



a responsive educational partnership

The Berkeley County School District of South Carolina partners with Kelly Educational Staffing® for a workforce solution with more visibility into its high-quality substitute teacher program

Berkeley County is one of the largest counties in South Carolina, covering over 1,225 square miles. Located just north of Charleston, it is also the fastest growing county in terms of population—currently at about 173,000 residents. The Berkeley County School District (BCSD) serves more than 29,600 students in 40 schools. In 2011, it partnered with Kelly Educational Staffing for an integrated substitute staffing management program that quickly returned results to schools across the district. 

The challenge

The Berkeley County School District maintains a reputation for investing in the best possible learning opportunities for its students and working environment for its employees. The district also strives to retain the best instructional staff, and boasts one of the most accredited instructional teams in the state—with over 59% holding advanced degrees and an average of 13 years of teaching experience. Teachers from 39 schools have earned National Board Certification, for a total of 261 across the district.

Before partnering with Kelly Educational Staffing in 2011, the BCSD substitute program was managed using a completely decentralized approach to ensure its high standards for instructional staff. Administrative assistants, and even principals, were tasked to recruit, hire, screen, retain, and handle scheduling for each separate school—creating heavy administrative burdens at all schools. Each location was also calling from the same master list without knowing which substitute teachers were already engaged or available to work on any given day, creating great duplications of effort and inefficiencies that further compounded across the district. Placement rates for substitute teachers were as low as 80% in some of its schools.

The solution

Kelly® deployed its automated scheduling technology—with no additional set-up costs or fees—as part of a comprehensive substitute staffing management program established in the Berkeley County School District. This technology provided for a more centralized

Results at a Glance

CHALLENGE:

- Large district with 40 schools / 29,600+ students / 2,250+ teachers
- District retains one of the most accredited instructional teams in its state
- Decentralized recruiting with no automated scheduling system in place

SOLUTION:

- Deployed an automated scheduling technology for centralized visibility
- Comprehensive substitute teacher management with year-round sourcing
- Real-time data on work patterns for better forecasting and instruction

RESULT:

- In just 60 days, placement rates rose to 99+% for 7,000+ absences
- Cost saved from transferring expense of substitute teacher management
- Insight to focus on teacher absenteeism and improvements by school

solution that featured Internet- and phone-based absence management and reporting for improved coordination across all schools.

As a district that's becoming more and more data-driven in allocating its resources, BCSD was able to use real-time reporting from the scheduling system to provide better workforce forecasting. This foresight drove better instruction planning and, in turn, improved continuity of student learning.

Kelly immediately transitioned about 200 of the district's 600 active substitute teachers to its payroll, further alleviating that administrative





and tax burden from the district. The program included recruiting throughout the school year—activity that helped to double the district’s pool of active substitute teachers. Also, because nearly 60% of its substitute teachers hold a bachelor’s degree, Kelly Educational Staffing was able to quickly identify a certified, high-quality pool of new substitute candidates who met specific BCSD skill sets and qualifications.

The result

In the program’s first 60 days, 7,004 absences were filled by highly qualified substitute teachers for a 99.2% placement rate. Helping to meet the district’s standards for quality instruction, more than 46% of those substitutes held a BA or BS degree. The Berkeley County School District also saved cost from the transfer of its former expenses related to substitute teacher management, such as for the administration of payroll, as well as for advertising, hiring, screening, training, and orientation of new substitute teachers.

The availability of real-time data has given the district the insight it has needed to better focus on any issues with teacher absenteeism and improvements by school. For example, automated reporting revealed that 64.6% of all district absences were coming from 15 schools, and the district now had insight as to the reasons for those absences. One report displayed how much advanced notice was given on average before all absences: 19.7% in the same day, 31.7% within one day, and about 50% within two or more days. Other data showed how long it took Kelly to fill the same requests—77.7% within one hour, and 96.5% within just six hours of notice. The data provided BCSD with new visibility across its entire operations, plus the detail needed to focus on performance at specific schools.



“The processing of substitute teachers through Kelly Services® has allowed us to be more fiscally responsible with our own staff time, versus how we kept up with substitutes when we were doing this in-house. We are working smarter today, not harder. We now have better control of information to ensure that proper funds get charged, versus the general fund picking up a majority of costs. We have also experienced cost savings from employer-related benefits such as retirement and social security, and fewer premiums for workers’ compensation.”

—Brantley Thomas, CFO, Berkeley County School District

For more information on how Kelly Educational Staffing can help meet your demand for more effective workforce solutions, call your local Kelly branch or visit kellyeducationalstaffing.com today.