



TRANSPORTING
STUDENTS
TO
SUCCESS

Gold Medallion | Marketing Campaign | NSPRA Awards 2024
Danielle Airey, APR | Chief Communications Officer
Peoria Unified School District | 623-486-6100 | DAirey@pusd11.net
7 Communications Staff
pK-12 Public School District | 35,000 Students | 3,500 Employees

SYNOPSIS

Established in Arizona's northwest valley, Peoria Unified School District serves more than 35,000 pre-kindergarten through 12th-grade students and their families across 43 schools. To continue its 130-year history of success, the district maintains its focus on four key components of its strategic plan: Student Success, Safety and Well-Being, Stewardship of Community Resources and Community Connection. Like many school districts, Peoria Unified faced a school bus driver shortage at the start of the 2022-23 school year, impacting both student success and safety. This shortage became a crisis for the district once the number of bus drivers plummeted by 36 percent.

The need for drivers resulted in numerous route cancellations across the district on a rolling schedule that lasted throughout the 2021-22 school year. Due to this shortage, Peoria Unified needed to hire 40 new bus drivers to meet the route standards. On average, the district receives nine applicants for every bus driver behind the wheel; to meet the goal of hiring 40 bus drivers, the district needed 360 applicants.

The bus driver shortage was not localized just to Peoria, Ariz., but is a widespread concern across the United States, primarily due to factors like competition from the private sector, demanding schedules, an aging workforce and the impact of the COVID-19 pandemic.

To address this challenge, the district partnered with Transpar Consulting to assess its transportation department and expand recruitment strategies. Their audit guided the creation of a comprehensive plan to attract bus drivers by revealing strengths, weaknesses, opportunities and threats. This involved a collaborative effort from various teams, including communications, human resources, business services and transportation.

Key communication strategies to recruit new bus drivers included traditional and digital marketing and leveraging community-based organizations like churches and non-profits. The comms team determined a digital and traditional marketing, recruitment events, and marketing materials. These strategies were implemented over several months, resulting in the successful recruitment of 48 new bus drivers, surpassing the goal and ensuring adequate staffing for the 2023-24 school year.

PROBLEM STATEMENT

The shortage of school bus drivers caused the district to cancel routes or, where possible, other staff members to take on additional routes and job duties. Without the services provided by the transportation team, students would often go without adequate transportation to and from school.

Goal: Peoria Unified's transportation department will be recognized as a exemplary place for bus drivers to seek employment.

Objective: By Aug. 1, Peoria Unified will successfully hire 40 bus drivers, an increase of 36 percent, to ensure the district is fully staffed for the 23-24 school year.



RESEARCH

The start of the 2022-23 school year was fraught with bus route cancellations making it difficult for students to get to school safely. Within Peoria Unified, more than 13,000 students rely on 102 different bus routes transporting them to and from school. Outside of Peoria Unified, the shortage of school bus drivers remains a pressing concern across the United States. According to a study conducted in 2021 by the National Association for Pupil Transportation (NAPT) and School Bus Fleet magazine, over half of the surveyed school districts reported a severe or desperate shortage of bus drivers. This issue has significant implications for student transportation and education.

Several factors contribute to the nationwide bus driver shortage. These include competition with the private sector, demanding schedules and an aging workforce. The COVID-19 pandemic further exacerbated the situation as many drivers retired or left the profession due to health concerns. Consequently, school districts and transportation companies faced challenges in ensuring that students get to school and extracurricular activities on time.

Based on the critical situation that Peoria Unified found itself in, the district contracted with Transpar to evaluate the district's transportation department including its recruitment strategies. Transpar is the largest school transportation management, consulting and advisory firm in North America and is comprised of transportation professionals with decades of knowledge and experience in the industry.

The audit of the transportation department conducted by Transpar concluded the following:

SWOT Analysis | Transpar

STRENGTHS

- **Training Programs:** Unlike some surrounding school districts, Peoria Unified provides comprehensive training programs to help individuals acquire the necessary skills and licenses, including obtaining their CDL.
- **Flexibility:** Recognizing the importance of work-life balance, the district offers flexible work hours and part-time options.

WEAKNESSES

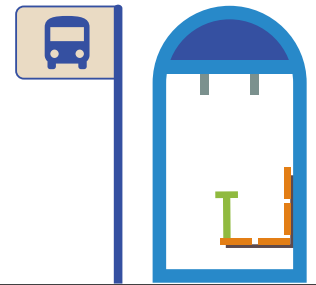
- **Lack of a Streamlined Application Process:** The current application process is lengthy and difficult to complete for prospective employees.

OPPORTUNITIES

- **Bus Routing:** While the district has routes that meet the needs of every family, there is a disparity between how many students each routes serves.

THREATS

- **Aging workforce:** The district's average school bus driver either becomes a driver in retirement or as a career change.
- **Compensation:** The district's compensation for bus drivers places them as one of the lowest paying in the area.



Feedback from Human Resources & Transpar | Qualitative

The comms and human resources teams met to discuss the critical need for employees to start the school year safely. Through the meeting, both human resources and the comms teams identified a list of reasons that make Peoria Unified stand out above all other peer districts:

- Robust benefits
- Strong sense of community
- Join a team that values you – your work, your support, your effort
- Professional growth – 18 credits per year
- Full onboarding team
- National award-winning employee recognition campaign
- State retirement

The human resources team shared that for each bus driver behind the wheel, the district receives an average of nine applicants. This indicates a need to communicate the role of a bus driver more clearly to potential applicants.

