provided the M.O. Campbell Education Center for the job fair. Additional support was provided by various Gulf Coast Districts' volunteers. The M.O. Campbell Education Center staff provided the job fair set-up and provided assistance during the fair. Several Region 4 employees delivered set-up materials to the Center on Wednesday, June 10. The Gulf Coast committee chairman, several committee members and recruiters, plus several Region 4 employees were in attendance on Sunday, June 14, to assist in set-up. On Tuesday, June 16, several ISD representatives assisted Region 4 in clean-up.

Facts and Statistics

The total number of applicants (4,003) represented a 41% increase in attendance from the 2008 job fair figure of 2,839. Elementary applicants (2,121) registered an increase of 35.7%, while secondary applicants (1,882) registered a 47.3% increase from the 2008 numbers. This is the sixth straight year that the number (2,030) of ACP applicants has exceeded the number of fully certified applicants. Following are the registration figures:

The answer is 4.

REGION 4 EDUCATION SERVICE CENTER € 7145 WEST TIDWELL ROAD € HOUSTON, TX 77092-2096
PHONE: 713.462.7708 € FAX: 713.744.6514 € WWW.THEANSWERIS4.NET
BILL MCKINNEY, PH.D. - *Executive Director*

	6/15/09 (Elem.)		6/16/09 (Sec.)		Total
Teachers with certification	1,014	+	947	=	1961
Region 4 ESC Teacher Certification	288	+	192	=	480
Alternative Certification	811	+	739	=	1550
Foreign certification	<u>8</u>	+	<u>4</u>	=	<u>12</u>
Totals	2,121		1,882		4,003

As has been the situation in recent years, applicants listing addresses in the Region 4 area have significantly outnumbered applicants from other parts of Texas and from out of state. 3,436 (86%) of the applicants listed an address in the Region 4 area. There were 290 (7%) applicants with other Texas addresses and 277 (7%) applicants with out-of-state addresses. These out-of-state applicants came from 21 states. South Carolina, Louisiana and Michigan were the leaders in numbers of out-of-state applicants. Clearly, local residents constitute the bulk of job fair attendance.

Certification is a key issue for all applicants attending the job fair. Those enrolled in alternative certification programs are classified as interns and hold temporary certification during the intern year. For the remaining 1,961 applicants, the following illustrates the status of current certification:

Texas certified	91.9%
Certified in another state	7.8%
Foreign certification	.3%

How did the applicants learn about the job fair? The applicants, from those that were not in the Region 4 **Teacher Certification** program, became aware of the job fair through one of the following methods:

A university placement office	.7%
Attending a university job fair	4.6%
Internet	54.4%
Newspaper advertisement	2.6%
Magazine advertisement	.3%
Attending a school district job fair	9.9%
A friend	10.4%
Other	15.4%
Did not respond	1.6%

Applicant Evaluation

The answer is 4.

An applicant evaluation sheet was included in the registration packet of all applicants. 806 (20%) applicants completed and returned the evaluation forms. On a scale of 1–5, with 5 being “very good,” the average rating in the various categories were:

Advanced Information	3.7	Location	4.4
Layout	3.6	Well Organized	3.9
Staff Helpful	4.1	Had Value	3.9

Applicants were asked to make suggestions or comments. Many did not, but some (202) took time to write something. Some of the positive comments were: “thanks,” “great job,” and “good opportunity to network.” Some of the remaining, less positive comments were: “too crowded,” “need more room,” “better arrangement of long lines,” “many school districts did not show up,” and “some districts left early.” The foregoing category ratings and comments (including those not mentioned), will be reviewed by the GCASPA Job Fair Committee as plans are made for the next Texas Gulf Coast Teacher Job Fair.

Recruiter Evaluation

The recruiter evaluation also had various categories to rate on a scale from 0-3, with 3 being “high.” The average ratings were as follows:

Scheduled Date	2.7	Useful Tool for Staffing	2.7
Organization	3	Physical Accommodations	2.7
Lunch/Refreshments	2.5	Helpfulness of R-4 Staff	2.9

Recruiter evaluations play an important part of any job fair and all comments are appreciated. Of the 21 evaluations that were completed, some of the positive comments were: “great job,” “nice accommodations,” and “very organized.” The negative comments were: “a little crowded,” “have water available before 9AM,” and “wrong color lunch ticket – was stopped at the door – no one from R4 to help.”

Observations

In view of the foregoing information, a few observations are in order:

1. This is the sixth consecutive year that there have been over 2,000 applicant registrations, with this year clearly being the largest attended.
2. Eighty-six percent of the applicants came from the Region 4 area.
3. A significant number of certified applicants (54.4%) learned of the job fair via the internet. This percentage is down 4% over last year.
4. The increased number of out-of-state applicants (277) is a reflection of the current economy in other states.
5. Statistics verify the increasing number of “alternatively certified” candidates available in the job market.
6. Magazine advertising again continues to be the least effective method of attracting applicants to the job fair, but its impact may be hidden. Those reading the ads may have made direct contact

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with school districts. The numbers that do this remain unknown. Some of those reading the ads may have checked "Internet" because they responded via the internet. Applicants may have secured the website address through a newspaper ad, or a job fair brochure acquired at a job fair, or a university placement office. (Even with an unknown impact on the job fair, magazine ads serve to satisfy legal requirements documenting recruiting efforts.)

7. The low numbers for out-of-region and out-of-state applicants continue to lend credence to reports that a true surplus of teachers does not exist everywhere in the U. S. However, with 31 applicants from California, along with South Carolina, Louisiana and Michigan being the states that led the 2% increase in out-of-state addresses from last year, this may indicate economic problems in these states. In general, there is little need for teachers to leave their geographic area to find employment. On the other hand, the increasing number of teachers attending the job fair may be signaling that a surplus of teachers, at least in the greater Houston area, is developing in some teaching fields.

General Comments

1. The 2009 edition of the Texas Gulf Coast Teacher Job Fair was the largest since records have been maintained beginning in 1996.
 2. Region 4 ESC and school district personnel working the job fair were very busy processing and assisting all of the applicants present. Many recruiters expressed verbal pleasure with the results of the two-day fair. This included a favorable impression regarding the overall quality of the applicants.
 3. General organization of the job fair and the helpfulness of the job fair staff were favorable points also.
 4. Recruiters and applicants seemed to be very pleased with the additional rooms and total use of the floor space for recruitment tables.
 5. The M.O. Campbell Education Center staff went above and beyond to accommodate our needs.
 6. Applicant and recruiter evaluations were very positive.

Recommendations

The Texas Gulf Coast Teacher Job Fair is a joint project of the Gulf Coast Association of School Personnel Administrators and Region 4. To date, this has been a successful partnership. In general, GCASPA members have expressed approval of the job fair and look forward to continuing the event. The Region 4 Human Resources Services Assistance initiative continues to emphasize teacher recruitment activity and assistance. The GCASPA Job Fair Committee (including Region 4 HRSA representatives) will continue to review the event and make appropriate adjustments in the project to enhance its effectiveness as a teacher recruitment tool.

The answer is 4.