



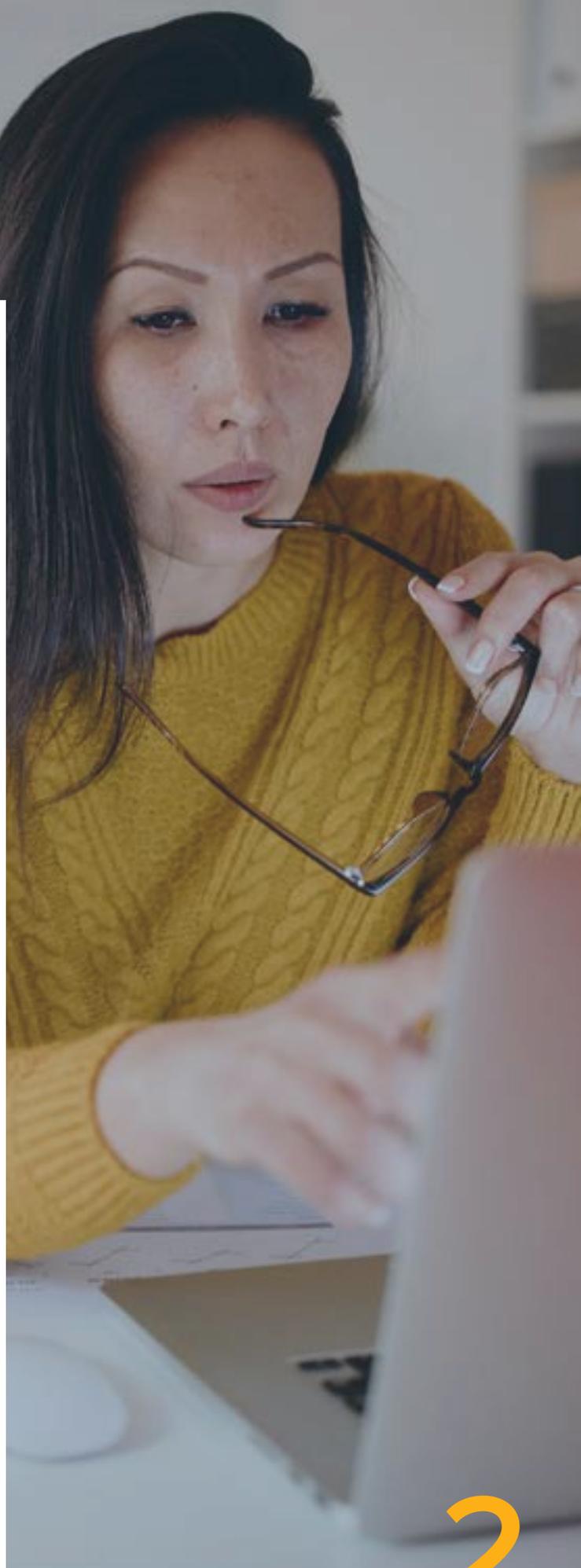
NEOED

**THE HIRING CRISIS
IN EDUCATION**

2023 REPORT

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THE EDUCATION HIRING CRISIS

The education sector is facing an unprecedented hiring and retention crisis. You've seen it firsthand – high rates of burnout, causing staff and faculty to leave education earlier than planned. But it's another thing entirely to look at the data and realize **these problems won't go away on their own.**

An analysis of 1.3M applications on [NEOED's Insight](#) (an applicant tracking system) highlights this troubling trend. In 2022 there was an 18% increase in job openings and a 8% decrease in applicants per job compared to 2021.

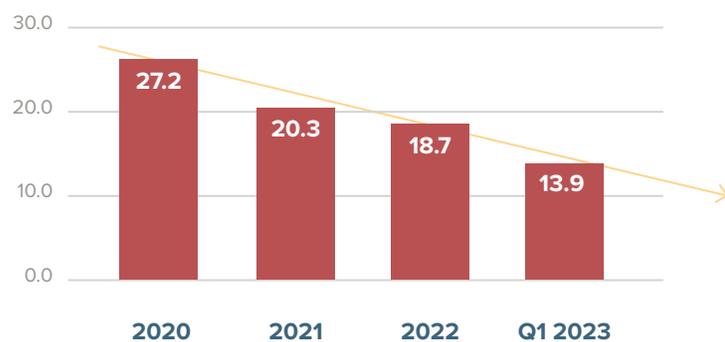
Fortunately, data from 2023 looks a little more optimistic. In Q1 of this year, the number of applicants per job increased by 14% compared to Q1 of 2022.

