



Every child is a work of art.  
Create a masterpiece.

**HARRY KENNEDY, CHIEF**  
Human Resources Department  
Rochester City School District  
131 West Broad Street  
Rochester, New York 14614  
Phone: 585-262-8583  
Fax: 585-295-2603  
www.rcsdk12.org

December 1, 2017

**Subject: 1<sup>st</sup> Quarterly Report – 2017 – 2018 School Year**

The following are the key activities that I am reporting for the 1<sup>st</sup> Quarter:

**A. Organizational Transformation:**

During this first quarter, our Department has transitioned from the name “Human Capital Initiatives (HCI) to the Human Resources Department. During this transformation, we have restructured our department to become more “Customer Focus” and “Customer Friendly”.

In addition, we have aligned our department to have dedicated **ERICA Champions** that directly support the strategic pillars of the Superintendents Strategy.


Finally, we have established **Diversity Recruitment Champions** that include Brenda Pacheco for Hispanic / Bilingual and Maurice Snipe for African American.

**Human Resource Department Support - Schools and Programs**  
**“One-Stop Shopping.....One Face to the Customer”**

<p><b>Maurice Snipe</b> HR Director (585) 262-8562 ERICA Champion : Equity</p>	<p><b>Derrick Jones</b> HR Director (585) 262-8191 ERICA Champion : Innovation</p>	<p><b>Joseph Sergio</b> HR Director (585) 262-8588 ERICA Champion : Innovation</p>	<p><b>HR Support Team</b></p>														
<p><b>Wilhemina Glover</b> Chief of Leadership/Elem. Priority Schools <b>Elizabeth Mascitti-Miller</b> Chief of Reenrollment Schools</p>	<p><b>Shirley Green</b> Chief of Elementary Schools <b>Michael Schmidt</b> Chief of Operations</p>	<p><b>Toyia Wilson</b> Chief of Secondary Schools <b>Sandra Simpson</b> Chief of Special Education &amp; SS Services</p>	<p><b>Anne Brady</b> Senior HR Director Operational Support SEG/ BEG/ Recruitment/Staffing ERICA Champion: Coherence</p>														
<ul style="list-style-type: none"> <li>▪ School 1</li> <li>▪ School 2</li> <li>▪ School 3</li> <li>▪ School 4</li> <li>▪ School 5</li> <li>▪ School 7</li> <li>▪ School 8</li> <li>▪ School 9</li> <li>▪ School 10</li> <li>▪ School 16</li> <li>▪ School 17</li> <li>▪ School 19</li> <li>▪ School 28</li> <li>▪ School 29</li> <li>▪ School 33</li> <li>▪ School 35</li> <li>▪ School 41</li> <li>▪ School 42</li> <li>▪ School 45</li> <li>▪ School 46</li> <li>▪ School 50</li> <li>▪ Wilson Foundation</li> </ul>	<ul style="list-style-type: none"> <li>▪ School 12</li> <li>▪ School 15</li> <li>▪ School 20</li> <li>▪ School 22</li> <li>▪ School 23</li> <li>▪ School 25</li> <li>▪ School 34</li> <li>▪ School 39</li> <li>▪ School 43</li> <li>▪ School 44</li> <li>▪ School 52</li> <li>▪ School 53</li> <li>▪ School 54</li> <li>▪ School 57</li> <li>▪ OACES</li> <li>▪ Service Center – Transportation/Food Service/Facilities*</li> </ul>	<ul style="list-style-type: none"> <li>▪ All City</li> <li>▪ Big Picture Learning School</li> <li>▪ Edison Career &amp; Tech. HS</li> <li>▪ Integrated Arts &amp; Tech. HS</li> <li>▪ Leadership Academy for Young Men</li> <li>▪ P-Tech</li> <li>▪ Rochester Early College</li> <li>▪ School of the Arts</li> <li>▪ School Without Walls</li> <li>▪ Vanguard Collegiate</li> <li>▪ Wilson Commencement</li> <li>▪ World of Inquiry (School 58)</li> <li>▪ LyncX Academy</li> <li>▪ NorthSTAR Academy</li> <li>▪ Rochester International Academy</li> <li>▪ Young Mothers/Interim Health Academy</li> <li>▪ Youth &amp; Justice Program</li> <li>▪ James Monroe HS</li> <li>▪ Northeast HS</li> <li>▪ Northwest Jr. HS</li> <li>▪ East Lower</li> <li>▪ East High School</li> </ul>	<p><b>Annetta Perrin</b> / <b>Barbara Hewa</b> Recruitment Support / “At your Service”</p>														
			<p><b>Brenda Pacheco</b> Principal on Assignment Instructional Support / Bilingual Recruitment / CIT Focal Person</p>														
			<p><b>Aneli Rivera-Nothnagle</b> Director of Employee Benefits ERICA Champion: Relational Capacity</p>														
			<p><b>Shannel Soanes</b> FMLA/Leaves</p>														
			<p><b>Chris Hoch</b> Director of Risk Management / Workers Compensation ERICA Champion : Accountability</p>														
			<p><b>Annette Velazquez</b> Supervisor - Per Diem Sub. Mgmt.</p>														
<b>HR Cross Functional Support Team</b>																	
<p>Staffing: Lynn Adams Benefits: Marisol Medina Civil Service: Cynthia Bouie Per Diem Subs: Cyndie Sanchez</p>	<p>Staffing: Mary Catherine Walker Benefits: Rebeca Tomes Civil Service: Jerry Cutaia Per Diem Subs: Cyndie Sanchez</p>	<p>Staffing: Pauline Housen Benefits: Jeanette Hansen Civil Service: Sandy Perez Per Diem Subs: Cyndie Sanchez</p>	<p><b>Key Data Points</b></p> <table border="0"> <tr><td>ASAR</td><td style="text-align: right;">292</td></tr> <tr><td>RTA</td><td style="text-align: right;">3100</td></tr> <tr><td>RAP</td><td style="text-align: right;">694</td></tr> <tr><td>BENTE</td><td style="text-align: right;">1250</td></tr> <tr><td>Per Diem Substitutes</td><td style="text-align: right;">910</td></tr> <tr><td><b>Total Population</b></td><td style="text-align: right;"><b>6,248</b></td></tr> <tr><td colspan="2">Benefits: 5010 Active Employees / 3400 Retirees</td></tr> </table>	ASAR	292	RTA	3100	RAP	694	BENTE	1250	Per Diem Substitutes	910	<b>Total Population</b>	<b>6,248</b>	Benefits: 5010 Active Employees / 3400 Retirees	
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## B. Strategic Goals:

