

2013 K12 HIRING & RECRUITING TRENDS



2013

K12

HIRING *and*

RECRUITING TRENDS

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MAY IS THE MOST POPULAR MONTH FOR JOB SEEKERS TO APPLY FOR JOBS.

THERE IS A 50% INCREASE IN THE NUMBER OF JOB SEEKERS LOOKING FOR K12 JOBS BETWEEN DECEMBER AND JANUARY.

THE HIGHEST SCORING APPLICANTS ON THE TEACHERFIT ASSESSMENT APPLY IN MARCH

60% OF K12 VACANCIES IN THE PAST YEAR WERE FOR NON-TEACHING POSITIONS

AppliTrack Recruiting is currently used by over 2,500 K12 public, private, and charter school organizations throughout the United States and Canada. We thought it would be interesting to share some details on how these K12 organizations use the AppliTrack Recruiting system. The information contained herein has been collected by aggregating information over all AppliTrack Recruiting systems. No personally identifiable information was used in generating this report.

APPLICANT VOLUME



A TOTAL OF

2,518,377 K12 employment applications

were submitted by

1,299,220 unique applicants

DURING THE 2012-2013 SCHOOL YEAR

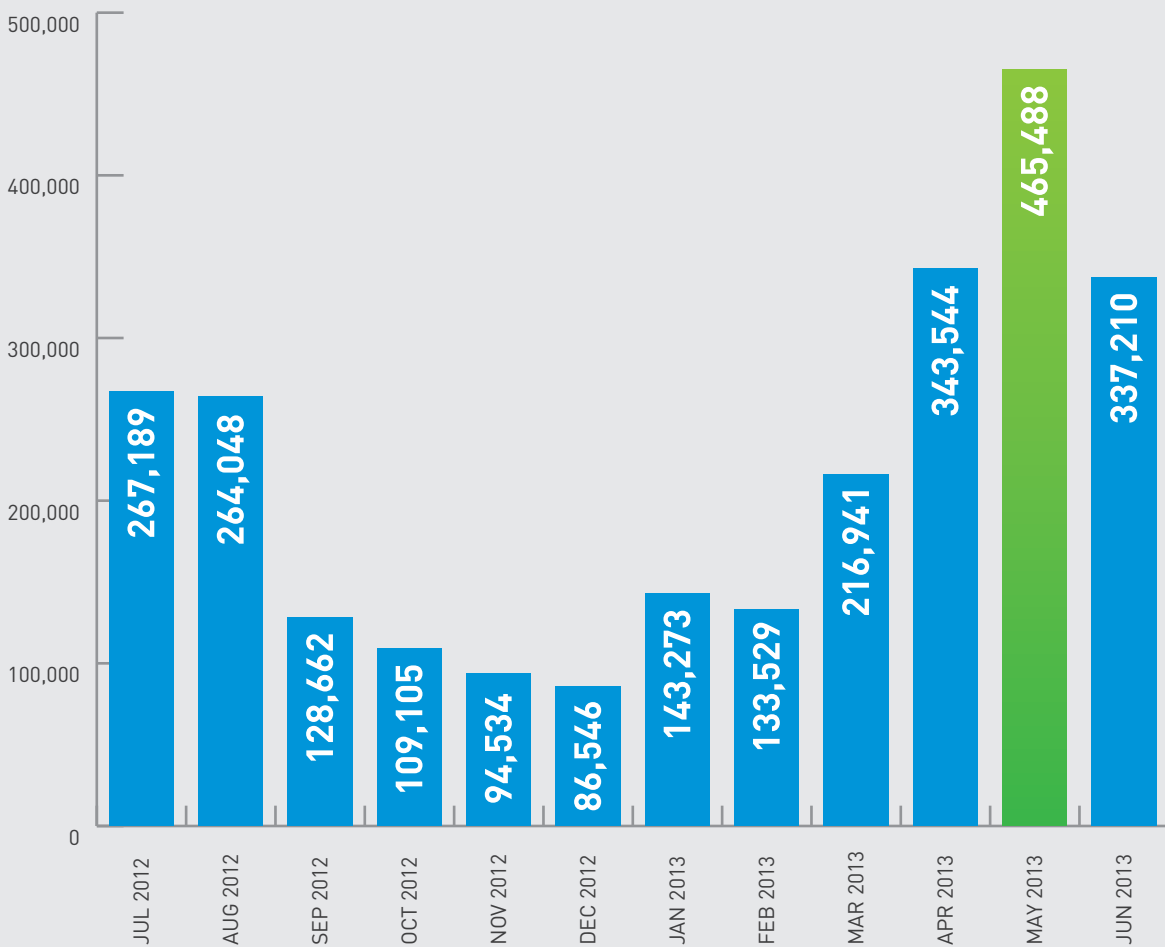


most popular month
for applicants to apply
to jobs in education



month with the lowest
number of applicants

VOLUME *of* APPLICANTS BY MONTH



