



9 Essential Recruiting Tips & Welcome Packet

February 2016

Rich Ginn

rich@blackrocket.com

732-778-4368

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Today's Goal

This webinar is meant to
reinforce, not replace
the Turnkey Welcome
Packet.

(Welcome packet is reviewed at end of webinar.)

Recruiting Assumptions

- You are looking for STEM, STEAM, or Tech Teachers
- Average of 18 students in a class
- Average staff person can handle 2 to 4 preps
- Try to hire 1 instructor & 1 assistant
- Cut staff depending on enrollment
- You are using Black Rocket for training, curriculum, support*

Black Rocket Comprehensive Programs



Tip 1: Start Early

- Dec/ Jan/Early Feb
 - Schedule finalized and to the Printer
 - Positions identified
 - Recruiting begins
- Feb/March
 - Interviews
- April/May
 - Final candidates selected
 - Training Portal opens to staff and Directors
 - Online training begins last week in April
 - Materials sent

Which person would you hire?

Game Design Professor



3rd to 8th Grade Teacher



Professional Game Designer



Tip 2: Hire K12 Teachers

3rd to 8th Grade Teacher



- Understands classroom management
- Teaches the child, not content
- Returns each summer
- **Costs less\$\$**
- Easier to recruit
- Tech savvy

Ideal Personality/Philosophy

- Outgoing/engaging
- Organized/prepared
- **Gets up early (see interview questions)**
- Problem solver
- Positive approach to behavior
- Flexible
- Loves middle school students
- Reliable
- **Likes to learn and likes tech**

