

# Recruiting for the International Christian School

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## The Challenge

- Your goal: get the best, keep the best.
- But it's not easy...
- A few stats from ISC Research:
  - <https://www.iscresearch.com/>
  - <https://www.iscresearch.com/data>
- A reminder – your school is God's school. He raised it up and he will resource it.
- Prayer is something we have that others do not, but we must accompany prayer with our part.

## Approaches

- Set your needs list. When do you poll your current staff for their intent? The lead time for international appointments is much longer than national schools that can recruit locally. [ACSI's Job Board](#) allows international schools to leave 8 posts up for 180 days. (The US member schools only get 60 days.)
- On a northern hemisphere schedule, recruiting must start in the fall for the coming school year.
- Marketing – your website is your public face. Be sure it is attractive, tells your story with some emotion, and draws people in.
- Social media – Facebook, Instagram, LinkedIn, and Twitter. Tell your story through classroom, sports, the arts, outreach, milestones, etc.
- The links on your website are your doorway for potential staff to engage with you. Have an outsider give you feedback on the effectiveness.
- Your rapid response time to inquiries is critical – “You were the first to respond...” has been heard many times and often led to a hire.
- What does your initial application look like? Do your webpages introduce the job process (steps to appointment) to potential applicants?
- Someone needs to be prepared for late night, early morning interviews and Q&A with potential staff across time zones.
- Who does the bulk of the recruiting work? Head of School or another dedicated person?
- Following up – use some sort of recruiter tracker and communicate often – from initial inquiry to start
- Create a basic interview structure to get things started well
- You **must** check ALL references and **do background checks**. A member school briefly employed a criminal (US citizen). Later his many criminal acts committed while living abroad came to light. Thankfully, he had done no harm while at that school, but it was frightening none the less. Do NOT skip this step.
- Plan your employee approval process. What is your process? How quickly can you move on these things? Who has final say on who is hired?
- Plan how you will support new staff from “You are accepted” to “Welcome to our school”. Are you ready for disappointment and pitfalls along the way?
- Examine the BUDGET FOR RECRUITMENT AND MARKETING. Do you have a budget for this? If not, fix this. Look around and do a study on what it costs to get one quality teacher to your school.

- PRAYER is free. 😊

## You need every fishing pole you can get

- You cannot rely on just one source to find the staff you need
- Be sure to make use of your ACSI membership to post jobs on ACSI Job Board (see link below).
  - ACSI offers you up to 8 free job postings for your school annually on its online job board. Additional postings or upgrades require a fee.
  - Use and maintain your page. Do not neglect your postings - keep them fresh and up to date.
  - Stagger your 8 free posts throughout the year so that your presence is maintained.
  - Purchase upgrades to get noticed. Upgrades may include highlighting, so your post stands out and/or the ability to stay on top of the job board for a longer time.
  - Be sure to track the job seekers' pages. Individuals can and do post their CVs to the job board. Do your own research on people you see there.
- Word of mouth is invaluable!! Get your staff and their network of friends involved.
- Consider partner agencies like RCEI (Resourcing Christian Education Int'l), and TeachBeyond, and other sending agencies.
- Make use of multiple Job Boards to post your openings – see table below
- Consider Christian job boards from other nations that are English speaking or strong English component – UK, Australia, Canada, Holland?
- Colleges welcome your job posts on their career center pages – not just Christian colleges!
  - Almost all US colleges (Christian and secular) have an online career center. They are happy for you to post your job openings on their job board - usually at no cost to you. Those job boards not only serve their current student body but also their alumni. If you post to a secular college job board be sure that you are clear on the Christian nature of your school and your ideal candidate.
  - If you post to a college job board be sure that you maintain, and not neglect, your postings. It can be easy to forget your postings over time. Take notes with dates of postings and keep them fresh and up to date.
  - Handshake is the new go-to location for college career center. Here is an example of how you can leverage this platform through Calvin College. <https://calvin.edu/offices-services/career-center/employers/post.html>
  - Other examples...
  - <https://www.cedarville.edu/Offices/Career.aspx>
  - <https://www.moody.edu/student-services/career-services/>
  - <http://www.liberty.edu/academics/general/career/index.cfm?PID=26577>
- Print options:
  - [The International Educator](#) (TIE) is the leading print resource for international schools. Not only do I recommend that you subscribe to this valuable newspaper for its content, but also because it is the go-to resource for job opening print ads around the world. You may consider submitting your own ad to TIE for a fee. Please keep in mind that your ad will likely attract some inquiries from non-Christian job seekers. You can avoid this somewhat by being crystal clear in your ad that you are looking for committed Christian workers/teachers. **2021 UPDATE - TIE is going completely virtual, we will have to watch and see how this works out for them!**
  - Christianity Today, World Mag, etc. can work too.

- Do you have a budget for ads and job boards? This should be part of your recruiting budget.
- “Headhunter Services”. Some schools employ a company to do executive searches usually to find head of school or administrative candidates. This can be very effective, but it can be costly as well. When researching such a firm be sure they are good at what they do and can be a trusted partner with you. Examples of Christian firms include...
  - <https://www.paideia-inc.com/executive-and-administrative-search>
  - <https://www.globalschoolconsultants.org/>
  - <https://www.vanderbloemen.com/schools>

## Job Fairs Virtual and In-Person

- **VIRTUAL FAIRS**
- In fall of 2020 ACSI just launched its first virtual job fair. The advantages of a virtual job fair are...
  - Relatively inexpensive. No travel, meals and lodging expenses.
  - Time frame is condensed.
  - A virtual fair tends to draw in experienced teachers and from a wider audience. The quality of the candidate tends to be higher than ACSI’s in-person fair.
  - The virtual fair hosts work hard to market the event internally and externally.
- While a virtual fair has its clear advantages, you must prepare in advance, post your opportunities early and do your own marketing pushes ahead of the event. Your active participation will draw candidates to your virtual booth. See Tips for a Successful Virtual Job Fair [here](#).
- **IN-PERSON FAIRS**
- How to approach the job fair and others out there...
  - It is a good idea to make a job fair a priority every year. Your name recognition will grow over time.
  - Think about your display table and materials. Does it draw in potential recruits? What does it say about you? Is there any sort of emotion in the images?
  - A large pop-up banner is a good idea but freshen your graphics so that they are attractive and easy to absorb from a distance across a crowded hall. (Small photos and text are not effective - recruits will not stop to read the small text of your posters. Remember, impression is probably the most powerful thing you can do. Your school name and the “coffee-cup version” (one liner) of your mission statement is usually enough to draw people to your table. Your logo and one or two attractive photos to highlight your school is usually enough.
  - Bring SWAG items (school logo pens, other interesting items from your country with your logo) and give them out liberally. You never know where that pen or trinket will end up! Pray over those items as if they were seed you sow into the world.
  - Other materials on your table can include a recent yearbook, a signup sheet for more information, business cards, a small country flag, a soccer ball, or something that’s interesting and tells something about your school and country.
  - Avoid the heavy stuff – big items. These can work for some people to stand out, but your smiling face and confidence at your table will speak volumes. A few images on a pop-up banner of people that highlight what goes on at your school can be very effective.
  - Prepare for the conversations you will have at the fair with the following individuals: people who walk by your table but have never heard of your school, people who know about the world

