



# HERC

Higher Education  
Recruitment Consortium



# Connect:

2018-19 Annual Report

# 2018-2019 Annual Report

## Inclusive Connections

Diversity drives innovation and enriches our learning environments. In higher education, diverse faculty and staff not only reflect America's rapidly changing student population, but also offer varied perspectives that ensure that academic institutions are relevant to our civic life.

The Higher Education Recruitment Consortium (HERC) strives to diversify the academic hiring pipeline. Simultaneously, we provide higher education institutions with the tools to produce welcoming environments for employees of all races, ethnicities, sexual orientations, gender identities, classes, abilities, religions, and ages.

We advance this ambitious mission through *connection*. We connect job seekers to opportunities and career advancement tools. We connect our members to resources, partnerships, and one another.

In 2018-2019, we showcased your institution in innovative and expanded ways. HERC staff represented our members at an unprecedented number of career fairs and disciplinary conferences across the country. With a redesigned job seeker-focused website—[HERCJobs.org](https://HERCJobs.org)—we are representing your jobs to millions of diverse, talented professionals.

The past year, HERC significantly scaled up the resources we offer our member institutions. In September, we launched HERConnect, an online community of practice for human resources professionals, diversity and inclusion officers, and anyone invested in advancing equity in academia. We also created a search committee toolkit and continued to offer webinars on timely, diversity-focused topics.

As we prepare for HERC's 20th year in 2020, we will continue ensuring higher education institutions affirm, nurture, and benefit from a talented and increasingly diverse workforce. We hope you'll join us.

Sincerely,  
HERC's Executive Committee



# Diversity Outreach

In 2018 -19, HERC staff represented your jobs at more disciplinary conferences and diversity-focused job seeker events than ever before. This outreach, combined with our targeted ad campaign, should be an important part of your OFCCP-compliant outreach.

## Conference Highlights

- Ameriforce Veterans Job Fair
- Black Doctoral Network Annual Conference
- Compact for Faculty Diversity Institute on Teaching and Mentoring
- iRelaunch
- LatPro and Diversity Jobs Career Fair
- National Conference on Race and Ethnicity in Higher Education
- Society for the Advancement of Chicanos and Native Americans in Science
- National Conference for College Women Student Leaders
- Out to Innovate™ Summit for LGBTQ+ People in STEM
- Work Without Limits

## Advertising Highlights

- American Psychological Association digital ads
- Hispanic Association of Colleges and Universities conference ad
- Women of Color in the Academy conference ad



**Thinking about your next career move?**  
Search 30,000+ faculty, staff, and executive jobs

The Higher Education Recruitment Consortium (HERC) is a non-profit consortium of 700+ colleges, universities, and related institutions championing diversity and distinction—one job at a time.

Explore free job search and career management resources, including expert advice, daily job alerts, and a dual career search. Easily manage and track your CV and applications, and upload your publications.

Find your ideal job, with your ideal employer.

