

NEOED

A woman with long brown hair, wearing a dark blue blazer over a black and white striped shirt, is smiling and shaking hands with a man whose back is to the camera. The man is wearing a blue button-down shirt. In the foreground, there is a clipboard with papers. The background is a blurred office setting with wooden shelves and a window.

2023 REPORT HR TRENDS IN EDUCATION: **RECRUITING**

RECRUITING

Welcome

The Recruiting Report expands upon the 2023 Trends Report, providing further analysis into recruiting and how to improve it at your institution.

Like the 2023 Trends Report, **we used survey data from 300+ HR professionals in education**. Our respondents included HR generalists, directors, managers, administrators, etc. from a variety of institutions: four year colleges (35%), two year colleges (29%), K–12 (29%), and more (7%). The survey was conducted in December of 2022.

Overview

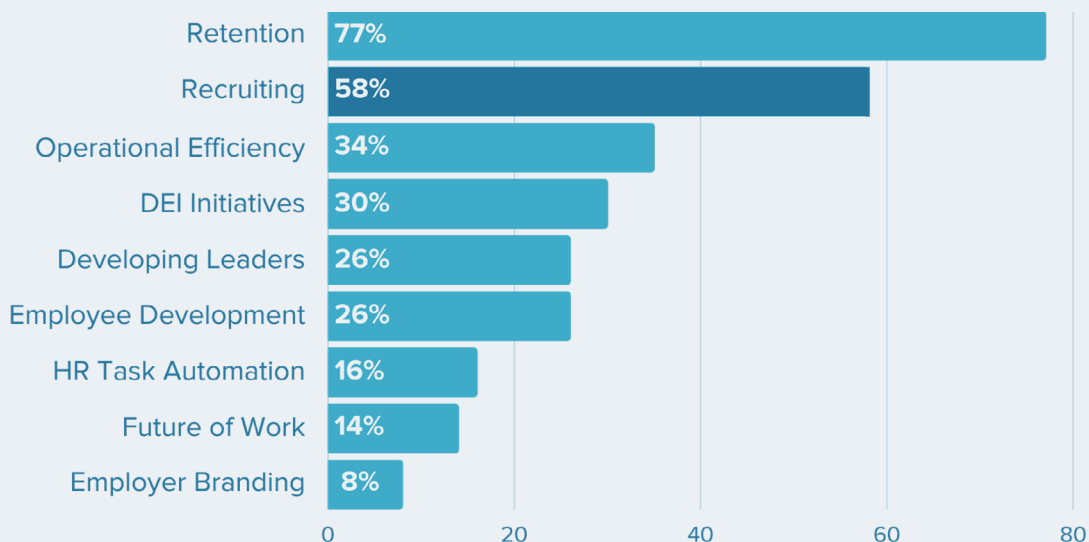
Key Takeaway: *Competition for qualified candidates is only increasing. In addition to finding innovative ways to compete for top talent, education HR professionals need to promote work-life balance at their agency – a growing concern for candidates.*

Recruiting over the last several years has been challenging. The ratio of hires to job openings has been **less than 1 since 2017**, meaning the education staffing shortage predated the pandemic and has only gotten worse.

It comes as no surprise, then, that 58% of respondents reported recruiting as one of their top three priorities in 2023 (Figure 1). Let's examine **why** recruiting is a top priority, **who** HR professionals are targeting, and how to improve it.

Figure 1

Top Priorities in 2023



Why Recruiting

Competition for top talent will only increase in the coming years. 46% of education HR pros expect scarce talent and labor shortages for the next 1–2 years, and 42% think it could last 3–5 years.