- of international Christian schools and have some interest but don't know about your school, and those who know about your school and want to learn more.
  - Consider taking written notes of conversations you have with every individual - good or bad.
  - Keep your eye on both the short-term and the long-term. Share your findings and daily activity with your prayer team back home or around the world.
  - Have a clipboard and pen at your table for people to indicate their interest by leaving their name, phone number, and email address.
- Make your own personalized recruiting stops between fair dates made up of contacts from your school community. Return visits, year after year, to a Christian college or large church, can be very powerful. Start with who you know and foster that relationship over time.
- Consider setting up a table at Mission events:
  - Moody Bible college's annual mission fest
  - Mission Fests – Canada, Urbana, CRU Winter Conference
- There are lots of secular job fairs out there, but they are not cheap.
  - One of the biggest and oldest fairs for international school recruiting is held in Iowa every year. [Learn more here.](#)
  - Scroll down [on this page](#) to see a list of recruiting fairs with International School Services.
  - [Search Associates Job Fairs.](#)
  - [Council of International Schools.](#)
  - Note: Secular job fairs can be challenging when faith and lifestyle issues come up. Be prepared for those conversations.
- Attending any job fair tour (including ACSI's) is financially costly. Do you have a budget line for this?

## Retention of staff

- International schools need a “both-and” strategy – recruiting and retention. Your recruitment efforts must start with your current staff. What does your recruitment plan for your current staff look like? Have you thought through this issue, do you have a plan for keeping the good staff that you already have? Think about recruiting them every year. In other words, do not assume they will stay on. Have you thought about enticements to stay?
- But let's start at the very beginning. Consider how you begin with your newest hires. What you do in the very first days and weeks can make a huge difference in retention.
- Be sure to think through your pre-job orientation. What are you doing with your new staff before they ever reach the school or teach their first class?
- Question to consider: What is the downside of just hiring someone, getting them to your school, having a brief orientation and then showing them their classroom and giving them a key? Think through all that they are going through as they join your community, locality, and culture.
- The initial field experiences for your new hire (your on-boarding and orientation) can indicate future success and longevity. Is your orientation caring and thorough? Does it establish proper expectations? Are new hires given information about transition and culture? Do you appoint a mentor or a caregiver to walk with them through their first year?
- When you set the table of expectations well for your new hires you reduce surprises and frustrations. Then, when frustrations do arise they become easier to handle – “Oh yeah, they told me this would happen. They told me I might feel this way.”

- Consider [ACSI's PreField Orientation](#) (known as PFO2Go) course for your new hires. PFO2Go assists in helping you create a good start for your new staff.
- Consider assigning veteran teammates to serve as hosts for new staff for the first year.
- Consider adding in a mid-year retreat day for first year staff.
- One more word on retention. Sometimes you can do everything right - invest in PFO training, have a retention strategy, and even have written and verbal agreement from your new staff to the long term, yet life can get in the way. Unanticipated life events can interrupt your staff members best-laid plans to stay long term. God is aware of this and will meet your need - in the short and long term.

## Online Resources

ACSI does not endorse each site or company below. These resources are offered as a collection of ideas. It is important that you check out each option carefully to be sure it is a good solution for your school.

