



Mobile County
PUBLIC SCHOOLS

TEACHER RECRUITMENT FAIR

NSPRA Gold Medallion Entry
Special Communication Project/Campaign
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Mobile County Public Schools
1 Magnum Pass, Mobile, AL 36618
Public school district
54,000 students
Communication staff: 9

Synopsis



As Alabama's largest school district, Mobile County Public Schools serves 54,000 students and employs 7,200 teachers and support personnel. MCPSS, like schools across the state and country, is facing a teacher shortage. More teachers are leaving the profession, and fewer teachers are graduating from colleges of education. Schools that once had dozens of candidates interviewing for one job are now scrambling to fill positions.

Schools have just two months during the summer to do their hiring, and they compete with private and neighboring schools to find candidates. The hiring process is cumbersome, requiring background checks, certification verification, and drug testing.

Recognizing that staffing schools for the 2022-23 school year was going to be a challenge, Superintendent Chresal D. Threadgill formed a committee and tasked its members to take an innovative approach to attracting teachers and other school employees to come to MCPSS. From that challenge, the first-ever MCPSS Teacher Recruitment Fair was born.

Goal 2 of the MCPSS Strategic Plan is to: Recruit, develop, and retain highly effective leaders, teachers, and staff to support the purpose and goals of Mobile County Public Schools.

Research

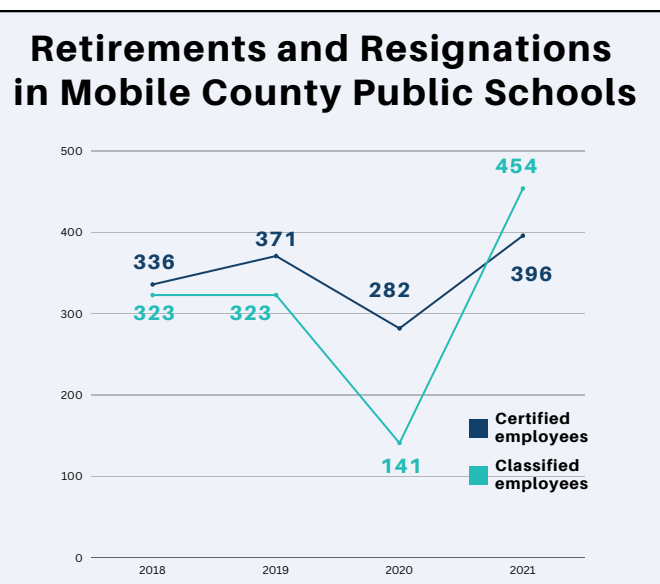
The MCPSS Division of Human Resources tracks employment data, including the number of retirements and resignations as well as the number of positions that must be filled annually due to transfers or vacancies (primary, formal, quantitative research). From 2018 to 2021:

- The number of retirements and resignations rose from 659 to 850.
- The number of positions needing to be filled increased from 1,396 to 1,701.

Based on that data, HR administrators predicted that MCPSS would have at least 900 retirements and resignations in 2022 and at least 1,800 positions to fill due to transfers or vacancies.

The division also tracks trends in higher education (secondary, formal, quantitative data):

- According to the Pew Research Center, 85,057 people earned bachelor's degrees in education in 2019-20, down 19 percent from 2000-01.
- In Alabama, the number of graduates from colleges of education declined 26 percent over 18 years, according to the Alabama Commission on the Evaluation of Services. Only 1,817 people earned bachelor's degrees in education in 2020.



MCPSS leaders conducted focus groups in the winter of 2022 with principals for input on recruiting and retention efforts (primary, informal, qualitative research). Principals expressed concern over the fact that a growing number of employees were announcing plans to leave. They expressed a need for the district to make it easier for them to find candidates and to complete the hiring process.

Human Resources representatives attend dozens of teacher recruitment fairs throughout the state and region annually (primary, informal, qualitative research) and have studied the best-practices of teacher recruitment (secondary, formal, qualitative research). For example, according to Education Week, some of the best strategies include paying a competitive salary and utilizing principals to interview candidates instead of the HR department.

Using this information, MCPSS decided to host its own Teacher Recruitment Fair in the spring of 2022. MCPSS could attract top-notch candidates to a one-stop event, where potential employees could interview with any of the 90 principals, receive job offers, and complete the hiring process on-site.

Goal & SMART Objectives

The Teacher Recruitment Fair Committee set a goal: **To host the first-ever MCPSS Teacher Recruitment Fair to attract and hire teachers and support personnel.**

Objective 1: Attract at least 200 participants to attend the MCPSS Teacher Recruitment Fair before the last day of school.

Objective 2: Hire at least 75 new employees for teaching and support positions at the Teacher Recruitment Fair.

Objective 3: Research, establish, and publicize a teacher pay incentive prior to the fair.

Planning

Impact Analysis

The current teacher shortage is negatively impacting student achievement locally and nationwide. Too many schools are having difficulty finding qualified teachers, according to the Southern Regional Education Board. Every year for at least a decade, according to SREB, Alabama has had shortages particularly in the subject areas of special education, math, science, and foreign language. Teacher shortages “can put an entire society at risk,” wrote Nicole Smith, the chief economist and research professor at the Georgetown University Center on Education and the Workforce, during an SREB online forum.