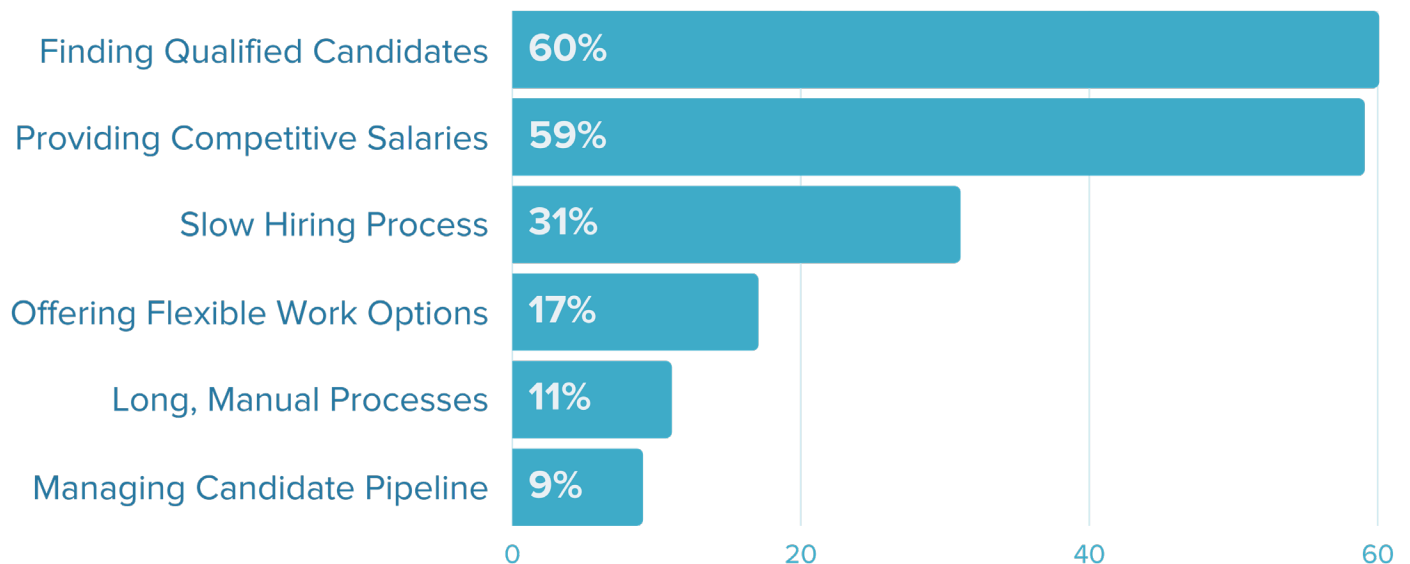
Population data from the Bureau of Labor Statistics implies it could be longer. By 2030, all baby boomers will be 65+ and the population entering the workforce (aged 16–24) won't be able to compensate for the exodus of retirees, resulting in increased labor shortages through the 2020s and maybe beyond.

Top Recruiting Challenges

Going into 2023, the top three recruiting challenges for education institutions are finding qualified candidates (60%), offering competitive salaries (59%), and slow hiring processes (31%). Dive deeper into [recruiting and sourcing best practices](#).

Figure 2

Top Two Recruiting Challenges

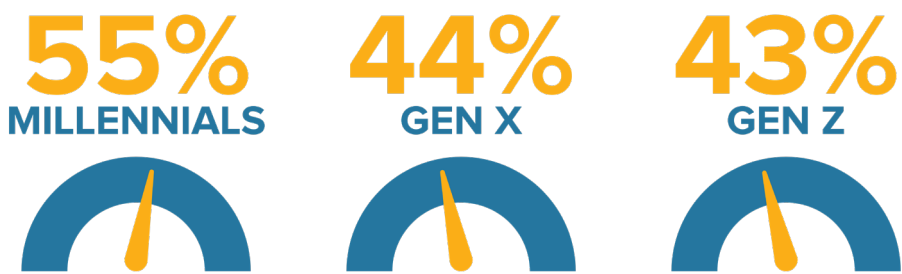


It's natural to want to tackle the biggest problem first, but improving upon these smaller challenges can have an exponential impact on finding qualified candidates. For example, [improving your time-to-fill KPI](#) can help you land better candidates, since drawn out hiring processes result in pipeline churn.