Institution	For Job Seekers	For employers
Association of Christian Schools International (ACSI)	<a href="http://www.ChristianEducatorJobs.com">www.ChristianEducatorJobs.com</a>	<b>Included with ACSI membership</b> – 8 free posts <a href="https://www.acsi.org/careers">https://www.acsi.org/careers</a>
ChristianJobs	<a href="http://www.christianjobs.com">www.christianjobs.com</a>	Fee Based. <a href="https://www.christianjobs.com/employers/job-posting-process/">https://www.christianjobs.com/employers/job-posting-process/</a>
ACSI Western Canada	<a href="https://www.acsiwc.org/overview-1">https://www.acsiwc.org/overview-1</a>	<b>Part of ACSI.</b> They would be pleased to post your job free of charge!
ACSI Eastern Canada	<a href="https://acsiec.org/positions-available">https://acsiec.org/positions-available</a>	<b>Part of ACSI.</b>
Christian Schools Australia	<a href="https://csa.edu.au/jobs/">https://csa.edu.au/jobs/</a>	<b>ACSI Partner</b> , fee based. Will offer 50% discount to ACSI international schools. <a href="https://christianschooljobs.com.au/employer-panel/instructions-to-post-and-access-discount">https://christianschooljobs.com.au/employer-panel/instructions-to-post-and-access-discount</a> .
TeachNext	<a href="https://teachnext.missionnext.org">https://teachnext.missionnext.org</a>	Fee to post, must be ACSI school and overseas. <a href="#">Posting page</a> .
Christian Schools International	<a href="https://www.csionline.org/job-board">https://www.csionline.org/job-board</a>	Must be a member of CSI. <a href="https://www.csionline.org/job-board/post-job">https://www.csionline.org/job-board/post-job</a>
Christian Career Center	<a href="http://www.christiancareercenter.com">www.christiancareercenter.com</a>	Fee based. <a href="https://www.christiancareercenter.com/employer-products/">https://www.christiancareercenter.com/employer-products/</a>
Association of Christian Teachers UK	<a href="https://www.christian-teachers.org.uk/vacancies">https://www.christian-teachers.org.uk/vacancies</a>	This is a free posting in the UK
Christian School Employment	<a href="http://www.christianschoolemployment.com">www.christianschoolemployment.com</a>	Fee based. <a href="https://christianschoolemployment.com/employer/pricing/">https://christianschoolemployment.com/employer/pricing/</a>
OSCAR UK	<a href="https://oscar.org.uk/advertise-jobs-opportunities">https://oscar.org.uk/advertise-jobs-opportunities</a>	All things missions in the UK.
See Oscar's lists of sending agencies	<a href="https://oscar.org.uk/resources/exploring-vocation/vacancy-agents">https://oscar.org.uk/resources/exploring-vocation/vacancy-agents</a>	Remember what we said about fishing poles?
Teachers-in-service	<a href="https://www.teachers-in-service.org/">https://www.teachers-in-service.org/</a>	Strictly for MK schools financed by M-support
TeachBeyond	<a href="http://www.teachbeyond.org">www.teachbeyond.org</a>	Must be a partner or owned schools

Network of International Christian Schools	<a href="http://www.nics.org">www.nics.org</a>	Must be a NICS owned school
International School Consortium	<a href="https://iscglobal.org/">https://iscglobal.org/</a>	Must be an ISC owned school
Resourcing Christian Education International	<a href="http://www.rce-international.org">www.rce-international.org</a>	Must be a partner school. <a href="https://www.rce-international.org/partner-schools-ministries/">https://www.rce-international.org/partner-schools-ministries/</a>
International Schools Services	<a href="https://www.iss.edu/international-teaching">https://www.iss.edu/international-teaching</a>	Fee based. <a href="https://www.iss.edu/services/teacher-recruitment/hire">https://www.iss.edu/services/teacher-recruitment/hire</a>
TeachAway	<a href="http://www.teachaway.com">www.teachaway.com</a>	Fee based. <a href="https://www.teachaway.com/recruitment/post-teaching-jobs">https://www.teachaway.com/recruitment/post-teaching-jobs</a>
Search Associates	<a href="http://www.searchassociates.com">www.searchassociates.com</a>	Must be member. <a href="https://www.searchassociates.com/School-Services/Recruiting.aspx">https://www.searchassociates.com/School-Services/Recruiting.aspx</a>
Joy Jobs	<a href="http://www.joyjobs.com">www.joyjobs.com</a>	Fee based, but inexpensive. <a href="http://www.joyjobs.com/schools/index.html">http://www.joyjobs.com/schools/index.html</a>
TIE (The International Educator)	<a href="https://www.tieonline.com/tie_services.cfm">https://www.tieonline.com/tie_services.cfm</a>	Fee based, includes print. <a href="https://www.tieonline.com/postjobad_ga.cfm">https://www.tieonline.com/postjobad_ga.cfm</a>

### **Blessings on the journey**

Tim Shuman and your Friends at the ACSI International School Office

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