You are invited to a one-day conference on solving the “subdrought” in your district

This one-day, hands-on workshop is your chance to network, brainstorm and share fresh ideas with other like-minded substitute teacher managers and professionals.

It will be unlike any other workshop on substitute teaching management you have ever attended. It is a roll-up-your-sleeves-and-get-to-work workshop.

Who should attend?
Only those district professionals who want to take responsibility for their district’s situation and make a change for the better should attend.

What makes a STEDI workshop unique and even unusual?

ONE, STEDI is the only national institute devoted to researching all aspects of substitute teaching and that knows where the problems lie and how to solve them. Our methods were developed at a university and are based on years of in-the-classroom research.

SECOND, we will divide you into smaller groups, and we will not let you sit with your friends or people from your district. Plus, you will not stay in the same group all day. We will move you to other groups to absorb the best practices and solutions from other districts in your group and from around the country.

THIRD, you will not leave with just one idea; you will leave with many new perspectives and things you can do today on solving the same problems every district faces: how to attract, train and keep the very best substitutes.

FOURTH, you will receive follow-up activities throughout the year. We will continue to send you ideas—free of charge—to help you recruit, train, and retain.

We realize you are probably facing these same problems:
• Limited hours you give your substitutes due to the ACA
• Your substitutes need more professional training
• Your substitutes just do not want to work
• They do not want to pay for fingerprinting
• The number of teacher absences is increasing
• They do not want to pay for training substitutes due to the ACA
• Your substitutes need more professional development and training
• They continue to cancel the morning they are scheduled to work

What other challenges do you face?
Here is your first assignment: After you register, submit your most challenging problems to info@STEDI.org or call (435) 755-7800. Tell us what YOU hope to take away from this workshop.

Enroll at www.STEDI.org/shortage
There are 5 Things... 
...you will learn to help you attract, train and keep the very best substitute teachers.

1) Improve Your Current Statistics
   • Why you must understand the statistics from your district
   • Keys to uncovering the worst fill-rates by school and position
   • Improving your substitute-to-permanent teacher ratio

2) Know Your Current SubPool Better
   • Why you must treat substitutes as “paid volunteers”
   • Best practices for communicating with substitutes
   • Why newsletters and touching base periodically is mandatory
   • How to increase frequency from 1 to 2 days a week
   • Ways to offer low-cost or no-cost incentives
   • When to offer free tickets to school events
   • Why something as simple as a free lunch shows you care
   • Ways to work with local businesses to provide discounts

3) Streamline Your Application Process
   • How to improve the application process, making it smoother
   • Traditional printed versus online applications
   • The best ways to process substitutes faster with less hassle
   • Best practice substitute orientations
   • Open houses for substitutes at hard-to-fill schools
   • Getting better principal recommendations
   • When to invite certified and retired teachers to join your pool

4) Advertise and Promote More Effectively
   • Better ways to work with local colleges/universities
   • How to recruit student teachers as substitutes
   • What kind of ads work in traditional and electronic media
   • How to use social media to attract substitutes: Facebook, etc.

5) Change Your Hiring/Training Requirements
   • Best hiring and training methods
   • How to decide what educational level is best when hiring subs
   • When to increase pay—and when not to
   • Differentiated pay for hard-to-fill positions
   • Outsourcing using the best sources to find substitutes
   • How to set up a preferred list of substitutes
   • Tips for reducing the turnover rate in your subpool

What is causing the substitute teacher shortage?

A Good Economy
The economic improvement and lower unemployment rate may be good for the nation. It is bad for school districts/organizations.

Since 2011, the unemployment rate is down from 8.4% to 5.5%. The results: the sub-to-teacher ratio has decreased from 1 substitute for every 3.22 teachers in 2011 to 1 substitute for every 5.98 teachers.

Increased Teacher Absenteeism
Missing teachers has increased due to increased professional development. In some cases, absenteeism is also up due to teachers using up days that they will otherwise lose.

What Can You Do About It?
1) Study your substitute pool. The ratio of total substitutes to teachers should be 1 to 5 or less.

2) Fix your hiring process. Make it smoother. Remove obstacles.

3) Make the profession of substitute teaching more attractive.

