



The Challenge

Boston Public Schools is nationally recognized as one of the highest performing urban school districts in the country. Boston Public Schools was looking to recruit the best minds in teaching to work with their English Language Learner students to develop their English language skills and achieve academic content proficiency. With a tight budget and rapidly-approaching deadlines, Boston Public Schools turned to SL3 Group looking for more effective and cost-efficient ways to recruit ESL/ELL Teachers.

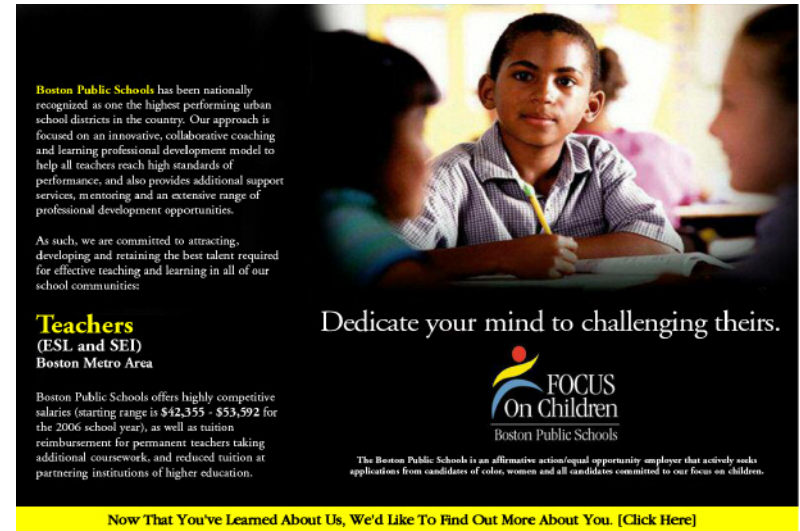
The Solution

Due to the limited funding available for this recruitment effort, the agency used a web-focused approach in order to keep actual media costs as low as possible.

This included:

- **SEARCHLIGHT**, a proprietary, pay-for-performance solution utilizing web-based sourcing, marketing and candidate screening technologies
- **EMAIL MARKETING** to education program alumni from local colleges in the Boston area that offer ESL or ELL certification
- **JOB POSTINGS** on college, education, professional organization, and diversity websites

The agency sourced candidates on the Internet who met the minimum qualifications of the positions and developed a targeted email marketing campaign, including employer brand specific messaging to warm our audience. Additionally, a customized prescreening survey was provided in order to assess the quality of each potential candidate and cultural fit into the organization. Other back-end solutions were also implemented in order to capture data for the prescreening of candidates. New and creative approaches were taken to reach the target audience at a minimal cost to the client.



Boston Public Schools has been nationally recognized as one of the highest performing urban school districts in the country. Our approach is focused on an innovative, collaborative coaching and learning professional development model to help all teachers reach high standards of performance, and also provides additional support services, mentoring and an extensive range of professional development opportunities.

As such, we are committed to attracting, developing and retaining the best talent required for effective teaching and learning in all of our school communities:

Teachers (ESL and SED) Boston Metro Area

Boston Public Schools offers highly competitive salaries (starting range is \$42,355 - \$53,592 for the 2006 school year), as well as tuition reimbursement for permanent teachers taking additional coursework, and reduced tuition at partnering institutions of higher education.

Dedicate your mind to challenging theirs.

FOCUS On Children
Boston Public Schools

The Boston Public Schools is an affirmative action/equal opportunity employer that actively seeks applications from candidates of color, women and all candidates committed to our focus on children.

Now That You've Learned About Us, We'd Like To Find Out More About You. [\[Click Here\]](#)

The Results

SEARCHLIGHT: 6 candidates delivered

EMAIL MARKETING: 21 candidates delivered

JOB POSTINGS: 44 candidates delivered

Boston Public Schools was thrilled to receive 71 engaged, pre-qualified candidates delivered so quickly and effectively. The average cost per sourced candidate was only \$93.