



## ENGAGING THE PRESENT AND FUTURE CCSD TEACHER:

A proactive plan to address our teachers needs and collaborate with Human Resources to effectively market the opportunities in the district.

Charleston > excellence is our standard  
County SCHOOL DISTRICT

Office of Strategy and Communications  
75 Calhoun Street  
Charleston, SC 29401

## GOAL

To proactively engage our current teachers and aggressively communicate incentives and initiatives available to prospective CCSD teachers.

## BACKGROUND

### Internal:

In the Summer of 2017, the Charleston County School District held [Listening Sessions](#) to engage stakeholders about the new District Strategic Plan. These events were geared towards receiving feedback from all stakeholders including the community, parents and teachers.

STUDENTS ARE  
THE HEART  
  
OF OUR WORK!

When speaking with the educators in the district, the administration noticed a common theme. Educators felt detached from the administration and that there was not a concerted effort to make teachers feel valued and recognized.

### External

Teacher morale was just one of problem the District was facing, as the state of South Carolina, along with the rest of the country, was facing a declining teacher market. This would result in [7,300 South Carolina public school teachers not returning](#) for the 2018-2019 academic year.

The district's superintendent and Board of Trustees foresaw this trend and were quick to establish numerous measures and programs to assist in the recruitment of teachers for the coming years.

Some of the measures that were implemented included: the [TeachCharleston](#) program, [Rural Recruitment Initiative](#) and [High Poverty Schools Math and Science](#) Incentives.

## ACTION PLAN

The Office of Strategy and Communications realized the importance of creating a targeted and proactive marketing plan aimed at bridging the gap between teachers and the administration, as well as communicating the initiatives being implemented to combat a potential district-wide teacher shortage.

Internally, the office was concerned with the common teacher complaints which included a irrelevant Employee Discount program and a general lack of recognition for the the work being done in the classroom.

## EMPLOYEE DISCOUNTS

CCSD's previous employee discount plan was housed on the employee Intranet and was not visible. It consisted of discounts that had been copied and pasted off of a public webpage and did not include any unique perks.

The decision was made to start from scratch and create a new and more visible program that leveraged local businesses that would be relevant to our employees. This new platform needed to be more aesthetically pleasing, visible and easier to navigate.

The goal was two fold: provide an incremental discount to our staff, as well as begin to cultivate partnerships within the business community that could be valuable in the future.

### Rollout Phase

The previous program was primarily corporate-based with the exception of the local Parks and Recreation Department, the South Carolina Aquarium and the Children's Museum. These organizations were used as a building block for the new website.

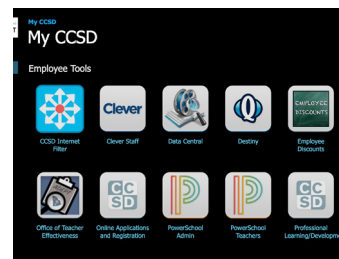
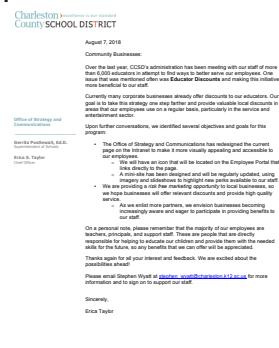
Soliciting businesses can be difficult without a staff member solely dedicated to selling the program. Validating the project without a track record of success was another concern.

Before reaching out to prospective partners, [a letter](#) was sent out from the administration that specifically addressed the goals of the program and the opportunities that would be available to any business that partnered with CCSD. Another selling point to local merchants was the assurance that there would never be a cost incurred to participate.

Staff contacts were vital to kickstarting the campaign, several teachers provided leads for merchants that had children in the CCSD classrooms. A marketing company that represented numerous establishments was contacted and provided a handful of clients.

The rollout of the plan incorporated numerous components so that the district's 6,500+ employees would be aware of the initiative. Promotions included:

- Updates published in weekly All-Staff newsletter
- Permanent icon located on the Employee Portal
- External press release to local media
- Intranet homepage slider




## Results and Continued Execution

The rollout in January of 2018 included roughly fifteen local businesses. Currently, there are over forty partners, in addition to numerous popular corporate businesses. Periodic emails are sent to participants updating them on the program and offering the opportunity to change their listings.

