

**Calgary Board of Education**  
1221 8 St SE  
Calgary, AB T2K 0L4

Dear CBE,

In an effort to meet the demands of the upcoming school year, First Student is taking every effort to attract and retain our employees to ensure we have a successful 2022-2023 school year. Our recruitment efforts are broken up into 4 key areas: Posting and Sourcing, Digital, Traditional & Social Media and Community Outreach.

### **Posting and Sourcing**

First Student has developed several ways to engage with potential candidates including having a Toll-free recruitment hotline — 1-877-914-KIDS — answered by our full-time Talent Acquisition Specialist or through our online website for pre-employment applications: <https://workatfirst.com/> . To encourage a more seamless process we also simplified our application form. Our Talent Acquisition Specialist supports the location by doing proactive recruitment and sourcing. We are also using cutting edge technologies to engage with job seekers through Text messaging, which allows us to communicate in a medium most suitable to the candidates. This is further supported by our Region Recruiter who is solely responsible for outreach, screening and interviewing candidates.

### **Digital**

Since 2019 First Student partnered with Shaker Recruitment Marketing, an international advertising agency specializing in recruitment. Working with the Shaker Recruitment Marketing, we have launched a digital strategy to re-target candidates who have interacted with our company, by visiting our website, clicking on our job postings or through any of our digital ads. Our purchasing power helps us maintain a current suite of job postings for the major online job boards and all opportunities are listed on a talent network of over 200 other websites. We have also leverage digital banner ads and Google Ads to ensure we have a strong online presence.

### **Traditional & Social Media**

First Student is heavily advertising in Calgary through print in publications like “Calgary Sun”, through a number of radio stations and holding advertising spots through Spotify. We have our Flyers posted through in Libraries, Community Centres, Ice Rinks, Laundromats, and various Community boards throughout the city. We are also leveraging Social Media to ensure we are engaging with candidates at their leisure. We encourage everyone to visit us through our Social Media channels to learn more about First Student through LinkedIn, Facebook, or our website.

### **Community Outreach**

At First Student, our School Bus Drivers are an integral part of the communities they serve. They are our friends, family, and neighbours- as a result we are proud to partner with Employment Agencies, Community groups and be present for at events in the city. Our team is dedicated to building community partnership with groups like the YMCA, cultural groups, and local businesses. We ensure that we have bi-weekly open houses, inviting candidates to come to our office and learn more about our opportunities. We want to make the trip worth it and offer on the spot interviews. We are proud to offer the highest wage in our industry with very strong referral and new employee sign on bonuses. But we don't stop there, we continue to offer free training to attain your School Bus License.

Caring for the students we serve is our First priority and we look forward to growing our team.

A handwritten signature in black ink, appearing to read 'Faisal Malik'.

Sincerely,  
Faisal Malik, Calgary Location Manager