Your Invitation for Collaboration

Advancing Equity in the Workplace through Community, Diversity & Knowledge

Nancy Aebersold, Executive Director
Higher Education Recruitment Consortium
Master of Ceremonies

Diane Finnerty, Assistant Provost for Faculty
Office of the Executive Vice President and Provost
The University of Iowa
Welcome & Opening Remarks

Georgina Dodge
Chief Diversity Officer and Associate Vice President
The University of Iowa
Welcome & Opening Remarks

Jim Wohlpant
Provost and Executive Vice President for Academic Affairs
University of Northern Iowa
Welcome & Opening Remarks

Julie Nuter
Vice President for Human Resources
Iowa State University
Greetings & About

Nancy Aebersold
Founder & Executive Director
HERC

15 Years of leadership in higher education recruitment & retention

Special expertise in dual-career effectiveness
Anita Rios
System Director
Talent Management and Organizational Effectiveness
Minnesota College and University System
Member, Upper Midwest HERC
THANK YOU for hosting
THANK YOU

to the planning group

IOWA STATE UNIVERSITY

THE UNIVERSITY OF IOWA

University of Northern Iowa
THANK YOU
to our sponsor

PeopleAdmin
Presentation Overview

- Who is here today?
- What is HERC?
- What do we have in common?
- What does HERC do for members?
- Networking lunch
- A founding HERC member perspective
- Next steps and Q & A
Who is here today?
Your Greatest Challenges

- **55%** Minimal advertising & training budgets
- **45%** Dual-Career needs of accompanying partner
- **40%** Ability to attract diverse pools due to rural location
- **92%** Ability to attract a diverse pool of qualified candidates
- **17%** Federal OFCCP reporting
- **35%** Unconscious bias in recruitment/selection
What is HERC?
We are united by our commitment to inclusive excellence in our recruitment, retention and advancement practices.
This year we began our 16th year of helping member institutions recruit and retain the most diverse and talented workforce and assist dual-career couples.
HERCs in the U.S.

17 Regions, Central HERC Office, & 3 HERCs in development

2000: Northern California
2003: Southern California
2005: NJ/Eastern PA/DE
2006: New England
2007: National HERC
2007: Metro NY & Southern CT
2007: Upstate NY
2007: Greater Chicago Midwest
2007: Michigan
2007: St. Louis
2008: Mid-Atlantic
2008: Upper Midwest
2011: North Texas
2012: Greater Oregon
2012: South-Gulf-Central Texas
2013: Greater Washington State
2014: Ohio/Western PA/West Virginia
2015: Greater Tennessee HERC
2016: HERC of the Carolinas (Launching)
2016: Greater Iowa (In development)
2016: Kentucky (In development)
Who belongs to HERC?

Elizabeth Ancarana
Assistant Provost for Faculty Development and Diversity, Harvard University

Shawn Vanderziel
Vice President, Human Resources & Administration, The Field Museum

Nancy Roddy
Advisor for Special Programs in HR, National Science Foundation

Eddie Freeman
Executive Director, Employment & Equal Opportunity Services, The University of Texas at Arlington

Over 5,000 Human Resources, Academic Affairs, & Diversity Leaders
What do we have in common?
Goals We Share

Meeting the academic mission to educate, research, innovate and inspire.

Being employers that are committed to workforce excellence, diversity, equity and inclusion.
To meet this goal we need the most talented & diverse workforce
How does HERC contribute to diversity, equity, and inclusion?
Common Challenges

• Homogeneous applicant pools = homogeneous workforce
• Inability to identify job opportunities for dual-career spouses/partners
• Search committees and employees with conscious or unconscious bias
• Limited resources
What does HERC do for members?
HERC’s Strategic Approach

Regional HERC Community

- Search
- Interview
- Retention
- Offer
Regional HERC Community

• Regional Professional Development Meetings
• Best Practices, Presentations, Panel Discussions
• Dual-Career Network
• Addresses Regional Challenges
• Regional Professional Network
• Regional Partnerships
HERC turns challenges into opportunities
Shared Challenge: Diverse Candidate Pools & OFCCP Regulations

“Many colleges and universities are federal contractors and, as such, need to comply with Department of Labor, Office of Federal Contract Compliance Programs’ (OFCCP) regulations relating to affirmative action.”