As we entered into the 2017 – 2018 School Year, the HR Department understands the commitment to hiring more minority employees – especially in the Teaching arena. Our Strategic Goal now defines a more aggressive approach to achieving this objective.



## 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

This goal has been implemented to address the **National Issue**, pertaining to the Shortage of Teachers of Color.

Rochester City School District : Teacher Counts		
Ethnicity	Counts	Percentage
Amer. Indian	8	0.25%
Asian	43	1.30%
<b>Black / AA</b>	<b>423</b>	<b>13.10%</b>
<b>Hispanic / Latino</b>	<b>203</b>	<b>6.30%</b>
Native Hawaiian	2	0.10%
Not Specified	119	3.70%
<b>Diversity Sub Total</b>	<b>798</b>	<b>25%</b>
White	2442	75%
<b>GRAND TOTAL</b>	<b>3240</b>	<b>100%</b>

Buffalo City School District : Teacher Counts		
Ethnicity	Counts	Percentage
Amer. Indian	9	0.25%
Asian	33	0.90%
<b>Black / AA</b>	<b>322</b>	<b>9.00%</b>
<b>Hispanic / Latino</b>	<b>146</b>	<b>4.00%</b>
Native Hawaiian	N/A	N/A
Not Specified	N/A	N/A
<b>Diversity Sub Total</b>	<b>510</b>	<b>14%</b>
White	3108	86%
<b>GRAND TOTAL</b>	<b>3618</b>	<b>100%</b>