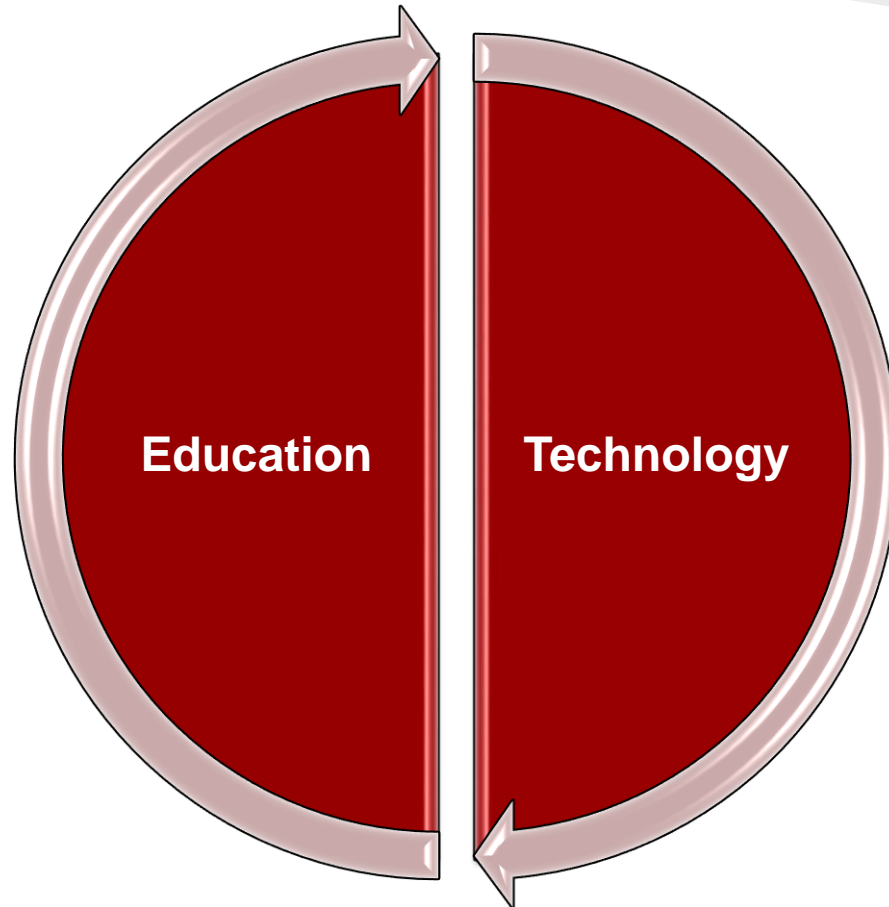
Ideal Skills/Knowledge

- Certified Teacher or recent graduate (4th - 8th grade)
- Likes project-based learning
- Understands student engagement (specific examples)
- All subject areas, but Digital Arts teachers are a bonus (Old school computer teachers/ industrial tech **not** a always a good fit)
- Project Lead the Way is ok
- Use things like Edmodo or other software in classroom
- Has hobbies like musician, gamer, Lego fan
- Able to pass a background check

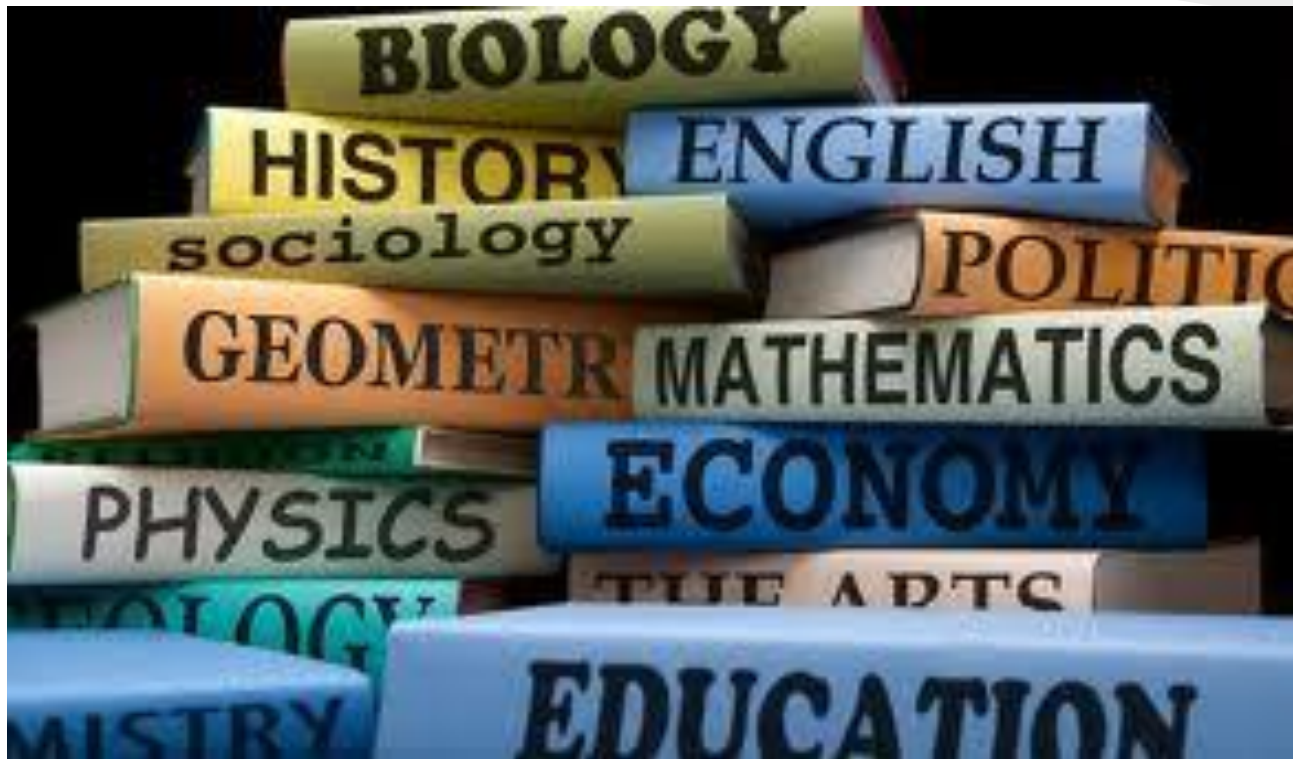
Traits to avoid

- Rigid
- Strict disciplinarian (What would you send a student to the office for? How often do you write kids up?)
- Too artsy to believe in rules (like daily attendance)
- Arrogant
- Blames others (What makes you angry professionally?)
- Perfectionist (Would you rather have students end the class with a finished game that was not perfect or a partially finished game that was perfect?)
- Unprofessional (inappropriate language, dress, lateness)

Tip 3: Balance the Instructor & Assistant



Assistant Instructors



- Top 3 Majors: Game Design, Comp Sci, Graphic Design
- Tend to hire more for tech than education

Who would you post for?