Identified Issues, Problems and Needs

According to the U.S. Department of Education, teacher shortages disproportionately impact students of color, students from low-income backgrounds, students with disabilities, and students from rural communities. MCPSS is a high-poverty district serving inner-city as well as rural communities. Eight MCPSS schools are on the state's "failing schools" list, and each of those is considered a "hard-to-staff" school. Those schools in particular need assistance in finding teachers.

The teacher shortage goes beyond Mobile County. All schools and all districts are competing to hire a shrinking number of applicants. Therefore, MCPSS must differentiate itself to attract and hire candidates.

In addition to the teacher shortage, MCPSS also has a shortage of support personnel, including bus drivers, Child Nutrition workers, custodians, and more.

Strategies

Knowing that the MCPSS Teacher Recruitment Fair would only be successful if it attracted enough attendees that, in turn, would be hired, the committee set the following strategies to accomplish its SMART objectives:

Objective 1: Attract at least 200 participants to attend the MCPSS Teacher Recruitment Fair before the last day of school.

- Strategy: Plan and host a fair within budget that creates excitement about living and working in Mobile County.
- Strategy: Promote the MCPSS Teacher Recruitment Fair to potential attendees.
- Target audience: Candidates for teaching and support positions, including new graduates from local and regional colleges of education and retired teachers.

Objective 2: Hire at least 75 new employees for teaching and support positions at the Teacher Recruitment Fair.

- Strategy: Highlight all 90 MCPSS schools and divisions at the fair.
- Strategy: Streamline the hiring process by setting up a Human Resources area at the fair.
- Target audience: Candidates for teaching and support positions attending the fair.

Objective 3: Research, establish, and publicize a teacher pay incentive prior to the fair.

- Strategy: Designate funds to provide some type of financial incentive to teach in MCPSS.
- Strategy: Promote the incentive via targeted advertising.
- Target audience: New graduates with teaching degrees; retired teachers.

Roles & Responsibilities

The Teacher Recruitment Fair Committee was chaired by Coordinator of Transformational Improvement Dr. Monica Motley; and co-chaired by Director of Communication Rena Philips and Special Projects Liaison Joy McGough.

Roles & Responsibilities were as follows:

- Dr. Monica Motley - Oversee the planning and implementation of the Teacher Recruitment Fair. Host regular meetings with the committee to set goals and objectives, assign tasks, get progress reports, and elicit feedback. Provide updates to Superintendent Threadgill.
- Rena Philips - Secure venue. Oversee marketing and publicity efforts. Work with a firm on targeted online advertising campaign.
- Joy McGough - Oversee the logistics of hosting the Fair. Keep the committee informed and on-task. Conduct surveys of participants.

The committee had 16 members, including representatives from various MCPSS divisions, four principals, and two teachers. It divided into four subcommittees with these tasks:

Marketing and Registration: *Principal Andrea Dennis, Principal Antonio Williams, Principal Lisa Williams, HR Administrator Krystal Smith, and Rena Philips*

- Develop list of contacts at regional colleges and utilize mailing lists to promote fair.
- Establish and update TRF website.
- Create signage and program for event.

Booths, Setup, and Logistics Subcommittee: *Director of Instructional Technology Michele Collier, Director of Federal Programs Belinda Roberts, Chief Financial Officer Lori Zirlott, and Joy McGough*

- Create a map of venue and assign booths.
- Work with community partners, schools and divisions to set up booths.
- Write expectations for booths to ensure that they align with the district's key messages.
- Help schools and divisions set up their booths, making sure each has electricity, internet, and supplies.

Participant Experience: *Teacher Laurin Tew, Teacher David Dai, HR Administrator Alan Dailey, and Principal Tim Dollar*

- Invite student ambassadors to assist with TRF.
- Identify and invite MCPSS teachers to share with candidates what it's like working for MCPSS.
- Set up and operate registration table.
- Assemble goody bags.

Local Flavor of Mobile and MCPSS: *Community Engagement Specialist Sally Ericson and Transportation Route Supervisor Sonja McLeod*

- Invite school groups to perform.
- Determine whether food can be served (something representing Mobile).
- Create a Mardi Gras theme to promote life in Mobile.



Communication Vehicles

To target potential teachers and support personnel, MCPSS utilized these communication vehicles:

- Fliers
- Postcards
- Online targeted ads
- TRF website
- Videos
- Local media
- Internal emails
- Facebook event page
- Surveys
- Personal communication (at the fair)
- Program

Budget - \$50,000

The district spent \$48,671 as follows:

- \$22,995 for tables, chairs, tablecloths, skirting, pipe and draping, WiFi, electricity, and audio-visual equipment.
- \$3,324 for refreshments for staff and attendees.
- \$8,250 for targeted online advertising.
- \$1,196 for reusable banners and signage
- \$3,390 for promotional materials/gift bags
- \$9,516 for printing, name badges, and supplies.

The City of Mobile waived the rental fee on the Convention Center, which helped tremendously.

In-house, MCPSS dedicated an estimated 640 man hours planning the event, 888 setting up, and 2,250 on the day of the fair.