Transpar noted that Given Peoria Unified's proximity to retirement communities, and the general perspective of who can become a bus driver, the district's average school bus driver either becomes a driver in retirement or as a career change. Because of this, the district faces an increased turnover due to retirement. Without a change in perception of who a bus driver is, the district will continue to find itself working to fill positions due to employees leaving the workforce.

Initial formal data collected by Transpar demonstrated Peoria Unified needed to hire 69 new drivers to be fully staffed. However, Peoria Unified's transportation department worked with Transpar on how bus routes were laid out and made adjustments to maximize efficiency. The end result was that Peoria Unified needed to hire 40 new drivers to be fully staffed, a decrease from an initial 69.

Employee Exit Survey Data | Quantitative

Upon leaving Peoria Unified, employees are asked to complete an exit survey online detailing their reasons for leaving the district. Human resources is responsible for obtaining this quantitative data from former employees. From Jan. 1 to Dec. 21, 2022, exit survey data indicated that of 139 responses, the top reasons support staff left were retirement (27), job opportunities (20), increased pay (18) and personal reasons (17).

Top Job Sites for Recruitment | Qualitative

According to US News, the top recruitment sites include the following list:

•Flexjobs •Glassdoor •Google For Jobs •Indeed •LinkedIn •Monster •School's Website •SimplyHired •ZipRecruiter

Source: <https://money.usnews.com/money/blogs/outside-voices-careers/articles/best-job-search-sites>

The comms team discovered that the district only uses three of these sites, including LinkedIn, Indeed, and the district's website. The district's careers page was outdated, and job descriptions did not align with Search Engine Optimization. There is a need to update the site and offer more opportunities for storytelling.

Targeting Particular Zip Codes | Quantitative

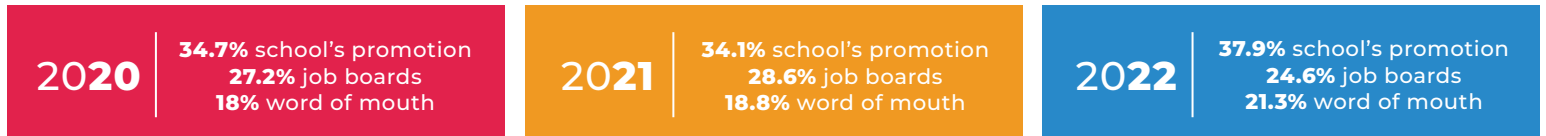
The human resources team pulled a report on all currently employed bus drivers and their home zip code. Based on this quantitative data, the team noticed certain trends including a concentration of bus drivers in Sun City, a suburb bordering the school district. Another key area included the southern and central area of the district and zip codes within 5 miles of the bus yard.

Peer District Review | Qualitative

Looking at current recruitment tactics, Peoria Unified conducted informal research by auditing four districts similar in size to determine if recruiting employees was a laser focus on their public-facing websites. It was found that only one out of four peer districts showcased open positions on the home page of their website to try and recruit new employees.

Recruitment Sources | Quantitative

Quantitative data from the district's application tool shows year-over-year trends that top referral sources are as follows:



This indicates a need to continue supporting schools with marketing materials and talking points, as well as expand this work from administrators to all staff.

SWOT Analysis | Comms Team

Based on the research, the comms team completed an additional SWOT analysis which determined the following:

STRENGTHS

- **Marketing and Branding:** The district has a strong employer brand that conveys the significance of the role and the support offered to drivers and assistants.
- **Retention Programs:** The district has retention programs for all employees and employee recognition campaigns to recognize and reward employees for their service.

WEAKNESSES

- **Lack of a Streamlined Application Process:** The current application process is lengthy and difficult to complete for prospective employees.

OPPORTUNITIES

- **Targeted Online Job Postings:** While the district utilized online job boards and platforms like Indeed, LinkedIn, and industry-specific websites to post job openings, job descriptions were outdated and did not highlight the position accurately in the best light.
- **Local Outreach:** Due to employee turnover and the pandemic, relationships with local organizations, such as churches, community centers, and employment centers had diminished significantly.
- **Social Media Advertising:** Leveraging social media platforms like Facebook and Instagram could be useful for targeted job advertisements.
- **Partnering with Principals:** The comms team has systems in place to share communication toolkits with schools and administrators, however, the team hasn't leveraged this relationship to promote recruitment.

THREATS

- **Communication and Feedback:** Currently there is no feedback loop with current employees to understand their needs and concerns.

Key Publics

Current and Potential Bus Drivers: These are the primary target audiences for the communication plan. It is paramount to retain the district's current bus drivers to ensure a stable transportation team. Potential bus drivers, including recent retirees, volunteers and veterans, represent those the district is trying to recruit.

Parents of Peoria Unified Students: The plan also looks to empower parents to either apply for the open positions and share the openings with those in their sphere of influence.

Community-Based Organizations: Churches, non-profits, local veteran organizations and community centers are key partners in recruiting individuals with connections to the district. These organizations can help spread the message about job opportunities, potentially attracting those who have a personal connection to the Peoria Unified School District.

District Employees: All district employees, not just those directly involved in the transportation department, need to be aware of the bus driver shortage issue and the district's efforts to address it.