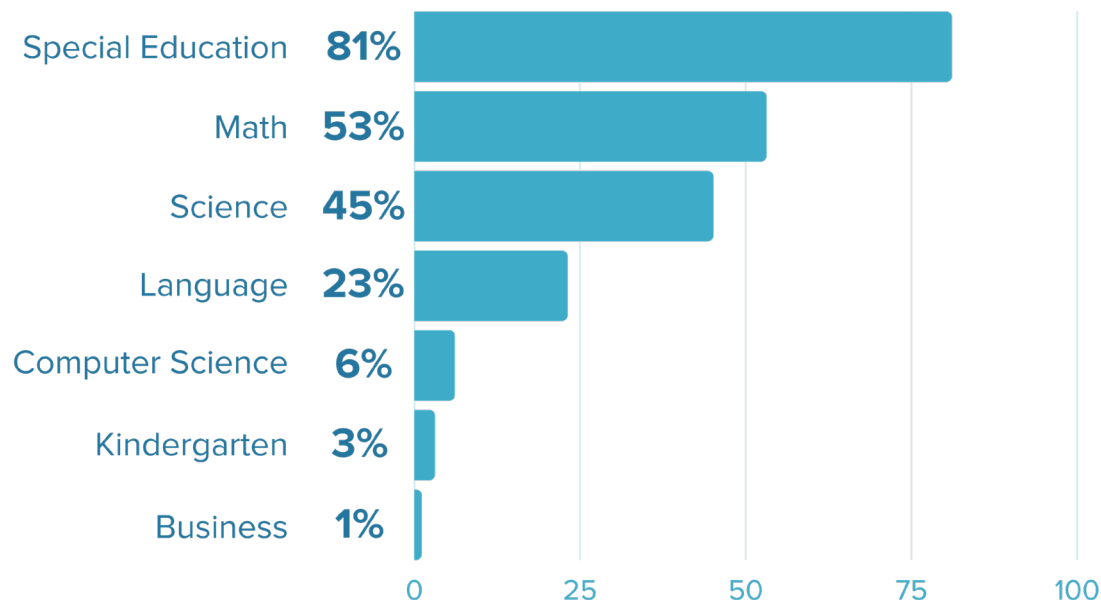
Who to Recruit

Education HR professionals are most interested in recruiting millennials (55%), followed by Gen X (44%) and Gen Z (43%). Targeting this demographic will be more competitive, but here are some helpful tips that could give you an edge over the competition.



Higher education respondents are struggling to recruit for some disciplines more than others: nursing (49%), computer science (37%), engineering (30%), and business related (17%). The same is true for K–12 respondents, but special education (81%) and math (53%) top the list (Figure 3).

Figure 3
K–12: Most Difficult Teaching Disciplines to Hire For



How to Improve Recruiting

Try New Things

Education HR professionals are trying new, inventive things to fill vacancies with qualified candidates. **Topping the list are tuition reimbursement (46%), remote/hybrid work (44%), and adding part-time roles (37%).**

The ability to offer competitive salaries remains a big challenge. Hiring contract, part-time, or seasonal workers are potential workarounds for budget constraints. Here are some other inventive things that our survey respondents are trying:

- Finding new ways to raise pay
- Hiring contract workers
- Four-day work weeks
- Adding part-time employees
- Travel reimbursement
- Relocation assistance
- Incremental bonus
- Paid parental leaves

Hire Baby Boomers

There's very little interest in hiring baby boomers (8%) and retirees (4%), which could present an opportunity for your institution. With the younger generations in higher demand and decreasing rapidly, qualified baby boomers may be easier to recruit. If you have any part-time or temporary positions open, hiring recent retirees may help you fill a much needed role. Learn about [other candidates you can recruit](#).



Increase Work-Life Balance

When asked what job candidates care about the most, 50% of HR professionals listed competitive salaries, 25% listed work-life balance, and 11% listed fulfillment in their work as most important. Benefits came in fourth, with only 5% of respondents listing it as most important. These data points should impact your candidate messaging. By promoting the things applicants care about, you can better attract top talent.