Implementation

Timeline

March 17: First meeting of Teacher Recruitment Committee. Set goal and objectives. SWOT Analysis. Assigned subcommittees.

March 21-April 7: Contacted Convention Center about available dates. Requested fee waiver from city. Set location and date.

March 28: Met with Superintendent and secured funds to offer \$5,000 signing bonus for those attending the fair who agreed to teach in hard-to-staff schools.

March 29- April 15: Contacted colleges of education.

March 29-April 8: Created promotional materials.

April 7: Committee meeting. Launched TRF website.

April 9-30: First digital advertising campaign.

April 27: Committee meeting. Mapped out booth placement. Ordered goody bags for participants.

May 1: Sent principals and departments detailed information about setting up booths. Created and ordered signage.

May 4: Committee meeting. Launched Facebook event page. Recruited award-winning teachers and student ambassadors. Finalized program and ordered 500 copies from print shop.

May 10: Committee meeting at Convention Center to finalize venue details. News release to local media.

May 11-25: Second digital advertising campaign.

May 19: Committee meeting.

May 24: Set-up at Convention Center.

May 25: Teacher Recruitment Fair, 10 a.m. – 6 p.m.

May 26: Survey participants, principals.

Key Messages

The committee conducted a SWOT analysis and salary research to determine key messages:

- The recruitment fair would be a one-stop-shop for employment.
- MCPSS is diverse and has a mixture of rural, urban, and suburban schools.
- The starting salary here is higher than the national average for teachers, and we were offering incentives.
- The Gulf Coast is a great place to live, with beaches, Mardi Gras, and seafood.

COME LIVE,



WORK,



**AND ENJOY
LIFE IN
MOBILE COUNTY**



Tactics

With these key messages, the following tactics were implemented:

1. Create promotional materials to encourage potential employees to attend the Teacher Recruitment Fair, including a flier, postcard, Facebook event, video, and website with registration link.
2. Write a news release and encourage local media to promote the fair.
3. Share information about the fair with graduates of 78 regional colleges of education. Committee members called college officials and asked them to help promote the fact that MCPSS wanted to hire their graduates. The committee emailed fliers to the colleges' Class of 2022.
4. Buy targeted ads to reach recent graduates as well as internet users who had recently searched for teaching jobs in regional metro areas.
5. Invite retired educators by speaking at a Mobile County Retired Teachers Association meeting and sending postcards to retirees in Alabama, Mississippi, and Louisiana.
6. Have award-winning teachers and students at the fair to talk about how great MCPSS is.

MCPSS Starting Salary:
\$43,358
National Average: \$41,770

Teacher Recruitment Fair
May 25, 2022 | 10 a.m. - 6 p.m. | Mobile Convention Center



MCPSS will cover up to **\$3,000** to relocate (100+ miles)

Signing bonuses for new hires: **\$3,000-\$5,000-** over two years.

Interview with principals and leave with a job offer in hand.

Evaluation

Evidence

Objective 1: Attract at least 200 participants to attend the MCPSS Teacher Recruitment Fair before the last day of school.

- Evidence: Held on May 25 at the Mobile Convention Center, the fair had 463 participants. Targeted online ads received 173,401 impressions and a 12-percent click-through rate. Three TV stations publicized the fair, reaching 590,298 viewers (publicity value of \$43,164). Seventy-seven percent of participants surveyed gave MCPSS five stars as a place to work, while 23 percent gave the district four stars.
- Evaluation: Attendee sign-ins and post-event survey; advertising analytics; TVeyes.

Objective 2: Hire at least 75 new employees for teaching and support positions at the Teacher Recruitment Fair.

- Evidence: Ninety-three individuals signed employment contracts on-site. An HR area allowed for interviews, background checks, drug testing, and more. Eighty-seven percent of attendees gave the fair's organization the highest rating - five stars. Forty-two percent received a job offer that day, while 30 percent said they expected to receive one soon.
- Evaluation: Human Resources records; attendee survey.

Objective 3: Research, establish and publicize a teacher pay incentive prior to the fair.

- Evidence: MCPSS established a \$5,000 bonus for teachers agreeing to work in hard-to-staff schools. Only 10 teachers got the bonus, but online ads featuring the bonus resulted in 600 job applications.
- Evaluation: HR records; advertising analytics

"The job fair was PHENOMENAL! The best of its kind. Everything was so organized and well planned. All you had to do was show up and employment was possible!"
-Participant Post-Event Survey

"I absolutely loved everything about the Teacher Recruitment Fair. I had 40 schools that I was interested in. I ended up giving out 34 resumes' and interviewing with 7 schools on the spot. I was unofficially offered positions at 3 schools and 1 official offer. By the end of the day, I left with a full-time position at one of the best schools! I would definitely recommend this process in the future."

-Participant Post-Event Survey

Lessons Learned

Though some principals were reluctant to leave their schools for an entire day, 92 percent agreed in a post-event survey that the fair was worthwhile. They suggested that the fair be earlier in the spring, its hours be shortened, and the name be changed to indicate that the district is hiring more than just teachers.

Next Steps

As this award application is being evaluated, MCPSS is in the process of planning the second fair. It will be held a few weeks earlier, on May 9. It will last from noon until 6 p.m. And it has been renamed the MCPSS Career Fair. We are replicating many of the marketing and publicity efforts to reach greater objectives - to attract at least 500 participants and to hire 150.

