

# Best Practices in School Bus Driver Recruiting

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1. Provide some kind of bonus after they have driven for a reasonable period of time.
2. Have a booth at a job fair, or create a job fair with more information about the job of bus driver.
3. Attend back to school events and have a booth with positive information about school bus transportation as well as information about being a school bus driver.
4. Put a bus in a parade and handout fliers with positive information about school bus transportation as well as information about being a bus driver.
5. Be flexible to two drivers' job sharing a route to permit one or both to have a second job.
6. Provide referrals and assistance in locating a compatible second job.
7. Place color school bus brochures on bulletin boards with pull-off driver job info cards.
8. Place "Hiring Drivers" banners on older extra buses and park them in school parking lots or other approved high traffic areas.
9. Place "Hiring Drivers" notices on school marquees where approved.
10. Provide cash referrals for drivers and staff recruiting new drivers as long as the new driver drives for at least a reasonable period of time.
11. Focus on public relations activities and always attach something about open jobs for school bus drivers.
12. Create an identifiable career path for new drivers where they can see a way to be a career driver.
13. Focused recruiting from a department or district recruiter who is either part-time or full-time.
14. Focus recruiting on military, police, fire, ambulance career employees who often have another 10+ years before full retirement.
15. Explain mentor program during the interview process and assign a mentor to new drivers sometime during their training.
16. During the interview process explain the system of support that is in place to assist new drivers in being successful in their jobs.