Diversity Recruitment Overview

ESA Committee Meeting

Thursday – April 12, 2018
I. Overview:

In an article published by the NYS Department of Education called “The State of Racial Diversity in the Educator Workforce”, it defines the national current state of diversity in the educational system.

Some of the key points are as follows:

- “Research done by the United States Department of Education shows the racial makeup of the elementary and secondary school teacher workforce does not match the diversity of students or the population at large”.

- “While students of color are expected to make up 56 percent of the student population by 2024, the teaching population remains “overwhelmingly white,” according to the DOE”.

- “The most recent DOE Schools and Staffing Survey showed 82 percent of public school teachers identify as white, a figure which has remained almost unchanged for the past 15 years”.

These are all National issues that every district is facing.

The following presentation will share what the RCSD is doing to address this issue for the city of Rochester, New York.
II. Current State:
When reviewing the RCSD **Current State** with surrounding Districts in our area we find the following:

### Key Messages:

The National Teacher Average of Diversity is 82% White vs 18% Diversity:

- **Rochester is:**
  - 75% White vs 25% Diversity
    - Rochester Black/AA percentages = 13%
    - Rochester Hispanic/Latino percentages = 6.3%

- **Buffalo is:**
  - 86% White vs 14% Diversity
    - Buffalo Black/AA percentages = 9%
    - Buffalo Hispanic/Latino percentages = 4%

- **Syracuse is:**
  - 88% White vs 12% Diversity
    - Syracuse Black/AA percentages = 8%
    - Syracuse Hispanic/Latino percentages = 3%

There is still much more needed work to do to address this issue.

**Diversity of Teachers in classrooms continues to be a National Issue that impacts our country and must be addressed.**
II. Current State – At what locations are our Teachers of color?

Please see Attachment - A
Human Resources Department

“Every child deserves to have a certified teacher in front of him or her on the first day of school.”
Barbara Deane-Williams

The goal of the Rochester City School District’s Human Resources Department is to aggressively recruit, staff and hire “Mission Driven Teachers, who have a passion for serving urban children and want to work in partnership with parents and community.

**Strategic Goal**

Effective Teachers, Leaders, Staff Teams that are highly effective and responsive to diverse racial, cultural and linguistic needs of Rochester Youth.

**Key Strategies and Action Steps**

- Develop Aggressive Marketing Strategies that target highly qualified and diversity candidates and increases our diversity metric by 10%.
- Launch three (3) Early Recruitment Events – November 2017; February 2018 and April 2018, designed to target Mission Driven Teachers and increase the diversity of our candidate pool.
- Continue to build on a aggressive Recruitment Plan that targets Historical Black College Recruitment Events, Texas Bilingual / Diversity Recruitment Events and Puerto Rico Recruitment Events.
- Continue to enhance our Grow our Own Strategy that identifies highly qualified applicants in our Per Diem Substitute and Paraprofessional Pool.

*Every student by face and name.*
*Every school, every classroom.*
*To and through graduation.*
What is the RCSD doing?

1. Recruitment Events that have been held:
   - **HBCU Recruitment Event:** Raleigh, North Carolina, September 27\(^{th}\) – 29\(^{th}\)
     - St. Augustine University
     - Shaw University
     - North Carolina Central University
   - **Ibero Welcome Reception and Recruitment Event:** Wednesday – 10/18
     Location: 817 East Main Street
   - **Urban League of Rochester:** Saturday – 10/21
     Location: Monroe Community College Downtown Campus – 321 State Street
   - **Rochester HBCU College Fair:** Monday – 10/23
     Location: Rochester Riverside Convention Center: 123 East Main Street
   - **Bilingual, Hispanic & Diversity Professional Job Fair:** Dallas, TX – Thurs. 10/26.
     Location: Dallas, TX.
   - **Monroe County Job Fair:** Wednesday – November 1, 2017.
     Location: Greece NY
   - **RCSD Early Recruitment Event:** Saturday – November 18\(^{th}\)
     Location: Rochester City School District – Central office
What is the RCSD doing?