The MCPSS Teacher Recruitment Fair can be duplicated by other school districts, and we would be happy to share our plan with anyone who is interested. The keys to hosting a successful recruiting fair, we learned, include:

- Forming a representative committee of employees willing to put in extra hours.
- Investing in publicizing the event.
- Making sure principals are fully on board and ready to hire.
- Having an HR area to complete the hiring process, including background checks and drug tests.

"This was a great job fair. Everyone was so kind and welcoming."
-Participant Post-Event Survey

Support Materials



Mobile County
PUBLIC SCHOOLS

TEACHER RECRUITMENT FAIR

5.25.22

Also hiring bus drivers, Child Nutrition Program workers, paraprofessionals, and custodians.

Signing Bonuses up to **\$5,000***

Register now for VIP benefits and to attend the Mobile County Public Schools Teacher Recruitment Fair, where we have the right job for YOU.

We have large schools and small schools; rural schools, urban schools and suburban schools; innovative schools with top-notch leaders; and many state- and national-award-winning schools. Plus, Mobile County is home to beautiful white-sand beaches and America's first Mardi Gras.

At the Teacher Recruitment Fair, you will be able to interview with school principals, meet some of our amazing teachers, and work with Human Resources to sign contracts on the spot.

*Newly hired teachers will receive a \$3,000 bonus over two years; teachers of certain subjects and/or who work at specified schools will receive a \$5,000 bonus over two years. For more information, visit: careers.mcpss.com.

MCPSS Starting Salary:
\$43,358
National Average: \$41,770

Up to \$3,000*
to Relocate

Mobile Convention Center

May 25, 2022 | 10 a.m. - 6 p.m.

Register: careers.mcpss.com

COME LIVE,

WORK,

AND ENJOY LIFE IN MOBILE COUNTY.

This flier was sent to 78 regional colleges of education to share with their December and May graduates.

Support Materials



Mobile County PUBLIC SCHOOLS

RETIREd TEACHERS:
JOIN #TEAMMCPSS

Teacher Recruitment Fair
May 25, 2022 | 10 a.m. - 6 p.m. | Mobile Convention Center

MCPSS will cover up to **\$3,000** to relocate (100+ miles)

Signing bonuses for new hires: **\$3,000-\$5,000-** over two years.

Interview with principals and leave with a job offer in hand.

Are you: A retired teacher considering re-entry into the Alabama teaching profession? A retired teacher from a state other than Alabama who is considering a second teaching career in Alabama? A teacher who is close to retirement, in a state other than Alabama, and considering teaching in Alabama?

We will have representatives on-site to answer any questions related to your specific situation.

CAREERS.MCPSS.COM

This postcard was sent to retired teachers living in Alabama, Mississippi and Louisiana, whose addresses we purchased from AmeriList.



