

# Recruiting and Retention: Hire to Retire!

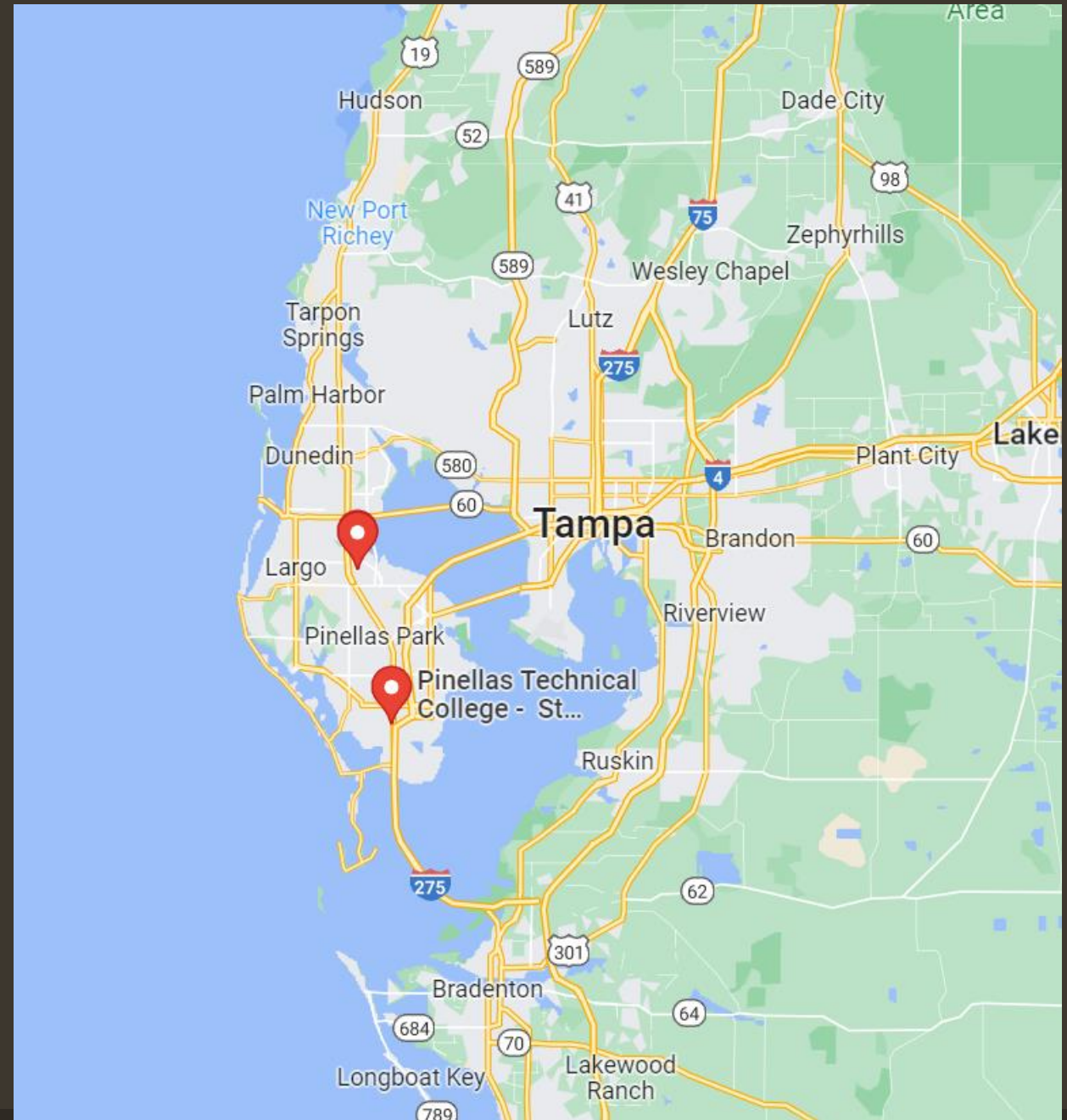
Dr. Jakub Prokop, Director, Pinellas Technical College Clearwater



# PINELLAS TECHNICAL COLLEGE



- Since 1962
- Two Campuses
- Over 3000 Students
- Over 60 Career Fields
- Apprenticeships
- Part of Pinellas County Schools
- Career Technical and Adult Education
- Dual Enrollment Programs
- Funded by Workforce Dollars



# Why is Culture Important to Employees

- Employees quit their bosses not their jobs.
- Positive culture does two things:
  - Retains and attracts quality employees
  - Makes employees self accountable
- A note:
  - “It is not curriculum that produces success, its individual effort, energy, proficiency, integrity, and devotion.”