- **November 18th: RCSD Early Teacher Recruitment Event - #1 of #3 Events**
  - Advertising of this event included the following:
    - Radio Broadcasting: WDKX and PODER.
    - Newspaper Announcements: D&C, Challenger, and City Newspaper.
    - Posted our advertisement at the following colleges universities:
      - 25 NYS Colleges, 2 Chicago Colleges and 53 HBCU’s.
    - Conducted a Press Release – notifying NYS of our event and need for mission driven teachers.
    - Communication sent to individual letters to College / University Presidents notifying them that we are looking for their teaching graduates.

  - Overall, we had 96 people attended this event.
    - 59 Applicants were registered, certified & interviewed /37 walk-ins.
    - 38 Open Contracts extended for 9/1/18; 14 (37%) Diverse Hires / 24 Non-Diverse Hires (63%).
What is the RCSD doing?

• **December 12th:** Church of Central Christ – Recruitment Workshop and Job Fair
  - During this event, we assisted 22 people in filling out Civil Service Applications; we captured 1 para and 1 per diem sub application.

• **January 5th:** “Grow our Own” Informational and Recruitment Event
  - During this event, we partnered with the TLI Institute and the New Life Fellowship Church to conduct an informational/recruitment session – which included having TLI students apply for Scholarships via a grant that the church has available for students attending college for teaching. Approx. 40 students attended this event.

  - **Grow your Own:**
    - **Short-Term Solutions:**
      - We have “mined” our Per Diem Substitute and Paraprofessional pool and worked with these employees to obtain their teaching certifications and become teachers.

        - Total of 181 Employees were converted teachers for the 2016 / 2017 School Year:
          - Asian: 2
          - Black/AA: 25
          - Hispanic: 5
          - Not Specified: 4
          - White: 125
What is the RCSD doing?

- **January 12th: Rochester Works! Annual Recruitment Fair**
  - Approximately 800 people registered for the event with job seekers from around the County. Altogether, we had well over 100 plus candidates visit our tables with interests ranging from sub teachers to careers in food services.

- **January 16th Bilingual Staffing of the Bilingual Language & Literacy Academy**
  - In addition, our Bilingual Efforts continue to be driven by Brenda Pacheco.

  - Brenda led the charge to staff for the opening of the Bilingual Language and Literacy Academy at the Hart Street Location. The Academy was opened on January 16th with over 40 NEW students from Puerto Rico.
What is the RCSD doing?

- **February 10th Early Teacher Recruitment Event - #2 of #3 Events**
  - Advertising of this event included the following: *We used the Same Advertising Media Campaign Process that was used for the November 18th Event.*
  - Overall, we had 133 people attended this event.
    - 85 Applicants were registered, certified & interviewed / 48 walk-ins.
    - 50 Open Contracts extended for 9/1/18; 19 (38%) Diverse Hires / 31 Non-Diverse Hires (62%).

- **February 14th: Monroe County “Recruitment on the Road” Event**
  - The HR Department partnered with Monroe County and attended event. There were over 100 attendees. We captured 42 applications for Civil Service Jobs.
What is the RCSD doing?

Saturday – March 17, 2018

The Rochester City School District is hiring now!

If you are driven to transform lives of urban students, join us for a

Community Recruitment Event
Saturday, March 17, 2018
10 a.m. to 2 p.m.
Central Church of Christ
101 S. Plymouth Avenue
Rochester, NY 14608

- Learn about the joys of working in city schools and supporting every student by face and name.
- Meet District staff and learn how to apply for Civil Service positions.

Applications will be accepted on-site!

Positions available in these areas:
- Teachers
- Substitute Teachers
- Administrators
- Clerical
- Custodial
- Bus Drivers
- Food Service
- Security

Paraprofessional - May apply online: www.rcsdk12.org/employment

Questions? Call Derrick Jones at (585) 262-8191

Why RCSD?
- Competitive salary and benefits.
- NYS Employees Retirement System.
- Tuition reimbursement.
- A vibrant community with a unique blend of history, innovation, and world-class cultural offerings.
- The community is our classroom, with many partners and families who support our educational mission.

