


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

RECRUITMENT STRATEGY #1	JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT 
<b>Use of print media to advertise for FSL teachers.</b>	<p>Does your board advertise through print media? Are you evaluating the effectiveness of your print media campaign?</p>
	<p><b>ACTION(S)</b></p>
	<p><b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b></p>
<b>Incorporation of Equity, Diversity, Inclusion and Anti-Racism (EDIA) Principles</b>	<p>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?</p>
	<p><b>ACTION(S)</b></p>
	<p><b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b></p>
<b>Use of social media to advertise for FSL teachers</b>	<p>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?</p>
	<p><b>ACTION(S)</b></p>
	<p><b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b></p>

RECRUITMENT STRATEGY #1	JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT	
<p><b>Use of school district website to advertise for FSL teachers</b></p>	<p>Have you tested how the website and all information (postings, videos, pictures) display on a variety of devices (desktop, laptop, tablet, and phone)?</p> <p>Are current teaching opportunities noted on the board landing page?</p> <p>Are FSL-specific opportunities noted on the school board's landing page?</p> <p>Are FSL programs portrayed in a positive light?</p> <p>Are the benefits of learning a second language visible to promote all the FSL programs offered by the school board?</p> <p>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?</p> <p>How many mouse clicks does it take to find the information?</p> <p>Is it clear that the board is currently hiring French teachers?</p> <p>Would prospective FSL teachers find hiring information complete?</p> <p>Who would they contact for more information?</p> <p>Is the information available in English and French?</p> <p>What platform is used for hiring?</p> <p>Is there a link to the platform on the website, application portal or electronic application forms?</p> <p>Do you use an application system (example: Apply to Education) to post jobs?</p> <p>Does your website include an information video that contains information about the application process, requirements, language proficiency etc.?</p>	
	<p><b>ACTION(S)</b></p>	
	<p><b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b></p>	

RECRUITMENT STRATEGY #1	JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT	
<p><b>Content / appearance of job postings</b></p>	<p>Considering part-time opportunities: Can the positions be combined with others to allow for a full-time or less part-time offering?</p> <p>Is there a clear outline for the process of hiring FSL teachers?</p> <p>What is the application deadline?</p> <p>What platform is used for hiring?</p> <p>Is there a link to the platform on the website?</p> <p>Does the posting list the type of FSL program for the position?</p> <p>Is the name of the school attached to the position?</p> <p>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?</p> <p>Does the posting specify who can apply (i.e., internal, external, occasional)?</p> <p>Does the posting list all the necessary qualification requirements?</p> <p>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?)</p> <p>Is there specific external proficiency testing? (e.g., preferred level on the DELF, DALF, OPI [Oral Proficiency Interview])</p> <p>Is there an evaluation of language proficiency? Is there a test? What are the proficiency expectations of FSL teachers?</p> <p style="padding-left: 40px;">Are they different for elementary and secondary?</p> <p style="padding-left: 40px;">Are they different for the type of FSL program?</p> <p>Are there policies in place that a new FSL teacher would consider prohibitive?</p> <p>Are there conditions of employment (e.g., if the teacher must teach FSL for a specific # years, call-in requirements for occasional teachers, etc.)</p> <p>Indicate preferred qualifications or experiences (examples: experiences in a French language immersion setting, completion of studies in French language)</p>	
	<p><b>ACTION(S)</b></p>	
	<p><b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b></p>	

RECRUITMENT STRATEGY #1	JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT	
<b>Pool hiring</b>	Do you hire teachers to a French pool in advance of your regular hiring process?	
	<b>ACTION(S)</b>	
	<b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b>	
<b>Create an employer brand</b>	Are all recruitment materials on postings, website, social media, and print branded with board branding?	
	<b>ACTION(S)</b>	
	<b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b>	
<b>Promotion of living/working within the region</b>	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?	
	<b>ACTION(S)</b>	
	<b>ESTIMATED TIME / TARGET DATE FOR COMPLETION</b>	