Mobile County PUBLIC SCHOOLS

TEACHER RECRUITMENT FAIR
5.25.22

25

WEDNESDAY, MAY 25, 2022 AT 10 AM - 6 PM

MCPSS Teacher Recruitment Fair
Mobile Convention Center

About Discussion

Going

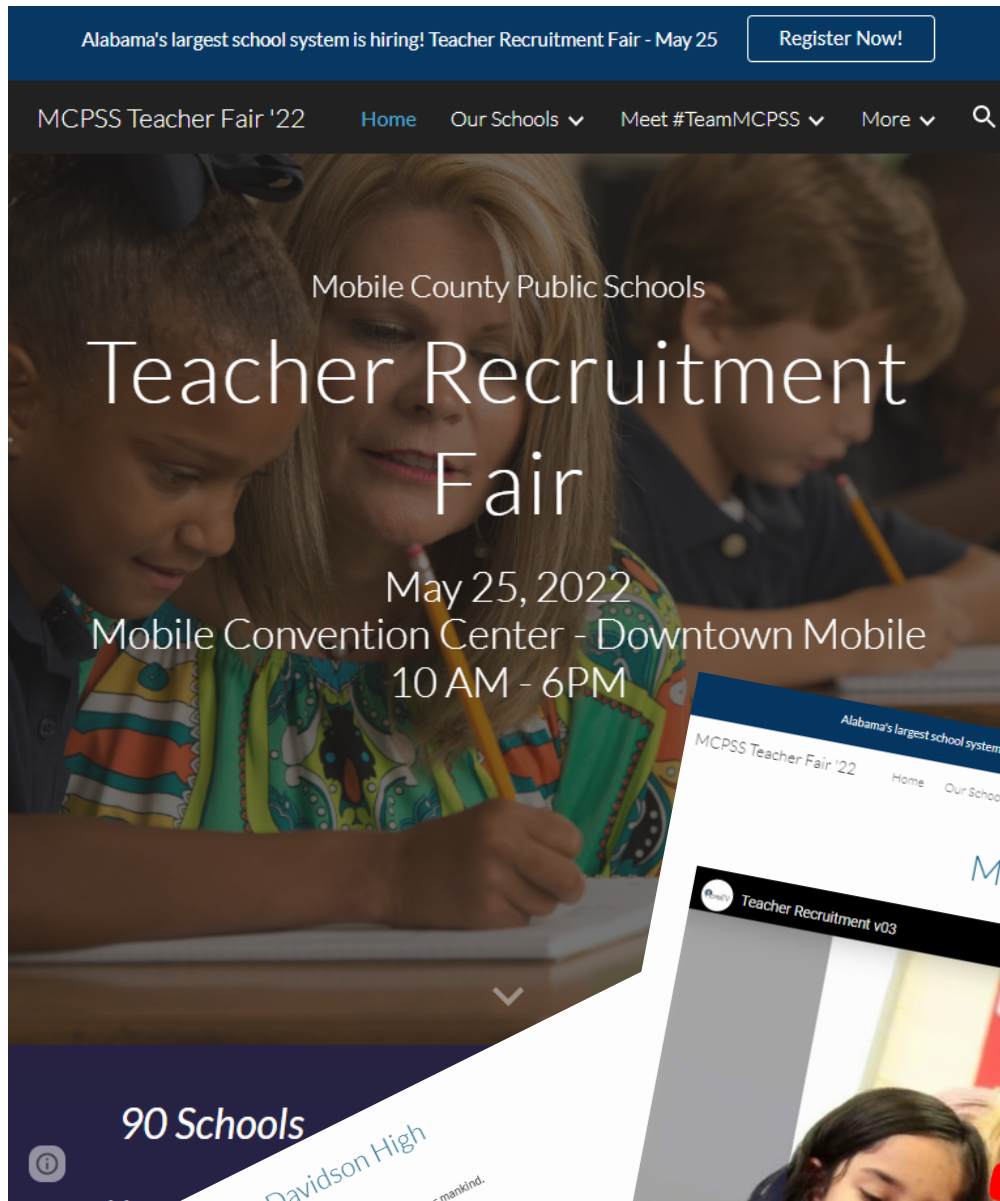
Details

- 176 people responded
- Event by Mobile County Public Schools
- Mobile Convention Center
- Duration: 8 hr
- Public - Anyone on or off Facebook

Map showing location at Mobile Convention Center, near Bankhead Turnpike and George C. Wallace Blvd.

This Facebook event page advertised the date, time, and location of the Teacher Recruitment Fair, and received 22,000 pageviews.

Support Materials



careers.mcpss.com was created solely for the Teacher Recruitment Fair. It contained information about the fair and Mobile County Public Schools in general. It included a registration link, a link to the MCPSS HR Division, videos introducing visitors to our teachers and students, and a page introducing each of our 90 schools.



Learning Today.
Leading Tomorrow.
Live, Work, and Enjoy Life - in Mobile County!

Support Materials

Here is a sample of signage from the event. The signs up top gave participants directions on where to go. The signs below are some of the 7-foot vertical signs we designed to be reused at future MCPSS events.




Mobile County
PUBLIC SCHOOLS




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Support Materials



Support Materials



Support Materials



Mobile County Public Schools

May 24, 2022 · 🌐



We are ready for our Teacher Recruitment Fair! Come to the Mobile Convention Center Wednesday between 10 a.m. and 6 p.m. to meet with our schools and to find the right job for you. #TeamMCPSS is hiring teachers, paraprofessionals, bus drivers, mechanics, Child Nutrition workers, custodians and more.



👍❤️ 146

13 comments 82 shar

Support Materials

All three local television stations, WKRG-5, Fox-10, and NBC-15, promoted and covered the event. Here are samples of the publicity received.



NEWS WKRG 5

SIGN UP 70° MOBILE

News Weather Sports Special Reports Community More Search

MOBILE COUNTY

Mobile County Public School System in need of teachers

by: [Nicolette Schleisman](#)
 Posted: May 20, 2022 / 05:42 PM CDT
 Updated: May 20, 2022 / 05:42 PM CDT

MCPSS

SHARE

MOBILE COUNTY, Ala. (WKRG) — While the school year is winding down, the Mobile County Public School System is already preparing for next year, and they expect to need more teachers for the upcoming school year.

The Mobile County Public School system says they will likely have hundreds of openings by this summer.

“There’s no other profession that you can make such a lasting impact on in the lives of individuals,” said Rena Philips, the MCPSS spokesperson.

3-DAY FORECAST

WED	THU	FRI
74°	77°	80°
56°	64°	68°
0%	0%	10%
Mostly Clear	Partly Cloudy	Partly Cloudy

Support Materials



MOBILE COUNTY
Community Events

ARTS/CULTURE MUSIC OUTDOOR GENERAL SPORTS HEALTH/WELLNESS

SUBMIT EVENT

MCPSS TEACHER RECRUITMENT FAIR

May 25th, 2022 10:00 AM-6:00 PM



Come live, work, and enjoy life in Mobile County. Mobile County Public Schools is hiring teachers, bus drivers, Child Nutrition Program workers, paraprofessionals, custodians and more. Join them Wednesday, May 25, 2022, from 10 a.m. to 6 p.m. at the Mobile Convention Center for the MCPSS Teacher Recruitment Fair. Principals from all 90 schools will be there to answer your questions and to conduct interviews. Plus, representatives from the MCPSS Human Resources Department will be there to offer some employment contracts on the spot. Newly hired teachers may receive a \$3,000 signing bonus over two years, teachers of certain subjects and/or who work at specified schools may receive a \$5,000 bonus over two years. MCPSS will cover up to \$3,000 to relocate (100 miles or more). For more information, visit <https://careers.mcpss.com/>

+ Add to my Calendar ▾

Support Materials

The Office of Communication designed this program and had 500 printed for the Teacher Recruitment Fair. The program included a letter from Superintendent Chresal D. Threadgill, information about the school system, a map of the booths at the fair, and information about each of the 90 schools.