Some businesses have continued their participation by donating to district functions such as the Teacher Gala, Teacher's Roundtable, and Professional Development.

All new hires are given information regarding where to find details on the program, along with the goal of the program and opportunities to contribute.

A press release was issued by CCSD in August of 2018 touting the success of the program. The release was published by numerous [media outlets](#) and social media platforms.



Discounted Gold Passes Sold to  
CCSD employees from  
Charleston County Parks and  
Recreation

**2017: 135 TOTAL**

**2018: 435 TOTAL**

## Supporting Documents



**Charleston County School District**  
For Immediate Release  
August 22, 2018  
Contact:  
Erica Taylor 843-927-4303

**Media Release**

**CCSD's Educator Discount Program Working to Support Staff and Local Business**

Charleston, SC: Charleston County School District's (CCSD) administration held a series of teacher listening sessions last year during which participants shared ways the district could better serve employees. One topic often mentioned was the district's educator discount program and how it could be more beneficial to staff.

The administration responded with a redesigned program focused on increasing mobility and relevancy of discounts for employees. The strategy required transitioning to a local-driven approach to attract area businesses and organizations to participate.

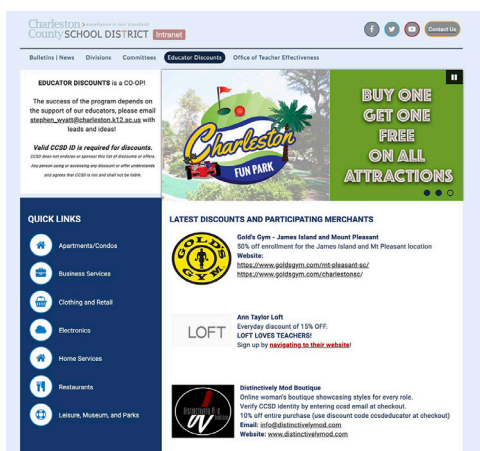
In January, the redesigned platform launched with only a handful of local merchants. However, the look and feel was different, featuring a new internet website that was solely dedicated to communicating discounts and opportunities to staff, who could now easily access the site from the district's employee portal. As the new program rolled program, employees began to take ownership in growing the initiative through internal leads and recommendations.

"The opportunity was there for improvement," said Erica Taylor, Chief Strategic and Communications Officer. "The administration believed in the strategy. The concept was simple; we are asking merchants to give our teachers free goods or services. We are offering businesses a chance to partner with CCSD in support of our educators. There is no cost for a business to participate, but they must offer our staff a discount along with quality service."

The program has resonated with the community and grown to include close to 40 local businesses to support the 5,000 employees in the district. In the last month alone, 74 Dine & Save, 104 Eat & Shop, Home Team 100, and the Charlotte Hornets have come aboard.

75 Calhoun Street, Charleston, SC 29405 • Tel: (843) 927-4303 • Fax: (843) 927-4327 • [www.ccscd.com](http://www.ccscd.com)

Press Release  
August 22, 2018



**Charleston County School District**  
Educator Discounts • Office of Teacher Effectiveness

**EDUCATOR DISCOUNTS IS A GO-OP!**

The success of the program depends on the support of our educators, please email [stephan\\_wright@charleston.k12.sc.us](mailto:stephan_wright@charleston.k12.sc.us) with leads and ideas!

**Valid CCSD ID is required for discounts.**  
CCSD does not endorse or sponsor this list of discounts or offers. Any person using a discount code is deemed to be an employee of the district and agrees that CCSD is not and shall not be liable.

**QUICK LINKS**

- Apartments/Condos
- Business Services
- Clothing and Retail
- Electronics
- Home Services
- Restaurants
- Leisure, Museums, and Parks

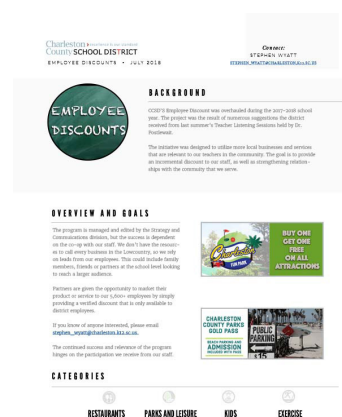
**LATEST DISCOUNTS AND PARTICIPATING MERCHANTS**

