



# Lessons in efficient education recruitment.

## SUCCESS STORY

There's a war for talent in K-12 education. And things got even tougher for **IDEA Public Schools** when it needed to quickly find a new principal. IDEA used the advanced search features on LinkedIn Recruiter and leveraged its existing LinkedIn connections to make this critical hire within a month (blinding speed for any charter school).



### Greater access to talent

With unprecedented access to candidates, IDEA can gain leaders that will truly train teachers the right way.



### Savings benefit the students

With the K-12 educator discount from LinkedIn, IDEA can direct even more money to creating a great educational experience for its students.



### Quality plus speed

The quality of applicants found after 30 minutes of searching with LinkedIn Recruiter is higher than over the previous 3 months from applicant pools.



## THE CHALLENGE

# A school without a principal

It is not ideal to lose a principal mid-year. But that's just what happened at IDEA Public Schools. So it needed to find a top quality candidate as soon as possible to make sure the school continued to function, the students excelled, and the teachers were happy.

## THE SOLUTION

# The pipeline pays off in a crisis

The school immediately started working with [LinkedIn Recruiter](#). And luckily, it had already been putting together pools of candidates for an innovative training program for future principals. After engaging their connections, IDEA made the hire within a month of posting the vacancy, timing that's unheard of in the world of leadership recruitment for charter schools. The new principal had the chance to train and get used to the role through the end of the school year, and launch in the new school year.

[Learn more](#)

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If you're truly an exceptional educational professional, you're probably on LinkedIn. So it's become a really great source for us.



**Don Gladish**

Director of Leader Recruitment  
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