Looking at the trend since 2020, we see a 49%

decrease in applicants per job. How can education HR reverse the trend? It starts by addressing the root cause – burnout and turnover.

Figure 1
Number of Applicants Per Open Job

Source: 2020-Q12023 applicant data from 1.3M applications in Insight





THE EDUCATION JOB MARKET

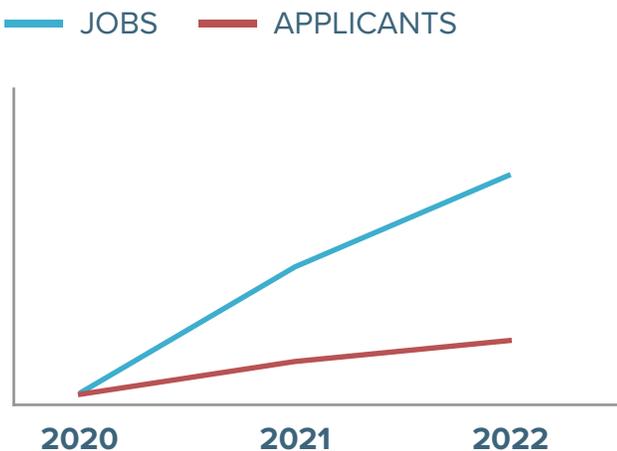
The education sector is caught in a cycle of turnover and burnout. Does this scenario sound familiar?

Employees are underpaid and overworked as they compensate for faculty and staff shortages. Over time they burn out and leave the school, often earlier than planned. As employees leave, HR tries to fill critical roles, but there aren't enough qualified applicants to compensate for turnover rates.

This negative cycle has brought the education sector to where it is today, and it can be summed up in four words: more openings, less applications. **Education job openings reached a new peak in 2022, reflecting a 73% increase since 2020.** Meanwhile, the number of applications hasn't been able to keep pace, only increasing by 19%.

Figure 2
Jobs & Applications Compared to 2020

Source: 2020–2022 application data from 1.3M applications in Insight

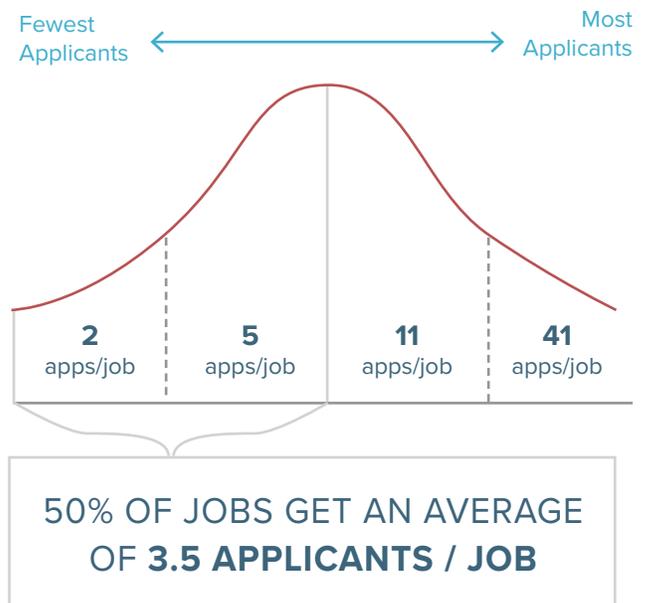


The negative cycle becomes more apparent when splitting the data into quartiles. The bottom 25% of job postings only received 2 applications per open role. These applicants may not even meet the minimum requirements, so it's possible these job postings didn't have a single qualified candidate apply.

Quartile data also shows that 50% of jobs only received 3.5 applications on average. Meanwhile, the top 25% of jobs received 41 applications. **Which of your jobs are in the bottom 50%? Let's look at the hardest jobs to fill in education.**

Figure 3
Average Applications/Job by Quartile

Source: Q1 2023 data from 1.3M applications in Insight



THE HARDEST JOBS TO FILL IN EDUCATION

Beyond teaching jobs, educational institutions require many support roles, especially in Higher Ed, where an entire campus needs to be run. But more than any other job category, HR professionals struggle to hire and retain teachers. Job openings for teachers (preschool–postsecondary) increased by 18% between 2021 and 2022, but the number of applications per job decreased by 7%.

Although a 7% decrease isn't as steep as other job categories, it's alarming because teaching jobs make up 40% of all jobs in education. Any decrease will impact your ability as an HR professional to hire qualified teachers.

Let's explore which teaching positions are the most attractive to job seekers, and which ones are the hardest to fill.

The job data in Figures 4–8 is based on job categories and job titles from the U.S. Bureau of Labor Statistics (BLS). [View this page to learn more.](#) The data itself comes from 28k jobs and 500k+ applications in Insight, NEOGOV's applicant tracking system.

APPLICATIONS PER TEACHING JOB

Turnover in education is a complex issue driven by personal, professional, and systemic factors. Unfortunately, there isn't any single solution. But a good place to start? Using data insights to identify which hard-to-fill jobs are worth investing in.

PRESCHOOL–SECONDARY TEACHERS

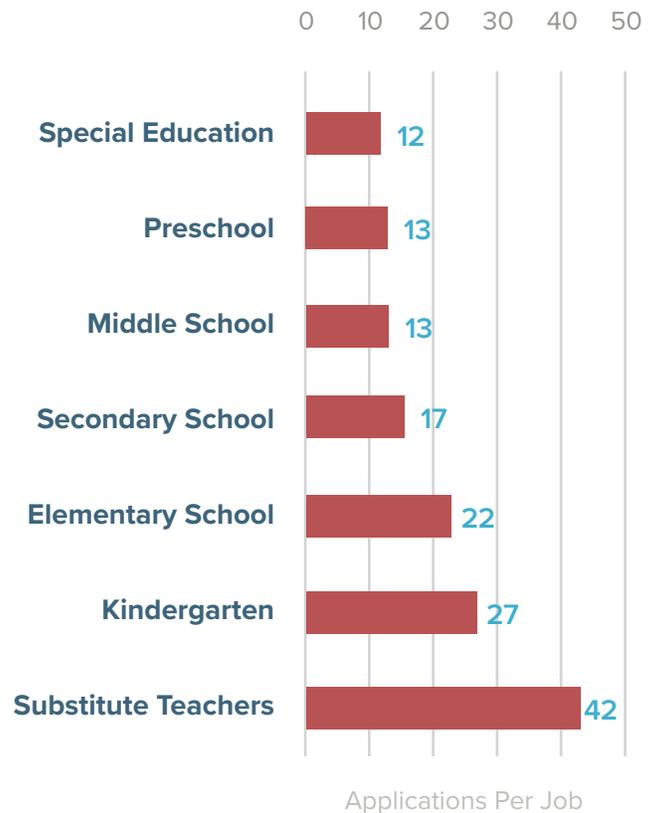
During the '21-'22 school year, 48 states reported shortages of special education teachers. Between the meetings, documentation, and legal obligations, teaching students with disabilities is one of the hardest jobs in education. So it comes as no surprise that special ed jobs were also the hardest

to fill in 2022, receiving only 12 applicants per job. [Learn how Hawaii made these jobs more appealing.](#)

Preschool and Middle School positions were nearly as difficult to fill as special education, with only 13 applicants per job. How do these results compare to your school? To appeal to a wide range of teachers, you need to understand what each audience wants. Later in this report, we provide practical tips on how your department can start reversing the turnover trend.

Figure 4
K–12 Applications Per Teaching Job

Source: 2022 data from 40k+ applications in Insight



HIGHER EDUCATION

Attrition in K-12 often overshadows higher education challenges. Despite the higher pay, post-secondary educators still face burnout, lack of administrative support, threats to tenure, less than ideal governmental education policies, and more.

These challenges make certain higher ed jobs less appealing and harder to fill. Case in point, several teaching positions received less than 10 applicants per job. And closer examination reveals a trend – many of these roles require high specialization and experience.

- Health Specialties (dentistry, pharmacy, veterinary, etc.)
- Engineering
- Physics
- Law
- Nursing
- Computer Science