**Gold's Gym - James Island and Mount Pleasant**  
50% off enrollment for the James Island and Mt Pleasant location  
Website: <https://www.goldsgym.com/membership>

**Ann Taylor Loft**  
Everyday discount of 15% OFF.  
LOFT LOVES TEACHERS!  
Sign up by [navigating to their website!](#)

**Distinctively Mod Boutique**  
Online women's boutique showcasing styles for every role.  
Verify CCSD identity by entering code email at checkout.  
15% off entry purchase (use discount code ccscdteacher at checkout)  
Email: [info@distinctivelymod.com](mailto:info@distinctivelymod.com)  
Website: [www.distinctivelymod.com](http://www.distinctivelymod.com)

Employee Discount Website  
CCSD Intranet



**Charleston County School District**  
EMPLOYEE DISCOUNTS • JUNE 2018  
Contact: [stephan\\_wright@charleston.k12.sc.us](mailto:stephan_wright@charleston.k12.sc.us)

**EMPLOYEE DISCOUNTS**

**BACKGROUND**

CCSD's Employee Discount was established during the 2007-2008 school year. The program was the result of numerous suggestions the district received from last summer's Teacher Listening Session held by Dr. Houtman.

The initiative was designed to reflect new local businesses and services that are relevant to our teachers in the community. The goal is to provide an increased discount to our staff, as well as recognizing vendors - shops with the community that we serve.

**OVERVIEW AND GOALS**

The program is managed and edited by the Strategic and Communications Division, but the service is dependent on the support of our staff. We want to thank the merchants who are willing to partner with the district. As we are only as good as our merchants, we want to thank the teachers, students, friends or partners at the school level looking to make a larger impact.

Partners are given the opportunity to submit their product or service to our 5,000+ employees by simply providing a verified discount code to only available to district employees.

If you have a major discount, please email [stephan\\_wright@charleston.k12.sc.us](mailto:stephan_wright@charleston.k12.sc.us).

The continued success and relevance of the program begins in the participation we receive from our staff.

**CATEGORIES**

- RESTAURANTS
- PARKS AND LEISURE
- KIDS
- EXERCISE

Flyer Included to  
New Hires



## TEACHER RECOGNITION

The district's administration has been proactive in working to support teachers by increasing their pay but understands the importance of doing a better job recognizing our teachers.

Every Spring, CCSD holds a Recognition Dinner for all of the district's Teachers of the Year and uses the event to name the District's Teacher of the Year (TOY).

Two months prior to the banquet, the five finalists for the district award are surprised by members of the administration and Office of Teacher Effectiveness.

The TOY process presented an opportunity to increase the awareness of the event, as well as individually recognizing each school's winner.

The process begins in November when each school names their individual Teacher of the Year.

The month has been devoted to CCSD's "Teacher Tributes" profiles that are published on the [district's website](#) and [social media](#). Principals and teachers are contacted to obtain photos, basic information and details about their TOY and why this person was selected. The information is used to create an individual graphic for each winner that is displayed along with the writeup.

The "Teacher Tribute" provides an opportunity for educators to be recognized both internally and externally. It includes all schools and allows each educator to have their own spotlight.

"The 2018-2019 Teachers of the Year came to life when he created individual profiles for seventy-nine teachers. Each excerpt was unique, creative, and innovative.

The profiles really showcased the individual strengths of each teacher. Plus, it made the process fun and exciting.

I felt like a local celebrity on the county website and in the community. Thanks for personalizing each story and making the TOY's feel so special. "

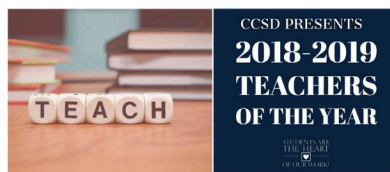
*Erin Bua, 2019 Teacher of the Year, James B. Edwards*

## Supporting Documents

The 2nd Annual Teacher Of the Year Tribute recognizes all of our schools' Teacher of the Year recipients.

Congratulations to all of these amazing educators!

For more information on individual teachers, please visit our [Facebook site](#).