Syracuse City School District : Teacher Counts		
Ethnicity	Counts	Percentage
Amer. Indian	6	0.29%
Asian	23	1.11%
<b>Black / AA</b>	<b>159</b>	<b>7.71%</b>
<b>Hispanic / Latino</b>	<b>62</b>	<b>3.01%</b>
Multiracial	5	0.24%
Not Specified	N/A	N/A
<b>Diversity Sub Total</b>	<b>255</b>	<b>12%</b>
White	1808	88%

### 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.

### C. 1<sup>st</sup> Quarter Activities Conducted to Address the Strategic Goals:

During the 1<sup>st</sup> Quarter, the HR Department has launched a series of actions to address our Diversity shortage. They are as follows:

#### 1. Recruitment Events that have been held:

- HBCU Recruitment Event : Raleigh, North Carolina September 27<sup>th</sup> – 29<sup>th</sup>
  - ✓ 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<sup>th</sup> :  
Location: Rochester City School District – Central office

#### 2. Other Recruiting Activities Conducted:

##### Puerto Rico / St. Thomas:

We continue to work with our families and friends from **Puerto Rico / St. Thomas** to find employment opportunities for those seeking jobs with the RCSD. The recently announced NY SED Waiver has assisted the Hurricane Maria US Citizens.

We have actively engaged in media campaign efforts with PODER Radio Station.

##### HBCU's

We continue to work with our **HBCU's** and the African American Community to find employment opportunities for those seeking jobs with the RCSD.

We have met with over 20 HBU's and have actively partnered with 55 HBCU's gaining access to their Job Boards and placing our vacancies with potential HBCU graduates that might be looking for opportunities with the Rochester City School District.

We have actively engage in a media campaign with WDKX 103.9 Radio.

##### Catholic Family Center:

We are looking to collaborate with the Catholic Family Center to provide a "gateway" for our families from other foreign countries that come to Rochester and are seeking employment opportunities.

##### Rochester Works!

We have established a direct Job Board link with Rochester Works! For those individuals that are transitioning from jobs.

#### 3. Upcoming Community Recruitment Events for the Second Quarter – GROW OUR OWN:

##### The Teaching Learning Institute (TLI):

The Human Resources Recruitment Department will be scheduling a Recruitment Event for those RCSD District Students that are considering Teaching as a profession and / or are looking for employment opportunities with the RCSD. This Event is targeted for December – 2017.

##### New Life Ministries - AIM Program: Recruitment Event

The Human Resources Recruitment Department will be scheduling a Recruitment Event for those Community Students that are considering Teaching as a profession and / or are looking for employment opportunities with the RCSD. This Event is targeted for December – 2017

**\*NOTE:** We have partnered with the **TLI Program** with **NEW Life Ministries AIM Program**. New Life offers Scholarships to Students pursuing a college education. The RCSD HR Department will monitor these college graduates and then extend open contracts to those students that obtain their degree and chose to return and work for the RCSD.

**Monroe Community College:**

Plans are underway to schedule a Recruitment Event with MCC: Event Targeted for February – 2018.

**Take it Down Committee:**

Plans are underway to schedule a community Recruitment Event with the this community group for February – 2018.