Opportunity:
Draw highly educated and diverse applicant pool to one location through HERC job boards, diversity outreach and national advertising.
Regional & National Websites
HERC Advertising & Outreach

Conferences & Job Fairs
• HERC attended 13 national diversity conferences and job fairs reaching 17,000 jobseekers in 2015

Advertising
• HERC reached 1 million+ diverse professionals through advertising, social media and HERC Career SmartBrief

Partnerships
• HERC partnerships resulted in $70,000 in in-kind advertising to diverse constituents
Demographics of HERC Registered Jobseekers

EDUCATION
(BASED ON 53,757 OPTIONAL RESPONSES)

- Masters 40%
- Bachelors 24%
- High School 7%
- Associates 4%
- Doctorate 25%

GENDER
(BASED ON 53,082 OPTIONAL RESPONSES)

- Men 35%
- Women 64%
- Transgender 1%

RACE*
(BASED ON 49,680 OPTIONAL RESPONSES)

- White 66%
- Asian 9.6%
- Black, African American 19.4%
- American Indian, Alaskan 0.7%
- Pacific 0.2%
- Two or More Races 4.1%

VETERAN STATUS
(BASED ON 53,406 OPTIONAL RESPONSES)

- Vets 6%

*Ethnicity of HERC jobseekers is 6% Hispanic, based on 49,680 responses
HERC Web & Social Media Reach

- **72M** Annual job views
- **88K** Registered Jobseekers
- **6K** Social media followers
- **18K** Searchable CVs/Resumes
- **2.5M** Annual website visitors
- **57%** Increase in mobile users (site mobile optimized)

2014-2015
87% of jobseekers surveyed would recommend HERC to colleagues and friends.

80% of jobseekers surveyed think HERC is as good or better than other higher ed job boards. (45% think we are better)

September 2015 HERC Jobseeker Survey
HERC Jobseekers

46% Actively Searching
15% Recently Hired
39% Browsing Jobs (Passive)

September 2015 HERC Jobseeker Survey
In the past 12 months 8,000 jobseekers in Iowa used the HERC website

Top 5 Cities Searched For
1. Iowa City – 1,894
2. Des Moines - 873
3. Ames - 605
4. Cedar Rapids - 415
5. Dubuque - 285

Source: Google Analytics
Q: How might you use HERC to help create more diverse candidate pools and compliance efforts?
Shared Challenge: Diversity Hiring in a Rural Setting

• Aren’t there only farms in Iowa?
• What’s my quality of life going to be like?
• How will I fit in?
Opportunity:
Promote Iowa in a Fresh Way!

- Iowa’s population is actually more urban than rural, 61.1% vs. 38.9%.
- Iowa is affordable.
- Iowa is working to increase diversity & inclusion.
Most affordable state to live in the U.S.?

Movoto Real Estate Blog, December 3, 2014
Q: How might you use HERC to address diversity hiring in a rural setting?
Shared Challenge: Dual-Career Support

“If colleges don’t do more to recruit academic couples, they are in danger of losing some of their most prized candidates if suitable employment cannot be found for qualified partners.”

Source: Stanford University, Clayman Institute, Dual-Career Study, 2008

72% Of full-time faculty reported having employed partners
Opportunity:
Secure the best talent and retain them with unrivaled dual-career support through the HERC network and support materials.
Hear how HERC helps dual-career partners...
Have an Impact in Helping Dual-Career Couples: HERC Makes Your Commitment Visible

**Human Resources**

Dual Career Faculty Hiring Program

Wright State University recognizes that many faculty members whom we recruit have partners who are accomplished faculty in their own right. To better support the needs of prospective faculty during the recruiting process, WSU has implemented a comprehensive Dual-Career Hiring Program for prospective faculty candidates. This program includes policies, practices, and resources to support identifying suitable career opportunities for the partners of qualified faculty candidates. This program includes the Wright Way Policy which affords hiring consideration for qualified faculty partners with support from relevant units and Deans; participation in the regional HERC (Higher Education Recruiting Consortium) where faculty candidates' partners may access and apply for positions throughout the region; and support for conversations with other Dayton-area higher education institutions through the Office of the Associate Provost for Faculty and Staff Affairs.

**Resources for Faculty Candidates and Their Partners**

Faculty candidates who wish to utilize the Dual Career Faculty Hiring (DCFH) policy should communicate interest to an appropriate administrator as early in the hiring process as possible; candidate consideration for any faculty position will be in no way influenced by requests to utilize this policy.

Faculty candidates and their partners can learn more about other faculty and administrative hiring opportunities in higher education within the Dayton region by checking out the resources at the Ohio-West Virginia-Pennsylvania HERC (Higher Education Recruiting Consortium). Resources on this site include job postings as well as other tools for dual-career couples seeking support in their career success.
Q: How might you use HERC to help the dual-career needs of candidates?
Shared Challenge: Inclusive Workplaces

“Any initiatives that do not address hostile and exclusionary institutional cultures will end up fueling the ‘revolving door’ so common for faculty and staff of color.”