 **Mobile County**
PUBLIC SCHOOLS

**TEACHER
RECRUITMENT
FAIR
2022**

**JOIN
#TEAMMCPSS
TODAY!**
careers.mcpss.com

**WEDNESDAY,
MAY 25**

MOBILE CONVENTION CENTER
DOWNTOWN MOBILE, ALABAMA

COME LIVE, WORK, AND ENJOY LIFE IN MOBILE COUNTY

LEARN ABOUT OUR SCHOOLS
INTERVIEW WITH PRINCIPALS
MEET WITH HUMAN RESOURCES & BENEFITS COUNSELORS
SOME CONTRACTS MAY BE SIGNED ON THE SPOT

Support Materials

FROM THE SUPERINTENDENT

Mr. Chresal D. Threadgill



Welcome to Mobile!

As Superintendent of Mobile County Public Schools, I am delighted that you are here, at our first in-person Teacher Recruitment Fair. It is my hope that you will meet with representatives of multiple schools, and that you will find your role as part of #TeamMCPSS. In particular we are looking for teachers, paraprofessionals, bus drivers, mechanics, custodians, child nutrition workers, and others who will support our efforts daily to provide the best educational opportunities possible for our children.

MCPSS is a wonderful place to work. I know that because after graduating from LeFlore High School and working in several other cities and towns, I came home to Mobile to serve as Chief of Staff and then Superintendent of the best school district in Alabama.

In MCPSS, we recognize the challenges of educating all children, from pre-kindergarten through graduation. And we welcome those challenges with the most innovating and caring faculty and staff you will find anywhere. Our schools have won state and national awards. Our teachers and principals are top-notch. Our Central Office is here to provide support. Our students are simply the best.

As Alabama's largest school system, we are able to provide our students and staff with academic, extra-curricular and professional development and advancement opportunities not available elsewhere.

Mobile County is a great place to live. As home to America's first Mardi Gras, there is always something entertaining to do. We have delicious seafood and beautiful beaches. The people are friendly. Mobile has a much lower cost-of-living than most cities our size. Residents have access to excellent health care options, several colleges and universities, waterfront parks and activities, and more.

At Mobile County Public Schools, we take great pride in our community as well as in nurturing tomorrow's leaders and achievers. We truly love what we do.

I invite you to be a part of #TeamMCPSS.

Support Materials



About Mobile County Public Schools

The purpose of Mobile County Public Schools is to equip and empower college and career ready graduates.

53,237 students

90 schools

7,200 employees

88% four-year, on-time graduation rate

\$675 million budget

14 National Blue Ribbon Schools

12 Signature Academies

\$113 million in college scholarships

9,628 career credentials earned

72 Alabama First Class Pre-K units

Highlights of the 2021-22 school year:

- We were able to provide a laptop for every student to use at school or at home through our 1:1 Initiative.
- Although we experienced high COVID-19 numbers in Mobile County for much of the fall and winter, our schools remained open for the vast majority of the school year. We only closed for four days due to COVID-19 cases. I would like to personally thank our employees for achieving this amazing feat!
- We made use of a federal grant again this year to continue providing all students with a healthy breakfast and lunch every school day, free of charge.
- We opened Barton Academy for Advanced World Studies in downtown Mobile.
- We expanded the MCPSS Academy of Virtual Learning to serve students in grades K-12.
- We celebrated 14 MCPSS teachers earning the title of National Board Certified Teacher, bringing us to a total of 90.
- Spencer-Westlawn Elementary School was named a CLAS School of Distinction, one of only 30 schools selected statewide this year.
- The Alabama State Department of Education selected MCPSS teachers Kelly Parker and William Edmonds as two of the Top 16 teachers in the state, and named Edmonds as Alabama's Secondary Teacher of the Year.
- We commended our high schools as they worked hard to increase graduation rates and students' college and career readiness. This year, despite learning losses from COVID-19, graduation rates and college and career readiness rates held strong.
- As scholarship offers are still coming in, our Class of 2022 has already received tens of millions of dollars in college scholarships.
- We cheered as Vigor High School won the state 4A football championship, as Alma Bryant High School won the state archery championship, and as the Semmes Middle School cheerleaders won a national championship. We celebrated Baker's state championship Hi-Q team and Davidson's South's BEST Robotics championship.

Support Materials



Mobile County
PUBLIC SCHOOLS

TEACHER RECRUITMENT FAIR 5.25.22 MOBILE CONVENTION CENTER BOOTH MAP

THINGS TO DO at the Teacher Recruitment Fair:

- Check in at the Welcome/Registration Desk.
- Learn more about our schools by visiting the elementary and middle schools in Section B/the Ballroom; the high schools in Section A/Upper Concourse; the special schools in Section B/Ballroom; and/or support personnel in Section C/Pre-Function Area.
- Meet with Human Resources about job openings and benefits.
- Apply for a job.
- Learn more about living in Mobile County by visiting with our partners in Section C.
- Have your professional portrait made.
- Tour downtown Mobile on our trolley.

