



HOW TO RECRUIT A QUALITY SLP



THINK LONG TERM

The primary action administrators take when they have a vacancy? Hire someone who is a good fit for the program and wants the job today. And then, when that someone moves on in a year or two, you do it all over again. Administrators who think long term, though, understand that some positions require a strategic investment of time. Sure, nurturing the interests and education of someone local can take years to pay off in a highly qualified provider. However, those are years that will pass without needing to fill the position again. The biggest enemy to this strategy? Turn-over of administrators. Long term commitment needs to start at the top.

KNOW YOUR PROGRAM'S SHORTCOMINGS

High caseloads? Demanding community? No money for professional development? The best administrators know the concerns about their program intimately. They also know that reputations spread. Applicants may not point out your program's flaws in the interview, but be assured that they are thinking of them. Bring up your solutions when you're recruiting and don't shy away from discussing complaints. Spend time illustrating your commitment to solutions.



DON'T JUST TALK ABOUT THE SALARY

How much money your new recruit is going to make while working for you is certainly an important topic. It just isn't the only topic. Talk about opportunities within your district to do research, to share information, to collaborate, to problem-solve, to work autonomously. Take the time to share with them how they'll be able to grow and shine and truly make a difference in the lives of kids.

CULTURE TRUMPS EVERYTHING

While most districts try to lure staff with similar-looking benefits and salary scales, the smart programs also highlight the great staff they already have in place. Offer your serious candidates the opportunity to have lunch with your best specialists, time with a potential CF supervisor, or the chance to sit in on a district professional development event with future colleagues. We make decisions about our work environment based in part on how we're made to feel. And no benefit package sounds as good as a healthy culture feels.