Key Messages:
- Over 50 people attended.
- We accepted over 25 Civil Service, 5 Paraprofessional and 6 Per Diem Subs applications.
- Establishing and maintaining community relationships is critical.
What is the RCSD doing?

WEDNESDAY, MARCH 21, 2018
Recruitment
1:30 P.M. - 5:00 P.M.
Student Center Ballroom
Hampton University

HAMPTON UNIVERSITY
School of Liberal Arts and Education
DEPARTMENT OF EDUCATION

Key Messages:
- Over 40 School Districts from across the country attended.
- We interviewed over 30 applicants.
- We have obtained 5 Open Contracts for Diverse Teachers.
- We continue to establish and maintain relationships with our HBCU’s.
Key Messages:
- HBCU’s report a significant decline in teacher enrollment; which subsequently negatively impacts the number of African Americans that are enrolled in educational programs at HBCU’s.
- The building of relationships with the HBCU’s is critical to establishing a pipeline to recruit.
What is the RCSD doing?

- **United Negro College Fund:**
  - RCSD HR has met with Mary Williams, **Director of Outreach and Recruitment for the United Negro College Fund (UNCF)**
  
  - The UNCF maintains a Partnership with over 1,700 Colleges and Universities. They are developing a proposal for the RCSD to consider that would provide the RCSD with access to those juniors and seniors that are in educational programs and are of African American and Hispanic ethnicity.
  
  - The RCSD can then decide how best to use this data base to target for potential applicants to consider the RCSD as a place of employment.
  
  - This work is in-process.

- **Call Me Mister:**
  
  - The RCSD HR Department has engaged Dr. Roy Jones – **Founder and Director of the “Call Me Mister” program**.
  
  - The “Call me Mister” program was started in South Carolina to address the shortage of Black Males in the Educational / Teaching Ranks. The program is in 21 colleges to now include 9 other states.
  
  - The RCSD has tapped into this program to know share and post our jobs to their web boards and make the RCSD have a presence in their program.

- **YWCA:**
  
  - The RCSD HR Department has engaged Miriam Moore-Burt, **VP of Racial Equity Programs for the YWCA**.
  
  - Plans are underway to schedule a Community Recruitment Event with a focus on woman of color.

- **Grow your Own:**
  
  - **Short-Term Solutions:**
    
    - We have “mined” our Per Diem Substitute and Paraprofessional pool and worked with these employees to obtain there teaching certifications and become teachers:
      - Total of 161 Employees were converted teachers for the 2016 / 2017 School Year:
        - Asian: 2
        - Black / AA: 25
        - Hispanic: 5
        - Not Specified: 4
        - White: 125
### Recruitment Resources:
The following are the recruitment resources utilized for the 1st and 2nd Qtr.

