



# Lake County Schools Attracts More Qualified Candidates with Chat Recruiting

In the midst of a teacher shortage, Lake County Schools needed to find a new way to reach talented, experienced educators. Chat recruiting with the Brazen platform turned out to be an A+ solution.

**132%**

Increase in new candidates per event

**14%**

More hires with chat sessions

**68%**

More resumes with chat sessions

## So Much to Do, So Little Budget

The problem that Lake County Schools (LCS) faced was classic: too many job openings to fill, not enough job applicants. Instructional Recruitment Partner Quiana Peterson was tasked with building out and maintaining a solid recruitment plan for the district to combat the shortage. Faced with the need to attract and engage a higher volume of applicants, Peterson needed a simple but effective strategy that everyone would understand.

According to Peterson, LCS wasn't getting enough exposure for their job postings, and they didn't have the budget to travel the nation to career fairs. Online chat sessions were a natural solution.

After researching her options, Quiana chose Brazen based on the ease of use, the clean, professional interface, and the simplicity of the concept. "Brazen was the least time consuming and the most productive," Peterson explained.

## Getting Started with Chat-Based Recruiting

*"I don't think we've ever seen those kinds of numbers from any other kind of recruiting format we've used before."*

**Quiana Peterson**  
Instructional Recruitment Partner

Lake County Schools held their first chat session with the Brazen software in February 2016. Until then, Peterson had been trying out several different methods of gaining contacts and resumes for future hires. Tabling at school events, attending local career fairs – anything that had worked for her in the past. But the hiring season was approaching fast and she needed to rake in an armful of resumes more quickly and efficiently. In stepped the Brazen platform.

More Resumes + More Hires

During Lake County Schools' first chat session, they obtained over twice the amount of resumes as they did in the last five months of the previous year. At the next chat session that same week, LCS brought that number up even higher, and by the following month, they already had their first solid hires through Brazen.

## Building a Talent Pipeline

When Lake County Schools hired Peterson, she realized she was starting out with virtually a blank slate. She needed more manpower, time, and money for travel. With Brazen, she was given more bang for her buck and suddenly didn't need as much manpower or time. With each chat session, the leads were flowing in by the hundreds. "It was the least time consuming and most productive," Peterson said, "especially in terms of contacts made. We've been able to create a lot more contacts [with Brazen] than we've ever been able to attract before."

## Attracting More Qualified Hires

Participating schools in LCS's hiring chat sessions noticed an increase in the quality of new teacher hires.

"The types of educators we were attracting was shocking," Peterson said. "We thought it was going to be just the young people who were already on social media coming to these events, but it wasn't.

We were getting very seasoned educators who have a lot of experience and a lot to bring to the table."

Since universities easily supply young, eager teachers, LCS rarely had issues finding young, bright educators. In Brazen, LCS found an effective way to connect with veteran teachers, whom they wouldn't have been able to attract before. Quiana told us, "Through a venue like this ... they had easy access to us, and they never had that before."



## About Lake County Schools

Located in central Florida, Lake County Schools aims to provide every student with opportunities to excel. To do that, LCS continually needs to find experienced, talented educators; but like many other school districts, LCS has been suffering from a nationwide teacher shortage.

### Fast Facts

- 19th largest public school district in Florida
- 41,000 students
- 50 learning sites

*"We're a district that grew really fast, but we're still really personable, so Brazen really spoke to our culture and gave us that personalized touch. It was a perfect fit."*

**Quiana Peterson**  
Instructional Recruitment Partner

## A True Recruiting Partner

LCS was happy with their great results, but they were equally as happy with the support Brazen provided.

"I didn't realize I was getting a partner as well," Peterson said. "Brazen truly understands HR ... Most other companies were just selling me software." When Quiana had a question about how to market her chat sessions, she had access to the resources she needed to overcome every hurdle.

"We're a small district that grew really fast," she said, "but we're still really personable ... So I think Brazen spoke to our culture and gave us that personalized touch. It was a perfect fit."