4) Try to reduce the time teachers are out of the classroom.

5) Train your substitutes better.

At this conference, our goal is to help you attract more substitutes, train them better and keep them active.

Register now www.STEDI.org/shortage
Here are the actual survey responses:

**A Shortage of Substitutes:**
- If we can get all assignments covered by the first bell the next day.
- A small amount of substitutes to work in a very desirable school district.
- Not having enough licensed substitutes to fill teacher absences.
- Filling jobs for tomorrow.
- Filling jobs on Fridays.
- Unfilled assignments.
- Permanent teachers are calling off more.
- No substitutes in the morning, especially Fridays in May.
- Knowing that I cannot fill 100% of the jobs.
- Unfilled vacancies.
- Having an adequate pool of substitutes for high-need days.
- Meeting ACA record keeping requirements.
- Inability to fill slots.
- Not enough available substitutes.
- Absences not being filled.
- Having unfilled openings.
- Low unemployment rate in our district.
- Permanent teachers using excessive amounts of sick and annual leave.
- Wishing we had more of our substitute pool who actually wanted to work.
- Not having enough substitutes accept jobs to work everyday.
- For overall, not being able to fill on Mondays and Friday.
- Filling absences entered within 24 hours.
- Our classroom fill rate is not 100%.
- Will all the absences get filled?
- Last-minute substitute position is not filled.
- How to improve the unfilled job percentages.
- Reducing the amount of substitute needs on a daily basis.

**Training Issues:**
- Lack of training.
- Lack of qualified staff to manage any type of screening for substitutes.
- Making sure a qualified substitute is in the classroom.
- Finding qualified substitute teachers for our special education classrooms.
- Finding substitutes to fill long-term positions.
- Finding them and training them to be prepared.
- Improving training, recruiting, retention.
- Having a quality substitute to fill the position.
- Is there going to be enough qualified substitutes in the pool to cover absences?
- Lack of instruction by certified staff for students.
- The thought of our children being left in an overcrowded classroom or with an unqualified teacher.
- Keeping the jobs filled with the right substitute.
- How ill-equipped many of substitutes are to promote student achievement, and that much of this is due to the district’s lack of training and overall perception of substitute inadequacy.
- Orientation of new substitutes to district.

**Recruiting Substitutes:**
- Too many unfilled assignments.
- Increased difficulty in recruiting new substitute teachers.
- Getting a large enough substitute pool.
- I wish I knew more places to recruit substitute employees.
- Will my boss screen enough substitute teachers to increase our pool?

**Professionalism:**
- Late morning calls.
- Substitutes not making themselves unavailable.
- Unfilled assignments.
- Guest teachers canceling their assignments.
- Inappropriate behaviors.
- The lack of professionalism that substitutes and teachers reflect in their job performance.

Attend our one-day conference: www.STEDI.org/Shortage
All of our seminars are guaranteed 100%. We are confident this seminar about fixing the substitute shortage in your district/organization will provide you with real tips and methods you need to manage your substitutes. If you are unhappy for any reason, send us a letter within 30 days of the conference telling us the reason you were not satisfied and we will make sure you attend another one of our upcoming seminars or receive a full refund—we are that confident!

Geoffrey G. Smith
He is the director of the Substitute Teaching Division of STEDI.org and was the founding director of the Substitute Teaching Institute at Utah State University. He has been the principal investigator for the Substitute Teacher Educational Program Initiative (STEP-IN). He is the publisher of the Substitute Teaching Handbook. He holds an MBA in Public Administration and a Master of Educational Economics.

Jessica L. Smith
She is the Substitute Teacher Trainer at the Substitute Teaching Division of STEDI.org. She has worked as both a permanent teacher and a substitute teacher. She trains thousands of substitute teachers nationwide through webinars, online, and onsite training.

Glenn Latham (1931-2001)
Dr. Latham was a professor emeritus of special education at Utah State University and served as a principal investigator at the Mountain Plains Regional Resource Center. His core principles and strategies are an integral part of the STEDI.org’s training.