PLANNING

To address the bus driver shortage and attract qualified candidates, effective recruitment strategies are imperative. Because this objective encompasses more than just Peoria Unified's communications team, certain strategies included the work of the human resources, budget team, the Transpar consultants and the transportation team.

Prior to launching the communications plan, transportation worked with district leadership and the budget team to approve a pay raise for bus drivers. Changing the base compensation to \$19 per hour ensured that Peoria Unified offered competitive compensation that was aligned with neighboring school districts. The comms team strategically timed the announcement of the pay raise with the launch of the marketing and communication plan.

Also prior to launch, the comms team partnered with HR to rewrite the bus driver and bus assistant job descriptions to align with research and Search Engine Optimization. This opportunity also allowed for HR to republish the job posting on all major recruitment platforms including Glass Door, Indeed and LinkedIn.

As outlined in the research, one of the strengths of the district is its strong employer brand. A keystone of this brand is the messaging that every employee makes an impact on student success regardless of their role. Based on this, the comms team developed the following key messages and strategies. To further develop these key messages, the comms team also incorporated other strengths outlined in the Transpar audit, such as the strong training programs, and feedback from HR such as the robust benefits provided by the district.

Key Messages

Help drive our future!

From competitive compensation to continued professional growth, Peoria Unified has something to offer you in every stage of your career. In Peoria Unified, each employee is known, valued, cared for and challenged to reach their fullest potential.

Are you ready to drive our future?

Peoria Unified is here to support you! With outstanding benefits, state retirement eligibility, hands-on training and a team behind you, there is something for every driver through every stage of their career.

We pay our bus drivers above the state average!

Help drive the future with Peoria Unified. We are prepared to support you every step of the way from getting your CDL to continued growth opportunities.

Help transport our students to success!

Without our bus drivers, students can't make it to school, their big game or next performance. With you, our students can reach their full potential. Apply to be a certified, professional bus driver today!

Strategy I* | Digital Marketing

Recognizing that the demographics on these platforms tend to skew towards populations that have less experience driving a school bus, it was imperative that the comms team communicated what it is like to be bus driver and how they will be supported. The messaging shared the impact that bus drivers make; without them our students cannot succeed.

Search Engine Optimization

Search Engine Optimization (SEO) was a vital component of the communications plan, to enhance online visibility, making it easier for the target audience to find and engage with the content and messages.

By optimizing content for search engines, the comms team will reach a wider audience, leading to increased brand recognition, traffic, and ultimately, a more effective communication strategy.

PLANNING

The Comms Team identified the following terms to include in every communication relating to this communication plan.

- Create Your Schedule
- CDL Training
- Competitive Compensation
- Career Growth
- Retirement
- Transportation
- Professional Bus Driver
- Certified Bus Driver

Strategy II* | Traditional Marketing

Recognizing that many bus drivers join Peoria Unified as a second career, there was a need to place marketing materials in local public areas where prospective applicants already frequent. This includes local churches, community centers, VFW posts, libraries & coffee shops.

Strategy III* | Making Connections

Given the nature of this work and the fact that most current bus drivers live in the neighborhoods in and around Peoria Unified, it created the opportunity to recruit individuals who in some way have a connection to our district. For example, they may have a child or grandchild who goes to one of our schools; they may have graduated from one of our schools; they may know someone who works in the district.

*Associated strategy tactics can be found in the Supplemental Materials Section.

Budget

Digital Marketing Budget	Frequency & Reach	Price	
Paid social ads on Facebook	• 3 Rotating Ads • 5.4-15.3k People	• 81-231 clicks • One Month Timeline per post	\$900
Boosted social ads on Facebook	• 3 Boosted Posts • 543-1.6K People	• 9-26 clicks • One Month Timeline per post	\$300
NextDoor ads	• 5.5-mile radius • 200-300k people	• 6,000-9,000 impressions • One Month Timeline	\$620
Email blast via Your Valley	• 100,000 emails in target area		\$1,700
Targeted display via Your Valley	• 150,000 impressions in target area		\$1,800
YourValley.net ad	• 25,000 impressions		\$125
Subtotal			\$5,445

Traditional Marketing

SunLife advertisement - quarter page	• 6 editions 14,000 homes	\$2,700
Peoria Independent - quarter page	• 6 editions 22,500 circulations	\$2,250
Glendale Star - quarter page	• 6 editions 15,000 circulations	\$1,680
Sun City-Weekly - quarter page	• 24 editions 22,000	\$7,344
Subtotal		\$13,974

Recruitment Events

Provide transportation with a recruitment booth at annual Arts Festival	• 2-3 bus drivers	\$0
Bus driver interest meetings	• 2 meetings	\$0
Stickers with slogan	• 500 stickers	\$345
Flyers and marketing materials	• 500 cards provided to Transpar • 100 Flyers to each school	\$0
Subtotal		\$345

District's Commitment to Support Recruitment Efforts

Transpar recruitment and training	• Year-long contract	\$89,950
Comms Team Staff Time	• 7 staff members at an average of \$31 per hour for 144 hours	\$3,782
Grand total		\$113,496