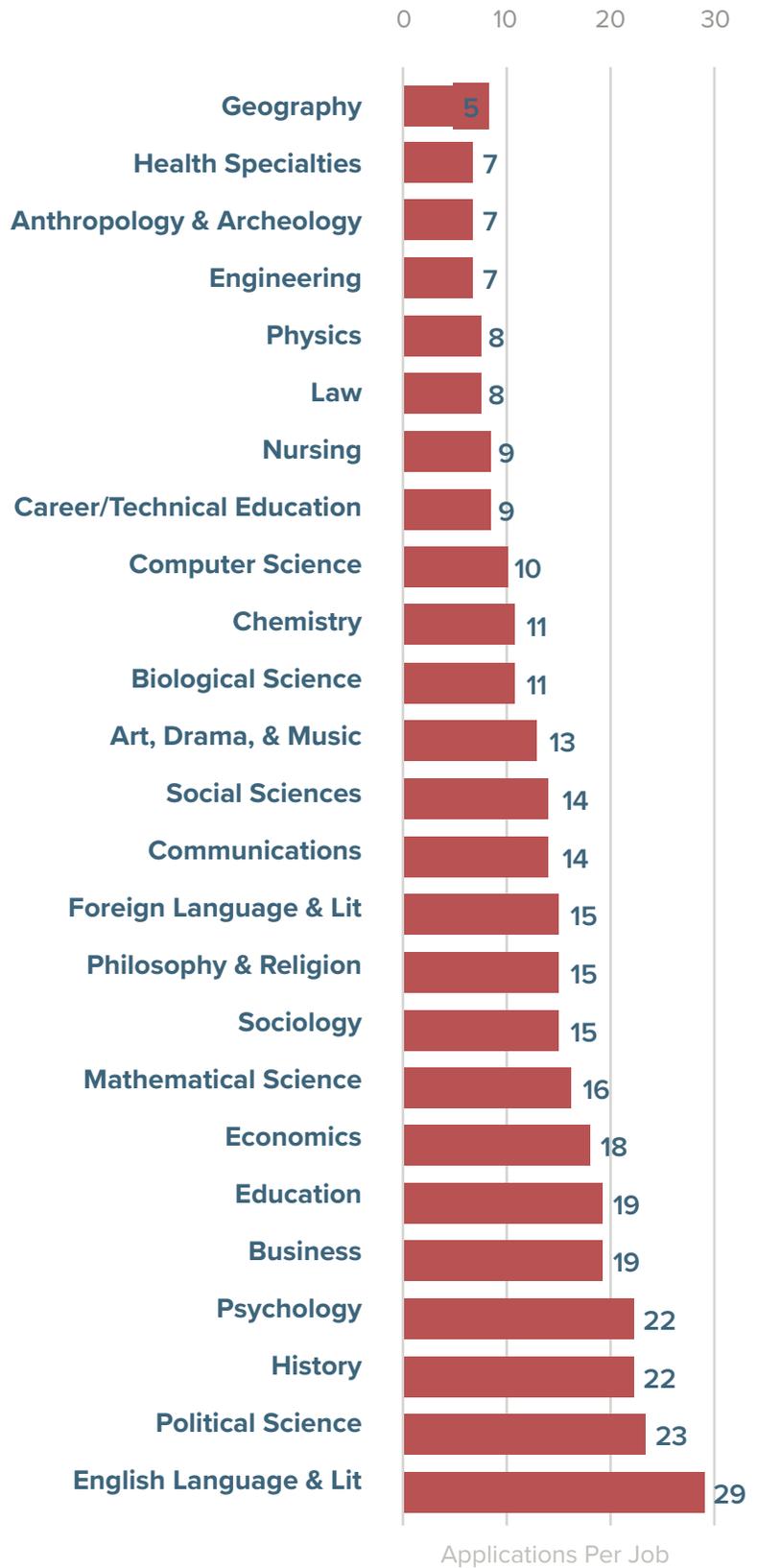
These professions are in high demand in the private sector as well. Not only that, they pay better. Given higher ed challenges, many postsecondary teachers are choosing the private sector over education.



Figure 5

Higher Ed Applicants Per Teaching Job

Source: 2022 data from 50k+ applications in Insight



DECLINE IN EVERY JOB CATEGORY

Every school has employees in non-teaching, support roles. They work behind the scenes, keeping operations running smoothly. Let's step back and explore data across these broader categories.

Between 2021 and 2022, applications per job dropped in every category except one – Building & Grounds Cleaning, which increased by 1.5%.

