



Your Partner in
Inclusive Recruitment
and Retention

Introduction to HERC Membership: Workforce Recruitment, Retention, & DEI Efforts

Mountain West HERC

Colorado | Utah | Wyoming | New Mexico | Arizona



Logistics

See the link provided in the chat box for closed captioning

If you have questions, please type them in the chat

To receive HRCI and/or SHRM credits, please stay for the full session

The recording, slides, and transcripts will be posted following the webinar

Today's Speakers



Allison Almira

Membership Development
Manager



Kari Steele

Co-Executive Director & Director
of Operations





MOUNTAIN WEST

HERC

Higher Education
Recruitment Consortium

Who we are

Our mission & purpose



HERC's Mission

The Higher Education Recruitment Consortium (HERC) is a nonprofit consortium of colleges, universities, and related groups committed to advancing diversity, equity, and inclusion in the higher education workforce.



Our Lead Institutions and Partners



Member Institutions

700+

member
institutions

202

private

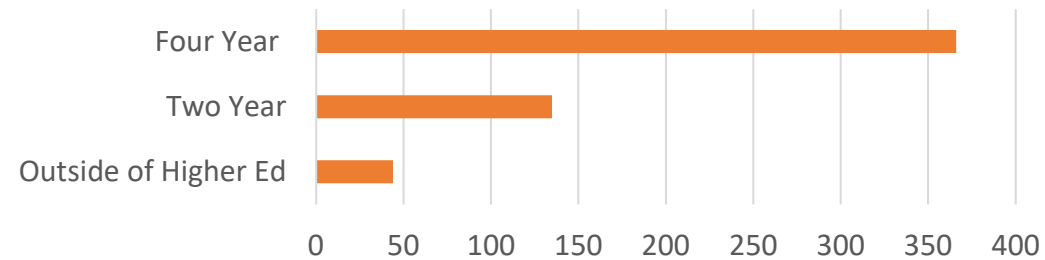
49

Minority Serving
Institutions

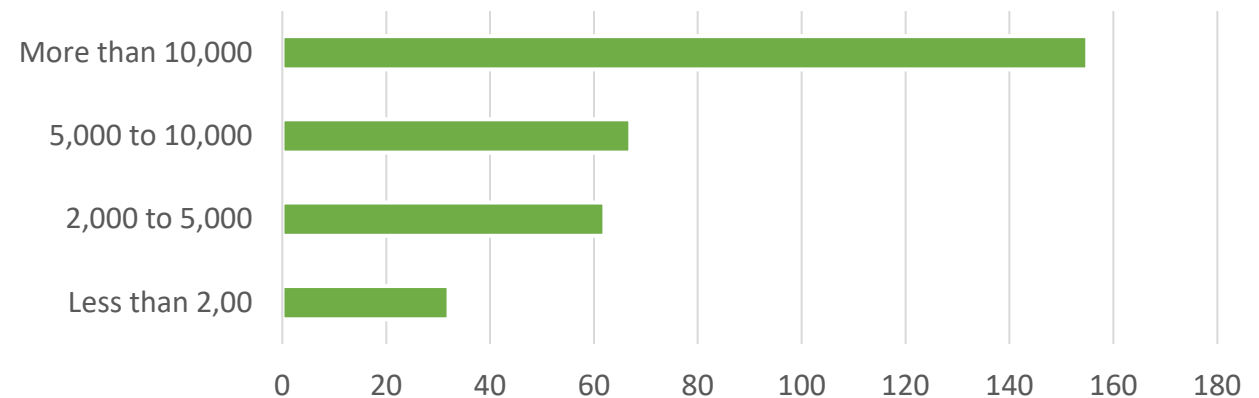
331

public

Institution Type



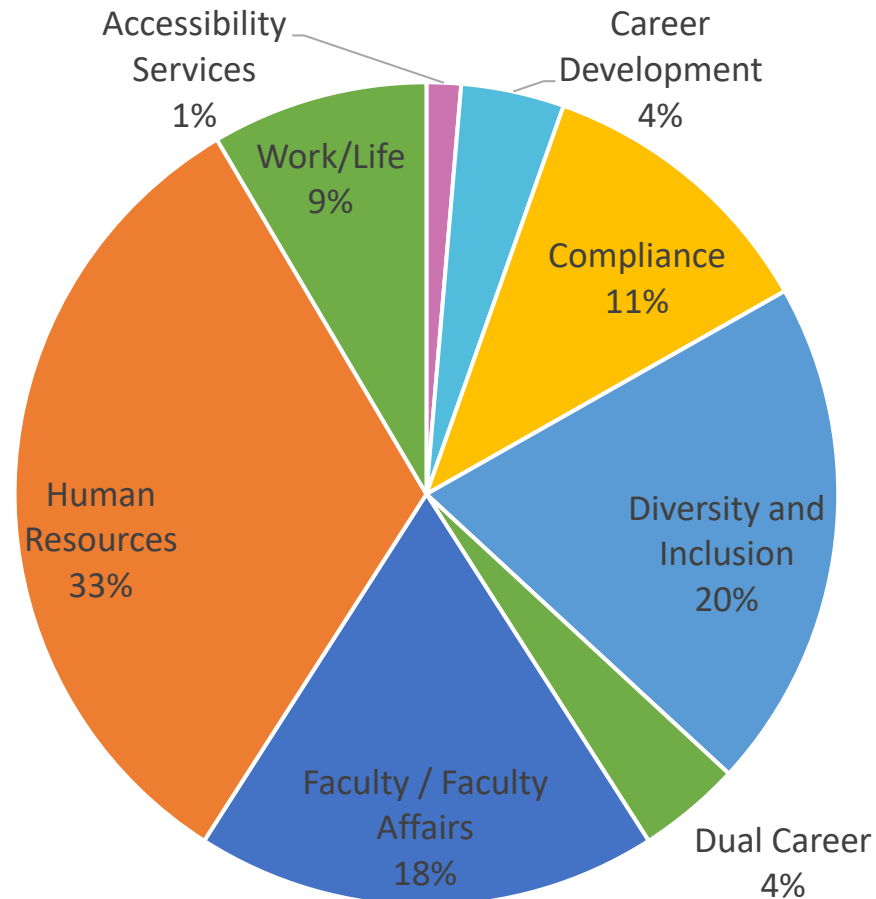
Student Enrollment



Who utilizes HERC membership?

