



From Posting to Persuading: Using the Pixar Framework to Tell Your District's Story

And how Arkansas districts can leverage **free, grant-funded recruitment and hiring tools from Nimble and DESE** to reach more candidates

Prepared for District Leaders at ADE Summit

WELCOME & INTRODUCTIONS



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Nimble

NIMBLE & DESE PARTNERSHIP RESOURCES

DESE has partnered with Nimble to help you hire great teachers

3 TOOLS AVAILABLE VIA THIS NEW GRANT:



DISCOVER

Statewide teacher job board

A **one-stop-shop** for all teachers statewide to find their next role



HIRE

Integrated applicant tracking

Fully integrate your application & onboarding experience with the statewide teacher job board



CONNECT

Talent matching app

Network with candidates from a **pool of qualified teachers** looking for teaching jobs near you

Goals & agenda

BY THE END YOU'LL...

1 Understand the modern teacher market

Why districts now have to think like marketers to compete for talent.

2 Craft your district's narrative

Use a simple story framework to name your unique culture and value.

3 Learn about free hiring tools available this year

Explore grant funded hiring and recruitment tools to share your district's story and leave with one next step to try.

OUR TIME TOGETHER

10 min

Welcome and introduction to Nimble

5 min

Goals and warm up activity

10 min

Today's teacher experience

20 min

Branding and the Pixar Story Framework

10 min

How Nimble and DESE can help

10 min

Q&A and next steps

Warm-up

I'll show a few famous brands. Shout out the **first words** that pop into your head - don't overthink it.



Nike

NETFLIX

Netflix



Apple

Walmart 

Walmart

01

The current teacher experience

The market has changed. Understanding how is the first step to competing in it.

The Teacher Market has changed

SUPPLY

Fewer people entering teaching

Enrollment in educator prep programs has fallen and more educators are leaving the field due to retirement or choice. The candidate pool is smaller than it was a decade ago.

DEMAND

More open roles, more competition

Districts are competing for the same educators - especially for hard-to-staff subjects. Candidates have options.

EXPECTATIONS

The need to emphasize your brand

Pay matters, but so does culture, leadership, and support. Teachers weigh where they'll feel valued and can grow - not just where there's an opening.

Teachers now shop for a job the way they shop for anything



They research

Your website, socials, news, and reviews - all before they hit apply.

“I think the website is crucial. I mean that’s the first place we probably all go before applying.”



They compare

You're side by side with the district down the road. Small signals decide it.

“I had an offer where the salary was high and one where the salary was low and I’m in the middle — I’m never going to take a job based on income over how you’re communicating with me.”



They ask around

Friends and former colleagues shape the story before you get a word in.

“I know enough people in the area that I can just call somebody and say, ‘hey, tell me about the school, you’ve worked there for 10 years, tell me what’s actually going on.”

KEY INSIGHT

Recruiting is now marketing.

*If candidates behave like consumers, **districts have to compete like brands.***

02

Branding your district & the Pixar Story Framework

A simple, proven structure for turning what makes your district special into a story people remember.



WHY BRANDING MATTERS

A brand isn't a logo. It's the story people tell about you.

You can't opt out of having a brand — every district already has one. What you can decide is whether you're shaping it on purpose.

*And the most powerful way to shape it is the oldest one we have: **a good story.***

Stories stick

People remember narrative far longer than a list of facts or benefits.

Stories build trust

An honest story about your community will make your district stand out.

Stories attract the right fit

The right narrative draws teachers who'll thrive with you and have high retention potential.

Your brand already exists.

Read the posting on the right. Based only on this, **how would you describe this district's culture? What information do you have about the people, leadership or day-to-day?**

NOW HIRING

6th Grade Math Teacher



Position: Full-time, certified teacher. Reports to building principal.

Requirements: Valid state teaching license. Bachelor's degree. Subject-area certification.

Duties: Deliver instruction per district curriculum. Maintain records. Other duties as assigned.

Salary: Per district schedule. Competitive benefits.

To apply, submit an application through the district portal.
EOE.

The Pixar story framework



Once upon a time...

Who you are

Your community, your students, the place you call home.

Every day...

What teaching here feels like

The rhythm of a normal day for a teacher on your team.

One day...

The challenge you faced

A moment, a need, or an opportunity that pushed you to grow.

Because of that...

What you did

How your district responded - the choices and the effort.

Because of that...

What grew from it

The culture, support, or programs that took root.

Until finally...

Why a teacher thrives here

The payoff - the reason your teachers stay and why someone should join you today.