[CCSD Website](#)  
[Slider Image](#)

2018-2019 Teachers of the Year  
79 Photos · Updated 2 months ago  
Congratulations to all of CCSD's newest Teachers of the Year! The 2nd Annual Teacher Of the Year Tribute will recognize each school's TOY recipient. Make sure to show your appreciation for these amazing educators!



[Facebook Gallery](#)  
[2018 Teachers of the Year](#)



[Website Gallery](#)

## The Surprise

All teachers that choose to pursue the District's Teacher of the Year honor are eligible to be surprised in March. The special day is always exciting and filled with excitement for those individuals that are lucky to be present. We wanted to convey that energy to our entire community, which led to the idea of using Facebook Live to broadcast each of the five nominees.

The event is promoted several days before and provides the district with an additional opportunity to promote the sponsor, **Rick Hendrick of Charleston**. Their logo is overlaid on the video and streamed for all five videos and visible in the recaps from the day.

## The Videos



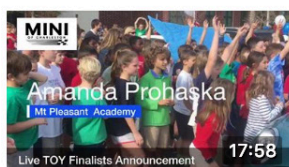
**SOA Teacher of the Year Finalist - Kevin Short**  
649 views · March 1, 2018

[Link](#)



**Whiteside ES TOY Finalist - Stephanie Haecherl**  
1.2K views · March 1, 2018

[Link](#)



**Mt. Pleasant Academy TOY Finalist- Amanda Prohaska**  
1.4K views · March 1, 2018

[Link](#)

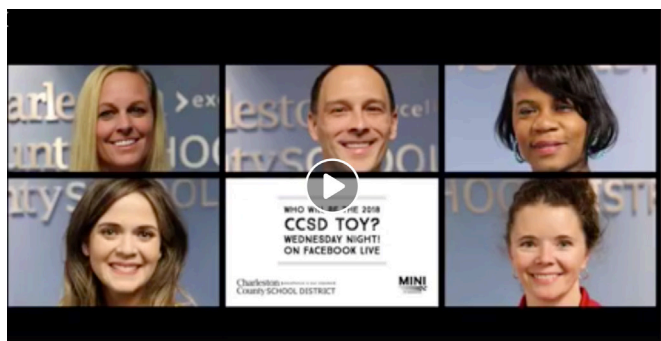


**James Island ES TOY Finalist - Margaret Hale**  
2.6K views · March 1, 2018

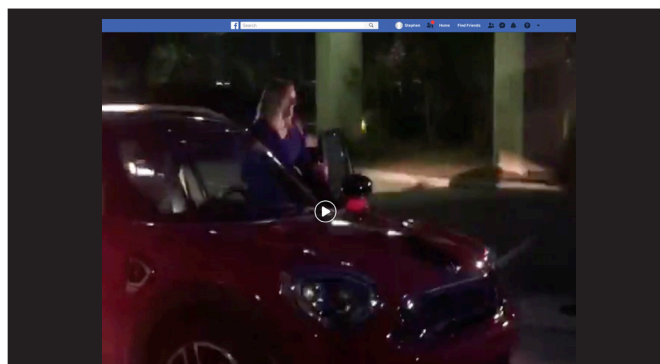
[Link](#)

## The Event

The Teacher Recognition event is wonderful and it is hard to improve on the magic of the evening, but similar to the idea of surprising the teachers, it can be expanded to create a buzz for the announcement which happens at the end of the evening. Facebook Live is utilized to stream [the video](#) and is extended live as the winner makes their way outside to a newly gifted vehicle. This provides another opportunity to highlight both the sponsor and Teacher of the Year.



[TOY Announcement Link](#)



[Rick Hendrick of Charleston Presentation](#)

## CCSD TEACHERS OF THE YEAR



## WEEKLY RECOGNITION

The Teacher of the Year celebration is a massive undertaking and a fantastic way to recognize our teachers.

The “**Unsung Educator of the Week**” takes on the same theme but is a staple feature. The idea originated as a way to profile the small things that teachers do on a daily basis, that normally go unnoticed.

The concept is simple: each week on Friday one teacher from across the district is profiled as the honoree. The feature has taken off and there currently is a three-month wait list for anyone nominated.