# Framework for Building Culture

Mission statement = Purpose


Generate support for the purpose

a. Theoretical

b. Operational

A. Theoretical = Framework for Establishing Direction (themes)

B. Operational = Celebrations, Employee Health, Competitions, Events

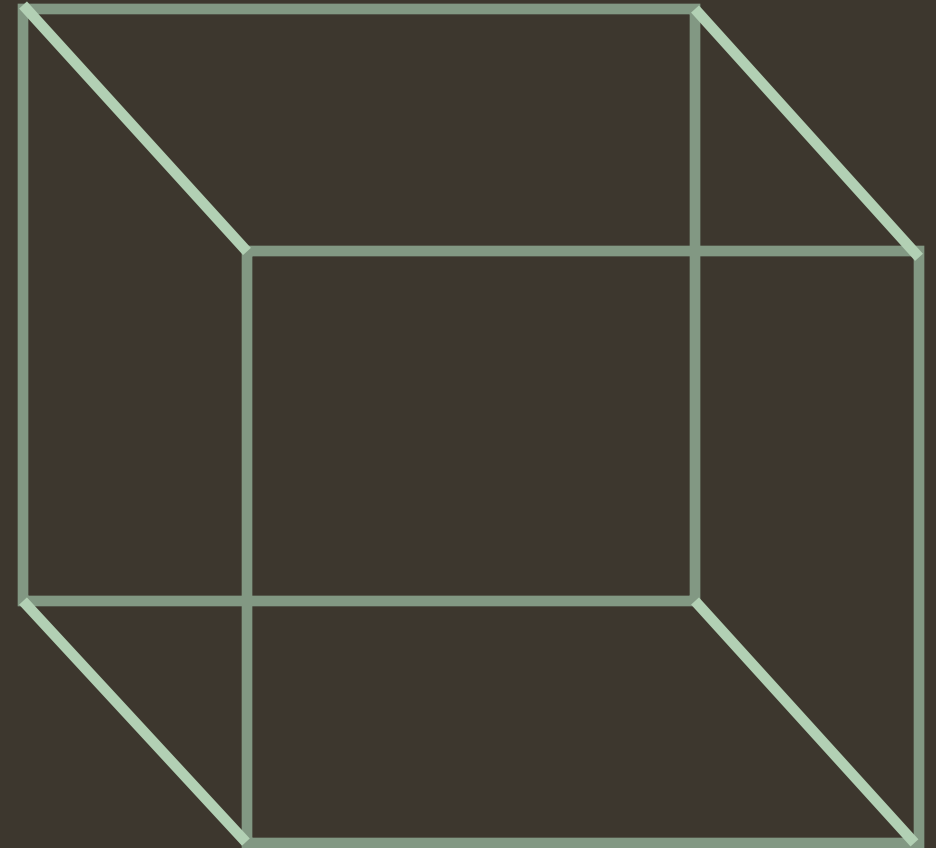


# Acknowledgement and Empowerment = Movement

- Recognitions
  - Professionalism, Teaching, and Community (PTC) Award
  - Pinellas County School Board Recognition
  - Monthly Core Values Awards
- Team Empowerment
  - Milestones Celebrations
  - Special Celebrations
  - Department Chairs
  - Steering Committee
    - School Improvement Plan Review Committee

# A Thematic Approach

- 2021 – 2022 : Pride and Professionalism
- 2022 – 2023 : Own your Excellence
- 2023 – 2024 : Growing Our Potential (pending)



Necker Cube

# Operational Approach to Themes

- Family day celebrations (\$265)
- Healthy Schools events (300 Annually)
- Annual Chili Cookoff (\$50)
- Cookouts for staff and students (\$500)

# The Recognitions

- The Professional, Teaching, Community (PTC) award
- PCSB Praise awards
- Monthly Core Values awards





