NJDOE News

DOE Announces Redesign of Recruitment Web-site;
Launches Web Media Marketing and Recruitment Software for School Districts

The New Jersey Department of Education today announced the launch of its newly designed recruitment Web-site, *NJHire.com*. The site will feature a new set of media marketing and recruitment software, which is being piloted in four school districts: Ewing, Pemberton Township, Trenton and Vineland.

"Schools that share the mission of preparing our children for the world and the workforce of the 21st century must embrace 21st century techniques to ensure they have talented professionals in all of their teaching positions," said Commissioner of Education Lucille E. Davy. "Our newly revamped recruitment Web-site gives educators a state-of-the art tool to accomplish this, and at no cost."

NJHire's new look and added dimension are the result of a $3.3 million grant project, Teacher Quality Enhancement Recruitment (TQE-R), funded by the U.S. Department of Education in cooperation with the New Jersey Department of Education and The College of New Jersey (TCNJ). USteach, Inc., a national Web-based system for the recruitment and placement of educators, developed the new software and was the original developer of *NJHire.*

TCNJ Professor Sharon Sherman, co-principal investigator of the TQE-R grant, said, "This new web-based media marketing and recruitment software provides school districts with innovative opportunities to showcase themselves in ways that will attract outstanding applicants. This resource will give our New Jersey school districts a recruiting advantage in an education market with a growing shortage of teachers, especially in math, science, bilingual, special education and world languages."

The new software will allow the four pilot districts to display videos with greetings from their superintendents along with school district and local community highlights to capture the interests of job applicants.

Podcasts from the pilot districts will provide information about instructional programs, staff benefits and interactive maps unique to each district. There is also a calendar for special events and job fairs. Each district can easily insert, update, or remove its videos, podcasts, banners and texts by using the simple but powerful software tools.

The software contains a large set of personalized, web-based tools for job candidates. Applicants can access interactive job listings in the pilot districts and submit their own on-line portfolios that may include videos, applications, resumes and required documents. An applicant can create one profile and use it for multiple portfolios and applications.

For the next two years, data collected for the research project will be analyzed to provide feedback for possible modifications so that school districts and job candidates throughout New Jersey will enjoy maximum benefits from the service.

Dr. Mary Gruccio, assistant superintendent in Vineland, says she sees several benefits to the new software. "Using this latest technology will not only provide us with a much larger base from which to recruit, but it will become an excellent marketing tool for our district. I anticipate a higher rate of teacher retention due to the personalization provided to those seeking jobs."

NJHire was launched on the internet nearly seven years ago to provide a way for educators and job candidates to find each other on the Web. Since its inception, more than 150,000 educators and more than 2,500 school districts or recruiters have registered for the service.

School districts and job applicants for teaching positions are encouraged to visit: