

# AI for Substitute Managers

*Practical AI Tips and Tricks for Human Capital Leaders in Education*

**Red Rover Substitute Management Symposium**

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*Senior Lecture,*  
The Ohio State  
University  
Fisher College of  
Business

My favorite AI tools:

- Manus, ChatGPT, Gamma, HeyGen (AI Clone), [K12Prompts.ai](https://www.k12prompts.ai), EXMI Custom Agents



**AI is not the  
future.**

***AI is the present.***



# Everyday AI in Action: Real-World Examples

## Personal Technology

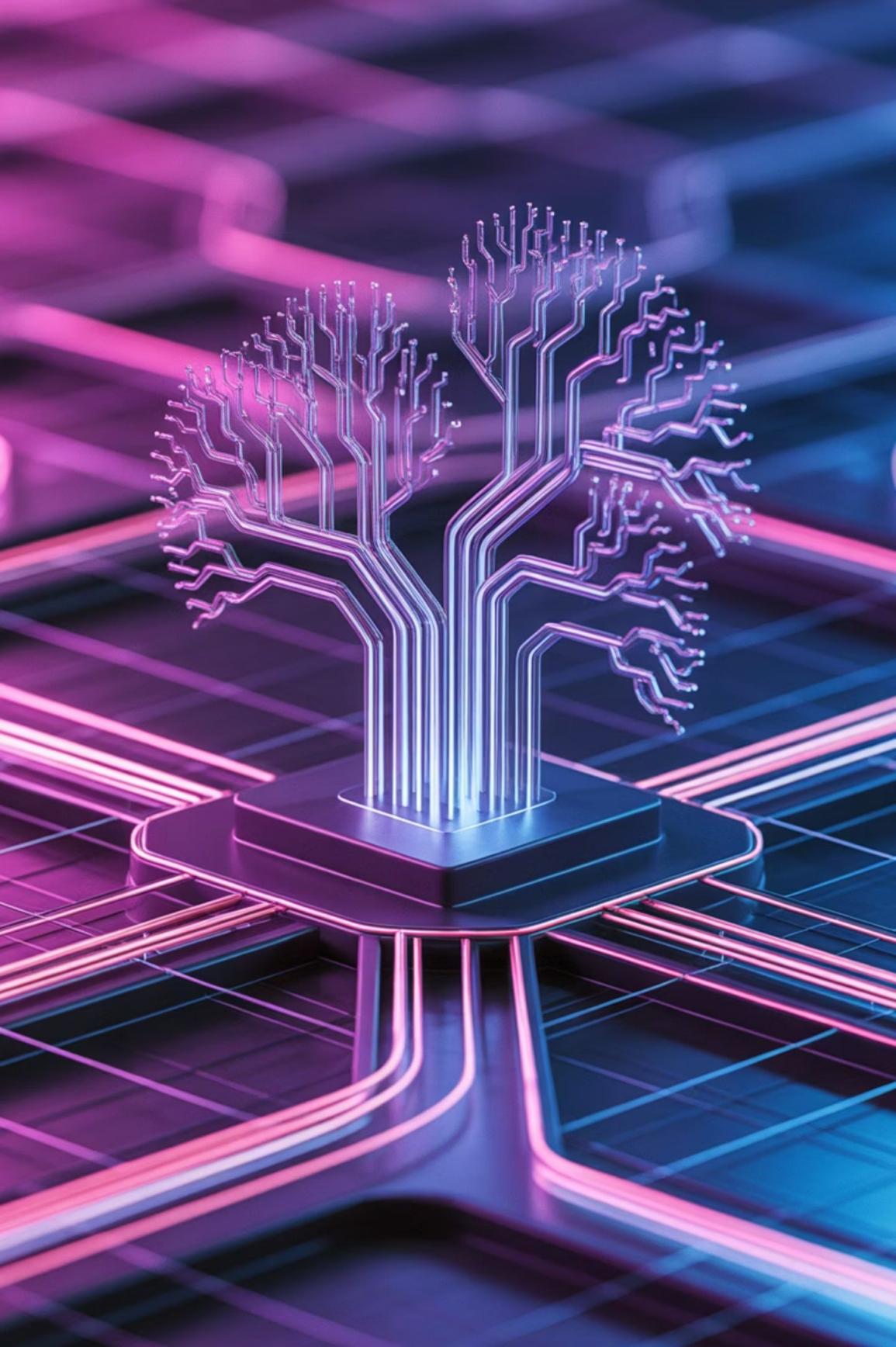
Face ID recognition, voice assistants like Siri and Alexa, and predictive text that learns your writing style. Your smartphone's camera automatically adjusts settings and enhances photos using AI algorithms.

## Digital Commerce

Online shopping platforms use sophisticated recommendation engines to suggest products. AI-powered fraud detection systems protect your transactions by analyzing spending patterns in milliseconds.

## Healthcare Revolution

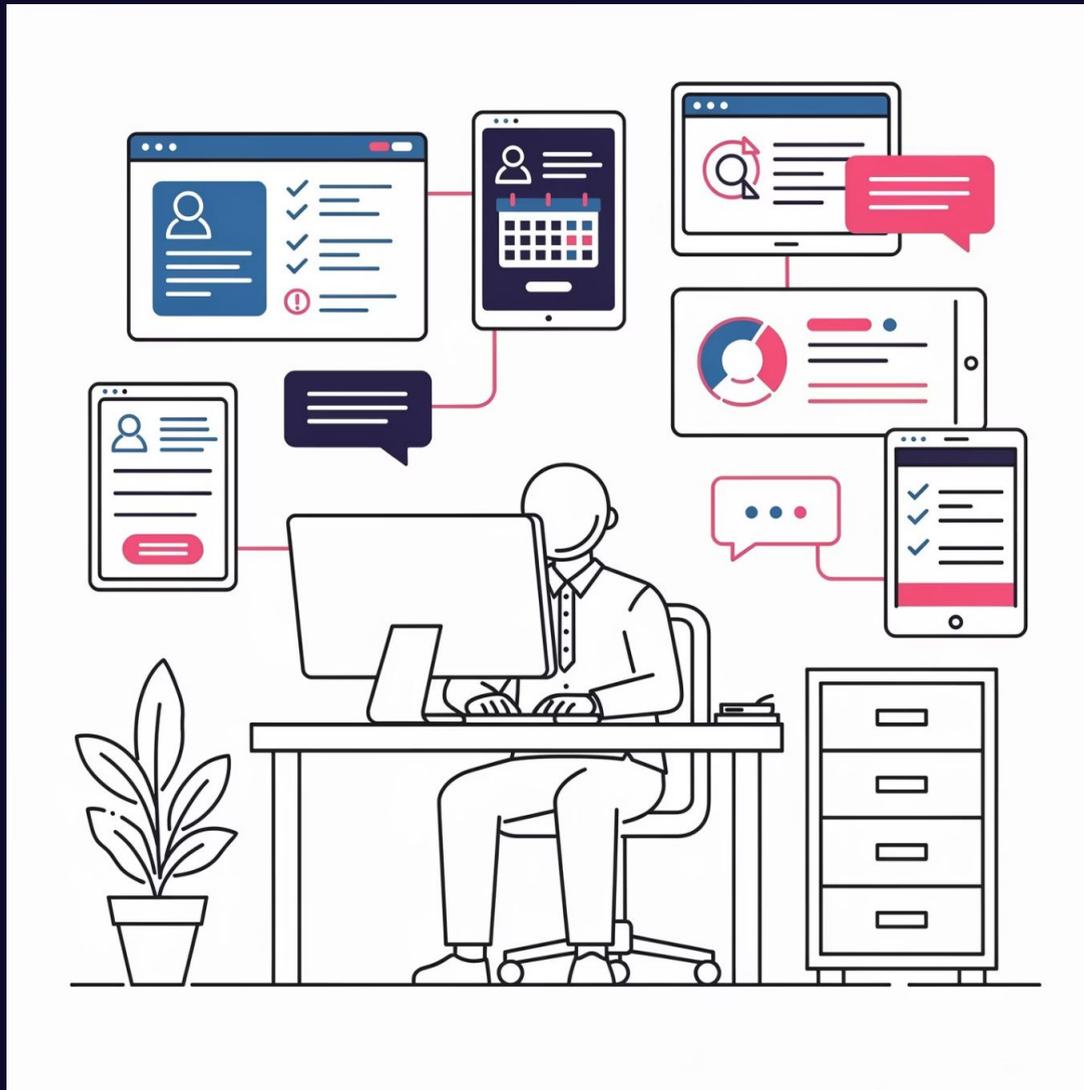
Medical imaging AI can detect early-stage cancers more accurately than human radiologists. Robotic surgery systems provide precision beyond human capability, reducing recovery times significantly.



# The AI Landscape Is Vast

AI encompasses machine learning, natural language processing, computer vision, robotics, and much more. Each branch serves different purposes and powers different tools.

# Doing More with Less.



HR teams are being asked to move faster and handle more (often without additional staff or resources).

Substitute management is time-sensitive and human-heavy work.

Generative AI offers a practical way to streamline workflows without replacing your existing systems or the people who make those systems work.

## Today's Focus:

Practical, safe AI use alongside *Red Rover* to enhance substitute recruitment, growth, retention, and management.

# What Ed Leaders Are Getting Wrong

"AI is the worst thing to ever happen to education"

*- Assistant Superintendent, Ohio District*

## Common Missteps

Fear-based policies that ban AI without providing alternatives

No governance framework or acceptable use policy

Spending money on tools with no alignment or strategic planning

Lack of staff professional development or peer networking opportunities

# The Costs & Risks of AI

## **Bias & Misinformation**

AI can perpetuate existing biases and produce "hallucinations"—confident but incorrect information

## **Accuracy Limitations**

AI makes mistakes, and checking its work is essential before sharing with students or families

## **Privacy & FERPA Concerns**

Student data must be protected; not all tools are compliant with federal regulations

## **Over-Reliance**

Cognitive erosion risk when critical thinking is outsourced to machines

## **Training Gaps**

Lack of professional development leaves educators unprepared

## **Misuse**

Without guidance, students and staff may use AI inappropriately for assignments

**Knowing how to think  
empowers you far beyond those  
who know only what to think.**

Neil deGrasse Tyson

# Artificial Intelligence (AI) + Human Intelligence (HI)

## AI Strengths

- Analytical thinking
- Quickly processing vast amounts of data
- Strong in pattern recognition
- Can automate repetitive tasks efficiently
- Provides speed and efficiency
- Follows learned algorithms
- Generate content based on existing data
- Detect trends and make predictions
- Consistency and accuracy
- Automation and optimization

## Human Strengths

- Strategic thinking
- Interpreting data with context
- Creative problem-solving
- Adapting to unexpected challenges
- Judgment and ethical reasoning
- Intuition and experience
- Original and innovative ideas
- Making complex decisions with emotional intelligence
- Bring adaptability and empathy
- Essential for leadership and vision



## SEVEN PRACTICAL APPLICATIONS

# Real-World Use Cases

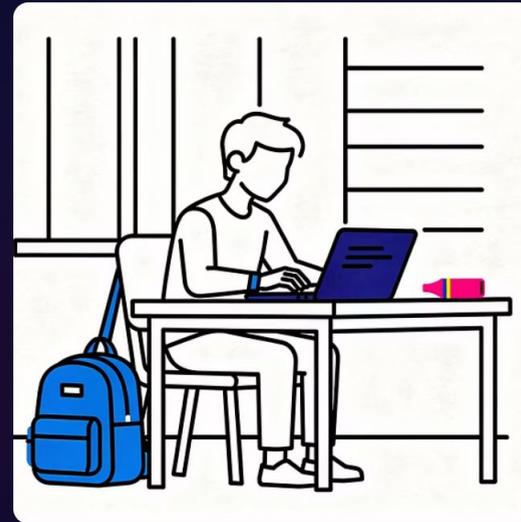
Discover how AI can enhance your substitute management work alongside Red Rover!

# Substitute Recruitment Marketing Campaigns



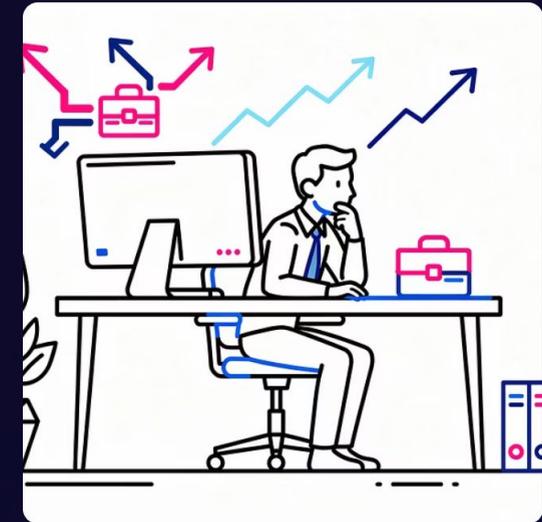
## Retired Teachers

Targeted messaging highlighting flexible schedules and staying connected to education



## College Students

Emphasizing career experience, flexible hours, and pathway to teaching



## Career Switchers

Focusing on meaningful work, community impact, and transferable skills

**The challenge:** Ongoing sub shortages and limited HR capacity for recruitment messaging. AI drafts recruitment content for email, website, and social media—HR decides where and how it's used.

## APPLICATION #1

# Substitute Recruitment Marketing Campaigns

## Option 1: Prompting

Act as a recruitment marketing specialist. Help me create a simple campaign to attract teachers and staff to our school or district.

I need a straightforward recruitment plan that shows what makes our organization special and helps us find the right people. Use this information: [organization\_name], [location], [what\_makes\_us\_special], [positions\_we\_need\_to\_fill], [why\_hiring\_is\_hard], [our\_salary\_range], [our\_benefits], [our\_budget].

Tell me three reasons teachers would want to work here and two challenges we face in hiring.

Describe the type of person we want to hire including [their\_experience\_level],

[what\_they\_value], and [what\_would\_make\_them\_choose\_us].

Write one simple statement about why people should work here. Pick three main messages to use like [great\_support], [good\_pay], or [positive\_culture]. Create a short tagline.

Choose where to recruit: job sites like [Indeed] or [LinkedIn], social media posts on [Facebook] or [Instagram], paying staff [\$amount] to refer friends, visiting [local\_universities], sending emails to [past\_applicants], and making videos about [our\_school].

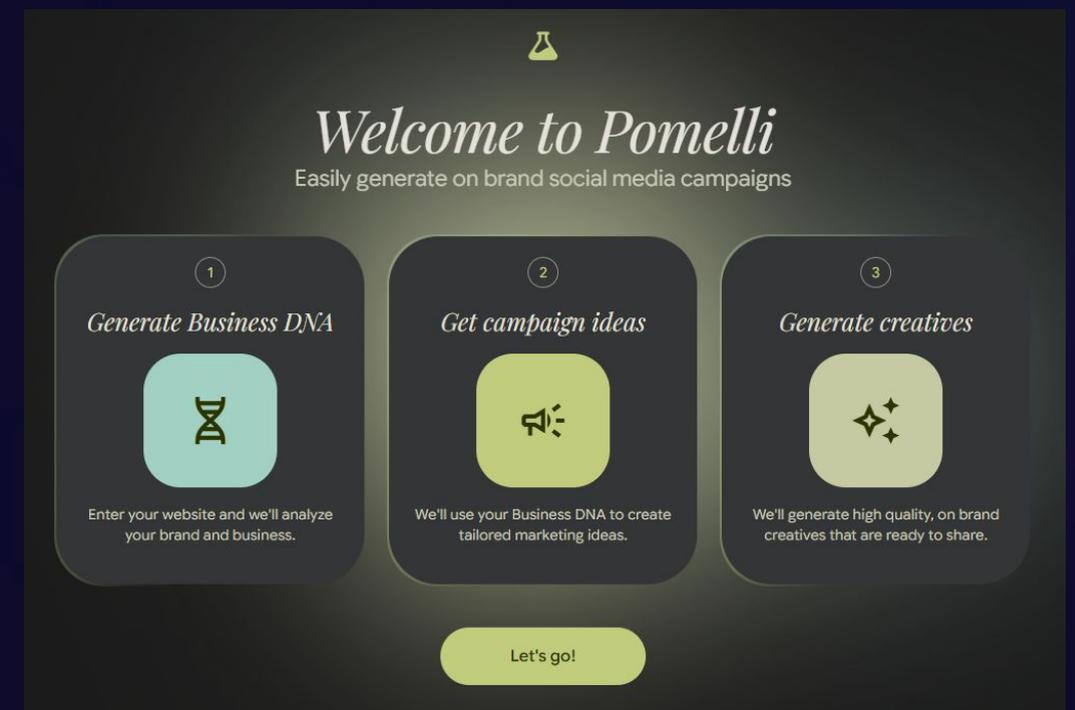
Write three social media posts and two emails I can send to candidates.

Give me a simple plan with our main messages, where to post jobs, how to spend [budget], and what to do each week for three months. Include a job posting I can use right away, ten social media posts, three emails, and ideas for videos.

Create a beginner-friendly recruitment campaign for schools that attracts teachers through simple messaging and practical, ready-to-use content.

## Option 2: Pomelli

Google Pomelli is an experimental AI-powered marketing automation tool launched by Google Labs in 2025



<https://labs.google.com/pomelli/>

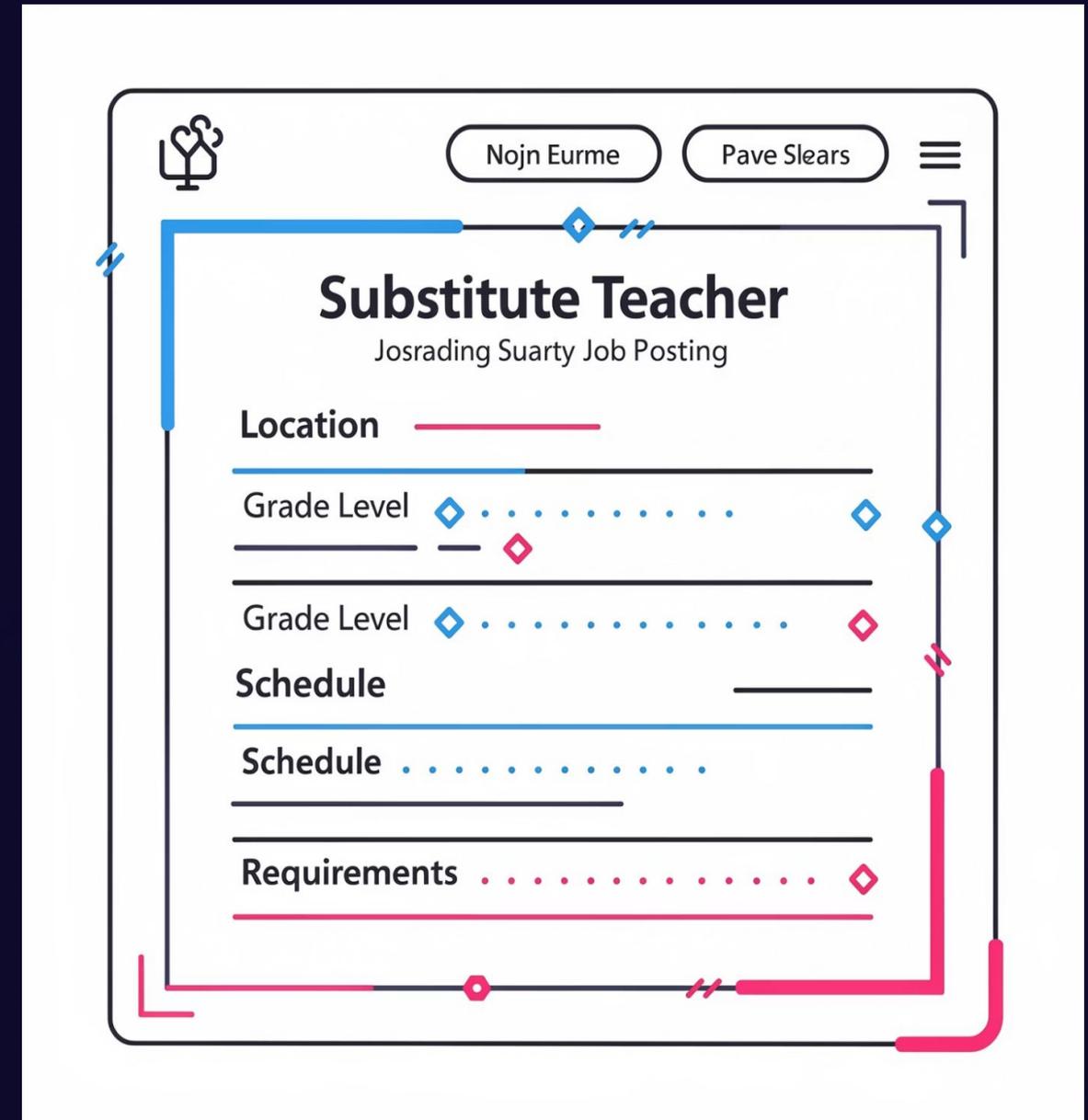
# Job Posting Website Review

**The Challenge:** Getting individuals to complete an application for open positions.

## How AI Helps

Substitute job postings are often short and generic, providing limited information that leads to hesitation or low acceptance rates among potential substitutes.

- Reviews posting language for clarity, tone, and approachability
- Rewrites postings to reduce anxiety and set clear expectations
- Identifies missing information substitutes care about most



# Job Posting Website Review Prompt

Role: You are an expert in writing clear, welcoming, and candidate-friendly job postings. You understand how job language can unintentionally create confusion or anxiety, and you specialize in making postings more human, transparent, and approachable—without changing the core requirements of the role.

Input :I will provide a full job posting. The posting may be formal, technical, or written from an employer-centric perspective.

## Steps

1. Review the language for clarity, tone, and approachability.
2. Identify jargon, vague phrasing, or intimidating language.
3. Note where expectations are unclear or overly complex.
4. Rewrite the job posting to 1) Reduce applicant anxiety; 2) Set clear, realistic expectations about the role; 3) Use plain, conversational, and respectful language; 4) Maintain the original intent, qualifications, and responsibilities
5. Identify missing information that candidates typically care most about, such as: Schedule, hours, or workload expectations; Pay range or benefits clarity (if appropriate); Training, onboarding, or support provide; Work environment, team structure, or supervision; Application or hiring timeline
6. Suggest what could be added to improve transparency.

Expectations: Do not add requirements or qualifications that were not in the original posting. Do not make legal or policy assumptions. Keep the tone welcoming, supportive, and human. Present the rewritten job posting first, followed by a short list of suggested additions or clarifications. Write for a general audience with no assumed HR or legal expertise. Be mindful of my organization's brand look, feel, and tone: [ORGANIZATION WEBSITE ADDRESS]

Job Posting: [PASTE JOB LINK HERE]

# Staff Absence Trend Analysis & Prediction

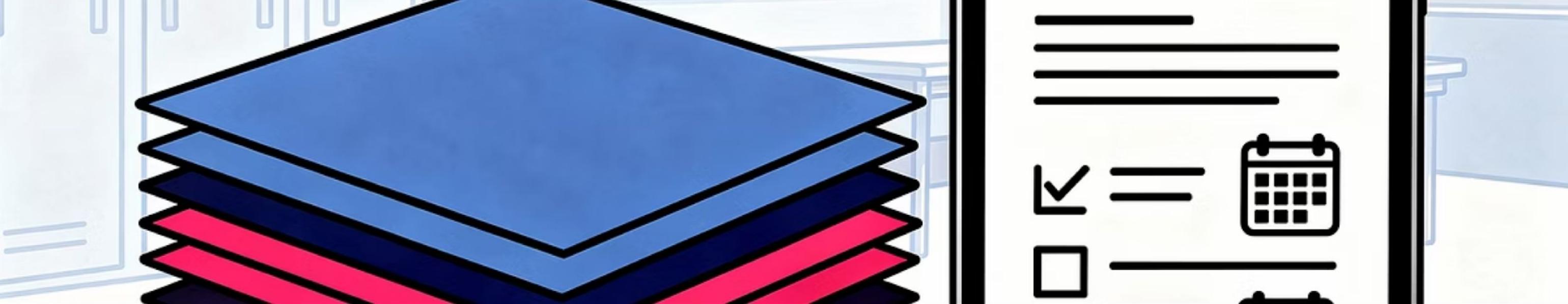
From Reactive to Prepared



**The Challenge:** Absence spikes feel unpredictable, and planning happens only after shortages occur.

**How AI helps:** Analyze historical absence data to identify seasonal patterns, high-absence days, and schools or roles that are consistently harder to fill.

**Outcome:** Better preparation, more proactive communication with substitutes, and data-driven staffing decisions.



 APPLICATION #4

# Substitute Welcome Packets

## Consistency Across Buildings

The substitute experience varies widely across schools, and inconsistent information often leads to frustration and reduced retention. AI helps create standardized welcome packets that set clear expectations.

# What Goes in a Welcome Packet

 APPLICATION #4

1

## Daily Schedule

Bell times, lunch periods, and duty expectations clearly outlined

2

## Classroom Expectations

Behavior management approaches and classroom-specific procedures

3

## Key Routines

Emergency procedures, attendance, and technology access

4

## Lesson Plan Conversion

Teacher lesson plans reformatted into clear, sub-friendly formats

 **Responsible use:** No student-specific or sensitive information. All packets undergo human review before sharing.

# Welcome Packet

You are an experienced K–12 school administrator and substitute coordinator who specializes in creating clear, supportive, and substitute-friendly materials.

Create a Substitute Teacher Welcome Packet for [ORGANIZATION / DISTRICT / SCHOOL NAME] that helps substitutes feel prepared, confident, and supported from day one.

The packet should be written in plain, welcoming language and designed for substitutes who may be new to our buildings, students, or systems.

## Packet Sections to Create

### 1. Welcome Message

- Write a warm, appreciative welcome message from [WHO THE MESSAGE IS FROM].
- Acknowledge the important role substitutes play in supporting students and staff.
- Reassure substitutes that they are supported and not expected to “figure everything out” on their own.

### 2. Frequently Asked Questions (FAQ)

- Create a short, practical FAQ section that answers common substitute questions, including:
- Where do I check in when I arrive?
- What time should I arrive and what time does the day end?
- Who do I contact if I have a question or need help during the day?
- What should I do if lesson plans are missing or unclear?
- How do breaks, lunch, and planning periods work?
- What should I do in an emergency or if there is a student issue?
- Customize answers using [BUILDING CONTACTS], [CHECK-IN LOCATION], and [SUPPORT PROCEDURES].

### 3. Typical Daily Schedule

- Provide a sample daily schedule substitutes can quickly reference.
- Include arrival time, class periods, lunch/breaks, dismissal, and end-of-day expectations.
- Note where schedules may vary by school or grade level using [SCHOOL-SPECIFIC NOTES].

### 4. Classroom Expectations

- Clearly outline what substitutes are expected to do in the classroom, including:
- Student supervision and safety
- Following lesson plans as written
- Basic behavior management expectations
- Professional conduct and boundaries
- Keep expectations realistic, supportive, and non-punitive.

### 5. Key Routines & Procedures

- Explain essential routines substitutes need to know, such as:
- Attendance procedures
- Student dismissal or transitions
- Technology use (if applicable)
- Emergency procedures (high-level, not policy-heavy)
- Flag any routines that are especially important to follow consistently.

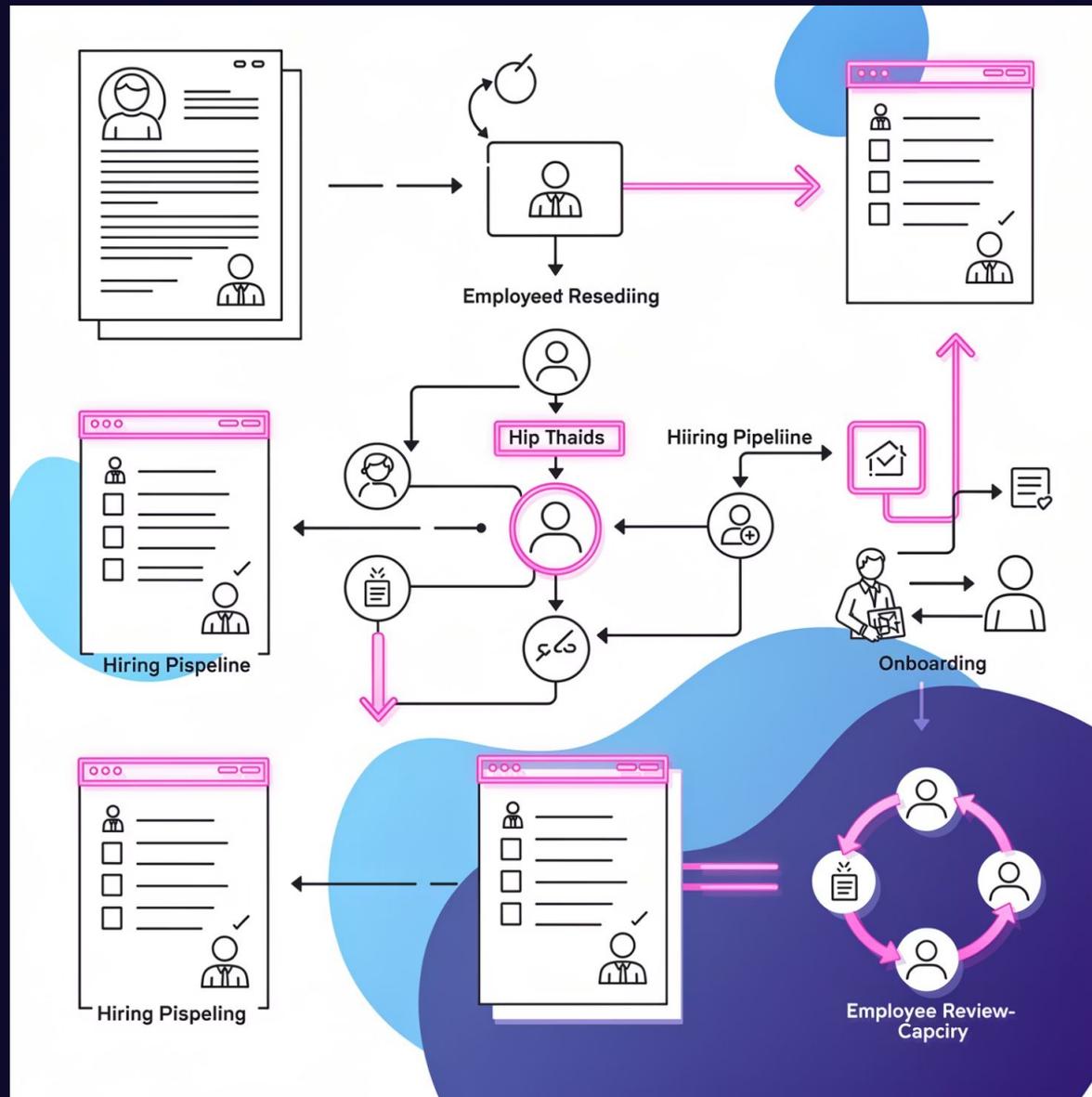
### 6. Lesson Plan Conversation – Sub-Friendly Format

- Reformat teacher lesson plans into a clear, substitute-friendly structure, including:
- What students are working on today (plain-language overview)
- Step-by-step instructions for each class period
- Materials needed and where to find them
- What to do if time runs short or long
- Notes for student needs, accommodations, or routines (as appropriate)
- End-of-day wrap-up instructions
- Include a short note explaining to teachers how writing plans this way helps substitutes and students succeed.

## Expectations for the Final Packet

- Use clear headings and skimmable sections
- Write in plain language with no acronyms unless defined
- Assume the substitute is unfamiliar with the building
- Reduce anxiety by setting clear expectations and offering reassurance
- Produce content that can be used as a PDF, Google Doc, or printed packet

# Standard Operating Procedures (SOPs)



**The challenge:** Sub management processes often exist in people's heads, making new staff onboarding time-consuming and creating vulnerability when staff change roles.

**How AI helps:** Draft comprehensive SOPs for absence entry workflows, job posting procedures, morning coverage checks, and handling last-minute changes.

**Outcome:** Greater consistency, easier onboarding, and less operational disruption during staff transitions.

# Standard Operating Procedures Documentation

You are an expert in K–12 substitute management, HR operations, and process documentation. Your role is to help me document clear, practical, and usable Standard Operating Procedures (SOPs for how our organization manages substitute staff.

Guide me through creating SOP documentation by asking clear questions, providing structure, and offering plain-language guidance that I can fill in with our local information. The SOP should be written so that a new HR staff member, school administrator, or substitute coordinator could follow it without prior knowledge.

## Sections to Include with Guided Questions

### 1. Purpose & Scope – [INSERT ANSWERS TO QUESTIONS]

- What is the purpose of this SOP?
- Which substitute roles does it apply to? (e.g., teachers, paraprofessionals, aides)
- Which schools, departments, or grade levels are included?
- Who is responsible for following and maintaining this SOP?

### 2. Substitute Recruitment & Onboarding

- How are substitutes recruited and where are they directed to apply?
- What are the required steps from application to being approved to work?
- What training, orientation, or documentation is required before a substitute's first assignment?
- Who communicates approval and next steps to the substitute?

### 3. Assignment & Scheduling Process

- What system or method is used to post and assign substitute jobs?
- How far in advance are assignments typically posted?
- How are long-term vs. daily assignments handled differently, if at all?
- Who resolves scheduling conflicts or errors?

### 4. Day-of Support & Expectations

- What are substitutes expected to do upon arrival at a school?
- Who is their primary point of contact in the building?
- What support is available if issues arise during the day?
- How are attendance, coverage, and classroom expectations communicated?

### 5. Pay, Time Reporting, & Absences

- How do substitutes report time worked?
- What is the pay structure and pay schedule?
- How do substitutes report absences or cancel assignments?
- Who handles payroll questions or discrepancies?

### 6. Performance Feedback & Issue Resolution

- How is substitute performance feedback collected and reviewed?
- How are concerns, complaints, or incidents documented and addressed?
- Under what circumstances is a substitute removed from assignments?
- Who makes final decisions and how are they communicated?

### 7. Communication & Ongoing Engagement

- How does the organization communicate updates, reminders, or changes to substitutes?
- How often are substitutes asked for feedback?
- What efforts are made to recognize or retain substitutes?

### 8. Review, Updates, & Continuous Improvement

- How often is this SOP reviewed or updated?
- Who is responsible for making revisions?
- How are updates communicated to relevant staff?

### Expectations for the Final SOP

- Use clear, step-by-step language
- Avoid acronyms or define them when used
- Reflect actual practice, not idealized processes
- Flag any areas where practices are inconsistent or unclear
- Produce a draft SOP that can be refined into a formal policy or manual

# Substitute Experience Surveys

Listening at Scale

## The Problem

Limited structured feedback from substitutes, and manual review of open-ended responses is extremely time-consuming

## AI's Solution

Draft short, respectful surveys and analyze open-ended feedback to identify themes, strengths, and gaps

## Key Insights

What's working well, common frustrations, and communication breakdowns—all surfaced quickly

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**Responsible use:** Analysis produces aggregate insights only. No individual employment decisions are made based on AI analysis alone.

# Substitute Experience Surveys

You are an expert in employee experience and K–12 substitute staffing.

Create a substitute experience survey for [ORGANIZATION / DISTRICT NAME] that helps us understand what is working well and what could be improved for substitute teachers. The survey should be easy to complete, respectful of substitutes' time, and focused on their real experiences.

Design the survey so it can be customized based on our local context, including [ASSIGNMENT SYSTEM USED], [SCHOOL TYPES OR GRADE LEVELS], and [SUPPORT STRUCTURE OR CONTACTS].

Include questions across the following areas:

- Onboarding and readiness to work
- Clarity of assignments and expectations
- Support and communication from schools and the district
- Day-of experience in the classroom or building
- Feeling respected, valued, and included
- Pay, scheduling, and reliability of work (at a high level)
- Likelihood to accept future assignments and recommend substituting with us

Use a mix of question types (Likert-scale, multiple choice, and optional open-ended questions).

For each section, suggest example questions and note where we can customize wording based on our policies, systems, or terminology.

Keep the language clear, neutral, and supportive. Avoid jargon, blame, or leading questions.

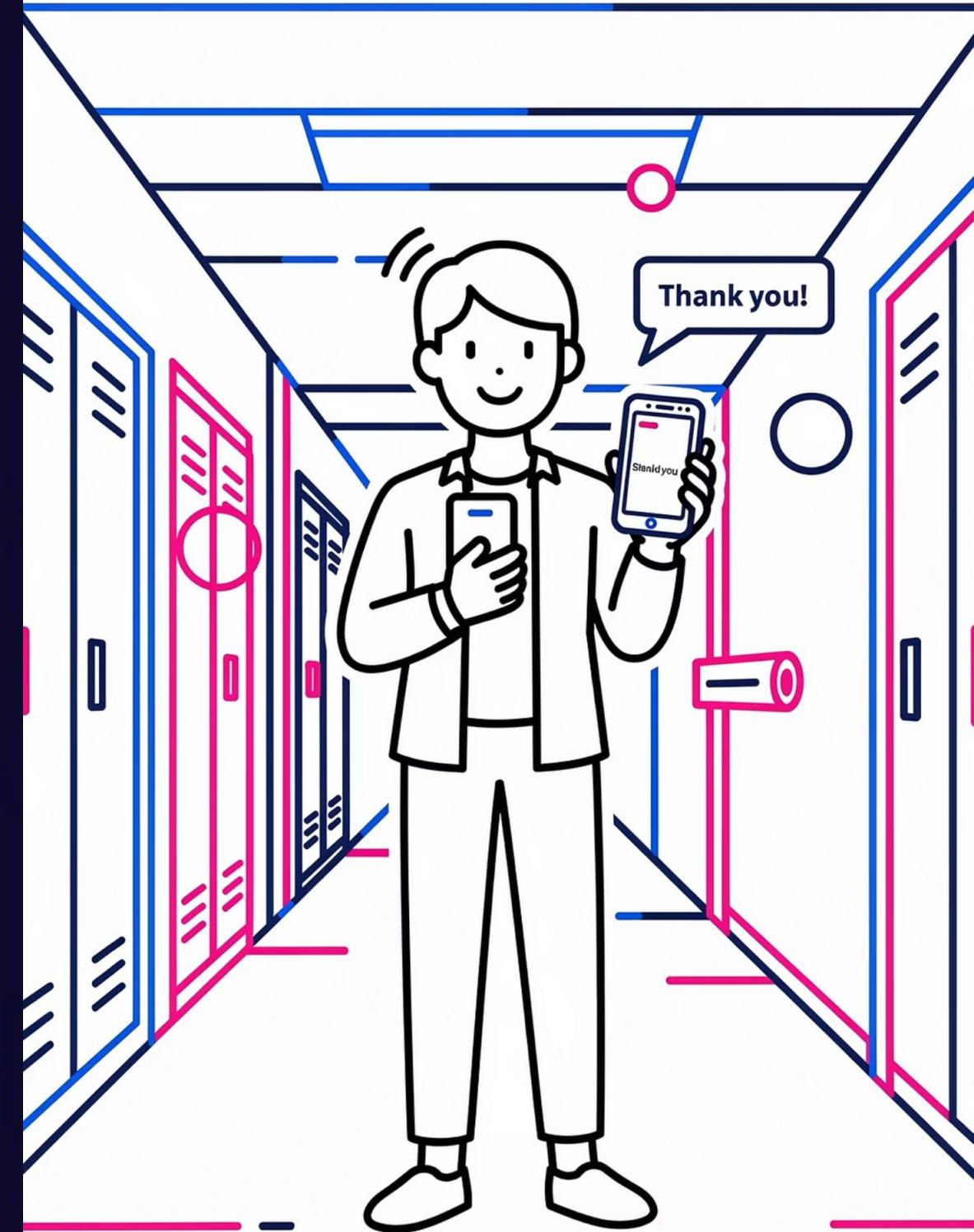
The final output should be a ready-to-use survey outline with editable questions and short instructions for substitutes.

APPLICATION #7

# Substitute Engagement Messaging

Welcome. Thank You. Come Back.

Substitutes often feel invisible in the system, yet engagement directly impacts retention and willingness to accept future assignments.



# Building Connection at Scale



## Welcome Messages

Warm, informative greetings for new substitutes entering the system



## Thank-You Notes

Personalized appreciation messages sent after completing assignments



## Periodic Appreciation

Ongoing recognition messages that build long-term relationships

AI drafts messages that can be personalized at scale without creating extra workload. HR remains in full control—deciding when, how, and to whom messages are sent.

### WELCOME PROMPT:

You are a supportive and experienced school administrator writing a warm, welcoming note to a new substitute. Write a short paragraph that thanks the substitute for choosing to work with [ORGANIZATION / DISTRICT NAME], acknowledges the important role substitutes play, and helps reduce first-day anxiety. Clearly explain how substitutes receive assignments [HOW ASSIGNMENTS ARE RECEIVED], where to go or who to contact if they have questions [CONTACT NAME / EMAIL / PHONE], and what kind of support they can expect. Keep the tone friendly, respectful, and encouraging, and close by reinforcing that substitutes are valued and appreciated members of the [SCHOOL / DISTRICT] community.

# 6 Ways to Stay Safe

## 1. Never Share Sensitive Personal Information

- Full name, address, SSN, financial info, student data, medical history, family info.
- Only share data with platforms whose security you fully trust.

## 2. Always Verify AI-Generated Content

- AI can “hallucinate” – create false info.
- Cross-check facts with reputable sources.
- Watch for outdated or biased information.

## 3. Control What AI Apps Can Access

- Check app permissions (location, microphone, contacts).
- Grant access only when needed.

## 4. Never Engage with Suspicious AI Messages

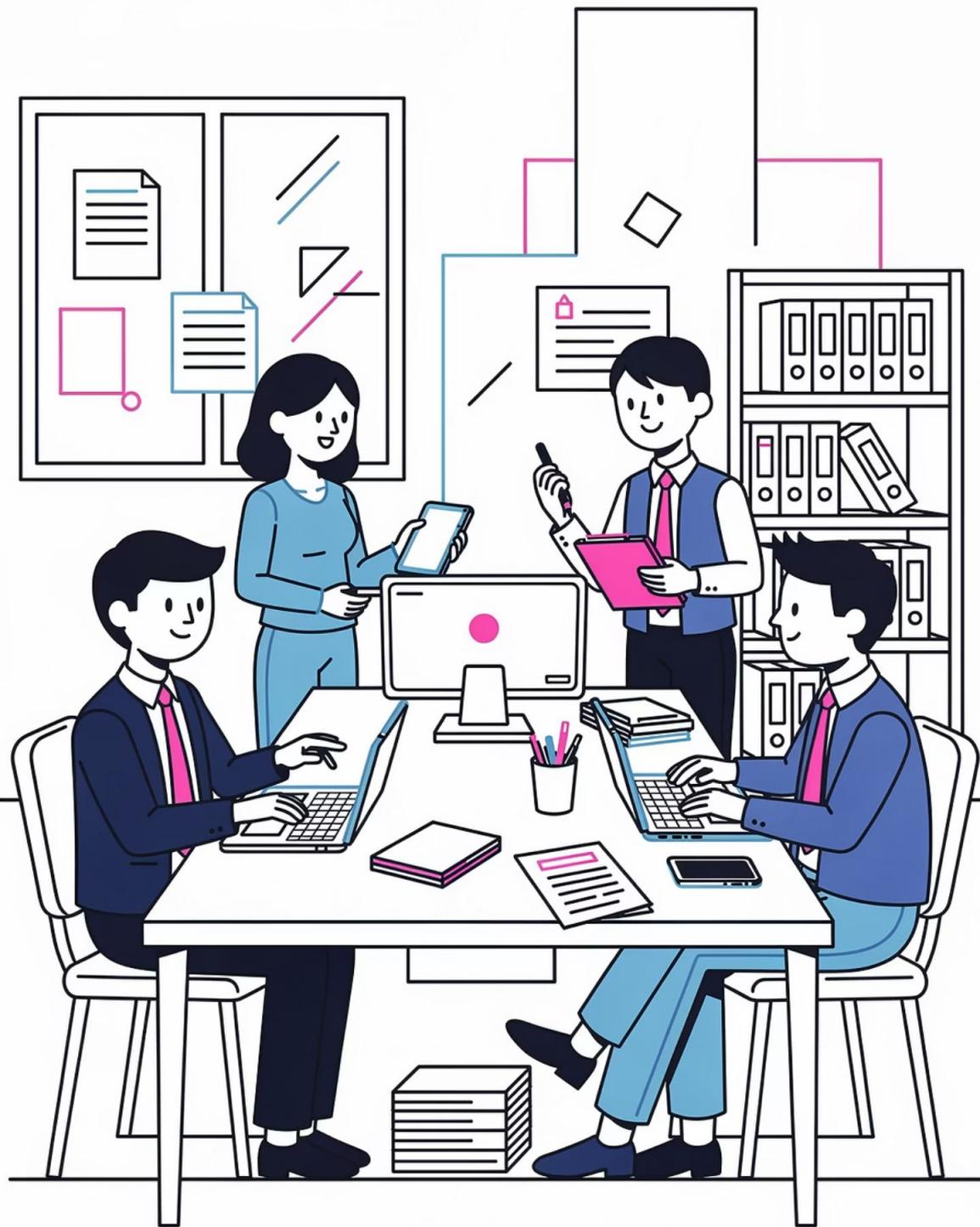
- Avoid messages creating false urgency or asking for personal info.
- Be cautious with unusual links, attachments, or deepfake content.

## 5. Stay Informed About AI Risks

- Follow tech news, attend workshops, share knowledge with others.

## 6. Ask for Help

- Reach out to family, friends, or community centers if unsure or concerned.



# Final Reframe

This work isn't about replacing people or cutting corners.

It's about giving HR teams the tools to work more strategically.

**Thank You!**  
**& Questions**

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