Figure 4

What Candidates Care About the Most

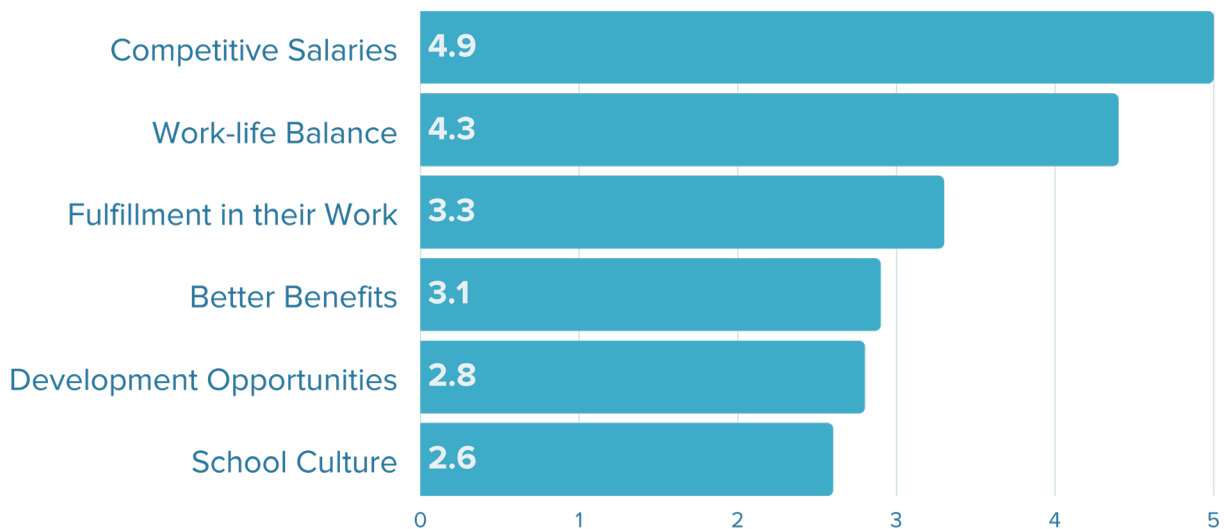


Figure 4 is the average of all respondent rankings on a scale of 1–6.