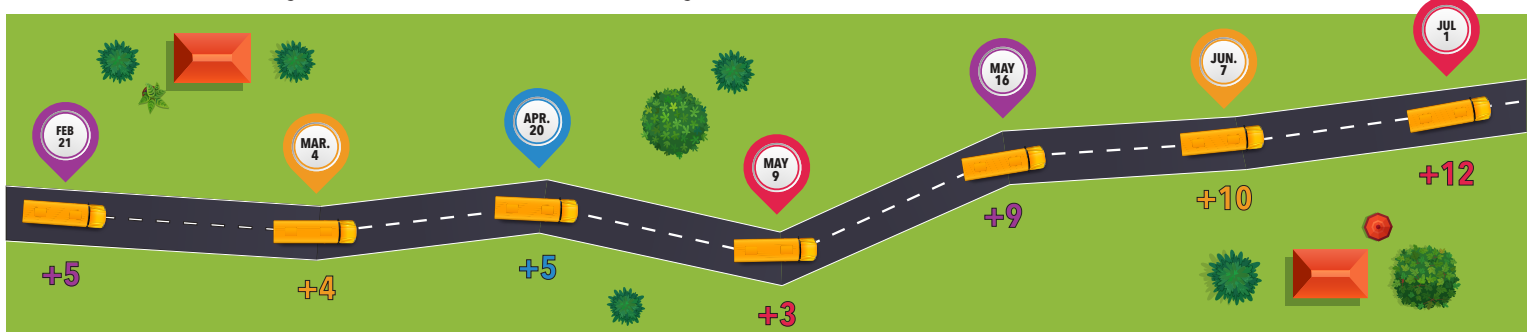
IMPLEMENTATION

Timeline

Date	Action	Responsible Party
Feb. 15	Meet with HR and Transportation	Public Relations
Feb. 17	First draft of graphics	Natalie Zinovyev, Public Relations
Feb. 21	Update jobs page and descriptions to align with SEO. Include pop-up on jobs page	Human Resources David Collie, Public Relations
Feb. 22	Post bus driver position to job search websites Add pop-up to jobs page	Human Resources
March 4	Recruitment event at Arts Festival	Phil Camacho, Transportation Human Resources
March 17	Meet with HR & Transportation to adjust plan	Public Relations
March 14	Pitch at Spring Field Trip	Danielle Airey, Public Relations
April 10	Transpar begins recruitment in community	Kevin Molino
April 12	Post new job description Identify community centers for flyer placement	Human Resources Public Relations
April 20	Launch first paid social ad Launch Nextdoor ad Send first email to candidate pool-tell the story Email the Business Advisory and Faith Council Add news story to the homepage	Sara Meredith, Public Relations Natalie Zinovyev, Public Relations
April 26	Share Communication toolkit with principals to serve as spokespeople in the community: • Update School Marquees • Social posts • Newsletter article Place flyers at schools, coffee shops, community centers within key zip codes	Erin Dunsey, Public Relations Sara Meredith, Public Relations Transpar
April 27	Deadline for Weekly Newspapers	
May 1	“Helping Us Get There” Campaign on social • Sharing and highlighting the impact of drivers and boosting posts	Sara Meredith, Public Relations
May 2	Trending Peoria Podcast episode goes live. • Pushed to all social platforms. “Helping Us Get There” story in the PULSE	David Collie, Public Relations Sara Meredith, Public Relations
May 4	Deadline for Peoria Independent June Edition	
May 5	Send second email to candidate pool- invite to recruitment events “Share Helping Us Get There” story with the Peoria Independent Launch second social media ad Send press release with recruitment events to print media Record Trending Peoria Episode	Danielle Airey, Public Relations Sara Meredith, Public Relations
May 9	Bus Driver Interest Meeting Launch third social media ad Send third email to candidate pool-“thank you” & “in case you missed it”	Phil Camacho, Transportation Laura Vesely, Human Resources Sara Meredith, Public Relations
May 16	Evaluate Plan and determine next steps. Team determined to begin rollout of digital ads via the Independent	Whole team
June 7	Classified Job Fair	Phil Camacho, Transportation Laura Vesely, Human Resources Danielle Airey, Public Relations
June 15	Arizona @ Work Job Fair	Transpar

Road Map of Recruitment

Between Feb. 21 & July 15, Peoria Unified successfully recruited & trained **48 new bus drivers**.



118 employed bus drivers.

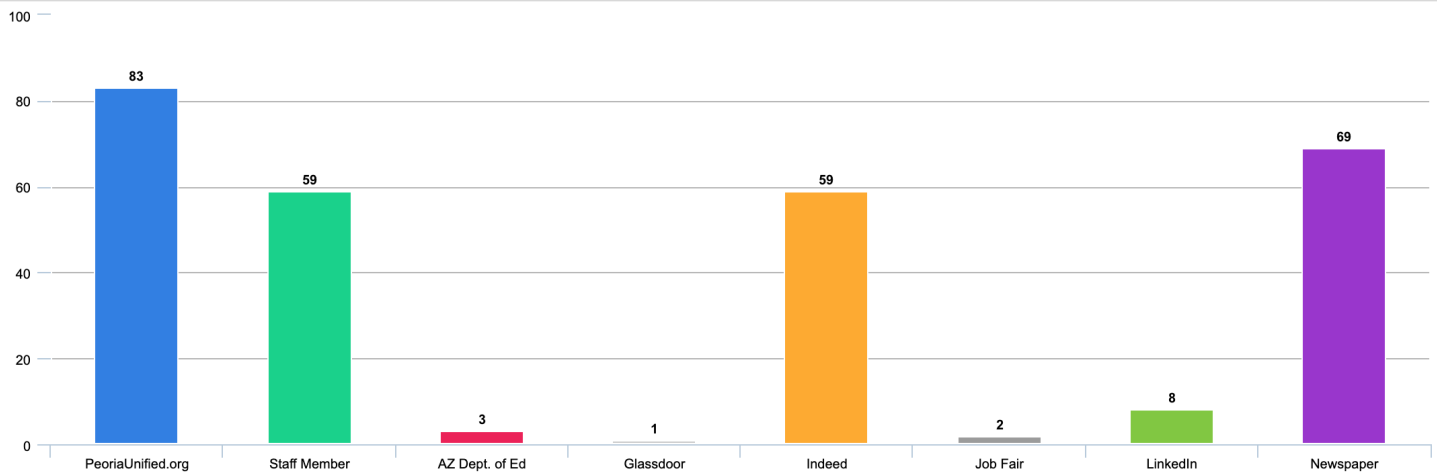
8 Bus Drivers above the need to start the school year!