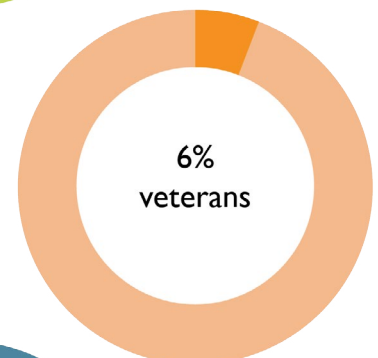
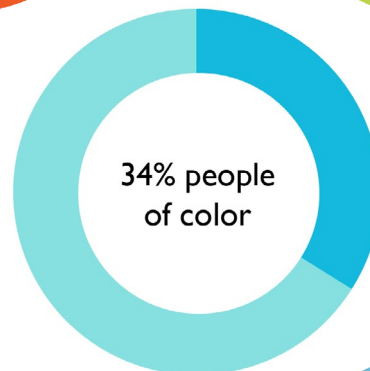
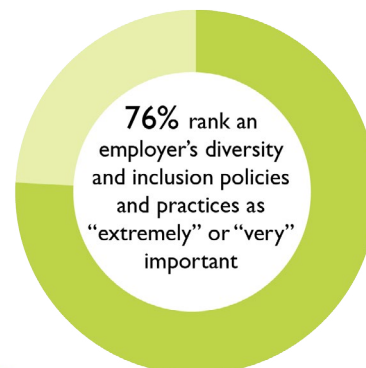
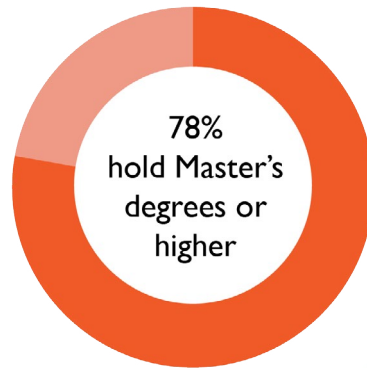
**HERC**  
Higher Education Recruitment Consortium  
[www.hercjobs.org](http://www.hercjobs.org)

*HERC print ad from National Postdoctoral Association conference*

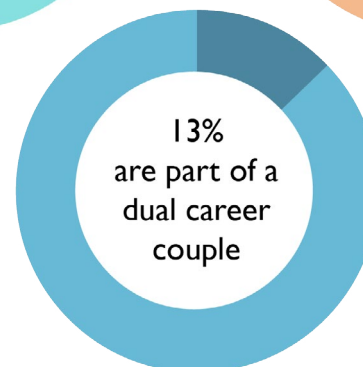
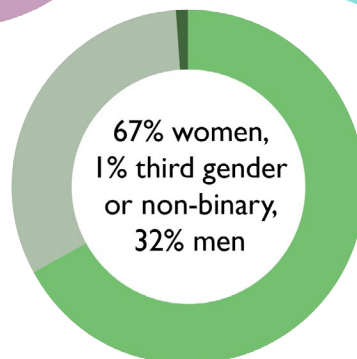


Access the full list of conferences & advertising placements

# National Job Seeker Demographics



1% of job seekers are transgender



*\*From respondents who completed HERC's 2019 Job Seeker Survey; veterans' data from HERC's registered job seekers. Data does not include individuals who chose not to respond or self-identified.*

## JOB SEEKER REACH



**173,884**

job seekers reached through email campaigns



**58,280**

new registered job seekers



**15,478**

job seekers following on social media





# Career Center

With a user-focused website and new resources geared towards diverse candidates, HERC is attracting more invested job seekers.

In September 2018, HERC relaunched HERCJobs.org, our higher education career advancement and job board website. By segmenting our job seeker-focused and member-focused sites, we are better positioned to deliver engaging content to these two distinct audiences.

Our annual job seeker survey elicited a record 4,359 responses. These perspectives are shaping the career advancement tools that HERC offers through our digital Career Center.

In the Spring of 2019, HERC launched a new digital advertising campaign featuring original ebooks. The ads promote academic careers to individuals historically underrepresented in the higher education workforce.

## 2018-2019 Job Seeker Webinar Highlights

- Equal Pay: How to Gain Ground in the Changing Equal Pay Landscape
- How to Apply to Federal Jobs
- Out on the Job Search: A Webinar for LGBTQ+ Higher Ed Job Seekers



*A digital ad from one of HERC's new ebook campaigns*

## 2018-2019 Job Seeker eBooks

- How to Apply for Higher Education Careers
- Veterans' Guide for Applying to Jobs in Higher Education
- Applying to Higher Education Jobs: A Guide for Professionals with Disabilities



Access the Career Center



# A New Community of Practice

Launched in September 2018, HERConnect is a new online portal that allows HERC members to network, exchange ideas, and explore innovative practices in inclusive recruitment and retention.

HERConnect offers members:

A national conversation on advancing equity in higher education

HERConnect hosts dialogue between recruitment, human resources, and diversity and inclusion professionals. Members have sparked conversations around ATS software, effective trainings, and upcoming conferences.