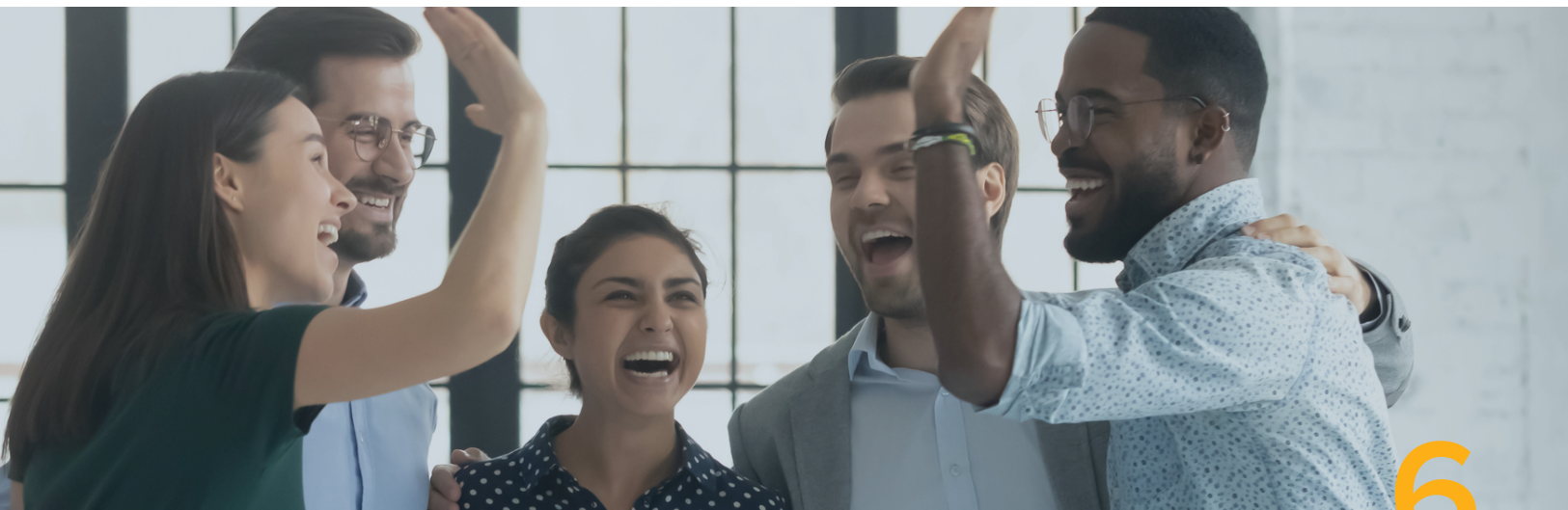
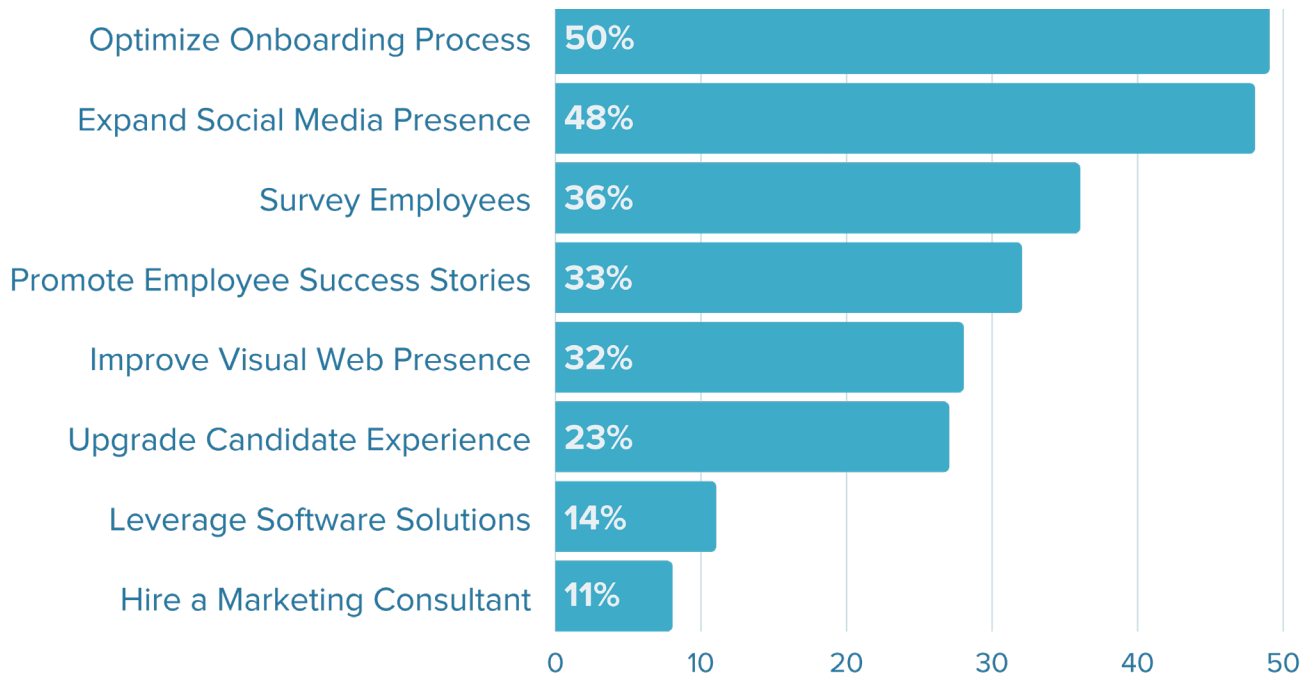
Improve Employer Branding

Employer branding is an important part of recruiting, especially for attracting Millennials and Gen Zers who have come to expect consistent branding from the businesses they frequent and organizations they work for. 58% of survey respondents said they have a clearly defined employer brand. Their top priorities are listed in Figure 5, some of which may inspire your plans for this year. Respondents selected all options that applied.



Figure 5

Plans to Improve Employer Brand in 2023



NEXT STEPS

Thanks for reading the
Recruiting Report by NEOED.

We hope these peer insights, data analyses, and resources have been helpful.

NEOED, powered by NEOGOV, serves education HR with a comprehensive suite of solutions for recruitment, onboarding, performance management, staff development, managing employee information, and more. To learn how NEOED's HR software can help your organization, [sign up for a free consultation today.](#)



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