Game Design Professor



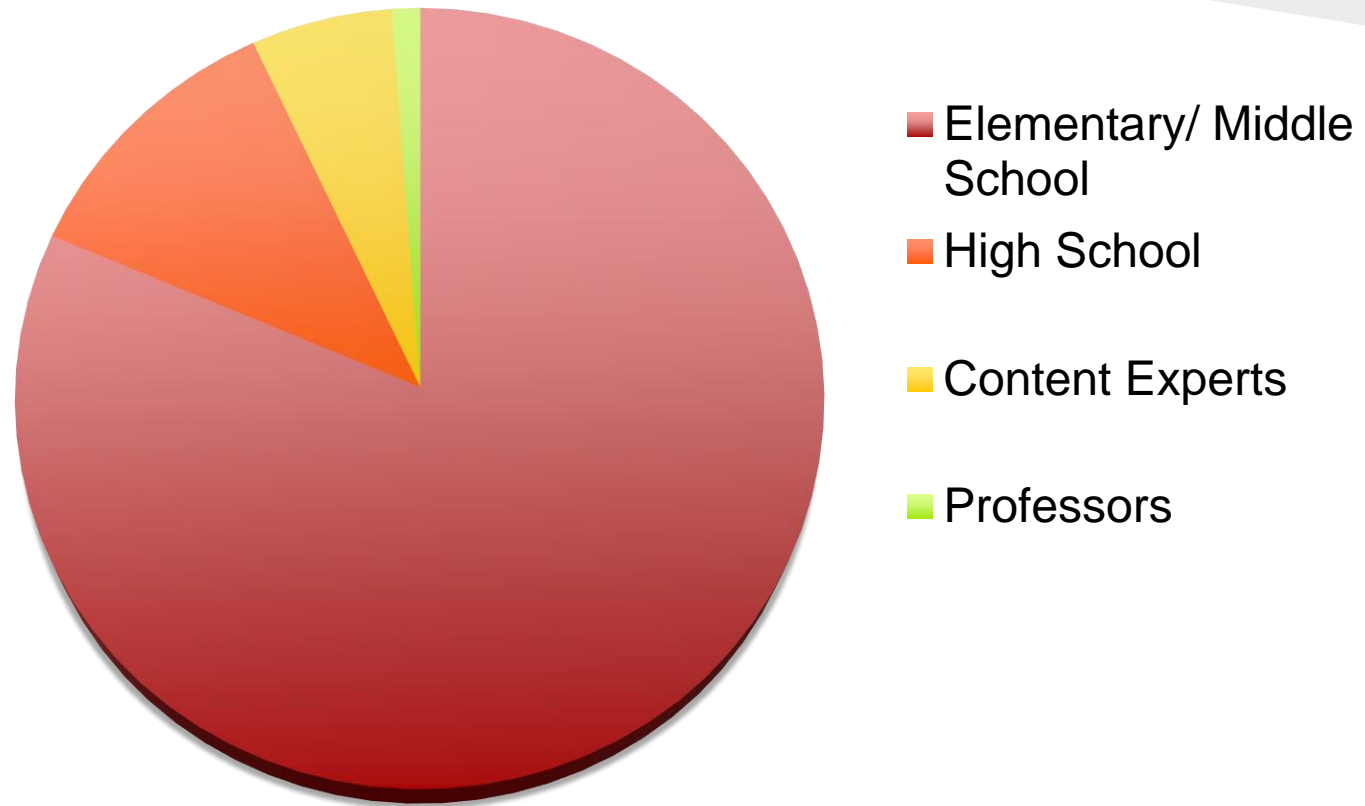
3rd to 8th Grade Teacher



Professional Game Designer



Tip 4: Post for all types



How many teachers do you need?

