

Recruitment in Parkland School Division

Establishing a robust mentorship program is one of the most effective ways to differentiate **Parkland School Division (PSD)** in a competitive Alberta hiring market. By framing mentorship not just as "support," but as a **strategic recruitment pipeline**, you can attract high-caliber candidates who are looking for long-term career growth.

Here is a proposal for a multifaceted mentor recruitment strategy designed to appeal to both full-time contract applicants and substitute teachers.

1. The Strategy: Mentorship as a "Career Catalyst"

To recruit effectively, the division should market mentorship as a tiered professional journey. This shifts the perception of PSD from just a workplace to a **career incubator**.

A. The "Sub-to-Contract" Bridge

Substitute teachers often feel isolated. By offering a **Substitute Mentorship Track**, PSD can convert high-quality "guest teachers" into full-time staff.

- **The Incentive:** Offer substitutes who complete a "Mentor-Shadowing" program (e.g., 5-10 sessions) a guaranteed interview for upcoming contract positions.
- **Peer Coaching:** Pair long-term substitutes with a "Building Buddy" at their most frequent schools to help them navigate school culture and specialized student needs.

B. The "First-Year Residency" Model

For full-time contract recruits, promote a **12-Month Residency** where mentorship is built into the schedule—not added on top of it.

- **Co-Teaching Opportunities:** Recruiters can promise new hires that they won't be "thrown into the deep end." Instead, they get dedicated blocks to observe their mentor or team-teach.
- **TQS Alignment:** Explicitly link mentorship to the *Alberta Teaching Quality Standard (TQS)*, showing recruits exactly how the program helps them move from interim to permanent certification.

2. Recruiting the Mentors (The "Supply Side")

You can't recruit new teachers without a strong pool of experienced mentors. To get the best staff to sign up as mentors, consider these levers:

Incentive Category	Actionable Item
Professional Credit	Recognition of mentorship hours toward "Leadership" requirements in the TQS.
Flexible Scheduling	Providing "Release Time" where the division covers a substitute so the mentor can observe the mentee.
Direct Stipends	Small, budget-conscious stipends or "Professional Growth" funds specifically for mentors.
Legacy Recognition	An annual "Mentor of the Year" award presented at division-wide events.

3. Marketing the "Parkland Advantage"

When your HR team attends job fairs or posts on *Apply to Education*, the mentorship program should be a headline feature:

- **"We Don't Just Hire, We House":** Highlight that every new PSD teacher is paired with a mentor before they even step into the classroom.
- **The "Rural-Urban" Connection:** For schools in more remote areas of the division, emphasize **Virtual Mentorship Networks** where specialists in Stony Plain can mentor new teachers in more isolated schools via video conferencing.
- **Testimonial-Driven Ads:** Use short video clips of current PSD teachers saying, *"I stayed in Parkland because my mentor helped me survive my first December."*

4. Addressing "Classroom Complexity"

With the 2026 focus on **Classroom Complexity Teams** in Alberta, mentorship is a tool for wellness.

- **The Pitch:** "Join a division that understands the modern classroom. Our mentors specialize in helping you navigate diverse learning needs and classroom complexity, so you never feel alone."

Key Recruitment Message: "In Parkland School Division, your contract is the beginning of our investment in you, not the end of the hiring process."