Applications dropped the most in three categories: Production, Legal, and Transportation & Material Moving. It is worrisome that these specialized roles are difficult to fill, but together, they only account for 1.5% of jobs in education. **What's more concerning is the drop off in four categories that, combined, make up 73% of jobs.**

Figure 6

Decline in the Most Common Education Jobs

Source: 2022 & 2021 data from 28k jobs and 500k+ applications in Insight

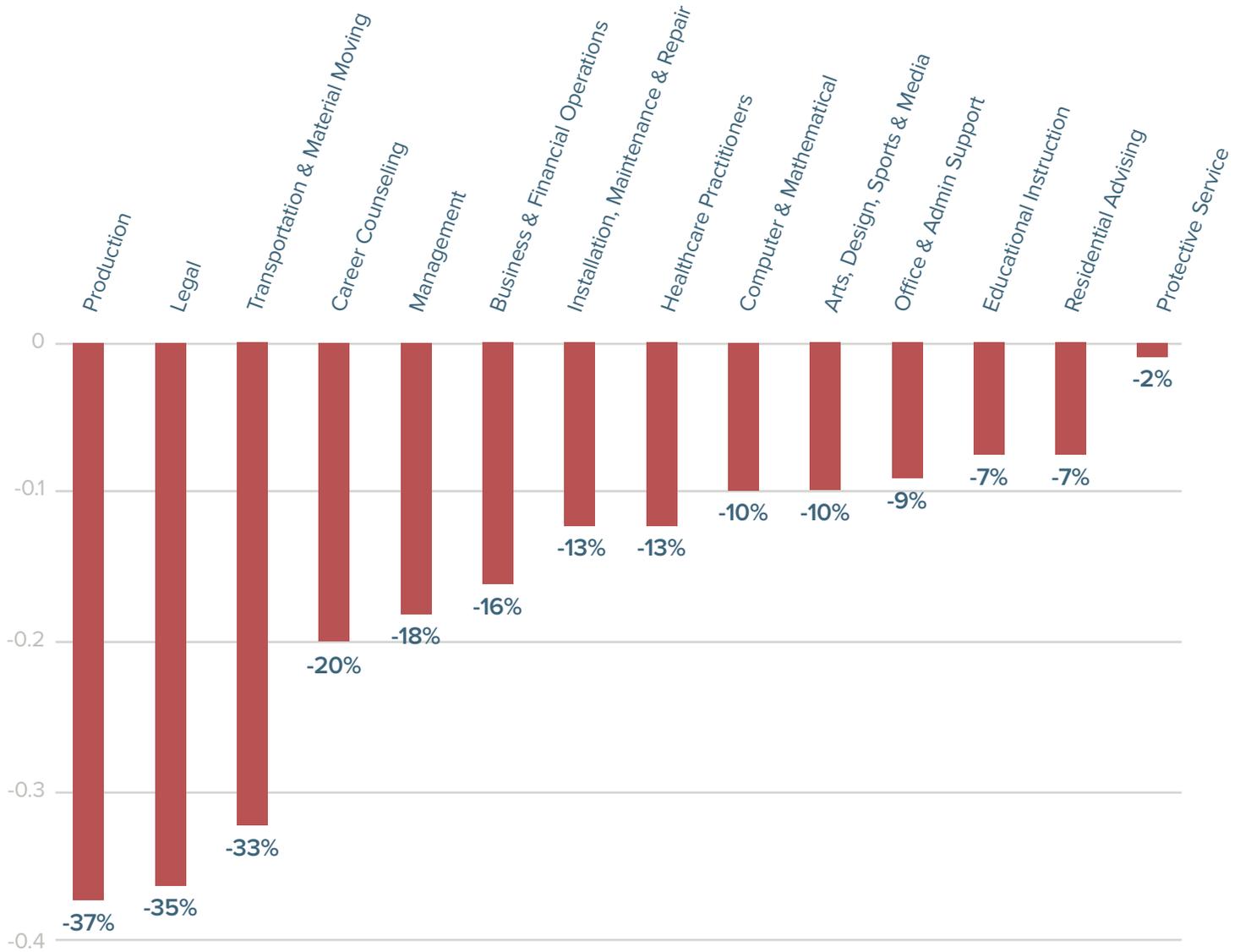
Job Category	Percent of Education Jobs	Decrease in Applicants/Job
Career Counseling	7%	-20%
Management	9%	-18%
Office & Administrative Support	17%	-9%
Educational Instruction	40%	-7%
Total	73%	—



Figure 7

Percent Decrease of Applications Per Job Category

Source: 2022 & 2021 data from 500k+ applications in Insight



Are you ready to fill these hard-to-hire jobs with top talent?

Your department can start reversing the downward trend today, but it doesn't begin with you. It starts by understanding your diverse range of job seekers and how to appeal to them.

HOW TO REVERSE THE TREND

Attracting top talent starts with understanding what candidates actually want, providing it, and then promoting it. Let's explore some best practices that can help you break the cycle of burnout and turnover at your institution.