Max L. Longhurst, Ph.D.
Dr. Longhurst was the elementary education specialist at Utah State University. He writes, field-tests, and develops materials for substitute teachers and conducts seminars and training sessions for school personnel and educators. Having been in the classroom both as a permanent teacher and a substitute teacher, his experience provides practical applications for teaching and learning strategies.

The Substitute Teaching Institute at Utah State University (STI/USU) was established in 1995 to provide substitute teachers with handbooks containing “how-to’s” and classroom fill-in activities.

The U.S. Department of Education recognized STI/USU in 1997 with the first-ever awarding of federal funds for field-initiated research in the realm of substitute teaching.

STI/USU implemented research-based practices to improve recruiting, training, and retention efforts in school districts throughout the United States. STI/USU now operates as STEDI.org.

Money-Back Guarantee
All of our seminars are guaranteed 100%. We are confident this seminar about fixing the substitute shortage in your district/organization will provide you with real tips and methods you need to manage your substitutes. If you are unhappy for any reason, send us a letter within 30 days of the conference telling us the reason you were not satisfied and we will make sure you attend another one of our upcoming seminars or receive a full refund—we are that confident!

Register: www.STEDI.org/shortage
TESTIMONIALS

The Substitute Teaching Division of STEDI.org has provided a valuable service to our school district.

STEDI.org provides online training for our substitute teachers in a timely and effective manner. The training has reduced complaints registered against substitute teachers and has increased the retention of our quality substitute teachers.

This is my second school district with which I have implemented STEDI.org. Principals have also been very impressed with the training and have seen a significant difference in the caliber of substitutes. I recommend STEDI.org to you without reservation.

Mr. Britt – Frederick County (MD)

The Substitute Teaching Division of STEDI.org has been a great resource for our district.

STEDI.org has provided online training for our substitute teachers as a prerequisite for being hired into the district. The training has provided the substitutes with necessary and effective tools to help them better manage a classroom.

Their staff has always responded quickly and professionally to our questions and concerns. Additionally, they have provided excellent support for our substitute teachers when technical or content-based questions arise.

When we began the training program, the set-up and implementation went smoothly and with minimal disruption. The people at STEDI.org were experienced and helpful in the transition and I would highly recommend them.

Ms. Washington – Boston Public (MA)

STEDI.org provides training for our substitute teachers in a timely and effective manner. The training has reduced complaints registered against substitute teachers and has increased the retention of our quality substitute teachers.

We have received positive feedback from our substitutes regarding the ease of use, the helpful fill-in activities and the excellent customer service they have received from STEDI.org.

Ms. Hill – Metro-Nashville Schools (TN)

We have only recently begun our work with STEDI. However, it is clear that the quality of new substitute teachers is much better qualified and prepared for their work in our district. We believe that this training will reduce complaints registered against our substitute teachers and will increase the retention of our quality substitute teachers.

I recommend that you give STEDI fair consideration. I believe that you will be pleased with their training and the ease with whom they are to work.

Mr. Mayer – Fort Worth ISD (TX)

In one day, you will learn how to attract, train and keep the very best substitutes.
Free parking
Parking is free. If not, we will pick up the tab. Before the event, we will send you instruction on where to park.

Certificate of attendance
Each participant will receive a Certificate of Attendance at the end of the program either on the spot or via e-mail.

Tax deductions
If your purpose of attending a STEDI conference is to help you maintain or improve your skills related to your employment, business expenses related to the program maybe tax-deductible according to I.R.C. Reg. § 1.162–5. Please ask your tax consultant about tax deductions.

On-site training solutions
Can't make this conference? Show your fellow administrators and substitutes you are serious about attracting, training and keeping the very best substitutes in your district or organization.

Get the results your district or organization needs
We can bring our timely, powerful and highly-practical training programs to your district or organization. We train both the substitute administrators and your substitutes.

A course for your every need
Contact us and tell us about your goals and issues. These are some of our most popular courses:
• Substitute Teacher Shortage (this course)
• Substitute Teacher Training
• SubSolutions: our annual STEDI retreat (see page 7)
• How you can train your substitutes the right way
• Using the Substitute Teacher Handbook
• Best-practice new-substitute orientation
• Recruiting subs: time-tested methods that work
• Legal issues: reduce your liability
**REGISTRATION NOW**

Please register us for the one-day $149 (or $139 for each additional person) crash course in learning how to attract, train and keep the very best substitutes in our school district!

