

# Denver Public Schools: Recruiting & Retaining The Best

DDP EMERGING LEADERS 2005

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DOWNTOWN DENVER  
PARTNERSHIP, INC.  
EST. 1955





# Project Overview

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# Project Objectives

- Identify ways to improve recruitment and retention at DPS
- Engage and expand business community involvement in DPS

# Resources

- **John Hickenlooper**, Mayor, City & County of Denver
- **Michael Bennet**, Superintendent, DPS
- **Andre Pettigrew**, Assistant Superintendent, DPS
- **Les Woodward**, President, DPS Board of Education
- **Nan Baumbusch**, Special Assistant to the Superintendent, DPS
- **Lissette Estepa**, Recruitment and Diversity Coordinator, DPS
- **Brad Jupp**, Teacher Coordinator, ProComp
- **Rick O'Connell**, Former Superintendent, Douglas County Schools
- **Jerry Wartgow**, Past Superintendent, DPS
- **Robin Kane**, Past Executive Director of Human Resources, DPS

# Economic Benefits of Successful Public Schools

- Produces skilled local work force
- Appeals to businesses and recruits outside of Colorado
- Increases economic potential of future customers
- Increases self-sufficiency of population

# Successful Schools Defined by Outstanding Student Academic Achievement

## Goals

- Increased graduation rates
- Continuous improvement on CSAPs

# Recipe for Success

Excellent Student Achievement

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Quality Teachers + Great Principals

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# DPS Today

- 72,500 students
- 4,500 teachers
- 148 principals



# The Business of Recruitment/Retention at DPS

- Human Resources
  - One dedicated staff person
- Recruitment Outreach
  - \$30,000 budget
- Retention Tools
  - Training programs
  - Compensation

# Recruitment and Retention Challenges

- Local, regional, national competition
- New teacher attrition
- Competition with other industries
- Work environment

# Key Findings

- Human resources
- Communications
- Professional development
- Work environment
- Community involvement



# Human Resources

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# Enhance Technology

- Eliminate all paper forms
- Automate all internal processes
  - Internal transfers
  - Benefits
  - Retirement
  - Workers Compensation
- Define and enforce deadlines for transfers and retirements

# Effective Recruiting

- Gallup
  - TeacherInsight Interviews
  - Discover Your Strengths

# Additional Benefits

- High Need
  - J-1 visas
  - Alternative licensing
- Language Institute Teacher Exchange



# Communications & Outreach

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# Image & Branding

- Create fresh image for DPS
- New logo and tag line

# DPS Website - Recruiting

- List job openings
- Information about hiring process
- Online applications
- Information about benefits & incentives - PROCOMP
- Links to information about schools
- “Meet the principals” link
- Denver / Colorado links

# DPS Website - Retention

- Sample lesson plans
- Bulletin board for information sharing
- Links to information on certification & professional development
- Online forums
- Automated equipment scheduling
- Access to Gallup Resources



Enhancing  
Teacher & Principal  
Retention

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# Retention Factors

- Teacher/principal professional development opportunities
- Compensation
- Work environment
- Teacher preparation programs
- Community involvement

# Professional Development

- Genessee Ropes Program
- Courage to Teach Retreat
- Professional Development Institute

# Improving Teachers' Work Environment

- Adopt-a-School Program
- Pro Comp



# Business Community Involvement



# How Can We Help?

- Professional development
- Brand/Image enhancement
- Website development
- Work environment enhancement

# Immediate Opportunities

- Gift of services
- Adopt-a-School Program
- Professional development training
- Vote YES on 3A

# Follow the Leaders

- Sage Hospitality Resources
  - 30 recruits for 60 room-nights
- Denver Parks & Recreation Department
  - Reduced rates for ropes course

# How to Participate

## Businesses Unified for DPS (BUDs)

- Emerging Leaders Program
- Downtown Denver Partnership
- Denver Metro Chamber of Commerce
- DPS Foundation
- Denver City Council

*“The foundation of every state is the education of its youth.”*

- Diogenes Laertius