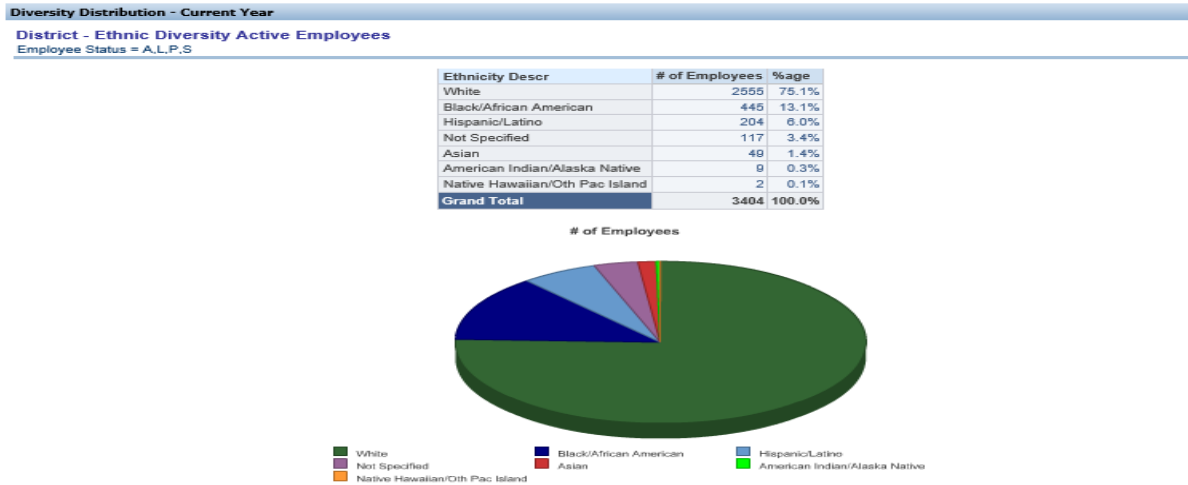
**D. Current Results for the 1<sup>st</sup> Quarter:**

**1. Diversity for ALL RCSD Employees**

I. Board Policy 9110 Equal Employment Opportunity : A. RCSD TOTAL NUMBER OF EMPLOYEES BY DIVERSITY				
Ethnic Group	2013/2014 School Year	2014/2015 School Year	2015/2016 School Year	2016/2017 School Year
Amer. Indian / Alaska	22 / .3%	23 / .4%	22 / .3%	22 / .3%
Asian	71 / 1%	82 / 1%	78 / 1%	82 / 1%
Black/African American	1722 / 25%	1709 / 25%	1828 / 26%	1904 / 27%
Hispanic /Latino	685 / 9.7%	710 / 11%	758 / 11%	791 / 11%
Native Hawaiian /Pacific Is.	1 / .01%	1 / .01%	1 / .01%	4 / .7%
<b>Sub Total of Diversity</b>	<b>2510 / 36%</b>	<b>2525 / 37%</b>	<b>2687 / 38%</b>	<b>2803 / 40%</b>
Not Specified	406 / 5%	378 / 6%	313 / 5%	298 / 4%
White	4053 / 59%	3903 / 57%	4038 / 57%	4028 / 56%
<b>GRAND TOTAL</b>	<b>6960 / 100%</b>	<b>6806 / 100%</b>	<b>7038 / 100%</b>	<b>7129 / 100%</b>
<b>KEY MESSAGE:</b>				
1. Over the past four (4) years, the TOTAL number of <b>Employees of Diversity</b> has shown a <b>4% increase of the TOTAL RCSD Population</b> in growth - from 36% to 40% (2013 thru 2017). 2. During this same 4-year period, the TOTAL number of <b>White Employees</b> has shown a <b>3% decrease</b> – from 59% down to 56%. 3. While the projectory is trending positively, HCI realizes that there is still much work to <b>be done</b> .				
II. Board Policy 9110 Equal Employment Opportunity : B. RCSD NEW HIRE EMPLOYEES				
Ethnic Group	2013/2014 School Year	2014/2015 School Year	2015/2016 School Year	2016/2017 School Year
Amer. Indian / Alaska	0 / 0%	3 / 1%	4 / 1%	2 / .2%
Asian	6 / 1%	20 / 4%	6 / 1%	17 / 2%
Black/African American	150 / 32%	163 / 31%	234 / 36%	329 / 37%
Hispanic /Latino	52 / 11%	97 / 19%	110 / 17%	141 / 16%
Native Hawaiian /Pacific Is.	0 / 0%	0 / 0%	1 / na	2 / .2%
<b>Sub Total of Diversity</b>	<b>208 / 44%</b>	<b>283 / 55%</b>	<b>355 / 55%</b>	<b>491 / 56%</b>
Not Specified	50 / 10%	7 / 2%	10 / 1%	10 / 1%
White	212 / 46%	222 / 43%	285 / 44%	386 / 43%
<b>GRAND TOTAL</b>	<b>470 / 100%</b>	<b>512 / 100%</b>	<b>650 / 100%</b>	<b>887 / 100%</b>
<b>KEY MESSAGE:</b>				
1. Over the past four (4) years, the TOTAL Diversity of <b>NEW Hire Employees</b> has shown a <b>12% increase in growth</b> – from 44% to 56%. 2. During this same 4-year period, the TOTAL number of <b>White NEW Hire Employees</b> has shown a <b>3% decrease</b> – from 46% down to 43%.				