Source: Diverse: Issues in Higher Education, Pauline E. Kayes and Yvonne Singley, November 17, 2005
Opportunity:
Provide professional development to your entire staff to increase cultural competency, avoid unconscious or conscious bias and cultivate an inclusive and successful workplace.
Professional Development

- HERC’s monthly webinars are **free to your entire staff**
- Qualify for HRCI and SHRM professional development credits

**Topics have included:**
- Unconscious bias in the search process
- Disability inclusiveness
- Attracting veterans to your organization
- Recruiting and retaining Latino(a) faculty
- Transgender professionals in the workplace
Q: How might you use HERC to help create a more inclusive workplace?
Shared Challenge: Shrinking Resources

“The cost of hiring a new faculty member is on average $96,000.”

Source: Harvard University’s Collaborative on Academic Careers in Higher Education, (COACHE)
Opportunity:

Develop partnerships with like-minded businesses and non-profits and negotiate savings on diversity job boards, advertising, services to streamline your interviewing processes and benefits for your employees.
HERC Partners

• HERC partners with thought-leaders to provide excellent regional talks and webinars

• HERC partners with non-profits and businesses that support member recruitment goals and provide discounts and products and services
HERC Member Buyer’s Guide
Saving Members $$

Expect Empower
What can YOU do?
"Harvard University is a founding member of the New England HERC. To date we have measured the organization's effectiveness for us, and our membership has definitely returned more to the University when compared to our annual investment. In less than one year, Harvard saved nearly $35,000 in advertising discounts alone."

John Kendzior
Former Assistant Director, Employment Services
Harvard University
Group Huddle

Q: How might you use HERC to save financial resources for your institution?
15 Minute Break
Welcome & Remarks

Robert J. Denson
President
Des Moines Area Community College
Welcome Back!
Anita Rios
System Director
Talent Management and Organizational Effectiveness
Minnesota College and Universities

Member, Upper Midwest HERC
A Founding HERC Member Perspective
Better Recruiting

Through greater exposure, purchasing power
Once our HERC launched

Better resources for our jobseekers
More benefits for our member institutions
Better Resources for our Jobseekers

• Dual-Career Searches
• Region and sub-region resources: quality of life and amenities available to residents
• Jobseeker Career Search webinars
Benefits to Member Institutions

- Cost-effective and efficient posting of ALL job openings at an institution
- Access to a highly educated and diverse pool of jobseekers
- Representation at Job Fairs
- Attracts passive job seekers
Benefits to Member Institutions

• Professional development opportunities to faculty and staff
• Recruiting Toolkit
• Member Discounts: Advertising, Talent Acquisition products and services
Advice to New HERCs

• Establish a regional advisory board
  – Meet regularly
  – Provide in-person professional development/networking events for members

• Communicate benefits to members often
  – Email updates and newsletters
  – Annual Reports
Timeline, Member Dues & Questions
Timeline
Timeline

March 2016

✓ Host regional HERC inaugural meeting, form regional Advisory Board.
  • Founding member pledge forms.

April 2016 – July 2016

• Hold 1st regional Advisory Board meeting and set dues.
• Lead institution signs affiliation agreement.
• Appoint a regional HERC Director.
• Develop regional brand, website and associated marketing materials and solicitation of logos, photography and regional links from member institutions. Continue outreach to campuses in region.
• Members pay regional HERC dues.
Timeline

June – July 2016
• Soft launch of website, training of administrators on job posting process.

August – September 2016
• Hard launch website, media event, press releases, advertising campaign, internal marketing of HERC to member institutions.
• Regional HERC pays Central HERC for shared services.

Ongoing
• Member best-practice meetings/conferences
• Member webinars
• Member coordination when dual-career issues arise
• Website visibility for institution and jobs
• Member visibility at conferences, in ads, and social media
• Member discounts
Member Dues & ROI
**Member Dues**

**HERC is a non-profit, member governed organization.**
Membership dues cover operating costs and are set by the HERC region.

HERC regions create a tiered dues structure and smaller institutions pay less and larger campuses pay more. Membership dues are **all inclusive** and include **every** membership benefit available through HERC and include as many campus representatives as you wish to appoint.

Dues are often split between departments such as HR/Faculty Affairs /EEO & AA Affairs. Some HERC regions create special pricing for systems if ALL member institutions join.
Member Dues

In a tiered structure, annual membership dues typically fall within the $2,000 - $7,000 per institution range depending on the number and type of campuses participating in your HERC.

The average number of institutions per regional HERC is 34.

The minimum recommended regional HERC Operating Budget to cover all expenses and provide a high level of service and benefits to members is $80,000 - $100,000 depending on location.