Event Location and Date _________________________________________________________________________________________________________________

Your Organization ___________________________________________________________________________________________________________________________

Address ____________________________________________________________________________________________________________________________________________

City ____________________________________________________State __________________________________ Zip _____________________________________________

Telephone ________________________________________________________________________________________________________________________________________

Your name ________________________________________________________________________________________________________________________________________

E-mail _______________________________________________________________________________________________________________________________________________

WHO WILL ATTEND?          Use a separate sheet for more than two attendees.

Attendee #1 ______________________________________________________________________________________________________________________________________

Job Title________________________________________________________________________________________________________________________________________

E-mail ____________________________________________________________________________________________________________________________________________

Attendee #2 _____________________________________________________________________________________________________________________________________

Job Title________________________________________________________________________________________________________________________________________

E-mail ____________________________________________________________________________________________________________________________________________

PAYMENT

PO Number: ______________________________________Check Enclosed (Check Number)  ________________________________________

Mail this to PO Box 3470, Logan, Utah 84323-3470, or fax this to 435-755-8080, or register online at www.STEDI.org/shortage

**CHOICE A LOCATION:**

*Locations and dates subject to change*

**ORLANDO (Oct. 6)**
Courtyard Orlando Airport
7155 North Frontage Road
Orlando FL 32812

**ATLANTA (Oct. 7)**
Courtyard Atlanta Airport North/ Virginia Ave
3399 International Boulevard
Hapeville, GA 30354-1546

**WASHINGTON, D.C. (Oct. 8)**
Courtyard Dunn Loring Fairfax
2722 Gallows Road
Vienna, VA 22180

**HOUSTON (Oct. 20)**
Courtyard Houston-West University
2929 Westpark Drive
Houston, TX 77005

**SAN ANTONIO (Oct. 21)**
Northside ISD Learning Center Building “D”, 6652 Bandera Road
San Antonio, TX 78238

**DALLAS (Oct. 22)**
Courtyard DFW Airport South
2280 Valley View Lane
Irving, TX 75062

**MINNEAPOLIS (Nov. 2)**
Courtyard Bloomington MN
7800 Bloomington Ave S
Bloomington, MN 55425

**CINCINNATI (Nov. 3)**
Residenvce Inn Cincinnati Airport
2811 Circleport Dr
Erlanger, KY 41018

**PHOENIX (Jan. 19, 2016)**
Phoenix Airport Courtyard Marriott

**SEATTLE (Feb. 2, 2016)**
Courtyard SeaTac Southcenter

**CHICAGO (Mar. 1, 2016)**
Courtyard Marriot

---

Since 1995, the annual SubSolutions conferences have been valuable for hundreds of administrators and managers to learn how to handle the difficult challenges schools and staffing agencies face in managing substitute teaching.

**MARK YOUR CALENDAR**

SubSolutions Conference, July 6-8, 2016
Canyons Resort, Park City, Utah
Deadline for Presenters: April 29, 2016

Information: www.STEDI.org/subsolutions

---

ASSEMBLE YOUR OWN PACKAGE OF TRAINING

Our packaged training options fit within your annual budget perfectly! The packages could include:

- SubSkills Online Training Course
- Substitute Teacher Handbook
- Surveys: compare your district to national averages
- Onsite training of submanagers
- Admission to annual or regional STEDI conference
- Ongoing, biweekly training
- Private one-on-one consultations

To learn about our packaged programs, e-mail Kelley.Stone@STEDI.org to find out more.
IN ONLY ONE DAY, YOU WILL LEARN HOW TO...

- Recruit higher-quality substitute teachers
- Train substitutes so they are ready to teach on day one
- Entice “active” substitutes to work more days
- Increase your fill rates and fight the “sub-shortage”
- Persuade “inactive” substitutes to teach again
- Reduce complaints and thus reduce time managing substitutes
- Lower your liability and exposure of a school district
- Reduce hiring costs by eliminating excess applications
- Lessen turnover with a more satisfied substitute pool
- Reduce unemployment claims do to lack of training