Use the following table to review the use of Recruitment Data Tracking:

RECRUITMENT STRATEGY #4	RECRUITMENT DATA TRACKING BOARD SELF–ASSESSMENT		DOC
Does the board invest in a job applicant tracking system (ATS)?	Yes	No	
	ACTION(S)		
	ESTIMATED TIME / TARGET DATE FOR COMPLETION		
Does the board track the number of FSL positions that do not have a qualified FSL teacher?	Yes	No	
	ACTION(S)		
	ESTIMATED TIME / TARGET DATE FOR COMPLETION		
Does the board track the number of unfilled positions?	Yes	No	
	ACTION(S)		
	ESTIMATED TIME / TARGET DATE FOR COMPLETION		

RECRUITMENT STRATEGY #4	RECRUITMENT DATA TRACKING BOARD SELF–ASSESSMENT	
Does the board track the success rate of the French Proficiency Test (FPT)?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board track teachers unsuccessful with the FPT from year to year?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board track the movement of teachers in and out of French positions?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board track which universities candidates come from?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	

RECRUITMENT STRATEGY #4	RECRUITMENT DATA TRACKING BOARD SELF–ASSESSMENT	
Does the board track visits to website?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board track views to social media ads?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board track the number of applicants?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	

RECRUITMENT STRATEGY #4	RECRUITMENT DATA TRACKING BOARD SELF-ASSESSMENT	
Does the board track hits on recruitment videos?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board capture personal contact information of candidates at recruitment fairs for personalized follow-up and communication?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board track French-qualified teacher candidates who are on practicum placements with your board for personalized follow-up and communication?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	
Does the board access provincial databases to identify teachers with FSL qualifications and verify qualifications of applicants?	Yes No	
	ACTION(S)	
	ESTIMATED TIME / TARGET DATE FOR COMPLETION	

RECRUITMENT STRATEGY #4	RECRUITMENT DATA TRACKING BOARD SELF–ASSESSMENT
Does the board track the following website metrics?	**Web Traffic:** The number of incoming and outgoing website visitors you receive **Views:** The number of times a page has been viewed **Clicks:** The number of times a link has been clicked **Unique visitors:** First–time visitors to your website **Bounce rate:** Seen often in Google Analytics, the percentage of visitors that leave site quickly without interacting **Organic traffic:** Visitors that arrive to your website from a search engine **Direct traffic:** Visitors that arrive to your website by going to your address directly **Session duration:** Amount of time spent on website. This could maybe be broken down according to specific pages **Top traffic source:** Source that drives the most visitors to your website (e.g., social media platforms) **Device source:** To identify the top source used to access the website (e.g., tablet, smartphone, computer)
	ACTION(S)
	ESTIMATED TIME / TARGET DATE FOR COMPLETION