On average, **10,728** applications were processed each school day. School administrators logged into the AppliTrack system a total of **5,004,789** times during the past school year, an **average of 27,804** times each school day.

When reviewing AppliTrack Selection TeacherFit Scores for applicants, we found that the month with the highest Overall TeacherFit Score (1 (lowest) to 9 (highest), was March.



10,728
applications processed
each school day



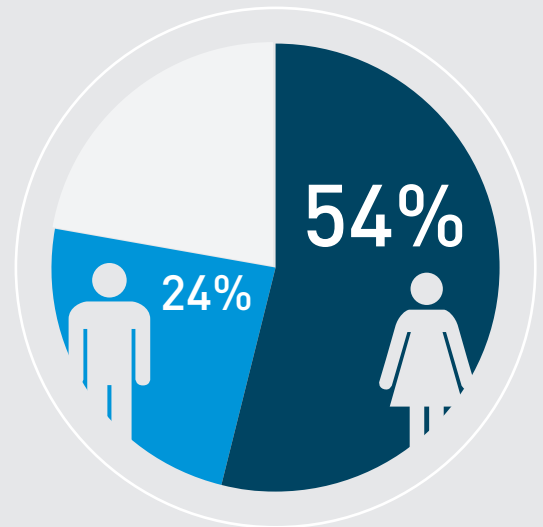
5,004,789
during the past school year



Highest Overall
TeacherFit Score
in **March**

EEO DATA

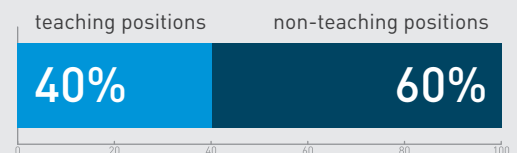
AppliTrack tracks voluntary EEO information. 54% of all applicants were female and 24% were male. 22% of applicants were not asked the question either because the client does not collect EEO data or the applicant chose not to respond.



JOB POSTINGS

A total of **222,304** were posted between June 1, 2012 and May 31, 2013.

Of these job postings, 40% of the jobs were for teaching positions while 60% were for non-teaching positions (administration, support staff, etc.).



K12JOBSPOT.COM

K12JobSpot.com, the national K12 Job Board that is the companion website for AppliTrack, received **12,067,477** visits between June 1, 2012 and May 31, 2013. Of those, 4,590,520 visitors were unique.

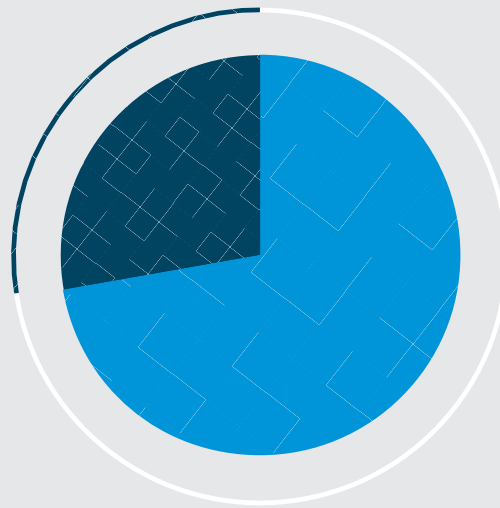
Visitors to the website stayed on K12JobSpot.com for an average of 3 minutes and 8 seconds.

