

Practical Tips for Maximizing UI Membership in the Central Midwest HERC

Use HERC as a Recruitment Resource

- All UI faculty, P&S, and postdoctoral positions posted on Jobs@IOWA will be automatically uploaded to the HERC job board (<http://www.hercjobs.org/central-midwest>). You don't need to take any action for this to happen.
- For unique, hard-to-fill positions, contact [Angie Johnson](#), Office of the Provost, or [Adam Potter](#), University HR and Dual-Career Services, to gain access to the national résumé/CV database of registered jobseekers on the HERC website.
- Inform job candidates of UI's commitment to recruiting a diverse faculty/staff, assisting dual-career couples, and providing a campus community in which employees can "Build a Career | Build a Life." Provide a copy of the [Build a Career | Build a Life](#) hand-out in packets and/or provide candidates with a link to the website: worklife.uiowa.edu.
- Imbed the Central Midwest HERC logo or Build a Career | Build a Life logo on your website in locations that jobseekers may visit to learn about campus. For logo options, please contact [Diane Finnerty](#), Office of the Provost.
- Provide dual-career postcards and other HERC materials to your departments, Academic Affairs, Diversity and/or HR Recruitment Office to include in recruitment and interview packets to demonstrate your organization's commitment to supporting dual-career couples.
- Inform search committee members about HERC's various resources, including [dual-career](#) and [diversity organization resources](#) such as the [Disability Inclusion Toolkit](#), and encourage them to inform candidates about the Central Midwest HERC as a resource for dual-career couples.
- Include a statement on your employment website, job announcements and in recruitment ads that reads: "The University of Iowa is committed to recruiting and retaining the most talented and diverse faculty and staff, which involves providing opportunities for employees to "Build a Career | Build a Life." For more information about local work/life resources, including dual-career support, please see: worklife.uiowa.edu."

Encourage Use of Student Jobseeker Resources

- Inform students of the Central Midwest HERC jobseeker resources and distribute the jobseeker flyer to student jobseekers at job fairs, student advisors, career center, and alumni center to encourage students and graduates to enroll and submit their résumé online.
- Encourage students to visit the Jobseeker Resources page on the Central Midwest HERC website: www.hercjobs.org/central-midwest/jobseeker-resources. Here students can learn more about the HERC and the many professional development resources available, create a jobseeker account to upload their résumé/CV, sign up for job alerts, and subscribe to HERC's Higher Ed Careers SmartBrief.
- Place a HERC logo with "[Create Your Account](#)" on student-focused websites. For logo options, please contact [Diane Finnerty](#), Office of the Provost.

Realize HERC Membership Discounts and Benefits

- Access Central Midwest HERC's member resources. As a member of the Central Midwest HERC, you have several resources at your disposal including OFCCP compliance resources.
- Participate in HERC's free webinars and other professional development opportunities. The UI's institutional membership allows an unlimited number of participants and webinars qualify for HRCI and SHRM continuing education credits.
- Host an event using the live and/or on-demand archived HERC webinars or use the webinars as professional development opportunities on your campus or within your organization.
- Attend regional HERC meetings to build your network and learn best practices to recruit and retain diverse and talented faculty, staff, and executives as well as support dual-career couples.
- Review and use the HERC member discounts. The national HERC office develops partnerships with business and non-profit organizations to offer products, services, and resources at discounted rates. Discount categories include: Academic Discipline Societies, Publications and Organizations; Academic Publishers; Diversity Consulting and Conferences; Employment Websites and Publications; Recruitment Advertising Firms and Solutions; Nonprofit Organizations; Outplacement Services; Talent Management Solutions; Training and Development; and Work/Life Solutions.
- Share the professional development webinar calendar throughout your department/college and register at no charge for webinars of interest: www.hercjobs.org/member_resources/Webinars. Participate in the webinar individually or host a group session. As a member of HERC, you are allowed an unlimited number of participants and all webinars are eligible for SHRM/HRCI continuing education credits.
- Subscribe to HERC's Leadership e-Newsletter: www.hercjobs.org/member_resources/Leadership%20News.

Serve as a Regional Collaborator

- Contact Central Midwest HERC members on other campuses when you have a dual-career need. Our Central Midwest HERC colleagues may be aware of upcoming employment opportunities or temporary appointments in the spouse/partner's discipline that aren't yet advertised.
- Be receptive to setting up informational interviews for dual-career spouse/partners when other campuses contact us.
- Make recommendations of contacts at regional colleges, universities, and affiliated employers in Iowa, eastern Nebraska and western Illinois who might be interested in joining the Central Midwest HERC. The regional network grows stronger with each new institution that joins and adds their job openings to the site.