**\*Note:** NEW 2017 – 2018 HR Data Dashboard for this category is currently being finalized.

**2. Diversity for RTA Teacher Employees – Using the NEW Data Dashboard:**



**Key Message:** TOTAL RCSD Teacher Population for the 1<sup>st</sup> Qtr. of 2017 – 2018 displays the RCSD Diversity as approximately 75% White and 25% Diverse.

## E. Recruitment Resources:

The following are the recruitment resources utilized for the 1<sup>st</sup> Qtr.

Recruitment Resources			
<b>Internet / Media Resources</b>	<b>Historic Black Colleges</b>	<b>Chicago Resources</b>	
RCSD Website	Alabama A & M	Chicago State University	
Applicant (RCSD Internal Posting System)	Alabama State University	Loyola University	
RCSD Bulletin	Albany State University	DePaul University	
Career Builder	Allen University		
Indeed	Atlanta University Center Consortium	<b>Pittsburgh Resources</b>	
Top School Jobs	Bethune-Cookman University	University of Pittsburgh	
K12 Job Spot	Bluefield State College		
D & C	Bowie State University		
WNYJobs	Central State University		
The Challenger Newspaper	Cheyney University of Pennsylvania	<b>Bilingual Focus</b>	
The Minority Reporter	Clafin University	Puerto Rico	
The City News Paper	Clark Atlanta University	Dallas, Tx	
WDXK Radio Station	Coppin State University	Florida	
PODER Radio Station	Delaware State University	Columbia University	
	Dillard University	SUNY Brockport	
	Durham College	CUNY City College	
	Edward Waters College	Hofstra University	
<b>Community Agencies</b>			
Action for a Better Community	Fayetteville State University		
Urban League	Fisk		
IBERO	Florida A & M University		
Hispanic Business Alliance	Grambling State University		
Greek Fraternities and Societies	Hampton University		
Rochester Works!	Harris-Stowe State University		
NYS DOL	Howard University		
Veterans Outreach Center	Jackson State University		
BOCES II	Lincoln University (MO)		
<b>Colleges / Universities</b>	Lincoln University (PA)		
SUNY Geneseo	Livingston College		
SUNY Oswego	Mississippi Valley State University		
Univ. of Buffalo	Morehouse College		
St. John Fisher	Morgan State University		
Buff State	North Carolina A & T		
Keuka College	North Carolina Central University		
Canisius College	Rust College		
Hofstra University	Savannah State University		
Niagara University	Shaw University		
St. Bonaventure	Shorter College		
Daemen College	South Carolina State University		
D'Youville	Southern University		
LelMoynne College	Spelman College		
NYU	St. Augustine University (NC)		
Marist College	Stonehill College		
CNYRC -	Talladega College		
Utica College	Tennessee State University		
Herkimer College	Texas Southern University		
Mohawk Valley	Tougaloo College		
Morrisville State Coll.	Tuskegee		
SUNY Polytech Inst.	University of the District of Columbia		
Utica School of Comm.	Virginia State University		
Fordham University	West Virginia State University		
Stony Brook University	Witberforce University		
Ithaca College	Wiley College		
University at Albany	Winston Salem University		
	Xavier of LA		

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 Specialists
- Per Diem Substitutes
- Math
- Reading / Literacy
- Special Education
- Science
- Technology

**Occupational Therapists**

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.



### Key Message:

- The RCSD continues to increase our presence in NYS and beyond.
- We have also targeted our diversity populations at various colleges, organizations and affiliations.

### F. Close:

Please advise if any questions.