Visitors from 216 different countries used K12JobSpot.com. Most visitors were from the United States, followed by Canada, the United Kingdom, India, & Spain.

Most K12JobSpot.com Users are:

- Female
- Age 35-44
- Searching for jobs at their home computer
- Primarily English speaking
- Spending an average of 3 minutes and 6 seconds, four times daily, looking for positions

4,590,520 unique visitors

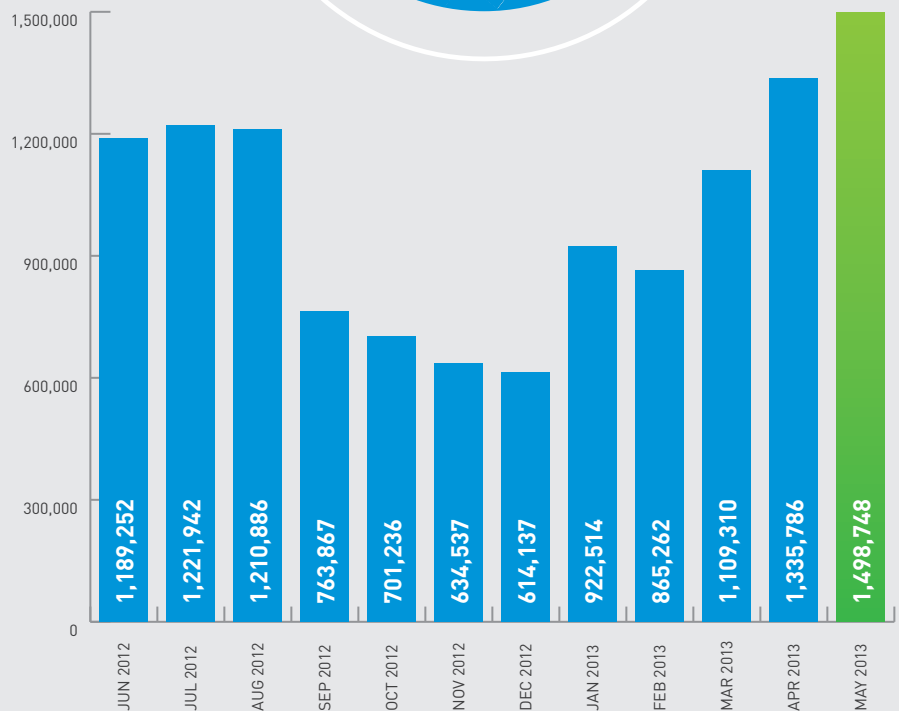


TRAFFIC



average time spent
on the website

03 **08**
min sec



AUTOMATING TRADITIONALLY PAPER HEAVY HR PROCESSES

Traditionally, the task of interviewing, hiring and onboarding new hires is a paper-heavy process since so many forms need to be completed for tax, payroll, reference checking, and documentation purposes.

AppliTrack Recruiting has afforded users with the ability to complete these tasks in a paperless manner.



The following statistics are for the period of time from June 1, 2012 to May 31, 2012:



Number of Unique eForms (tax, payroll, etc.) Sent:	440,812
Number of Interview Invites Sent to Applicants:	15,664
Interview Sessions Self-Scheduled by Applicants:	15,600
Electronic Confidential Reference Surveys Sent:	1,031,459
Interview Questionnaires Created:	14,605

CONCLUSIONS *and* RECOMMENDATIONS



School districts should post vacancies earlier in the year since the best applicants apply in March and may be hired before May, when most school districts post jobs.



Consideration should be given as to how job seekers are recruited as most job seekers are not recent college grads, but females in their 30's and 40's who are, most likely, going back to work or looking for new work.



Today's K12 job seekers, regardless of their career path, are tech-savvy and able to actively participate in a paperless hiring process.

FOR MORE INFORMATION

ON ANY OF THE TOPICS INCLUDED, OR TO SUGGEST ADDITIONAL SURVEY POINTS, PLEASE CONTACT OUR OFFICE AT 847-475-2283 OR INFO@ASPEXSOLUTIONS.COM.



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