

Teach in Nebraska

www.nebraskaeducationjobs.ne.gov



Prepared for the:



NEBRASKA
DEPARTMENT OF EDUCATION

by:

Dale Brown –

TAESE IT Consultant

June 1, 2016

This report is prepared for usage by the Nebraska Department of Education personnel on the performance of the Teach in Nebraska website. This document includes a statistical overview, qualitative and quantitative data, and recommendations for improvement of the website. The evaluation is the property of the Nebraska Department of Education and will be the only agency given a copy of this evaluation for their usage.

Historical

The Teach In Nebraska website – TIN -(www.nebraskaeducationjobs.ne.gov) was developed as a method to assist school systems in Nebraska with recruitment of educational personnel. Nebraska joined a web consortium of states using similar boards and was able to develop its application and marketing at low cost via assistance from its TAESE (Technical Assistance for Excellence in Special Education) affiliation at Utah State University. Since that time the website has been redesigned, added new functions, a new operating system (OS) and a new format to meet internal Department of Education specifications. The TIN site is currently in its 13th year of service and continues to grow in terms of both usage and its benefits to employers and job seekers. The website is branded as an official Nebraska Department of Education IT site and is linked as such.

The mission of the Teach In Nebraska website is to:

To serve as a resource for recruitment of professional educators for Nebraska’s accredited and approved schools, Nebraska’s Educational Service Units, 2-year and 4-year institutions of higher education, the Nebraska Department of Education, and state education organizations.

As in past years, the TIN site has made some annual minor site enhancements but the theme and user approach have remained constant thus allowing customer familiarity of the product. The site conducted a user survey during the 2015-2016 Fiscal year and the results of this are being used to plan site visual changes as well as exploring new distribution methods (phone app).

Objectives of the TIN website include:

- (a) Provide an up-to-date one-stop recruitment website for all Nebraska school systems
- (b) Provide a resource that assists Nebraska school systems in cost containment of recruitment of personnel
- (c) Work with Nebraska higher education institution teacher education preparation departments on promotion of the website/resource
- (d) Provide evidence of Nebraska Department of Education responsiveness to educational recruitment issues facing schools

Overview

- School system administrators control the information placed in the ads, have the ability to request that a job be closed, or extended, or can let the jobs expire after a designated number of days of posting. They fill out the Post a Vacancy form on the TIN website and provide the following information:

Zone Map



Zone – Region the school is located in

Organization – Name of Educational Entity posting

Address

City

State

ZipCode

Contact information – Name, Telephone, Fax, E-Mail Address

Position Information – Grade Level, Subject/Field

Select a Category from the following:

ADMINISTRATIVE – Superintendent/Asst Superintendent, Principal/Asst Principal, Curriculum Supervisor

SPECIAL EDUCATION/RELATED SERVICES – Adapted PE, Audiologist, Behaviorally Disordered, Deaf/Hard of Hearing, Director/Administrator, Early Childhood Spec Ed/Preschool Disabilities, Learning Disabilities, Mild/Moderate Disabilities, Occupational Therapists, Physical Therapists, School Psychologist, Severe/Multiple Disabilities, Speech-Language Pathologist, Transition Specialist, Visual Impairment

ENDORSEMENT AREAS – Agriculture, American Sign Language, Art, Bilingual Education, Business/Marketing, Coaching, Early Childhood, Elementary, English as a Second Language, Family and Consumer Sciences, Health/Physical Education, High Ability Education, Industrial Technology, Information Technology, Language Arts, Mathematics, Middle Grades, Music, Reading, Religious Education, ROTC, School Counselor, School Librarian, Science, Social Science, World Language

OTHER STAFF – Alternative Placement, Assessment Coordinator, Bus Driver, Business Manager, Custodial, Food Service, Human Resources, Paraprofessional, Parent/Family Liaison, Public Relations, School Nurse/Health Aide, School Office Support, Security Officer/School Resource Officer, Substitute Teachers, Technology Support,

OTHER AGENCY/INSTITUTION POSTINGS – Adult Education, Educational Service Unit, Nebraska Dept. of Education, Postsecondary – 4 Yr College/University, Postsecondary – Community College

Job description

Other information – Application procedures, salary, start date

School Website – Provide District/School URL

TIN Application Checkbox – Allows districts to use the TIN application

The job is then sent to the TIN coordinator for posting on the website. The coordinator has the ability to edit the posting for errors and consistency. Jobs are approved at the end of each day by the coordinator if they are appropriate for the site. Once they are approved, they appear on the site. Applicants can then search for jobs based on Zone and Category.