Based on this, the average cost of membership for a HERC with 34 members would be $2,400 - $3,000 per institution.
## HERC Member ROI

<table>
<thead>
<tr>
<th>Member Benefits</th>
<th>Annual $ Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited postings on regional jobs website (not available in most regions,</td>
<td>$13,500</td>
</tr>
<tr>
<td>estimate based on 100 jobs per annum in major regional online news sources)</td>
<td></td>
</tr>
<tr>
<td>Unlimited postings on national higher ed jobs website</td>
<td>$5,300</td>
</tr>
<tr>
<td>Member institution profile</td>
<td>$700</td>
</tr>
<tr>
<td>Access to over 20,000 jobseekers in CV/resume database</td>
<td>$1,000</td>
</tr>
<tr>
<td>Regional member conferences featuring outstanding speakers, best-practice</td>
<td>$1,000</td>
</tr>
<tr>
<td>sharing, and networking (based on 2 per year, 1 person in attendance)</td>
<td></td>
</tr>
<tr>
<td>Monthly member webinars on recruitment topics featuring thought-leaders with HRCI</td>
<td></td>
</tr>
<tr>
<td>credits (based on 12 per year)</td>
<td>$2,340</td>
</tr>
<tr>
<td>Exhibits at regional and national diversity and discipline conferences to</td>
<td>$35,000</td>
</tr>
<tr>
<td>promote member jobs with jobseekers throughout the year</td>
<td></td>
</tr>
<tr>
<td>Strategic digital and print ad campaigns and partnerships that raise</td>
<td>$110,000</td>
</tr>
<tr>
<td>awareness of job opportunities with diverse and highly educated jobseekers</td>
<td></td>
</tr>
<tr>
<td><strong>Total Annual Value of HERC Membership (Per Institution)</strong></td>
<td><strong>$168,840</strong></td>
</tr>
</tbody>
</table>

* Based on average usage and average pricing in similar industries
<table>
<thead>
<tr>
<th>Benefits</th>
<th>HERC</th>
<th>Commercial Higher Ed Job Boards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited postings on regional jobs website</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Unlimited postings on national jobs website</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Dual-career search capability</td>
<td>YES</td>
<td>SOME</td>
</tr>
<tr>
<td>Free access to CV/Resume database</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Cross-posting of all jobs on DirectJobs, Glassdoor, Jobmanji, JuJu, SimplyHired, and USMilitaryPipeline</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Member discounts on products and services with prominent higher ed vendors</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Regional member conferences featuring outstanding speakers, best-practice sharing, and networking</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Free monthly member webinars on recruitment topics featuring thought-leaders and offering HRCI and SHRM credits</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Network of colleagues committed to helping peer campuses with dual-career needs</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Exhibits at regional and national diversity and discipline conferences to promote member jobs with jobseekers throughout the year</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Strategic digital and print ad campaigns and partnerships that raise awareness of job opportunities with diverse and highly educated jobseekers</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Registered jobseeker data on race, ethnicity, gender, veteran status, disability status, and education level to demonstrate jobs are reaching diverse jobseekers</td>
<td>YES</td>
<td>SOME</td>
</tr>
<tr>
<td>All member institutions featured on the homepage and top level pages</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Free multi-page employer profiles</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Opportunities to have a voice in shaping the product offerings, benefits, and strategy of the organization</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>
What Now?
We Need You!
1. Volunteers to serve on the Greater Iowa HERC Advisory Board. The board will meet to determine the scope of your geographic region, the dues tiers, a member outreach strategy, a member conference schedule and advise your regional HERC and Director (once hired) about programmatic priorities and member needs. Seeking:

- Regional diversity
- Institutional diversity
- Functional diversity – faculty/staff/diversity officers
Just Two Things...

2. Return your pledge form. Your Greater Iowa HERC Advisory Board will use the pledge forms to determine how many member institutions are likely to join as founding members and this will help them set dues tiers.

It’s important that you return your pledge form to by April 22, 2016 to Diane Finnerty by email diane-finnerty@uiowa.edu or fax to (319) 335-3560
Closing Remarks
Questions about HERC in General

Nancy Aebersold
Founder and Executive Director
Higher Education Recruitment Consortium (HERC)
Email: nancy@nationalherc.org
Tel: 831.336.4406
Web: www.hercjobs.org

Connect with Nancy on LinkedIn:
http://www.linkedin.com/in/nancyaebersold
Questions about the Greater Iowa HERC

Diane Finnerty
Assistant Provost for Faculty
Office of the Executive Vice President and Provost
The University of Iowa
Email: diane-finnerty@uiowa.edu
Tel: 319.335.3991
Thank You!