

Candidate Outreach Guide

1. Start with a candidate list

- Generate your candidate list using the [New Teacher Finder](#). If you experience issues with the New Teacher Finder or aren't finding enough candidates, please submit a ticket to [H.I.R.E. Connections](#) for assistance.

2. Prepare your school and position description

- Draft a [position description](#) that includes the start date, required certification, and teaching responsibilities. If the position is a bilingual position, make sure to include the language of instruction in your posting.
- Include details about your school including the district, neighborhood, and which population the school serves. Remember that teachers in the NTF are new to NYC Public Schools and may need additional background information.
- Posts in the NTF are not tied to budget, so we encourage you to post your anticipated vacancies even if they do not appear in Galaxy yet.

3. Prepare your outreach email

- Your outreach email should include the school and position description from above, as well as instructions for next steps.
- Decide how you want candidates to express interest in the position and whom they should contact. Should they call, email, or choose a slot on your calendar? You may want to use a tool like [Calendly](#) that lets candidates book time with you without the hassle of scheduling.
- Include links to your school's social media. Consult [our resource](#) on marketing your school to candidates using social media.
- Designate a secondary point of contact from your school hiring team.
- Provide a timeline and encourage candidates to reach out by a certain date.

4. Send your outreach email

- If you are emailing several candidates, be sure to enter their addresses in the BCC field.
- If you are planning time away from email, make sure to set an autoresponder that includes an alternative contact for candidates.

5. Schedule interviews and demo lessons

- After candidates express interest in your position, begin the process of learning more about the candidates through interviews and demo lessons.
- Be sure to consult our [Inclusive Teacher Recruitment and Hiring resources](#) to ensure that you are conducting the process equitably.

6. Keep candidates engaged throughout the process

- Be transparent and consistent in your communications with candidates. Remember that your communication will set the tone for the new teacher's employment with NYC Public Schools.
- Let candidates know the timeline for your hiring process and when they can expect to receive updates from you.

Keep in mind that candidates, especially those certified in high need subject areas (Special Education, Math, Science, ENL, World Languages/LOTE, and bilingual subjects), may be receiving a high volume of messages. With a high-quality outreach strategy, you will be more likely to receive responses and engagement from candidates.



Sample Outreach Email

BCC: Candidates

Subject: Court Street School: Special Education position

Dear candidate,

Court Street School has a vacancy for a Special Education/Students with Disabilities teacher for Elementary School (Grades 1-6). Court Street School is located in the Downtown Brooklyn neighborhood.

About Our School

P.S. 65: Court Street School is located at 65 Court Street in Downtown Brooklyn. Court Street School is a safe, nurturing, learning community where students are encouraged to explore ideas independently and cooperatively. Students are supported in becoming bilingual, bi-literate, and bi-cultural in our Dual Language Program.

Through the dedication and collaboration of our teaching staff, the support of our parents, the partnerships we create within the community, our students are prepared and provided with the skills that will make them college and career ready. Court Street School believes that the social emotional curriculum is just as important as the academic and we support our students socially and emotionally through the Responsive Classroom Approach. We believe that planning for success in the future begins today.

As a Teacher in Our School

- Be part of a team that has a collaborative mindset. Our faculty and staff support our students, parents, and school community to be the very best they can be;
- Build a warm, nurturing, and inspiring classroom environment that is Responsive in developing a student's love for learning;
- Support, teach and provide students the skills to become bi-lingual, bi-literate, and bi-cultural;
- Use data to differentiate instruction and reflect on your delivery of instruction to support student academic achievement;
- Develop strong relationships with parents and students.

After reading the brief overview of our school and expectations, would you be interested in scheduling a demonstration lesson and interview to see how your skills can meet the needs of our students?

To be considered for this position, please send your resume and a tailored cover letter to Principal Friedman at principal.friedman@schools.nyc.gov by July 7th.

Best,
Court Street School Hiring Committee