Teachers are aware (when they get into the profession), that there is a salary cap which is what makes it imperative that the district makes a concerted effort to display their appreciation.

### UNSUNG EDUCATOR OF THE WEEK

**Melissa Miller, Kindergarten Teacher**  
Midland Park Primary



“Melissa Miller has a fierce passion for teaching and caring for the students she serves. She goes above and beyond to make our school a better place for staff and students. She advocates for every student. She plans thoughtful, meaningful learning opportunities for students, organized a Hispanic Heritage luncheon for parents and staff, volunteered her time to distribute turkeys to families, started a collection of donations for several staff members facing hardships and is always willing to support a colleague. Ms. Miller is an incredibly caring advocate and educator who takes actions towards improving our school and community each and every day.”  
-Colleague



## TEACHER RECRUITMENT

CCSD's Office of Human Resources aggressively attacked a potential teacher shortage by creating numerous initiatives and incentives that were approved by the administration and school board.

Communicating their efforts required an inclusive advertising and digital marketing strategy which needed to be executed quickly and efficiently.

The plan focused on a number of specific measurable goals that used a variety of marketing techniques.

The methods included :

- targeting local radio advertising aimed at the entire tri-county region;
- purchasing billboards at strategic locations across the Lowcountry, highlighting the initiatives and incentives available within CCSD;
- redesigning Human Resources Recruitment Booklet that is utilized at career fairs;
- designing a campaign featuring graphics that were published on social media and the website profiling district highlights and awards for a cohesive message;
- redesigning the [TeachinCharleston.com](http://TeachinCharleston.com) website, an external domain that is used as a recruiting tool for prospective teachers;
- building a new mini-site on the [ccsdschools.com](http://ccsdschools.com) website that is solely dedicated to recruiting;
- reorganizing the Human Resources content to separate information that is targeted to potential applicants, in effort to better target content.

### RADIO ADVERTISING

CCSD utilized radio in October 2018. This was primarily used as a tool to recruit for the upcoming academic year and of replacement teachers for the current year.

The advertisements featured Bill Briggman, Chief Human Resources Officer, used to give the spot a personal touch instead of using a generic voiceover.

Advertisements ran on four Charleston radio stations of varying demographics.





## BILLBOARDS

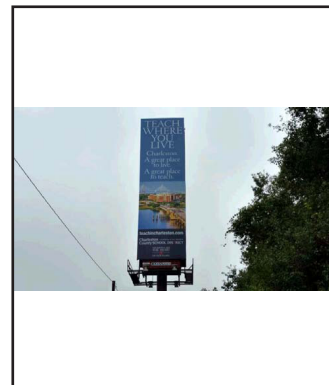
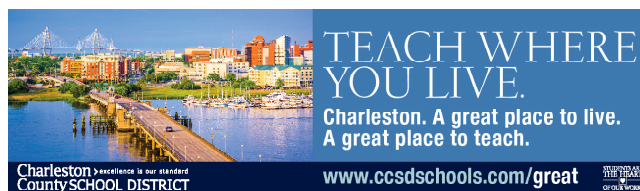
### "TEACH WHERE YOU LIVE"

Two billboards were used on I-26 to market to potential teachers in the Lowcountry.

The locations were specifically chosen because:

- they were high traffic areas;
- normally have a large amount of traffic gridlock, which helped with the goal of appealing to commuters focusing on decreasing their commute time.

The call-to-action website directed visitors to the unique url that was utilized so analytics could easily be measured.



## PRINT ADVERTISING

CHARLESTON COUNTY SCHOOL DISTRICT

**JOIN OUR TEAM TODAY**  
OPPORTUNITIES AVAILABLE

General Clerk	IT Support
Media Clerk	Food Service Operators
Student Data Clerk	HVAC Mechanic
Secretary	Plumber Mechanic
Bookkeeper	Teacher Assistants
Technician	And others...