- Most partners start with between 8 to 40 sections
- BRP programs are in clusters by software/ concepts
 - Digital Arts (DA)
 - Video Game (VG)
 - Mobile Coding (MC)
 - 3D Modeling and Game Design (3D)
 - Minecraft
 - Robotics and Engineering (Sci)
- Typical instructors can do 2 to 4 classes in a single cluster.
- **You can cross clusters if necessary.**

How do clusters work?

Easy

- Spanish I
- Spanish II
- Spanish III

Medium

- Spanish
- French
- Italian

Hard

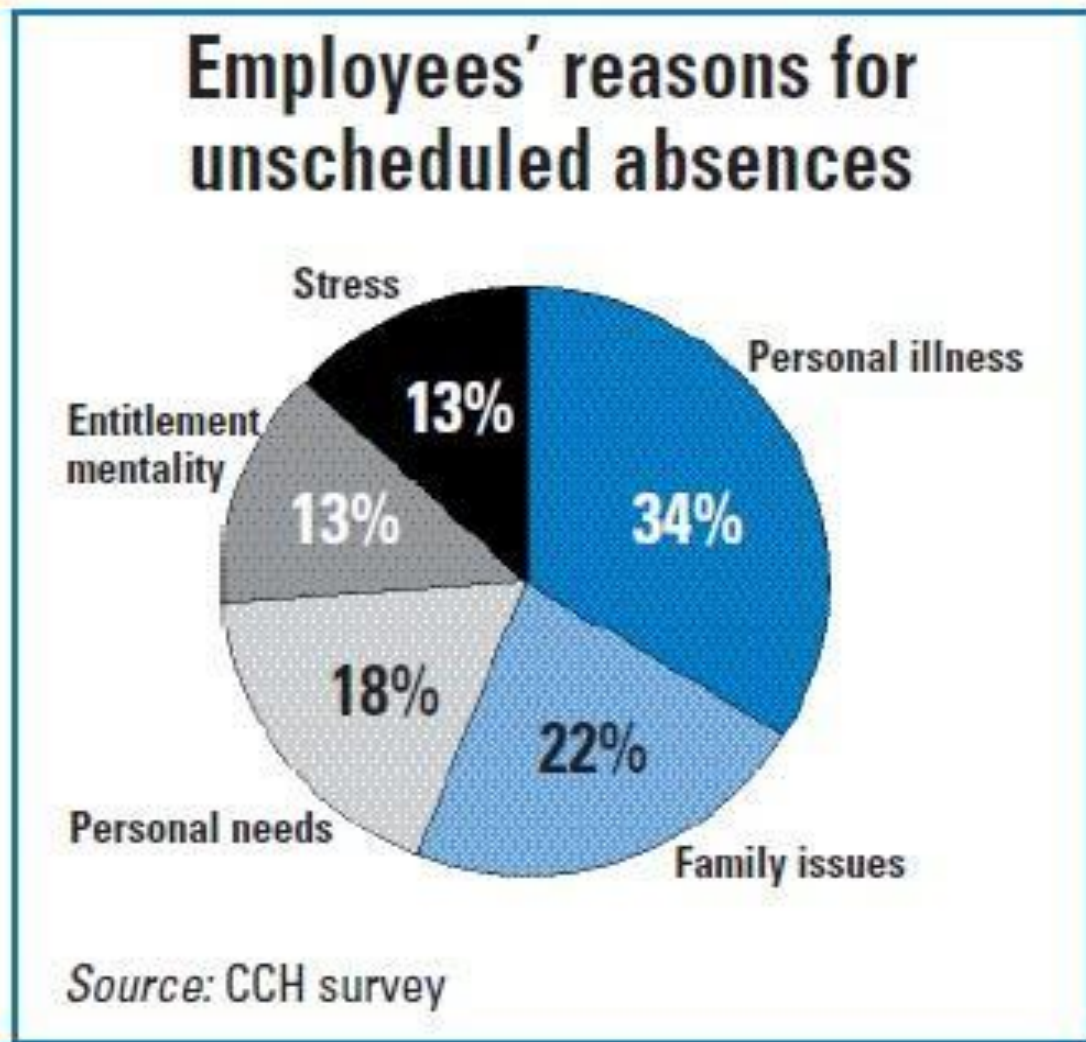
- Chinese
- English
- Spanish

Ex. Similar classes such as App attack and App Adventures are in the same cluster.

Schedule Example

TYPE	DATE	COURSE	SITE	AGES	TIME
VG	6/22/2015	Make Your First Video Game	CHC	11 to 14	9:00 - 12:00
VG	6/22/2015	Make Your First Video Game	CHC	8 to 11	1:00 - 4:00
MC	7/6/2015	App Attack	CHC	8 to 11	9:00 - 12:00
MC	7/6/2015	App Attack	CHC	11 to 14	1:00 - 4:00
MC	7/13/2015	Codebreakers	CHC	8 to 11	9:00 - 12:00
MC	7/13/2015	Codebreakers	CHC	11 to 14	1:00 - 4:00
3D	7/20/2015	Minecraft Designers	CHC	8 to 11	9:00 - 12:00
3D	7/20/2015	Minecraft Designers	CHC	11 to 14	1:00 - 4:00
3D	7/27/2015	Minecraft Modders	CHC	8 to 11	9:00 - 12:00
3D	7/27/2015	Minecraft Modders	CHC	11 to 14	1:00 - 4:00

Tip 5: Hire a Minimum of 2 Teachers



Two Approaches

SAFE APPROACH

- 6 courses (preps)
- 12 sections
- 3 clusters
- 6 staff (3 Instructors/3 Assistant Instructors)
- 2 courses per instructor

RISKY APPROACH

- 6 courses (preps)
- 12 sections
- 3 clusters
- 2 staff (1 Instructor/1 Assistant Instructor)
- 6 courses per instructor

Safe Approach

Pros

- Back up for staff
- Staff can focus
- Less training time
- Less training cost

Cons

- More time spent on recruiting
- May have to cut back staff depending on enrollment

Risky Approach

Pros

- Overall easier
- Less recruiting time
- Less staff to manage

Cons

- No backup staff
- Higher training cost
- More training for the instructor
- Too many preps.
Four is the absolute most we recommend in one summer.