<table>
<thead>
<tr>
<th>Internet / Media Resources</th>
<th>Historical Black Colleges</th>
<th>Chicago Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCSD Website</td>
<td>Alabama A &amp; M</td>
<td>Chicago State University</td>
</tr>
<tr>
<td>Application (RCSD Internal Posting System)</td>
<td>Alabama State University</td>
<td>Loyola University</td>
</tr>
<tr>
<td>RCSD Bulletin</td>
<td>Albany State University</td>
<td>DePaul University</td>
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<tr>
<td>Career Builder</td>
<td>Allen University</td>
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<tr>
<td>Indeed</td>
<td>Atlanta University Center Consortium</td>
<td>Pittsburgh Resources</td>
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<td>Top School Jobs</td>
<td>Bethune-Cookman University</td>
<td>University of Pittsburgh</td>
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<td>K12 Job Spot</td>
<td>Bluefield State College</td>
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<td>D &amp; C</td>
<td>Bowie State University</td>
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<tr>
<td>WNYJobs</td>
<td>Central State University</td>
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<tr>
<td>The Challenger Newspaper</td>
<td>Cheyney University of Pennsylvania</td>
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<td>The Minority Reporter</td>
<td>Clarion University</td>
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<td>The City News Paper</td>
<td>Clark Atlanta University</td>
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<td>WXXI Radio Station</td>
<td>Coppin State University</td>
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<tr>
<td>PODER Radio Station</td>
<td>Delaware State University</td>
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<td>Community Agencies</td>
<td>Edward Waters College</td>
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<td>Action for a Better Community</td>
<td>Fayetteville State University</td>
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<tr>
<td>Urban League</td>
<td>Florida A &amp; M University</td>
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<td>HEREO</td>
<td>Grambling State University</td>
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<td>Hispanic Business Alliance</td>
<td>Hampton University</td>
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<tr>
<td>Greek Fraternities and Sororities</td>
<td>Harris-Stowe State University</td>
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<td>Rochester Works</td>
<td>Howard University</td>
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<td>NYSSC</td>
<td>Jackson State University</td>
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<tr>
<td>Veterans Outreach Center</td>
<td>Lincoln University (MC)</td>
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<tr>
<td>Access to CUNY</td>
<td>Lincoln University (PA)</td>
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<tr>
<td>Colleges / Universities</td>
<td>Livingston College</td>
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<td>SUNY Oswego</td>
<td>Mississippi Valley State University</td>
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<td>Univ. of Buffalo</td>
<td>Morehouse College</td>
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<td>St. John Fisher</td>
<td>Morgan State University</td>
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<td>Buff State</td>
<td>North Carolina A &amp; T</td>
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<td>Keuka College</td>
<td>North Carolina Central University</td>
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<td>Canisius College</td>
<td>Rust College</td>
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<td>St. Bonaventure</td>
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<td>Daemen College</td>
<td>South Carolina State University</td>
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<td>D’Youville</td>
<td>Southern University</td>
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<tr>
<td>Le Moyne College</td>
<td>Spelman College</td>
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<tr>
<td>NYU</td>
<td>St. Augustine University (NC)</td>
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<tr>
<td>Manhattan College</td>
<td>Stony Brook College</td>
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<tr>
<td>CNPCC</td>
<td>Talladega College</td>
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<tr>
<td>Utica College</td>
<td>Tennessee State University</td>
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<tr>
<td>Herkimer College</td>
<td>Texas Southern University</td>
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<tr>
<td>Mohawk Valley</td>
<td>Tougaloo College</td>
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<tr>
<td>Morris State Coll</td>
<td>Tuskegee</td>
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<tr>
<td>SUNY Polytech Inst.</td>
<td>University of the District of Columbia</td>
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<tr>
<td>Utica School of Comm.</td>
<td>Virginia State University</td>
<td></td>
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<tr>
<td>Fordham University</td>
<td>West Virginia State University</td>
<td></td>
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<tr>
<td>Stone Brook University</td>
<td>Wilberforce University</td>
<td></td>
</tr>
<tr>
<td>St. Rose College</td>
<td>Wiley College</td>
<td></td>
</tr>
<tr>
<td>University at Albany</td>
<td>Winston Salem University</td>
<td></td>
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<tr>
<td>Xavier of LA</td>
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</tr>
</tbody>
</table>

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**OUR TEACHERS ARE MISSION-DRIVEN**

The Rochester City School District is hiring NOW for the 2017-18 school year in the following certification areas:

- **Teachers:**
  - Guidance Counselors
  - School Social Worker
  - English Language Arts
  - ESOL
  - Library Media Arts
  - Per Diem Substitutes
  - Math
  - Special Education
  - Science
  - Technology

**Occupational Therapists**

Every student by face and name. Every school, every classroom. To and through graduation.

Interested candidates seeking employment for the 2017-18 school year must complete the RCSD online application.