# Empowering the Team

- Student milestone celebrations
- Special recognitions
  - Perfect attendance
  - Most improved overall
  - Student leadership
- Department Heads (Leaders)
- Steering Committee

$$6 + 4 + 3 = 2$$

# Remote Work/Telework

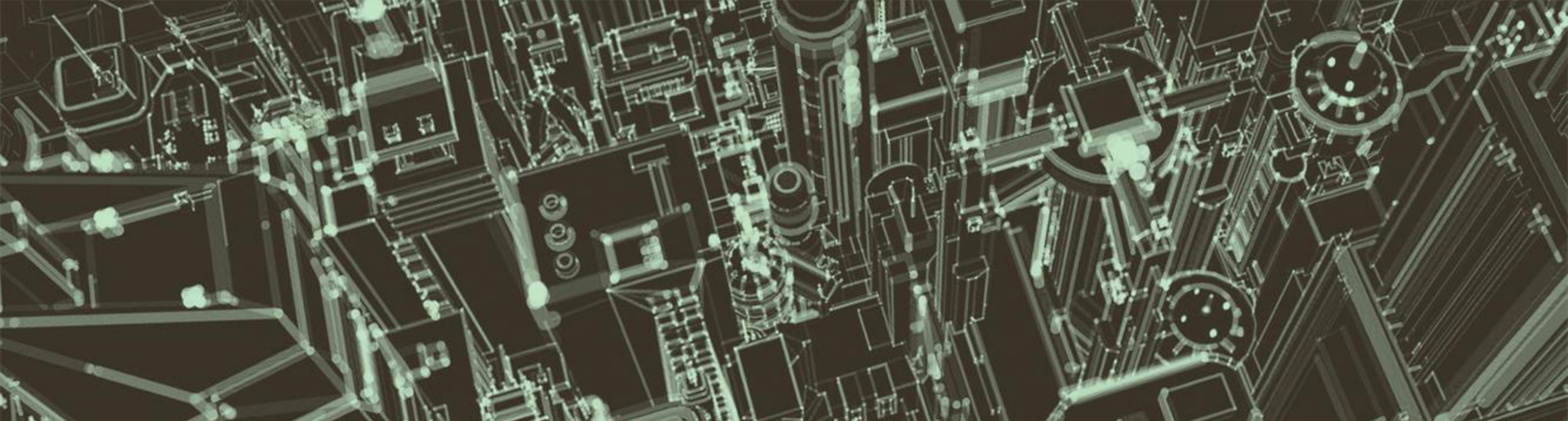
- Companies are now forced to offer remote work as a benefit or employees leave
- BLS Data (2021): Average number of jobs in a lifetime is 12.4
- The older a person gets, the less jobs they hold.
- 5 models:
  - Office Centric: One or Two days remote
  - Fully Flexible Hybrid: Whatever the employee prefers
  - Remote Friendly Hybrid: Days in office are specified, some employees fully remote
  - Hybrid Remote Office: Employees choose their preference of office, remote, or in-between
  - Remote First: Empowering employees to work remote not just allowing

“Employees overwhelmingly demand remote work options, but many struggle to thrive in this work environment.”

Rozantals, A., (2022). In-Office Vs. Remote Vs. Hybrid Work Two Years Later: The Impact On Employee Efficiency. Forbes, Retrieved from: <https://www.forbes.com/sites/forbesbusinesscouncil/2022/03/18/in-office-vs-remote-vs-hybrid-work-two-years-later-the-impact-on-employee-efficiency/?sh=1cd73bb02a25>

# Recruitment Staff and Students

- Increase the rigor and importance of everything your organization does
- Create systems to measure success and ensure that everyone understands the systems
- Use the evaluation process to reinforce the systems, not punitive
- Discipline those who refuse to work on changing their behavior
- Be consistent not personal