Apply Online at [www.appltrack.com/ccsdschools/onlineapp](http://www.appltrack.com/ccsdschools/onlineapp)  
Questions: email [Nicole\\_Joyner@charleston.k12.sc.us](mailto:Nicole_Joyner@charleston.k12.sc.us) or call 843-937-6380

Charleston County SCHOOL DISTRICT

**WE HAVE A SCHOOL FOR YOU** IN CHARLESTON COUNTY SOUTH CAROLINA

Charleston County School District offers:

- VARIETY** with traditional, partial magnet, magnet, arts-infused, curriculum-themed, Montessori and IB schools. (Plus, we have two of the leading high schools in the nation!)
- SUPPORT** through extensive year-long induction and mentoring programs for all new teachers. New hires receive personal customer service at every step in their journey.
- OPPORTUNITY** for leadership and career advancement beyond the scope of traditional classroom teaching.
- INNOVATION** in personalized learning for students, effective professional development for teachers, and fair evaluation and compensation for all.
- INVESTMENT** in state of the art facilities which showcase our commitment to providing the best learning and working environment for everyone.

*\*Charleston County School of the Arts and Academic Magnet High School*

CCSD IS COMMITTED TO DIVERSITY AND INCLUSION FOR ALL STAKEHOLDERS.

Learn how you can make a difference in Charleston! Visit [www.ccsdschools.com](http://www.ccsdschools.com) today.

Charleston is consistently ranked one of the top cities in the United States for both talent and innovation, and quality of life. Visit us to see why!

Charleston County SCHOOL DISTRICT

75 CALHOUN STREET, CHARLESTON, SC 29401 | 843-937-6300 | FAX 843-937-6307 | [WWW.CCSDSCHOOLS.COM](http://WWW.CCSDSCHOOLS.COM)

Low unemployment numbers make it hard to recruit all positions, not just teachers. Additional support was given to attract classified staff in numerous areas such as facilities, IT, and data clerks.

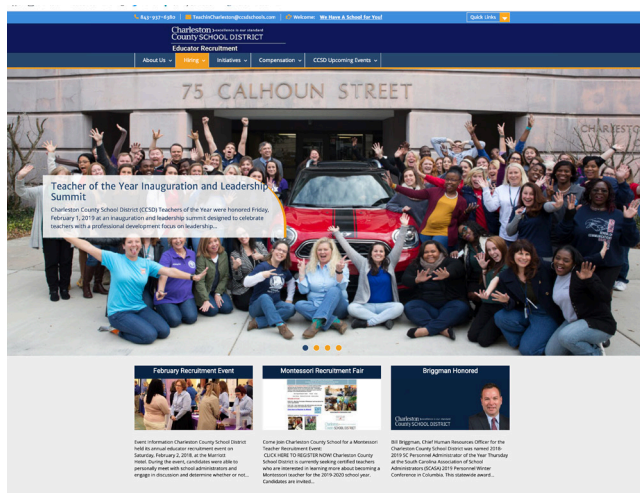
The HR Recruiting booklet needed to be updated to include the goals and values of the Strategic Plan and most importantly contain the updated approved salary schedules.

## TEACHINCHARLESTON.COM

TeachinCharleston.com has been utilized for a number of years as a recruiting tool for prospective teachers.

The website needed to be redesigned to integrate analytics, update images, refresh content and change to become a more effective template.

The Office of Strategy and Communications worked extensively with Human Resources to ensure that the recruiting website would be a valuable asset to the district's efforts.



## CCSDSCHOOLS.COM



CCSD's district website is the major hub of information for visitors, teachers and the community.

The Human Resource recruiting information needs to be visible and prevalent.

The decision was made to create a [mini-site](#) hosted on the district domain.

The goal was to:

- provide a dedicated section for job seekers;
- make the information easier to access;
- separate recruiting information from content that was relevant for internal employees and the community.

## WEB MARKETING GRAPHICS

In a tight hiring market, an organization needs to get creative when communicating their message.

CCSD was eager to convey their competitive advantage by using numerous graphics that summarized these selling points.

The messages were carefully constructed using concise bullet points that reinforced the themes of **“Investing In Teachers”** and **“Award-Winning Schools in Award-Winning City”**.

The location of Charleston, its events, restaurants and beaches are a characteristics that are beneficial when recruiting quality candidates.

**CCSD**  
**INVESTING IN TEACHERS**

STUDENTS ARE THE HEART OF OUR WORK!