- The Professional Registration System (PRS) is an automated service offered on the TIN website. By enrolling in the PRS, job seekers receive weekly emails of the vacancies that were posted to the site in the last ten days. There are currently 4122 names on that mailing list, an increase of over 500 job seekers from the previous year.
- The Administrator Contact List (ACL) is available for job seekers to register contact information, areas of certification, and region preferences. The district can search the ACL and contact potential candidates directly by email. Names on the ACL are kept for a maximum of 30 days.
- A link is available for schools to select that provides a standard application for individuals to fill out, save to their computer, and send to the district along with other required information.

Growth

The TIN website continues to experience solid growth patterns as it enters its 12th year of service. The website projects it will host over 500,000 visitors this year on over 3,000,000 web based hits. This represents extremely positive growth and continued popularity of the TIN website.

Statistically:

Year (July 1 – June 30)	Visits	Hits (In Millions)	#Approved Ads	#Organizations Posting
2007-2008	133,000	1.2 M	ND	ND
2008-2009	157,000	1.4 M	740	214
2009-2010	201,100	1.6 M	1053	181
2010-2011	250,000	1.7 M	620	194
2011-2012	275,000	1.9 M	877	240
2012-2013	350,000	2.7 M	ND	260
2013-2014	400,000	2.9 M	1234	294
2014-2015	501,000	3.0 M	1473	322
2015-2016*	575,000	3.2 M	1660	362

** Projected based on current usage trends thru June 30, 2016*

ND = No Data available

Chart of Current Usage

HITS – Number of Times a Search Engine pulled up the TIN website on a defined browser search (Google, Yahoo, Bing, etc.).

FILES – A File indicates a data use or pull from the TIN system.

PAGES – Number of Pages viewed on the TIN system. This is useful as some users will bookmark a certain page (Homepage, search page, new jobs page, etc. as an entry point).

VISITS – Number of customers who have visited the TIN system.

SITES – Refers to the number of corresponding visits directed to the TIN from another webpage

Kbytes – Reflects the amount of Data being used by the TIN on the DWX sever

Month	Daily Avg				Monthly Totals				
	Hits	Files	Pages	Visits	Sites	Visits	Pages	Files	Hits
May 2016	9240	7289	4526	1519	15,019	45,584	135,790	218,694	277,227
Apr 2016	14,702	11,720	7284	<u>2345</u>	19,678	70,355	218,527	351,625	441,078
Mar 2016	16,851	13,334	8323	2599	21,805	80,594	258,017	413,371	522,386
Feb 2016	15,718	12,592	7976	2386	18,779	69,209	231,325	365,193	455,836
Jan 2016	10,372	8392	5101	1600	14,562	49,608	158,157	260,182	321,554
Dec 2015	5658	4594	2810	888	9661	27,530	87,139	142,429	175,404
Nov 2015	4972	4042	2536	764	8520	22,935	76,091	121,268	149,165
Oct 2015	4079	3348	2058	632	7577	19,612	63,798	103,790	126,474
Sep 2015	3360	2760	1715	532	6745	15,989	51,473	82,829	100,827
Aug 2015	3455	2804	1712	563	7917	17,471	53,080	86,926	107,109
Jul 2015	4555	3703	2240	749	9819	23,240	69,464	114,802	141,218
Jun 2015	5997	4822	2954	982	11,561	29,464	88,646	144,682	179,918
Monthly Totals					151,643	471,591	1,491,507	2,405,791	2,998,196

These figures are broken down into daily and monthly totals with the largest use occurring during the spring hiring season. For example, in April of 2016 the TIN site was serving over 2000 customers daily.