The Peoria Unified School District's comprehensive communication plan, aimed at addressing the critical school bus driver shortage, proved to be extraordinarily successful in achieving its objectives. The primary objective was to attract and hire 40 new bus drivers to ensure full staffing for the 2023-24 school year. With great pride, the district can report that this objective was not only met but exceeded, with a total of 48 new bus drivers hired, surpassing the goal by eight bus drivers.

This outstanding achievement can be attributed to the collaborative efforts of multiple teams, including communications, human resources, budget, Transpar and the transportation team. By strategically implementing various communication strategies, the district met and exceeded its recruitment targets.

The district's initial objective included that there would need to be a total of 360 applicants to reach the goal of hiring 40 bus drivers. Based on the comms team work to share what it means to be a bus driver via social media, op-eds, podcasts and interviews, the conversion rate of applicants to new hires was positively impacted. Prior to implementation, the district would have nine applicants per every one new hire. After implementation, the district decreased this number to five applicants per open position, thus increasing the conversion rate. Transportation's revision of the CDL training program also contributed to this effort.

Recruitment Sources per Applicants as of Aug. 1, 2023



Moving forward, it is crucial to continue monitoring the performance of the newly hired bus drivers, their job satisfaction and retention rates to ensure the long-term success of the Transportation department. Given the time constraints of the communications plan and external factors impacting the district, the comms team did not fully implement the strategy relating to retention.

Throughout the campaign, the comms team used their communications and social media scorecards to determine the success of each tactic and adjusted implementation based on that data.

By continually assessing and remaining flexible, the district can build upon the current success and make further improvements, including the roll-out of a retention plan. This communication plan serves as a model for addressing similar challenges faced by school districts, emphasizing the value of innovative and collaborative strategies in achieving goals and objectives. The district also determined that while Transpar provided foundational information via the audit of the Transportation department, the most important thing they provided was insights as to how all the internal teams can work together in reaching these outcomes. Now, the comms team frequently connects with human resources to assist in recruiting to fill any needs they may have.

This communications plan culminated two days before the start of school at the district's Opening of Schools ceremony where all 3,600 employees gathered from across the district. During this event, district leaders had the opportunity to share some of the incredible accomplishments of the district including the fact that for the first time in years, the Transportation team had not only enough bus drivers for the first day of school, but that they had more than enough to cover all routes. This exceptional achievement not only ensured that Peoria Unified will have a fully staffed Transportation department for the 2023-24 school year, but also reinforces the district's commitment to providing safe and reliable student transportation.



Deliverables

- Marketing Materials and Graphics
- Updated Job Description
- Principal Toolkit
- Social Media Planner
- Customized Emails
- Glendale Times Article
- Podcast Episode
- Pay Increase Press Release
- Volunteer Thank You Message
- Faith Council Message

Strategy I | Digital Marketing

- Paid social ads on Facebook & Instagram.
- Paid ads on NextDoor.
- Rewrite job postings on places like Indeed and LinkedIn.
- Post to job sites stories relating to bus drivers
- Highlight bus staff on social with boosted posts helping to share their impact.
- Create a slow drip email campaign to those in Peoria Unified’s job pool and to those with direct connections.
- Day in the life of a bus driver series on social that can be repurposed for ads to help tell the story.
- Feature transportation on Trending Peoria, the district’s podcast.