For employment Information, apply now at: [www.rcsdk12.org](http://www.rcsdk12.org)

RCSD is an equal opportunity employer regardless of race, creed, color, gender, age, religion, disabilities, national origin or veteran status.
**Year to Date: Diversity Metrics – ALL RCSD Employees**

### ALL RCSD EMPLOYEES

<table>
<thead>
<tr>
<th>Ethnicity Descr</th>
<th># of Employees</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>4222</td>
<td>54.8%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>2060</td>
<td>26.7%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>890</td>
<td>11.6%</td>
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<tr>
<td>Not Specified</td>
<td>307</td>
<td>4.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>96</td>
<td>1.2%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>20</td>
<td>0.3%</td>
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<tr>
<td>Multiracial</td>
<td>17</td>
<td>0.2%</td>
</tr>
<tr>
<td>Native Hawaiian/Oth Pac Island</td>
<td>3</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>7703</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

### NEW HIRES - 2017 / 2018

<table>
<thead>
<tr>
<th>Ethnicity Descr</th>
<th>New Hires</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>458</td>
<td>42.0%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>342</td>
<td>31.4%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>178</td>
<td>16.3%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>12</td>
<td>1.1%</td>
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<tr>
<td>Not Specified</td>
<td>32</td>
<td>2.9%</td>
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<tr>
<td>Asian</td>
<td>20</td>
<td>1.8%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>2</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>1090</strong></td>
<td><strong>100.0%</strong></td>
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</tbody>
</table>

**Key Messages:**
- Out of 7,703 RCSD Total Employees, 55% are White and 45% are Diverse.
- Out of the 1,090 New Hires for the 2017/2018 School Year, thus far 42% are White and 58% are Diverse; we are trending in a positive manner as it relates to overall diversity hiring.
Key Messages:

- Out of 3,414 **All Teachers** in the RCSD Total Employees, 75% are White and 25% are Diverse.
  ➢ Please note that **3.4%** of the Diverse Category are identified as “**Not Specified**”.

- Out of the 308 Teacher **New Hires** for the 2017/2018 School Year, thus far 80% are White and 20% are Diverse.
  ➢ Please note that these numbers will continue to adjust / fluctuate as hiring is on going and applicants that have been given “Open Contracts” have until July 2018 to commit to the RCSD for employment.
# Recruitment Costs: Membership Fees

<table>
<thead>
<tr>
<th>1. Recruitment Memberships</th>
<th>Total Projected Cost Per Year</th>
<th>Comments</th>
</tr>
</thead>
</table>
| New York State School Boards Association | $2,600  
1 Year | National Posting Site for **Senior** Administrative Jobs (ie. Deputy Superintendents and School Chiefs) |
| School Administrators Association of NYS | $4,400  
1 Year | National Posting Site for Administrative Jobs (ie. School Chiefs, Executive Directors, Directors, etc.) |
| Top School Jobs | $4,200  
1 Year | National Posting Site for All Teaching Jobs |
| Career Builder | $13,250  
1 Year | National Posting Site for All Jobs (ie. ASAR, RTA, BENTE, and RAP) |
| National Association for Psychologist | $750  
1 Year | National Posting Site for Psychologist Jobs – **Shortage Area** |
| National Association for Black Social Workers | $800  
1 Year | National Posting Site for Black Social Worker Jobs – **Shortage Area** |
| National Association of Counselors | $800  
1 Year | National Posting Site for Counselor Jobs – **Shortage Area** |
| National Association of Math Teachers | $500  
1 Year | National Posting Site for Math Jobs – **Shortage Area** |
| Equal Opportunity Employer Journal | $600  
1 Year | National Posting Site and EOE Journal |