**REALITY
CHECK
AHEAD**

Common Issues

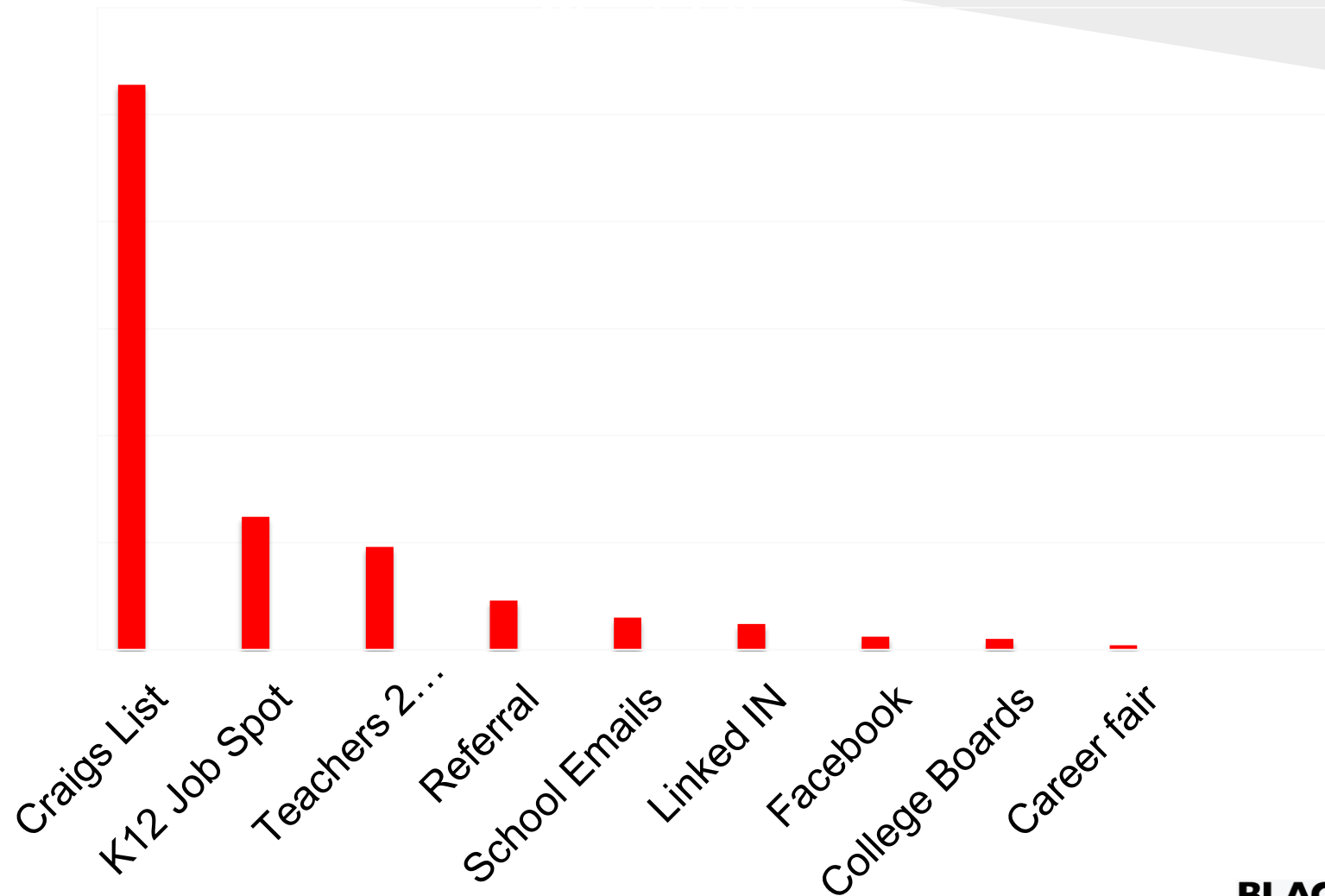
- **Staff cannot work the same weeks as the cluster**
 - Cross training but still only 2 to 4 preps
- Not enough applications
- Not enough good applications

Tip 6: Over Interview



*Remember your chosen candidate may not accept position.

