

NYC Public Schools Use LinkedIn to Address the National Teacher Shortage

Challenge: Find qualified candidates who want to educate the next generation

- There's a national teacher shortage due to a lack of qualified candidates, especially for STEM, Career & Technical Education, English as a New Language, special education, and foreign languages.
- NYC Public Schools is faced with hiring around 5,000 teachers annually to fill critical vacancies.
- The district's recruitment team's resources were limited, and there were not enough candidates coming out of local colleges & universities to fill high-need vacancies.

Solution: Use LinkedIn Jobs to create a steady pipeline of qualified candidates

- NYC Public Schools used LinkedIn to attract candidates who were either certified teachers or career changers who had the credentials and knowledge needed to fill critical positions.
- The partnership with LinkedIn enabled the district to be targeted in their recruitment approach, and extend their reach efficiently to the right candidates in the right environments.



Increase on total apply-clicks, specific to roles posted during the pilot period



NAMER Reach

Education

Goal 1: Increase hiring efficiency



If you want to reach career changers, if you want to reach a high caliber candidate, you have to be active on LinkedIn. It's an extremely critical channel for us... Be targeted in your approach. Choosing the right skills for each of your jobs will ensure your posts are surfaced to the right job seekers that match your exact criteria."

Julie Gilmartin Senior Marketing Communications Manager