- ✓ Commitment to highest paid teachers in SC
- ✓ 4% cost-of-living raise for teachers in 2018-19
- ✓ Up to \$9,000/year extra for math teachers in high-poverty schools
- ✓ 40 schools with no retiree earnings limitations for teachers

**Charleston, SC**

**An AWARD-WINNING CITY:**  
Voted the #1 city in the U.S. and #10 in the world by readers of Travel + Leisure magazine!

**WITH AWARD-WINNING SCHOOLS:**

- ✓ Charleston County School District was named to the Advanced Placement (AP) District Honor Roll.
- ✓ Academic Magnet High School and Charleston County School of the Arts recently tied for the #1 high school in the state, according to U.S. News.
- ✓ Built Academy was named a National Blue Ribbon School by U.S. Department of Education.
- ✓ CE Williams Middle School was designated as a 'School to Watch' by National Forum to Accelerate Middle School Reform.
- ✓ Jerry Zucker MS joined Manning ES and R.B. Stall HS as Capturing Kids' Hearts National Showcase Schools.

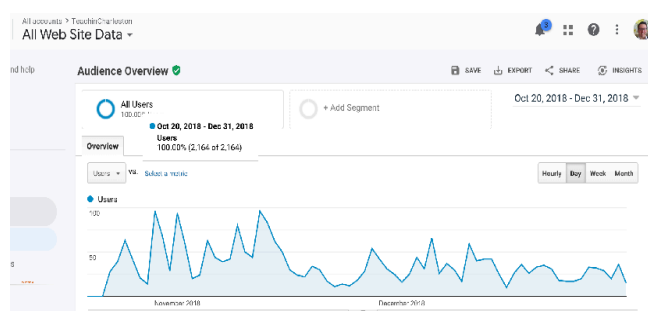
## RECAP AND RESULTS

- CCSD started the 18-19 school year with only **two** teacher vacancies.
- Human Resources now has the ability to measure their web traffic, this is cost efficient because their online marketing advertising can be updated with targeted content for events such as Recruitment Fairs.
- Rick Hendrick of Charleston will be awarding the 2019 District Teacher of the Year a one year lease for a BMW instead of a Mini Cooper.
- The Office of Strategy and Communications continues to manage the [TeachInCharleston.com](http://TeachInCharleston.com) website and has worked with Human Resources to create a new site, [LeadInCharleston.com](http://LeadInCharleston.com).

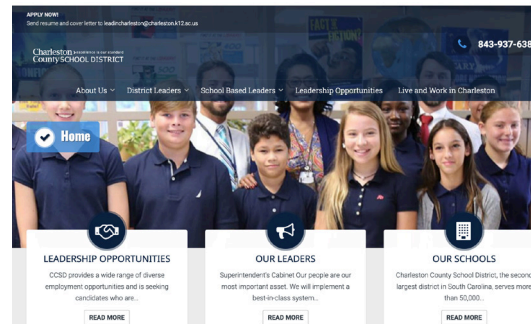
This site is used to specifically target administrative openings such as principals and district level openings.

The partnership has eliminated the need to pay an external web design agency.





**GOOGLE ANALYTICS**  
Analytics help provides Human Resources with numbers to make informed advertising decisions.



**[LEADINCHARLESTON.COM](http://LEADINCHARLESTON.COM)**  
A website utilized by CCSD to recruit principals and administrative talent.

## CCSD TEACHERS OF THE YEAR ON THE INITIATIVES

“Teachers are public servants that deserve recognition for their hard work and dedication. CCSD is committed to celebrating our teachers and sharing the Teacher of the Year Awards with the public they serve.



It is amazing to watch students, parents and friends join the celebration on our social media platforms.

Sharing our Teacher’s success publicity on social media, and in the news, allows others to see just a glimpse into the hard work and dedication that abounds among our teachers.”

**Mia Pace**  
**2017 CCSD Teacher of the Year**

“Being nominated as a Teacher of the Year is a huge honor! Seeing the CCSD TOY’s recognized for their commitment to education is priceless!



It is a time of honoring the dedication of these individuals, while recognizing the immeasurable impact teachers truly have on their students, colleagues, and communities.

It is so exciting to have an opportunity to participate in the celebration of these amazing educators, through traditional and non-traditional media outlets, and share in their journey as educational leaders in our profession!”

**Stephanie Haecherl**  
**2018 CCSD Teacher of the Year**