How to attract, train, and keep the very best substitute teachers

Come to the one-day conference
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

Why you will love this hands-on workshop...

- This workshop was created by our staff of substitute teaching experts. We have been researching and training substitutes for over 20 years.

- You will take away valuable skills and ideas you can implement immediately in your district.

- You will learn skills to help your substitutes be prepared and professional—the number one request of school administrators.

- You get the top trainers. Our faculty members wrote the book (literally) on how to properly train substitutes.

Learn about STEDI’s training options on page 6.
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 practices 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.

Only $179

Register Now
www.STEDI.org/shortage
Registration

Please register us for the one-day $179 (or $169 for each additional person) crash course in learning how to attract, train and keep the very best substitutes in our school district!

Choose Location:

☐ Clackamas, Oregon
Date: Tuesday, January 31, 2017
School District: Clackamas Education Service District
Location: Mt. Hope Conference Room
13455 SE 97th Ave, Clackamas, OR 97015

☐ San Antonio, Texas
Date: Wednesday, February 22, 2017
School District: North East Independent School District
Location: Community Learning Center
8750 Tesoro Drive, San Antonio, TX 78217

☐ Fort Worth, Texas
Date: Thursday, February 23, 2017
School District: Fort Worth ISD
Location: Fort Worth ISD Professional Development Center
3150 McCart Avenue, Room 243
Fort Worth, TX 76110

Contact Information:

Your Organization.........................................................................................................................................................................
Address ..............................................................................................................................................................................................................
City................................................................................................................................................................................................. State.....................Zip ..................................
Telephone ......................................................................................................................................................................................
Your name ....................................................................................................................................................................................
E-mail.........................................................................................................................................................................................
PO Number: .........................................Check Enclosed (Check Number) ...................................................

Who will attend? Use a separate sheet for more attendees.

Attendee #1...................................................................................................................................................................................................................
Job Title ...................................................................................................................................................................................................................
E-mail...................................................................................................................................................................................................................

Attendee #2...................................................................................................................................................................................................................
Job Title ...................................................................................................................................................................................................................
E-mail...................................................................................................................................................................................................................

Attendee #3...................................................................................................................................................................................................................
Job Title ...................................................................................................................................................................................................................
E-mail...................................................................................................................................................................................................................
Registration Information

How would you like to register?

ONLINE (preferred)
www.STEDI.org/shortage

E-MAIL
info@stedi.org

PHONE
435-755-7800

FAX
435-755-8080

MAIL
P.O. Box 3470
Logan, UT 84323

Enroll early
The tuition is only $179 for the first person and $169 for each additional person from the same district or organization. Payment or a Purchase Order is due to hold your seat and seating is limited.

Fast confirmation
You will receive a confirmation once your registration is finished. Payment or a Purchase Order is due before the conference. You will receive a confirmation of enrollment.

Program schedule
Check-in and light breakfast ....................... 8:00 to 8:30
Morning workshop ........................................... 8:30 to 12:00
Lunch ............................................................ 12:00 to 12:45
Afternoon workshop ..................................... 12:45 to 3:00
Q&A ............................................................... 3:00 to 3:30

Easy cancellations
You may cancel your registration up to five business days before the program, and we will refund your tuition less a $25 cancellation fee.

Lunch included
Lunch is included with your tuition. We will also have a light continental breakfast from 8:00 to 8:30 and various beverages throughout the day. Please let us know if you have any dietary restrictions, and we will make every attempt to accommodate your needs.

No recordings, please
Please do not record (audio or video or still photography) any part of the program. The material we teach is copyrighted and licensed by Utah State University.

Your comfort matters
Please dress in layers due to room temperature variations. Bring a sweater or light jacket, just in case.

Free parking
Parking is free. If not, we will pick up the tab. Before the event, we will send you instructions 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 may be 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
• 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
• Reducing complaints: make your life easier

Join us at 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 the substitutes and teachers reflect in their job performance.

Attend our one-day conference. Enroll at 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.

Created at Utah State University
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
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Register: www.STEDI.org/Shortage
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 – (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)

In one day, you will learn how to attract, train and keep the very best substitutes.

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)