Section C Pre-Function Area Mobile County Public Schools' Divisions, and Community Info

- C1 Special Services
- C2 Special Services Pre-K
- C3 Instructional Technology
- C4 Federal Programs
- C5 Teaching, Learning and Assessment
- C6 Facilities
- C7 Custodial Program
- C8 Child Nutrition Program
- C9 Transportation
- C10 Mobile Chamber
- C11 Mobile Area Association of Realtors
- Visit Mobile

C1 C2

C3 C6

C4 C7

C5 C8

C9

Restrooms C10
Professional Photos

C11

Human Resources' Room

Registration Trolley Tours

A9 A10 A11 A12 A13 A14 A15 A16

A8 A7 A6 A5 A4 A3 A2 A1

Guest Refreshments and Seating

Section A | Upper Concourse

Registration, Human Resources, High Schools and Career Tech Centers

A1 Baker | A2 Blount | A3 Bryant | A4 Bryant CTC
A6 Citronelle | A7 Citronelle CTC | A8 Davidson | A9 Faulkner CTC | A10 LeFlore
A11 Montgomery | A12 Murphy | A13 Rain | A14 Theodore | A15 Vigor | A16 Williamson

Support Materials



Section B | Ballroom Elementary, Middle and Special Schools

B34 Meet MCPSS Teachers

- B1 Alba Middle | B2 Barton Academy
- B3 Burns Middle | B4 Calloway-Smith Middle
- B5 Causey Middle | B6 Chastang K-8
- B7 Clark-Shaw Magnet | B8 Denton Magnet
- B9 Dunbar Magnet | B10 Grand Bay Middle
- B11 Hankins Middle | B12 Lott Middle
- B13 Mobile Co. Trng. Middle
- B14 North Mobile K-8
- B15 Phillips Preparatory | B16 Pillans Middle
- B17 Scarborough Middle | B18 Semmes Middle
- B19 Washington Middle

- B20 Will Elementary
- B21 Wilmer Elementary | B22 Just 4
- B23 Callahan School for the Deaf & Blind
- B24 Evans School
- B25 Pathway Elementary | B26 Pathway Middle
- B27 Allentown Elementary
- B28 Austin Elementary | B29 Booth Elementary
- B30 Breitling Elementary
- B31 Burroughs Elementary
- B32 Calcedeaver Elementary
- B33 Castlen Elementary
- B35 Collier Elementary
- B36 Collins-Rhodes Elementary
- B37 Council Traditional
- B38 Craighead Elementary
- B39 Dauphin Island Elementary
- B40 Davis Elementary | B41 Dawes Intermediate
- B42 Dickson Elementary | B43 Dixon Elementary
- B44 Dodge Elementary
- B45 Eichold-Mertz School of Math, Science and Technology
- B46 Fonde Elementary
- B47 Forest Hill Elementary
- B48 Gilliard Elementary | B49 Grant Elementary
- B50 Griggs Elementary | B51 Hall Elementary
- B52 Haskew Elementary
- B53 Hollingers Island Elementary
- B54 Holloway Elementary
- B55 Howard Elementary
- B56 Hutchens Elementary
- B57 Indian Springs Elementary
- B58 Leinkauf Elementary
- B59 Maryvale Elementary
- B60 McDavid-Jones Elementary
- B61 Meadowlake Elementary
- B62 Morningside Elementary
- B63 O'Rourke Elementary
- B64 Old Shell Road Magnet
- B65 Orchard Elementary B66 Robbins Elementary
- B67 Semmes Elementary
- B68 Shepard Elementary
- B69 Spencer-Westlawn Elementary
- B70 St. Elmo Elementary
- B71 Tanner Williams Elementary
- B72 Taylor-White Elementary
- B73 Turner Elementary
- B74 Whitley Elementary

B17	B18	B19	B20	B21	B22	B23	B24	B25	B26
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B16	B74	B59	B58	B43	B42	B27
B15	B73	B60	B57	B44	B41	B28
	B72	B61	B56	B45	B40	B29
B14	B71	B62	B55	B46	B39	B30
B13	B70	B63	B54	B47	B38	B31
	B69	B64	B53	B48	B37	B32
B12	B68	B65	B52	B49	B36	B33
B11	B67	B66	B51	B50	B35	B34

B10	B9	B8	B7	B6	B5	B4	B3	B2	B1
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Support Materials

ABOUT OUR SCHOOLS: Elementary

Allentown Elementary

Creating A Brighter Tomorrow For Children Today



Address: 10330 Howells Ferry Road, Semmes, Alabama 36575
 Phone: (251) 221-1000
 Website: allentowngators.com
 Principal: Ashtiny Roberts, acroberts@mcpss.com
 Number of students: 761

Booth
B27

About us: Allentown Elementary values the parent-school-community partnership. In 2019, we began utilizing the six pillars of character to develop a sense of family among all students and staff. This was accomplished by creating our Gator House System. This system helps each student develop a sense of inclusivity while providing adult mentors and supportive peers across every grade level. The Gator House System encourages student achievement and engagement by fostering a safe, nurturing environment, where students can thrive and build relationships throughout their elementary experience. At Allentown, we truly are Six Houses, One Family!