**TOTAL PROJECTED SPEND**  
$27,900 Yr
## Recruitment Costs: Media & Travel

### 2. Marketing / Media Advertisement

<table>
<thead>
<tr>
<th>Publication</th>
<th>Cost per / Run</th>
<th>Total Projected Cost Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio: WDKX 103.9</td>
<td>$2,100</td>
<td>Three = $6,300</td>
</tr>
<tr>
<td>Radio: PODER 97.1</td>
<td>$1,025</td>
<td>Three = $3,075</td>
</tr>
<tr>
<td>Democrat &amp; Chronicle</td>
<td>$2,300</td>
<td>Five = $11,500</td>
</tr>
<tr>
<td>City Newspaper</td>
<td>$450</td>
<td>Two = $900</td>
</tr>
<tr>
<td>Challenger Newspaper</td>
<td>$400</td>
<td>Three = $1,200</td>
</tr>
<tr>
<td>Minority Reporter</td>
<td>$300</td>
<td>Three = $900</td>
</tr>
<tr>
<td>Rochester Western NY Jobs</td>
<td>$350</td>
<td>Three = $1,050</td>
</tr>
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<td><strong>TOTAL PROJECTED SPEND</strong></td>
<td></td>
<td><strong>$24,925</strong></td>
</tr>
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</table>

### 3. Travel

<table>
<thead>
<tr>
<th>Trip Type</th>
<th>Average Cost per / Run</th>
<th>Total Projected Cost Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>HBCU Recruitment Trips</td>
<td>$850/Person x 2 People x 3 Visits (We target 4 HBCU’s per Visit)</td>
<td>$5,100</td>
</tr>
<tr>
<td>*Bilingual Recruitment Trips (Dallas, TX and NYC)</td>
<td>$1,100/Person x 2 People x 2 Visits</td>
<td>$4,400</td>
</tr>
<tr>
<td><strong>TOTAL PROJECTED SPEND</strong></td>
<td></td>
<td><strong>$9,500</strong></td>
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</table>

*Note: While we assess the travel plans to Puerto Rico, we will continue to use the PODER Radio Station to help us to recruit those impacted by the Hurricane.*
## HR General Funds

<table>
<thead>
<tr>
<th></th>
<th>2016-17 Actual Expenditures</th>
<th>2017-18 Budget Amended (Feb 28)</th>
<th>2018-19 Budget</th>
<th>Increase / (Decrease)</th>
<th>Percent Increase / (Decrease)</th>
</tr>
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<tbody>
<tr>
<td>Salary Compensation</td>
<td>$1,849,592</td>
<td>$2,007,363</td>
<td>$2,066,154</td>
<td>$58,791</td>
<td>2.9%</td>
</tr>
<tr>
<td>Other Compensation – Temp Support</td>
<td>$10,808</td>
<td>$17,612</td>
<td>$12,000</td>
<td>($5,612)</td>
<td>-31.9%</td>
</tr>
<tr>
<td>Cash Capital Outlays – ADA Accommodation</td>
<td>$4,488</td>
<td>$4,200</td>
<td>$6,000</td>
<td>$1,800</td>
<td>42.9%</td>
</tr>
<tr>
<td>Facilities and Related – Printing, postage, recruitment advertisement, event fees, etc.</td>
<td>$21,024</td>
<td>$54,431</td>
<td>$56,000</td>
<td>$1,569</td>
<td>2.9%</td>
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<tr>
<td>Technology</td>
<td>$0</td>
<td>$1,000</td>
<td>$0</td>
<td>($1,000)</td>
<td>-100.0%</td>
</tr>
<tr>
<td>All Other Variable Expenses – Recruitment; Travel, Hotel, etc.</td>
<td>$28,080</td>
<td>$45,624</td>
<td><strong>$61,600</strong></td>
<td>$15,976</td>
<td>35.0%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$1,913,992</td>
<td>$2,130,230</td>
<td>$2,201,754</td>
<td>$71,524</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

### Key Messages:
- The Total Projected 2018 – 19 **Recruitment Budget** is $61,600.
- The Total Projected 2018 – 19 **Recruitment Spend** is $62,325.
  - Net Difference of **(- $725).**