# Workforce Development and Recruitment

Working with your local education system

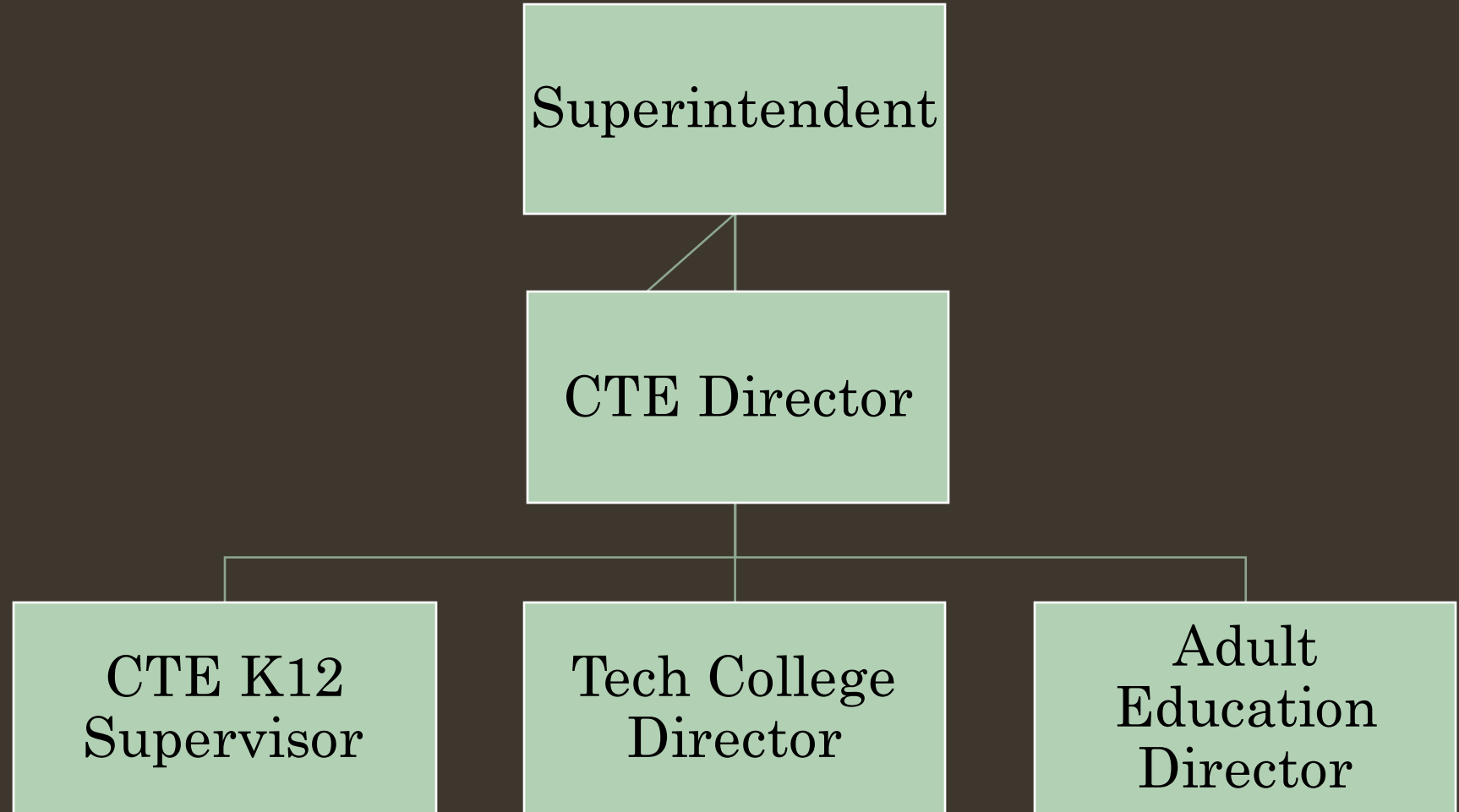


# Employee Connections

- Who are the major employers in your area?
  - What is your cities connection with these employers?
- Where are your needs?
  - Municipal and Private
- Operational items that help with connections:
  - Contact your local technical college and/or state college.
  - Teacher, especially technical, are very difficult to acquire by your educational entities.
  - Tour your educational facilities

# Career and Technical Education

- Vocational Education, Workforce Education, Career and Technical Education
- Workforce Funding
- Federal Grants
- State Grants



# How do we engage with my local college?

- Employer opportunities for engagement
  - School advisory committee (SAC)
  - Occupational advisory committee (OAC)
  - Job preparation workshops
  - Sharing of culture with schools/programs

# How do the students engage with us?

- Models of engagement for students:
  - On the job training: for credit
  - Apprenticeship: After work for upskilling
  - Clinicals: During work hours under the supervision of the instructor (fields trips on steroids)
  - Employee Assistance Plan, Section 127 of the IRS Code (\$5, 250)



**PINELLAS TECHNICAL COLLEGE**



Thank you  
Dr. Jake Prokop  
[prokopj@pcsb.org](mailto:prokopj@pcsb.org)