


What Teachers Want

In Spring 2019, against the backdrop of an accelerating teacher shortage, we published [“What Do Millennial Teachers Want?”](#) In the largest study of its kind, we surveyed over 1,000 millennial teachers from across the country to explore questions like, What matters most when millennial teachers are deciding where to work? How do they find out about their jobs? How deeply does an educator explore a school’s online presence when applying?

We decided to explore the same ideas we researched in 2019—only this time, we conducted a teacher satisfaction survey across five generations, from ages 20 to 80. But while we’ve expanded the parameters of our study, our goals are much the same as they were four years ago. We want to know what teachers of all ages look for in a job, how they learn about open positions, and what you can do to attract—and retain—the best educators.

Discussion Guide

 *“We also found that age and gender are pretty evenly distributed across districts. In other words, for the time being, there’s no evidence suggesting that certain generations or genders gravitate toward certain districts, or that specific members of either category are motivated to pursue work in rural, suburban, or urban districts for any of the reasons we captured here.”*

- Do the demographics in the article align with the teachers in your district?
- What do you think of the statement, “there’s no evidence suggesting that certain generations or genders gravitate toward certain districts”?

 *“These findings align with a broader trend appearing in labor markets across a variety of industries that BBC Worklife refers to as [“The Great Flirtation”](#): “a constantly wandering eye to other openings, regardless of how long a worker has been in a role, and how content they are in their current job.”*

- How does teacher happiness affect your district or school community?
- Do you think teacher happiness is a predictor of browsing or applying to other job opportunities?
- Were you surprised by the amount of teachers that have applied to other jobs in the past year?



“For school leaders, the takeaways here are fairly simple: Making sure your teachers are happy might not keep them from looking at other jobs, but it could keep them from actually leaving your district—or even education in general.”

- What are ways you can keep your teachers happy?
- What do educators want from their: district, school community, and direct supervisor?



“Geographical location ranked highest among these factors, followed by school culture and leadership. At the lower end of rankings, our respondents indicated that when it comes to making career decisions, student performance, career advancement opportunities, and mentorship programs and opportunities were overall less important than other dimensions.”

- How can your district highlight its geographical location to attract new teachers both locally and out of the area?
- How would you describe your school culture? What pieces of your school culture attract new talent?
- In what ways can your school leadership impact teachers' experience?
- What are your thoughts on the analysis of how salary and benefits impact a teacher's decision to stay in a district.



“Great culture, strong leadership, and competitive salaries won't do much for your teacher recruitment unless prospective hires actually hear about them.”

- Where are educators learning about jobs in your community?
- Do you look at social media when you are researching new career opportunities?
- Is career information easy to find on your district website?
- What can you learn about your district by looking at the district website?
- How would you describe your district if asked by a prospective employee?



For more information on What Teachers Want:

<https://www.schoolceo.com/a/our-teacher-satisfaction-survey-spanned-generations/>