Social Posts and Ads Scorecard

Facebook	Help drive our future! From competitive compensation to continued professional growth, Peoria Unified has something to offer you in every stage of your career. In Peoria Unified, each employee is known, valued, cared for and challenged to reach their fullest potential. Apply today at: https://bit.ly/3UWHJ0n	429 engagements 28,025 reach 397 link clicks	Paid ad for \$300 over 30 days
Facebook	Interested in becoming a certified, professional bus driver, but don't know where to start? Attend our Interest Meeting on May 9! Meet our team and learn how we can support you every mile along the way. Ready to get behind the wheel? Apply today at: https://bit.ly/3UWHJ0n	325 engagements 3,390 reach 21 link clicks	Boosted Post for \$100 over 7 days
Nextdoor	Help drive our future- become a Bus Driver, today! Learn more at: https://bit.ly/3UWHJ0n	2,866 engagements 5 link clicks	Ad run for \$310 over 30 days Removing tactic.
Facebook	Today is the day! Join our transportation team for our Bus Driver Interest Meeting at the Transportation Office, 10721 N. 95th Ave., Peoria, AZ 85345.	13 engagements 1,267 reach 0 link clicks	Traditional Post
Facebook	We pay our bus drivers above the state average at \$19 per hour! Help drive the future with Peoria Unified. We are prepared to support you every mile along the way from getting your CDL to continued growth opportunities. Apply today at: https://bit.ly/3UWHJ0n	478 engagements 32,088 reach 423 link clicks	Paid ad for \$318 over 21 days
Facebook	Come drive for Peoria Unified and earn \$19 per hour! We will support you every mile along the way from getting your CDL to continued growth opportunities. Help transport our students to success and apply today at: https://bit.ly/3UWHJ0n	376 engagements 2,048 reach 5 link clicks	Traditional Post
Parent Square	Volunteer Thank You Message	2,977 recipients 2,348 read 43 clicked	Email
Facebook	Ready to invest in your future? Visit the Peoria Unified Job Fair and explore different career opportunities in food service, transportation, special education, maintenance and before/after school childcare. No experience is needed! Peoria Unified is proud to offer full and part-time positions, flexible work schedules and career growth. View all available positions at jobs.peoriaunified.org	494 engagements 442 clicks 7,298 reach	Boosted Post for \$100 over 7 days
Facebook	Are you ready to transport our students to success? Peoria Unified is here to support you! No experience is needed and we will pay you to earn your CDL. Apply to bus driver today at jobs.peoriaunified.org !	229 engagements 201 clicks 17,006 reach	Paid Ad for \$150 over 15 days

July 10
**DATA
UPDATE**

- Current Certified Bus Drivers: **94**
- Newly Certified Bus Drivers: **11**
- Summer Bus Driver Trainees Processing: **10**
- Applicants in process of recruitment: **3**

**8 Bus Drivers
above the need
to start the
school year!**

Strategy II | Traditional and Paid Marketing

- Ad Campaign through local newspapers.
- Submit Op-Ed to Peoria Independent on the impact of bus drivers.
- Print and distribute flyers to senior centers, community centers, VFW posts and local coffee shops.
- Update school marquees to thank drivers and advertise openings.
- Provide schools with marketing materials and a communications toolkit for their office and online.
- Send monthly jobs newsletter to parents of Peoria Unified students.

PEORIA
UNIFIED SCHOOL DISTRICT

HELP DRIVE OUR FUTURE!

Apply to be a certified, professional bus driver today!

SCAN HERE TO SEE OUR OPPORTUNITIES!

jobs.peoriaunified.org
 623-773-6600
JPriceDimond@pusd11.net
 10721 N.95th Ave. Peoria, AZ 85345

Robust compensation package included!
Not enough miles? We'll train you for free!

PEORIA
UNIFIED SCHOOL DISTRICT

PEORIA UNIFIED SCHOOL DISTRICT TRANSPORTATION

HELPING TO DRIVE OUR FUTURE

Apply to be a certified, professional bus driver today!

From competitive compensation to continued professional growth, Peoria Unified has something to offer you in every stage of your career.

In Peoria Unified, each employee is known, valued, cared for and challenged to reach their fullest potential.

jobs.peoriaunified.org
 623-773-6600
JPriceDimond@pusd11.net
 10721 N.95th Ave. Peoria, AZ 85345

SCAN HERE TO SEE OUR OPPORTUNITIES!

Robust compensation package included!
Not enough miles? We'll train you for free!

PEORIA
UNIFIED SCHOOL DISTRICT

HELP DRIVE OUR FUTURE!

Apply to be a certified, professional bus driver today!

From competitive compensation to continued professional growth, Peoria Unified has something to offer you in every stage of your career.

In Peoria Unified, each employee is known, valued, cared for and challenged to reach their fullest potential.

Robust compensation package included!
Not enough miles? We'll train you for free!

jobs.peoriaunified.org
 623-486-6600
HR@pusd11.net
 6330 W. Thunderbird Rd. Glendale, AZ 85306

SCAN HERE TO SEE OUR OPPORTUNITIES!

jobs.peoriaunified.org
 623-773-6600
JPriceDimond@pusd11.net

jobs.peoriaunified.org
 623-773-6600
JPriceDimond@pusd11.net
 10721 N.95th Ave. Peoria, AZ 85345

