

# What Do Millennial Teachers Want?

In the [largest study of its kind](#), SchoolCEO Magazine reached out to 30,000 randomly selected K-12 teachers born between the years 1981 and 1996. More than 1,000 teachers submitted a response—a statistically significant sample of the estimated 1.2 million millennial teachers nationwide.

## Discussion Guide



*“The numbers suggest that while salary and benefits factor into decision-making for millennial teachers, they aren’t dealbreakers. Only 26% of those surveyed answered 6 or 7, indicating that salary was critical in their decision-making. More than half responded moderately with 3, 4, or 5, and about a fifth indicated that salary didn’t really matter by selecting 1 or 2. While salary is certainly important, our research suggests that other factors weigh just as heavily in millennial teachers’ decision-making.”*

- What do you find surprising about this information?
- Were salary and benefits key decision-making factors in your job search?



*“We asked those surveyed to select up to three factors that were very important when determining where they would teach. The most common answer was school culture, followed by location, school leadership, and flexibility, respectively.”*

- Do you think these responses are still relevant?
- What would you add to this list?
- How can your district/school promote these factors to potential employees?
- Do you think these factors align with what non-teaching staff are looking for when deciding on a place to work?



*“True to the stereotype, most millennials start their job explorations online. A whopping 81% reviewed a district’s website before accepting a position there. Of that number, almost half (44%) looked at these sites on a mobile device. If a district’s website doesn’t work on smartphones, it risks locking applicants out altogether.”*

- Did you find anything surprising in how millennial talent uses research when making a career decision?
- If you have a smartphone, take a look at your district website. Is the site easily accessible from a mobile device?”

- If someone were to reach out to you and your peers about your district, how might that influence their decision to work in your district?
- How can the district make changes to improve its brand (how people think and feel about them) to attract new employees?



*“We asked teachers to indicate, on a scale of 1 to 7, how much their district’s online presence attracted them to their current position. Of the answers we received, a staggering 85% were negative or neutral.”*

- How would you describe your district’s online presence? What impression would prospective employees get if they researched the district online?
- Do you contribute to your district’s online presence?
- Did you use your district website or social media channels to research your district before you were hired? What did you learn?



*“As you’ve probably already realized, there’s a disconnect between the channels schools are using to recruit and the ways millennial teachers are researching prospective districts.”*

- How would you assess these disconnects for your district?
- Does your district have a careers page? What do you find compelling on this page?
- For additional information on career pages check out: <https://www.apptegy.com/guides/>



*“For the teaching community, Instagram is especially critical: teachers have formed a community on the app, noted NPR. They share curriculum ideas, post photos of student work, and share teacherly outfits.”*

- Do you agree with this assessment of Instagram?
- How do your teachers use social media as a tool to build community?



*“What advice would you give school leaders on marketing to teachers?”*

- Which of these quotes resonates with you the most?
- How would you answer this question?