Tip 7: Use Craig's List

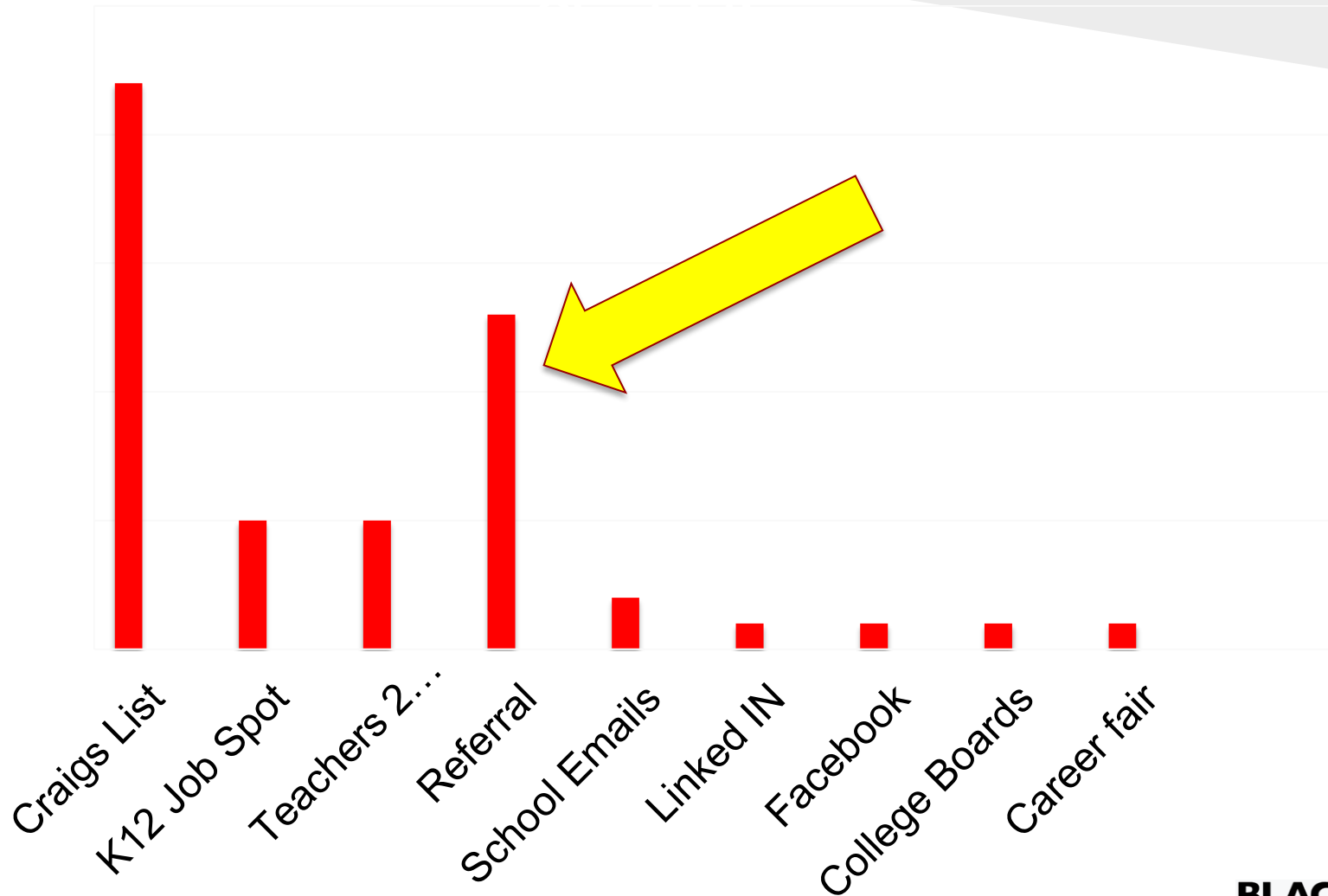


Where to Post...

(Don't use same process as credit!)

- Craigs List (top performer)/ Indeed is close second
- Family and Friends Email
- Teacher sites in your state (K12, Teacher 2 Teacher, School Spring)
- Personal emails to local schools (Guidance Counselors/ Principals)
- Career fairs at colleges for teachers or techies (NJIT)
- Place flyer in faculty rooms/ teacher mailboxes
- Education unions and associations (NJEA, TSA)
- Camp sites (ACA local and national)
- Linked In, Facebook (personal and business)
- Local college career boards, college professors, or college career services
- Local newspaper ads
- Your school website