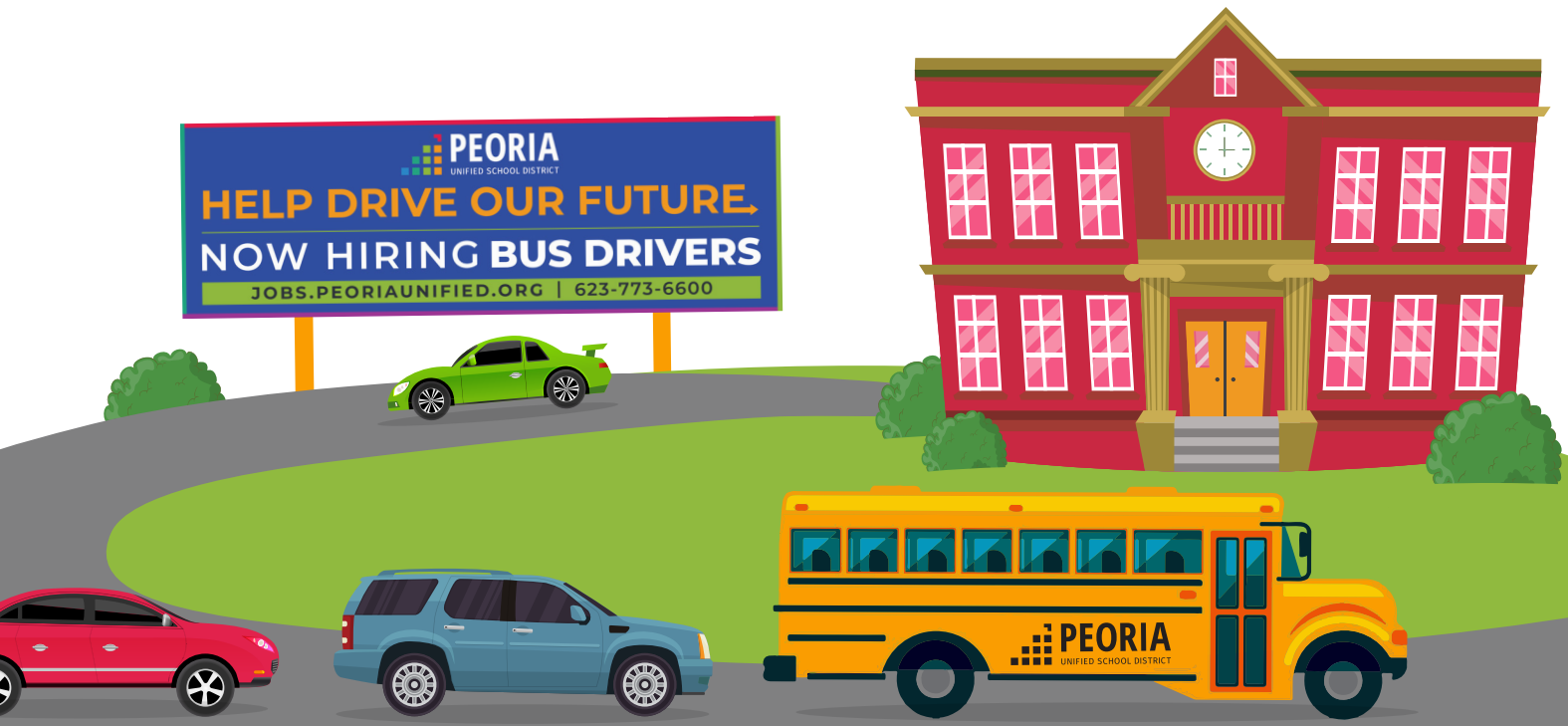
SCAN HERE TO SEE OUR OPPORTUNITIES!

Robust compensation package included!
Not enough miles? We'll train you for free!

jobs.peoriaunified.org
 623-773-6600
JPriceDimond@pusd11.net
 10721 N.95th Ave. Peoria, AZ 85345

SCAN HERE TO SEE OUR OPPORTUNITIES!

Robust compensation package included!
Not enough miles? We'll train you for free!



Strategy III | Making Connections

- Share with community groups such as the Faith Council and Business Advisory.
- Host multiple hiring events with bus drivers and HR staff to help them complete applications.
- Provide Transportation with a recruitment booth at the Arts and Cultural Festival.
- Connect with local veterans organizations to provide materials.
- Leverage and communicate directly with those who have joined community groups in ParentSquare.
- Share, and place ads within, Peoria Unified Alumni groups.



Interested in learning more about becoming a certified, professional bus driver? Don't forget to come to our Bus Driver Interest Meeting, today! Attend the Bus Driver Interest Meeting any time between 9 a.m. and 4 p.m. today, May 9, at the Transportation Office, 10721 N. 95th Ave., Peoria, AZ 85345.

Ready to get behind the wheel and help transport our students to success? Peoria Unified is here to support you! With outstanding benefits, state retirement eligibility, hands-on training and a team behind you, there is something for every driver through every stage of their career. Apply today at: <https://bit.ly/3UWHJon!>

For any questions and more information about driving our future email JPriceDimond@pusd11.net or call 623-773-6600.



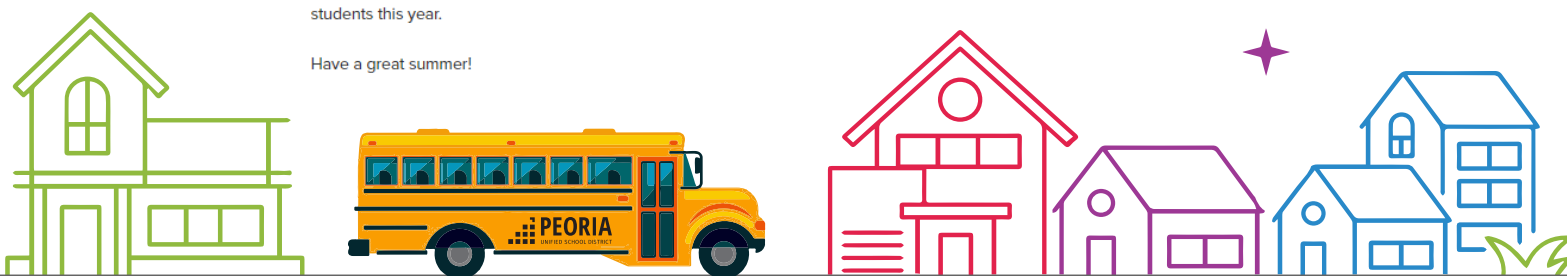
As the school year ends, we would like to thank you for your service to Peoria Unified. The help of our volunteers allows us to support the needs of each of our students. Volunteers are part of the backbone of Peoria Unified that makes the work we do possible and so much more rewarding.