Centralized professional development resources

HERConnect streamlines equitable recruitment and retention resources, including dozens of leading-edge webinars and blog posts.

Opportunities for regional collaboration

HERConnect's regional communities keep members abreast of regional gatherings and provide connections for dual career hiring needs.

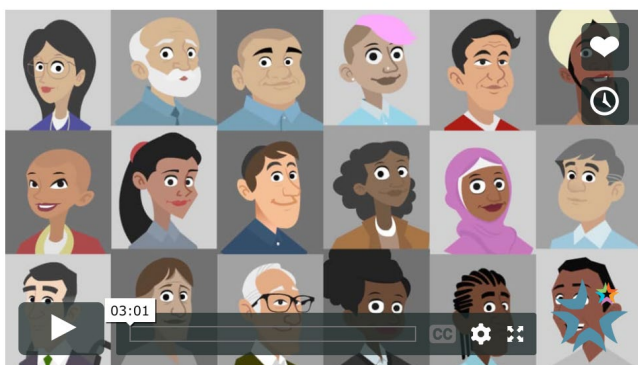


Explore HERConnect

# Advancing Equitable Recruitment

HERC's new Search Committee Training Toolkit educates your search committees on inclusive practices for recruiting diverse candidates.

## Before the Search: The Recruitment Plan



*One of the four Search Committee films*

In higher education, faculty recruitment is often a democratic process, relying heavily on search committees. To facilitate inclusive and equitable recruitment processes, HERC developed a series of four Search Committee instructional films and an accompanying toolkit. As of March 2019, the Search Committee films have been viewed over 700 times.

## The toolkit covers:

- Considerations when forming a Search Committee, including committee composition
- Suggestions for defining the committee's commitment to diversity and equity
- Campus resources to amplify a search's reach
- Guidelines on creating inclusive, accurate job descriptions
- Sample interview questions
- Recommendations for follow up steps once a job offer has been made



Access the Search Committee Toolkit

# Professional Development

This year's webinars covered topics ranging from recruiting veterans to how artificial intelligence can influence hiring decisions. Each webinar counts towards Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM.

## Fall 2018 & Spring 2019 Webinars

- Allies at Work - Recruiting and Retaining LGBTQ+ Employees
- Digital Attacks on Diverse Populations and Institutional Inclusion
- Dual Careers and Women in STEM
- Employer Branding
- Getting the Most out of HERC's New Member Community Platform
- Hiring Heroes
- How to Navigate the Road to Diversity and Inclusion in Today's Technological World
- Internal Search Firms (Parts I and II)
- Knowing the Graduate Psychology Pipeline: From Trainee to Employee
- Pay Equity Legal Developments & Practical Implications for Higher Ed
- Sexual Misconduct in the Academy







# National Advisory Board

**Elizabeth Ancarana\***,  
Assistant Provost for Faculty  
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HERC and HR Operations  
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College System

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Academic Recruitment Services, UC San Diego

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Health & Sciences University

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Faculty Consulting, George Mason University

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Virginia HERC and Diversity and Inclusion Program  
Manager, Wright State University

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Iowa

**Autumn Reed**, Assistant Vice Provost for Faculty  
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Coordinator for Faculty & Staff, Yale University

**Dwala Toombs**, Director, Mid-Atlantic HERC and  
Diversity Outreach, George Mason University

**Jessica Wise**, Interim Executive Director, Central  
HERC and Director, Northern California HERC

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*\*Indicates member of HERC's Executive Committee*

# Vision

To promote equity and excellence in higher education recruitment worldwide.

# Mission

HERC advances the ability of member institutions to recruit and retain the most diverse and talented workforce and to assist dual career couples.



[www.hercjobs.org](http://www.hercjobs.org)  
[member.hercjobs.org](http://member.hercjobs.org)

The Higher Education Recruitment Consortium is a project of Tides, a 501(c)3 non-profit.