We believe education is the collective responsibility of students, staff, parents, and community. Through professional collaboration, we set high expectations that lead to high achievement and promotes lifelong learning between students and staff. We are a supportive family, committed to providing continuous growth and development throughout the Allentown teaching experience.

Booth Elementary

Always Do Your Best

Address: 17001 Hurricane Blvd, Irvington, AL 36544
 Phone: (251) 824-1740
 Principal: Lisa Williams, lmwilliams2@mcpss.com
 Website: boothelemmcpssal.schoolinsites.com
 Number of students: 415

Booth
B29

About us: The school climate is positive, empowering, and energetic. Students and staff members thrive in this setting. Teachers enjoy their work; and students are happy, productive, and successful. Without fail, visitors remark on the engaging atmosphere at Booth.

Booth Elementary's awards include designation as a National Title I Distinguished School, a National School Change Award School, an Alabama Torchbearer School, a U.S. National Blue Ribbon School, an Alabama CLAS Banner School, and an Alabama High Flyer School.



Breitling Elementary

Shine Bright

Address: 8350 Grand Bay Wilmer Road, Grand Bay, AL 36541
 Phone: (251) 865-0900
 Principal: Amy C. Blake, ablake@mcpss.com
 Website: breitlingelemmcpssal.schoolinsites.com
 Number of students: 534

Booth
B30



About us: Breitling Elementary is special because the staff, students, and parents work together like family. Everyone steps in and supports everyone else. There are very few discipline issues, but when they arise, teachers are supported by both parents and administration. Great community support allows staff to focus on the academics rather than discipline.

Breitling has a very strong PTO that supports the students and staff through various activities. Parents do not hesitate to step in and help in any way they can. The PTO sponsors many activities such as Snack Cart, Santa Shop, Spring Fling, Teacher Appreciation events, and much more. There are not many days of the school year that you do not see at least one PTO member in the halls asking teachers if there is anything they can help with or if anything is needed.

Support Materials

ABOUT OUR SCHOOLS: High Schools



Address: 6201 Swedetown Road, Theodore, AL 36582
 Phone: (251) 221-3351
 Principal: Chip Menton, cmenton@mcpss.com
 Website: theodorebobcats.org
 Number of students: 1,300

Booth
A14

Theodore High

Together We Succeed

About us: Theodore High School was founded in 1920. The school was moved to its new location and building in 1984. Theodore High School is located in the southern section of the county near world-famous Bellingrath Gardens and serves a growing population.

As one of the premier schools in Mobile County Public Schools, our mission is to challenge all students to achieve their greatest potential both academically and socially in order to be successful in all future endeavors. Theodore High School strives to meet the learning needs of the individual student by providing a proper atmosphere for the educational process and by the thorough application of data derived from the evaluation of the student's goals, aspirations, achievements, attitudes, and learning styles.

Theodore High received the College Board award for female diversity in AP Computer Science. We offer dual-enrollment classes for our students through the University of South Alabama and Bishop State Community College.

Vigor High

We Are the School that Spirit Built

Address: 913 North Wilson Ave, Prichard, AL 36610
 Phone: (251) 221-3045
 Principal: Gerald Cunningham, gcunningham@mcpss.com
 Website: vigorhighschool.com
 Number of students: 530

About us: Vigor is truly family-oriented; that's our most unique quality. We are the 2021 4A state football champions. We are the only school in the state of Alabama that has a dual-enrollment Virtual Reality Program with Coastal Alabama Community College. Last but not least, we are accomplishment-driven.

We believe all students can learn, but they learn differently. So we dig deep and discover our students' strengths and weaknesses and teach toward enhancing both. Our faculty works hard together for the betterment of our students daily. No one is above anyone or anything here at Vigor.

Booth
A15



Williamson High

Great Expectations in Pursuit of Excellence

Address: 1567 E. Dublin Street, Mobile AL, 36605
 Phone: (251) 221-3411
 Principal: Kirven Lang, klang@mcpss.com
 Website: williamsonmcpssal.schoolinsites.com
 Number of students: 975

Booth
A16



About us: Williamson is the only 6-12 School in MCPSS. It was named as a CLAS School of Distinction in 2020. The school's Signature Academies of Maritime, Engineering and Entrepreneurship are the focus of our college and career readiness curriculum.

Williamson High is a school where stars are born and champions are made. The school has a rich tradition in athletics, having won numerous state championships in football, basketball, and track & field, and sending 11 former student-athletes to play football professionally.

We believe in the success of every child through mentoring, one-on-one support and team-building. If you want to be a part of a transformational movement to redefine success, then Williamson High is the school for you.

Support Materials

This video was produced by mcpsTV to promote working for Mobile County Public Schools.

<https://youtu.be/i5KOiR4IZfA>



Teacher Recruitment v03

Support Materials

Here are samples of the targeted online ads.



REGISTER NOW  **Mobile County
PUBLIC SCHOOLS** **MAY 25th, 10A-6P**