Volunteers, your time and talent are essential to helping us achieve our district's mission of ensuring that every student, every day, is prepared to shape tomorrow. Your dedication to our students and schools is invaluable to all of us and we thank you from the bottom of our hearts.

If you are looking to expand the impact you make in the lives of our students, consider applying for one of our many open positions in transportation, maintenance, food service or special education. These support positions are integral to our success, require no experience and offer flexible schedules as well as competitive compensation. You can apply today at: jobs.peoriaunified.org.

With your support, our students are able to reach their full potential and we are so grateful for the hours you have dedicated to our students this year.

Have a great summer!





TRENDING PEORIA

Click the link below to listen to Trending Peoria's episode, "Transporting Our Students to Success"

podcasts.apple.com/us/podcast/transporting-our-students-to-success/id1561659179?i=1000611640780

Pedro Price-Dimond
Training Coordinator / Transportation
Pride of Peoria Winner | Prize Patrol Video

 www.youtube.com/watch?v=Cg5k0GMJU4

Strategy III | Making Connections



Danielle Airey
Public Relations
dairey@pusd11.net
623-486-6100

Erin Dunsey
Public Relations
edunsey@pusd11.net
623-486-6100

FOR IMMEDIATE RELEASE

PEORIA UNIFIED GOVERNING BOARD APPROVES HIGHER PAY FOR BUS DRIVERS

What: See the transportation department in action! Transportation visuals available.

Where: Peoria Unified School District Transportation Department
10721 N. 95th Ave.
Peoria, AZ 85345

PEORIA, Ariz. – You have an excellent opportunity to see bus drivers in action, hear first-hand why they are passionate about transporting students to success and learn what Peoria Unified is doing to combat the national bus driver shortage. On May 11, the Peoria Unified Governing Board approved a higher pay schedule for bus drivers beginning July 1, 2023. The increase in pay places Peoria Unified among the highest paying district for bus drivers in the valley. The new pay schedule includes a \$2.00 increase to the starting hourly rate, allowing Peoria Unified to offer more competitive pay for its transportation staff, increasing the rate to \$19.00 an hour with up to ten years of experience at the point of hire, and an equivalent pay increase for current employees.

The district welcomes the pay increase while experiencing bus driver shortages and temporary cancellations of bus routes. The higher hourly rate will allow Peoria Unified to attract and retain high-quality employees to transport students safely and efficiently to and from school.

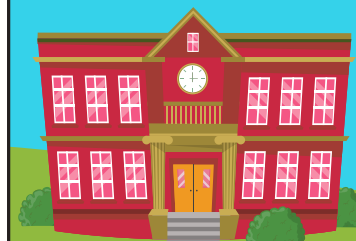
Behind many of the district's students' largest accomplishments is a team of driving professionals who take students to and from school safely, on enriching field trips, to compete in the big game and so much more. This school year, Peoria Unified's transportation team has gone to great lengths to transport students more than 1,900,000 collective miles.

Peoria Unified is prepared to support new bus drivers every mile along the way from obtaining their CDL to continued growth opportunities. With the support of bus drivers and assistants, students can reach their full potential.

Peoria Unified has both full-time and part-time openings for bus drivers as well as bus assistants. The district offers outstanding benefits, state retirement eligibility, and professional growth opportunities. From competitive compensation to potential career growth, Peoria Unified has something to offer drivers in every stage of their career. In Peoria Unified, each employee is known, valued, cared for, and challenged to reach their full potential.

The district also increased its communication to actively recruit new school bus drivers to the district. Those interested in joining Peoria Unified should visit jobs.peoriaunified.org to apply.

Peoria Unified, located in the Northwest Valley, serves more than 37,000 students in 34 elementary schools, seven high schools and one non-traditional high school. With ongoing open enrollment and alternative educational opportunities, the district boasts a 94 percent high school graduation rate. It is one of the largest unified school districts in Arizona and prides itself on excelling schools, award-winning teachers, high test scores, specialized signature programs and championship sports programs. The Vision of the Peoria Unified School District is "Every student, every day, prepared to shape tomorrow." For more information, visit the district's website at www.peoriaunified.org.



TRANSPORT OUR STUDENTS TO SUCCESS

This time of year, it is easy to picture all the places our students will go, but how will they get to all of those places? Behind many of our students' largest accomplishments is a bus driver who helped get them there. In fact, many students throughout Peoria Unified rely on bus drivers to get them to and from school safely. Without our bus drivers, students can't make it to school, their big game or next performance. With them, our students can reach their full potential.

This school year, our transportation team has gone to great lengths to transport students including asking the director and office staff to run their own routes. The efforts to transport students to success do not stop there; Phil Chaney, Systems Engineer, even picked up a route or two to ensure students did not go without. We also recognize the sacrifices our parents often times undertook to ensure their children made it to school.

Our goal is to start next school year with a fully staffed transportation department, but we need your help! Are you, or someone you know, interested in becoming a bus driver, but unsure where to start? Attend one of our **Bus Driver Interest Meetings on May 9 at the Transportation Office, 10721 N. 95th Ave., Peoria, AZ 85345.**

Ready to get behind the wheel? Peoria Unified is here to support you! With outstanding benefits, state retirement eligibility, hands-on training and a team behind you, there is something for every driver through every stage of their career. **Apply today at: <https://bit.ly/3UWHJon>!**