Same district. Two very different stories.

GENERIC POSTING

"The district is accepting applications for a 6th grade math teacher. Candidates must hold a valid teaching license and bachelor's degree.

Responsibilities include delivering instruction and maintaining records. Salary per schedule. To apply, submit an application through the district portal.

STORY-DRIVEN POSTING

"We're a small district where every teacher knows every family by name. A few years ago we rebuilt our math program around real coaching, not just curriculum. Today our 6th graders walk in nervous and leave loving numbers. Now we're looking for teachers who are excited to continue building that same passion for learning math in our students."

Your turn: Draft your district's story

Fill in each line for your own district. Don't polish — just get it down. One or two sentences each.

Once upon a time...

Who you are

Your community, your students, the place you call home.

Every day...

What teaching here feels like

The rhythm of a normal day for a teacher on your team.

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A moment, a need, or an opportunity that pushed you to grow.

Because of that...

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How your district responded - the choices and the effort.

Because of that...

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PAIR, SHARE & REFLECT

Turn to a neighbor and read your district's story.



What was hard?

Which prompt made you pause? Where did the words not come easily?



What surprised you?

What did you notice about your own district's story once you wrote it down?

03

How Nimble & DESE partnership helps you share your story

Your story is only as good as the number of great candidates who see it. Here's how we help — at no cost this year.

An exciting three-year grant for Arkansas schools.

DESE has partnered with Nimble to give every district powerful recruitment & hiring tools — free this year.



Grant runs through 2028

What the grant means for you



New statewide job board + modern hiring tools

State-of-the-art recruitment tools, available to every Arkansas district.



Support in recruiting outstanding teachers

Our goal is to help set your classrooms apart in a competitive talent market.

THE THREE-YEAR RUNWAY

2026

Everything free to try

2027

75% of costs covered

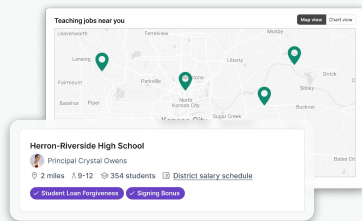
2028

50% of costs covered



Three tools, free this year

The grant unlocks Nimble's full recruitment suite for every Arkansas district at no cost.



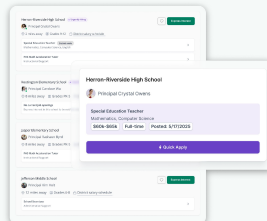
Nimble Discover

The statewide job board

The one-stop shop where Arkansas teachers find their next role.

✓ NO ACTION NEEDED

Auto-included for any district with a compatible ATS.



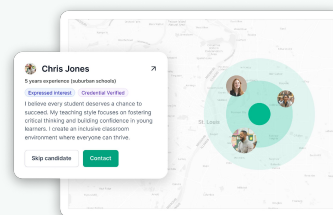
Nimble Hire

Integrated applicant tracking

Manage applicants from first touch to signed offer — and cast a wider net.

OPT IN TO TURN ON

Free this year — just tell us you want it.



Nimble Connect

Talent matching app

Match with verified teachers nearby and reach out directly, instead of waiting.

OPT IN TO TURN ON

Free this year — just tell us you want it.

Discover runs automatically for any district with a compatible ATS — no action needed. To try **Hire** and/or **Connect**, you'll need to opt in.

Teachers and districts are showing up

50×

Weekly teacher traffic growth since our January launch

70k

Job board visits in the first five months

70+

Teacher NPS — satisfaction scores in the range of Apple & Netflix

76%

of Arkansas teaching jobs already on Nimble Discover

1 in 6

districts have already added Connect, Hire, or both

95%

average increase in applicant traffic for districts that have *opted in*.

Through **Nimble Connect**, active districts see an average of **7 qualified teacher prospects** surfaced every week.

GRANT NEXT STEPS

Reserve your spot

Fill out the form to get started. The first step is a quick conversation to finalize which options you want to try for free this year.

- 1 Submit the short form
- 2 A quick conversation to choose your tools
- 3 Expand your reach to more candidates



Questions in the meantime? Email
partnerships@hirenimble.com

Q&A

Questions?



Reserve your spot

MAKE A COMMITMENT

Four places to share your narrative

Pick **one** to start with this week — you don't have to do all four at once.



Revise Job postings

Lead with your story, not the requirements list.



Leverage Social media

Show real moments - your district story in action.



District website

A careers page that sounds like your community, not a form.



Sign up for Nimble Connect

Share your story directly with top candidates looking for jobs in your area.



Thank you.