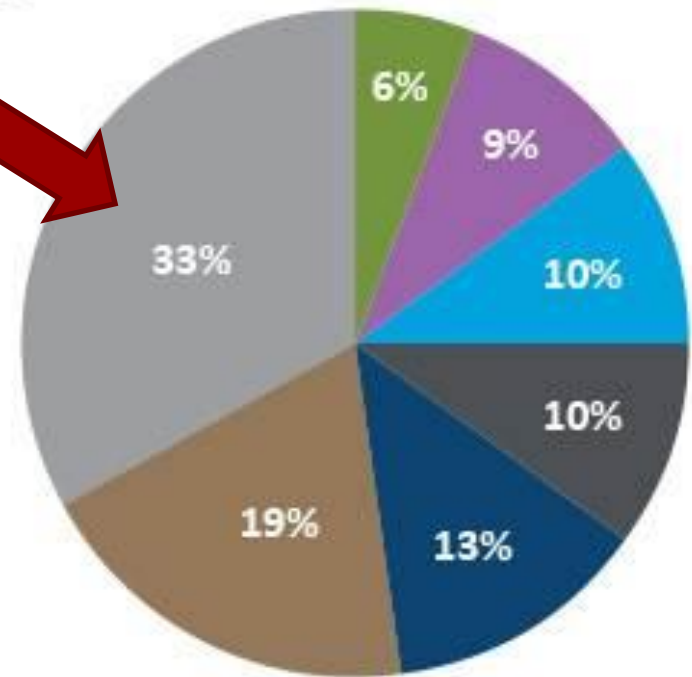
Tip 8: Refer a Friend



How Much Do You Pay?

If you have been at your job for more than one year, which factor is most important in staying?

- Potential for advancement
- Company is doing well
- Other
- Satisfied with salary
- Enjoy the working environment and co-workers
- Flexible work schedule
- Job is intellectually challenging



Tip 9: Pay \$25 or less

- Instructors \$14.00 to \$25.00
- Assistants \$8 to \$12
- Work the margins: \$18 is better than \$19
- Reduced rate for training, stipend OR higher rate w/ no training compensation
- Leave room for raises for returning staff
- Negotiate up, not down
- Do not put the range in the postings

Bonus Tip: NOT Tech Savvy



Bonus Tip: Tech Savvy



SCRATCH



Fourteen Years, Zero Cancellations*



*Black Rocket has never cancelled a class due to not having an instructor. Cancellations due to enrollment have occurred.

BLACKROCKET

Virtual Teaching

GoToMeeting Control Panel

Attendees: 3 out of 26

Names - Alphabetically

- Richard Ginn - Organizer, Presenter
- ana - Web
- Sean Naughton - Me

Audio

Use: ☐ Telephone ☒ Mic & Speakers

Talking: ana

Webcam

Stop Sharing My Webcam

Chat

ana (to All):
we cant hear you

Type message here.

To: All - Entire Audience

Meeting ID# 305-283-373

GoToMeeting

GoToMeeting Viewer - Talking: ana



ana

Sean Naughton

[Room Properties: room_9]

Welcome Packet & Partner Portal

- Partner Portal: blackrocket.com/partners
- Welcome Packet Recruiting Topics
 - Simple job postings and job descriptions
 - Jazzy posting
 - Family and friends email
 - Job flyers
 - Job application
 - Interview questions

Everything Else

- Marketing, Tech, Training, Support, Etc.



Partner Information

Introduction for New Partners

Step 1: Attend the Recruiting and Orientation Webinar (If you are not able to attend the live session February 6th, we will post a recording of the webinar on this website.)

Step 2: [Read the Welcome Packet](#)

Parent Support Information

- Help Site: www.blackrocket.com/help for FAQ about courses, contact information, and tutorials.
- Direct Email: help@blackrocket.com (Fastest response time is through email.)
- Help Phone: 662-468-8892
- *Support Hours Sept 1-May 31: 9am – 5pm Eastern Standard Time, Monday to Friday*
- *Support Hours June 1-Aug 31: 8am – 8pm Eastern Standard Time, Monday to Friday*

Important Documents and Links

- [2015 Turnkey Course Descriptions](#)
- [2015 Course Outlines](#)
- [Preliminary Tech Specs](#)
- [W-9 for Black Rocket](#)
- [Marketing Pictures and Logo](#) (Additional pictures or video are available upon request.)
- [Black Rocket Training Portal](#) (Account Required)
- FEIN Number can be found on the W-9 above

Black Rocket Turnkey Partners

Partner

- Post positions
- Collect resumes
- Screen resumes
- Final decision on hiring

Black Rocket

- Posting examples
- Interview questions
- Candidate profiles
- Secondary resume screening (upon request)
- Final candidate video chat interviews (upon request)



BLACKROCKET

Launch Your Creativity



THANK YOU!

RICH@BLACKROCKET.COM or
BILL@BLACKROCKET.COM

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