Data Provided

Employers completing the Post a Vacancy form provide information on, Zone – the community college region the school is located in; Grade Level and Subject of the position; Contact Information; and a Category for the position – including Administrative, Special Education, Endorsement Areas and Other Staff (see the Overview for more explanation). Using this information the Contractor provided several raw data tables:

Unique Job Posters Spreadsheet (contains a listing of all postings created by Organization, Zone, Grade Level, Subject/Field, Date Posted, and Contact Information)

All Jobs by Category Spreadsheet (contains Created, Approved, Expired or Filled postings by Zone, Area, or Category)

All Jobs Approved Spreadsheet (contains Approved postings by Organization, Zone, Grade Level, Subject/Field, and Contact Information)

From these data tables, the following summary information is provided.

Placements/User Profiles

Employers have the ability to request that job postings be removed once they have been filled or are no longer required. The TIN coordinator will “Expire” postings after a set number of days if the poster has not requested them to remain open. Even though school system administrators have the ability to inform the TIN coordinator whether jobs were filled or not, many just let them expire therefore, of the total approved jobs, the number of expiring jobs appears high compared to the number of jobs that were filled or closed.

Unique organizations posting jobs – 362

Total approved jobs - 1660

Jobs reported “Filled” – 421

Jobs automatically “Expired” - 1236

A study of ISP (Internet Service Providers) accessing the website showed that approximately 70% of web traffic occurred within the state of Nebraska while 20% came from outside the state. 10% of users had unreadable ISP labels (AOL, Proxy, etc.) and would be assumed to be a mix of in and out of state users.

Unique Organizations by Zone/Number of Approved Postings by Zone

Category – TIN Jobs Posted 7-1-2015 thru 5-27-2016	ZONE	APPROVED	EXPIRED	FILLED
ALL	ALL	1660	1236	421
Non-Catergorized	ALL	0	0	0
Western NE	Zone 1	162	131	41
Mid Plains - NE	Zone 2	172	124	50
Northeast NE	Zone 3	326	222	79
Central NE	Zone 4	572	418	151
Southeast NE	Zone 5	278	210	72
Omaha Metro Area	Zone 6	150	131	28

Cost Saving to Districts using the Teach in Nebraska Service

The Teach in Nebraska website represents a tremendous cost saving tool and service for districts provided by the Nebraska Department of Education. The TIN is a free service open to all approved educational agencies within Nebraska. Comparable services offered by newspapers and national employment board services can easily cost districts hundreds to thousands of dollars for the same service. For example, a single posting in a large metropolitan newspaper can run \$300 - \$500 depending on content while a subscription to a national employment board can cost upwards of \$3000-\$4000 per year. By collecting employment vacancies on a single site, the TIN provides a valuable resource to both employer and job seeker.

Recommendations

The following are recommendations that can assist the Teach in Nebraska website in continuing to grow and provide a high level of customer service in meeting its mission. Some of these are yearly recommendations in addition to new observations.

- Continue to use the Department of Education homepage to direct traffic to the TIN site. Research has shown that a large percentage of job seekers will go to the Department of Education homepage in search of employment and guiding them to the TIN will support a constant flow of job seekers. For the number of visitors redirected to the TIN website from the NDE website, the Chief Information/Technology (CIT) officer of the NDE will be able to provide supporting data.
- Examine the attached list of district users and provide a dual reach out program to both acknowledge the current users and invite those districts not using TIN to access the system. This should be an annual effort and goal.
- Can social media be tied into the TIN system in the form of Twitter or You Tube? As technology continues to evolve it should have a matching or supporting platform for TIN development. Recent NDE surveys have suggested the use of a phone based app of the TIN service. Work with TAESE on a universal app that can be used by TIN customers.
- The percent of expiring jobs is likely the result of jobs being filled via the TIN and/or district personnel but it would be helpful to work with DWX/TAESE on a method of reaching out to districts to measure effectiveness. The goal is to have every job posted reported as filled by the TIN, filled by other methods, or not filled.

Conclusions

The Teach in Nebraska website (www.nebraskaeducationjobs.ne.gov) continues to grow in terms of placement, traffic, and has developed into a primary recruitment tool in the state. The site has sustained yearly growth since its inception and both employers and job seekers provide a positive feedback while providing schools with a cost saving recruitment vehicle. The state continues to upgrade the site to keep it modern and provide a high level of customer service. Use of the site recommendations can enhance the current website but care should be given to maintain a high level of customer engagement and attention on customer feedback.