EXPAND CANDIDATE SOURCING

To source candidates effectively, you need to know where education job seekers look for new jobs. The maxim is simple: go where they go and build a brand presence there. By investing resources in these popular channels, you can maximize your return.

- Post your jobs on the leading online job boards like SchoolJobs.com, Indeed, etc.
- Build a presence on LinkedIn that highlights work culture and shares job openings.
- Create an easy-to-navigate career page. Write content that excites candidates to work for your institution.
- Reach out to passive candidates – those not actively searching job boards. With [Attract](#), our candidate relationship manager, you can automatically or manually invite past candidates to apply for new job openings.

INCREASE JOB APPEAL

Conduct candidate interviews, anonymous employee surveys, and exit interviews to better understand what employees and candidates care about. By promoting what they care about, you can better attract top talent. To do so, start highlighting the following factors on your career page and job descriptions: benefits, job security, meaningful work, and work-life balance.

Job descriptions should showcase your school culture, values, and mission, so potential candidates know how they can contribute and thrive. Highlighting growth and advancement opportunities helps candidates imagine their future with your institution.

IMPROVE THE HIRING PROCESS

Create a positive experience for candidates in your talent pipeline by improving the application process, communication, and hiring timeline. Here are four ways to get started:

- Respond to job seekers within 2–4 weeks of their application submission.
- Provide honest feedback to applicants if they're not selected so they can become a more successful candidate for you in the future.
- Remember talented applicants for future vacancies if they're not qualified for the current job posting.
- Post jobs on SchoolJobs.com and other online job boards that simplify the job search and application process for candidates.

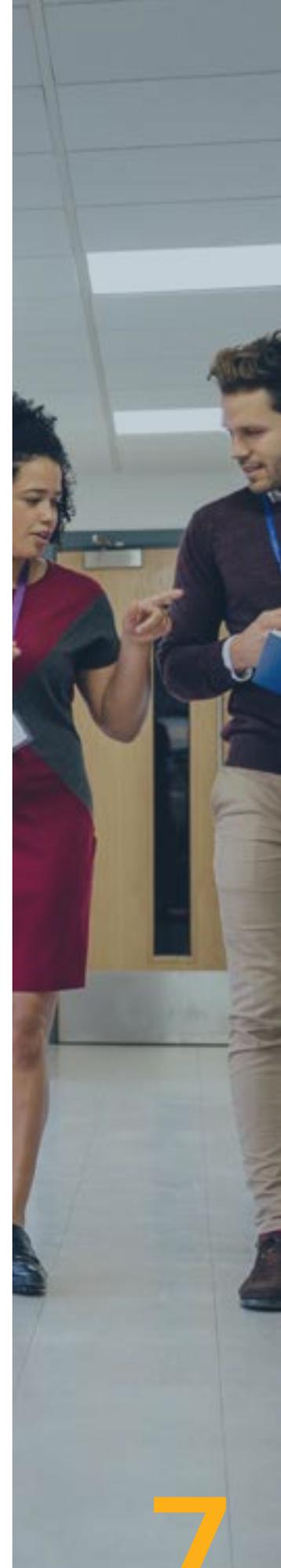


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NEOED's [Insight](#) (applicant tracking system) and [Attract](#) (candidate relationship manager) can help you source, attract, and hire qualified candidates more effectively. **These tools save time and resources, helping you accomplish more with less. To learn how our HR software can help your department, [sign up for a no-obligation consultation today.](#)**

Not ready for a consultation? [Read this article](#) to discover all the ways an applicant tracking system can benefit your educational institution.

NEOED, powered by NEOGOV, serves education HR with a comprehensive suite of solutions for recruitment, onboarding, performance management, employee development, and more. We are proud to serve the people who serve the people.

13,000+

Public Sector Agencies

800,000+

People Use NEOGOV

20+

Years of Experience

APPENDIX: MOST COMMON JOBS IN EDUCATION

As the heart of the education sector, it's no surprise that Educational Instruction jobs are the most prevalent, followed by Office/Administrative and other non-teaching roles. "Other" categories include several of the least common jobs in education (2% or less):

- Post your jobs on the leading online job boards like SchoolJobs.com, Indeed, etc.
- Installation, Maintenance, & Repair
- Transportation & Material Moving
- Healthcare Practitioners
- Residential Advising
- Protective Service
- Production
- Legal

Figure 8

Most Common Jobs in Education

Source: 2022 data from 28k education jobs in Insight

