




Strategic Recruitment & Retention Update

Addressing Classified Staffing Shortages in Rural Districts

Presented by: Hope Blinco
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About

Title:

Strategic Recruitment & Retention Update -
Addressing Classified Staffing Shortages in Rural Districts

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The Current Landscape

Our Challenges

- Transportation Licensure Requirements: Lack of a dedicated Bus Driver Trainer makes licensing new hires difficult (Mineral County SD). Districts with dedicated training staff struggle to keep training timelines on track because drivers frequently leave for outside industries offering higher compensation and better benefits.
- Logistical Barriers: Sending candidates to other towns or counties for training is cost-prohibitive for part-time/substitute/trip driver applicants.
- In-Bus Environment: Increasing student behavior issues are impacting driver Retention.
- Community Constraints: Severe lack of local housing for candidates moving into the areas.
- Incentive Gap: Current incentive structures are primarily focused on certified staff, leaving non-certified roles behind. Many districts have been forced to eliminate incentives due to lack of funding.
- Recruitment Challenges: High turnover and a lack of candidate interest in part-time positions, primarily due to limited hours and inadequate salary and benefit packages.
- Budget Concerns: Most districts are facing Reductions in Force, due to budget deficits and a lack of anticipated funding.



Proactive Strategies

Expanding the Pipeline

- Decreased Barriers: State-level reduction of ParaPro testing scores (from 460 to 455) to increase the qualifying pool.
- Community Mobilization:
 - Direct outreach to parents for substitute, part-time, temporary, and volunteer roles.
 - “Hero to Educators” program. (Mineral County)
 - Critical Labor Shortage hires (welcoming back retired experts).
- Schedule Flexibility: 3 out of 4 schools (Mineral County) and 5 out of 6 communities/schools (Nye County) have transitioned to a 4-day work week to improve work-life balance.

Marketing & Outreach

The “Everywhere” Approach

- Digital Presence: LinkedIn, Indeed, Handshake, Facebook, Instagram, EdJoin, Frontline/K12jobspot, and District Websites.
- State Partnerships: Coordination with Employ NV (DETR).
- On-the-Ground Efforts:
 - Local and regional job fairs.
 - Presence at community events (e.g., Armed Forces Day Parade in Mineral County).
 - Flyers in local businesses and lobby job boards.
 - "Did You Know" boardroom displays featuring wages and benefits.

Our Competitive Edge

Total Compensation



Health & Wellness

100% District-covered Medical, Dental, Vision, and Life Insurance for the employee.



Retirement Security

100% District-paid PERS (Public Employees' Retirement System).



Workplace Culture

Highlighting the "Why" through videos and success stories of our students.

Visual Insights

Jamboard Images/Notes

Findings from Meeting #1 – Recruitment Barriers/Challenges

Cost of Living	Housing	Perception	Workload	Other
Salary / Pay scale / Poor Compensation ✓✓✓✓✓	Relocation assistance for out of state educators ✓ ✓ ✓ ✓ ✓	Need for better marketing of our programs and opportunities ✓ ✓	The amount of work a teacher is required to do. ♥♥ ✓✓	Praxis concerns ♥♥♥♥
Lack of funding to provide competitive salaries that draw teachers to NV ✗	Moving away from family ✗	general shortage of candidates in all positions. ✓✓✓✓✓	The workload due to staffing shortages.	License being issued before school starts or having to start as a sub while waiting on license ♥
	Housing costs are not necessarily a selling point for us anymore ✓	Current teachers bad mouthing the district/system / Growing negativity towards education ✓✓✓✓	High number of students in the classroom ✓ ✓ ✗ ✗	Hiring from outside the US - J visas ♥
		people are not choosing it as a college major. ✓✓✓	What do we do to support discipline issues. ✓	Competing with larger area districts. Partner needing a job too ✗

SAMPLE District Name / Strategy

List successful strategies your district uses to recruit educators? (Teachers, administrators, para-pros, support staff.) What are your district's current recruitment practices?

The grid contains the following strategies and practices:

- PATHWAYS**
- Grow your own with current employees
- Salary, Bonus, Incentive \$
- Hiring Incentive
- College recruiting fairs
- Job Fairs (for all employees)
- Strategic recruiting out of state
- Offer smaller class sizes, PD, mentorships, etc.
- We have a good partnership with our local college. Our CTE offers Education Classes for our high school
- Push the ARL programs
- Grow your own - Teacher
- Elko - partner with local college to offer ARL program
- Support Professional teacher interest surveys - targeted marketing
- and Training CTE
- seniors to create a pipeline.
- Support Professional teacher education programs
- Competitive Salary Schedule - more attractive than other districts
- Elko - signing bonus
- Incentive - \$5,000 or more
- Salary Matching
- Bonus!
- Employee referral incentives
- employees who find someone for us
- College
- Recruit in
- Rural colleges to find students who
- HBCU & HSI Recruiting both Virtual
- Elko - recruiting fairs
- handshake, edjoin, teacher teacher website Prior to covid - we went to several other state
- Job Fairs virtual and in person outside the
- Weekly and Monthly Recruitment Webinars
- person Educator Fairs
- Target states with high teacher production and low vacancies
- Look outside the State of Nevada - states with lower salaries

Current Classified Vacancy & Retention Rates

District:

Mineral County SD: 4% Vacancy Rate / 94% Retention Rate

Nye County SD: 7.9% Vacancy Rate / 83.4% Retention Rate

Eureka County SD: 5.18% Vacancy Rate / 96.7% Retention Rate

Elko County SD: 14% Vacancy Rate (Bus Drivers)

Questions?



Thank you for
your time and
consideration!

We welcome any feedback,
suggestions, and support to assist
us with solving the challenges in
recruiting quality candidates to join
our rural districts.
