



Cabot Schools

CASE STUDY

The Challenge:

The seventh-largest district in the state, Cabot School District's mission is to prepare students for tomorrow's opportunities — every child, every classroom, every day. With over 10,000 students, recruiting and hiring the best teachers and staff can be a challenge. Cabot's Personnel Director, Lisa Baker, wanted to replace the district's outdated, 11-year-old recruiting and hiring software. Eager to implement an online platform that would be easier for applicants to use, she started the search for a new application system.

Based on a strong belief in servant leadership, it was important to put the needs of the applicants first. Lisa wanted access to cutting-edge technology that would easily interface with other systems already in use, and would help the district recruit and hire top quality teachers from around the country.

The Results:

The district's first electronic system worked well for a while, but eventually became outdated and was frustrating for applicants to use. Familiar with Frontline Recruiting & Hiring from the company's presence at professional conferences, and knowing the district was already using Frontline Absence & Time, Lisa thought it might be a good choice for Cabot. It turned out to be a great fit.

The district has saved time fielding calls from applicants, cut down on manual data entry and expanded their recruiting reach by posting jobs on K12JobSpot.com. They plan to add the screening assessments next year, knowing that they will provide additional data to help school and district leaders hire the best candidates.

"Frontline is a much more user-friendly system. We are very big on what is best for the applicants. What is easiest for them as far as uploading, and how can it help the applicant? How about troubleshooting? What we've liked about Frontline as well is the technical support." – Lisa Baker, Director of Personnel



District Background

LOCATION: Cabot, AR

K-12 ENROLLMENT: 10,307

FACILITIES:

- 9 elementary schools (grades Pre-K-4)
- 2 middle schools (grades 5-6)
- 2 junior highs (grades 7-8)
- 1 freshman academy (grade 9)
- 1 high school (grades 10-12)
- 1 academic center of excellence (7-12)
- 1 alternative learning academy

STAFF:

- Certified: 755
- Classified: 592

DEMOGRAPHICS:

13 primary languages, 1.4% home language other than English.

- Hispanic: 4.1%
- Caucasian/White: 93.1%
- African-American/Black: 1.6%
- Asian: 1.5%
- Native American: 0.6%

Solutions Used

- Frontline Absence & Time
- Frontline Recruiting & Hiring
- Frontline Central

The Solution:

The Personnel Department's mission to recruit, develop and maintain outstanding employees who are committed to educational excellence drives every decision.

PREPARING FOR CHANGE

As soon as the bid process was completed and the choice was made to go with Frontline Recruiting & Hiring, Lisa and her team started planning the implementation process. After visiting with other districts, Cabot began its transition. Within a month and a half, the team was ready to launch the new program.

Before going live, Frontline scheduled webinars and provided training, as well as continuous email support. Lisa says they were always there, patient and understanding, ready to answer questions and provide support before and after they flipped the switch. Pleased with the transition, Lisa was quick to say that Frontline customer service had exceeded her expectations.

The entire personnel department team is thrilled with the new applicant tracking system and the way it easily integrates with Frontline Central, the districts employee records management system, also from Frontline. All required documents are uploaded by applicants, and personal information remains secure. Email correspondence and scheduling tools help the personnel staff place applicants in pools for administrators to review. The department plans to add the screening assessments next year, knowing that they will provide additional data to help school and district leaders hire the best candidates.

SUPPORTING COLLABORATION ACROSS THE DISTRICT

The interface between systems was an important consideration for the Cabot central office. While Frontline Recruiting & Hiring is the domain of the personnel department, and the business office and payroll specialists are the primary users of Frontline Absence & Time, multiple staff members have

access to relevant data from both solutions. Once a candidate is selected, the application documentation and new employee information easily flow from one system to the other, saving time and effort for each department.

"The fact that they can interface with each other, that saves time, and I think saving time always increases productivity."

– Lisa Baker

Not only is the system helping the central office work more efficiently, but they are receiving fewer calls for assistance from applicants. Applicants for all positions are able to access the features more easily, making it convenient to submit their applications and supporting documentation without the frustration that was common with the previous system.

ATTRACTING TOP-QUALITY APPLICANTS

One of the personnel department's favorite features is the advertising tool that extends their recruiting reach to a broader audience and allows them to post jobs on K12JobSpot.com. Cabot's success with Frontline Recruiting & Hiring is likely to influence others who are watching Cabot closely as a trendsetter.

"In Cabot, we're all about getting the best teachers for our kids. Having an applicant software system that recruits some of those teachers from very strong districts, we're able to recruit and retain quality teachers." – Lisa Baker

In Summary:

First impressions are made at first contact. If applicants find the online system difficult to navigate, they might assume the district could be a difficult place to work. Consequently, ease of use was one of the most important considerations in selecting Frontline Recruiting & Hiring. Having a broad reach for recruiting teachers and integration with existing systems influenced the decision, and Frontline's professional level of customer service clinched the deal. Just six months into implementation, the staff at Cabot Schools has been extremely impressed with the solution.



About Frontline Education

Frontline Education is an integrated insights partner serving more than **12,000 K-12 organizations** and millions of educators, administrators and support personnel in their efforts to develop the next generation of learners. With more than 20 years of experience serving the front line of education, Frontline Education provides actionable intelligence and insights that enable informed decisions and drive engagement across school systems. Bringing together the best education

software solutions into one unified platform, Frontline is pioneering a human capital management approach that meets the unique needs of education. The **Frontline Insights Platform** makes it possible to efficiently and effectively manage the administrative needs of the education community with solutions including **Frontline Recruiting & Hiring**, **Frontline Absence & Time**, **Frontline Professional Growth** and **Frontline Special Ed & Interventions**.