6,000+

Individual Users



Who benefits from HERC membership?



Human Resources
Professionals



Deans, Provosts, and
Department Chairs



Diversity, Equity, and
Inclusion Professionals



Compliance
Professionals



Recruiters/Talent
Acquisition
Professionals



Work-Life/Dual Career
Professionals

How We Work



**Growing an Inclusive
Talent Community**



**Building Inclusive
Workplaces**





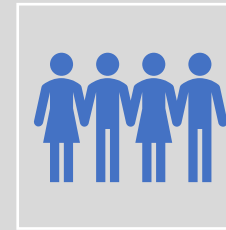
Growing an Inclusive Talent Community



Targeted job board
with unlimited job
postings that don't
expire



Career resources for
ongoing job seeker
engagement



Inclusive recruitment
campaigns via
targeted events and
advertising



Dual career support
for job seekers and
member institutions



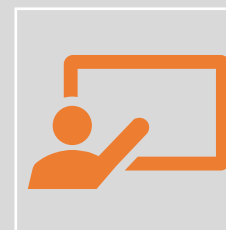
Building Inclusive Workplaces



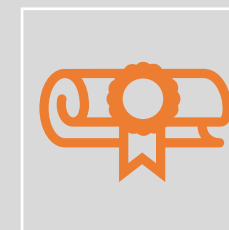
Communities of
practice, collaboration,
and exchange on
HERConnect



Toolkits for inclusive
recruitment, hiring,
and retention



Live webinars and a
library of 140+ on-
demand webinars



Research and articles
on job seeker needs,
workplace trends, and
institutional practices



Growing Your Talent Community

Job Seeker Support

Free Career Development Tips and Tools



6,673,976
FY22-23 advertising
impressions/reach



194,244
email subscribers



31,659
social media
followers



5,693
ebook downloads

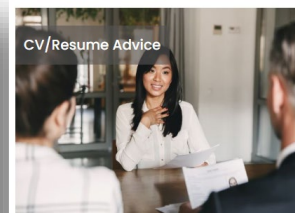


Leadership

3 Ways to Help Staff Feel Valued and Heard

Good benefits and a healthy work-life balance are important for employee...

[Read More](#)



CV/Resume Advice

How to Get In and Show Up During the Hiring Process

Applying for a college or university job can be daunting: thick...

[Read More](#)

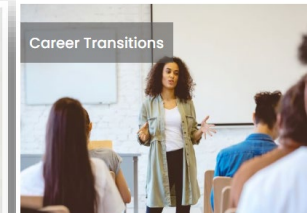


CV/Resume Advice

Tips for Age-Proofing Your Resume

There may come a time in your career when you'll feel...

[Read More](#)

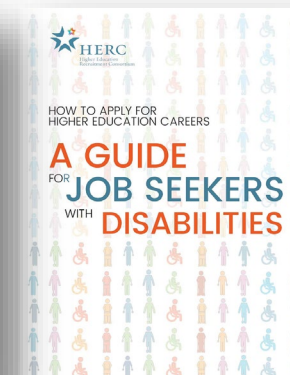
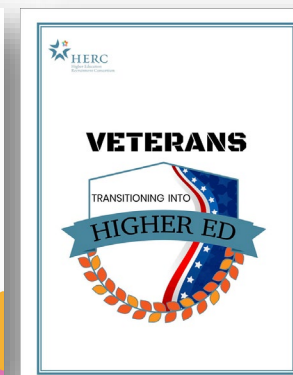
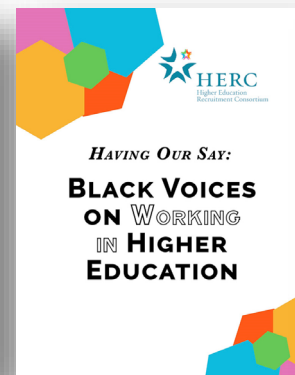


Career Transitions

From Industry to Educator: How to Land a Higher Ed Job

The struggle is real for an industry professional switching to a...

[Read More](#)



>>> [Access articles and ebooks library](#)

Job Seeker Outreach Conferences and Job Fairs

HERC attends national and regional diversity conferences and job fairs on behalf of our members.



Some of the events HERC attends:

- AISES National Conference (American Indian Science and Engineering Society)
- The Historically Black Colleges and Universities Career Development Marketplace (HBCU CDM)
- Annual Biomedical Research Conference for Minoritized Scientists (ABRCMS)
- Faculty Women of Color in the Academy Conference
- National Postdoctoral Association Annual Meeting
- National Conference on Race and Ethnicity in Higher Education (NCORE)
- oSTEM Out in Science, Technology, Engineering, and Mathematics
- Recruit Military career fairs
- iRelaunch Return to Work Conference

>>> [Explore a comprehensive list of events](#)

Job Seeker Outreach

Targeted Advertising

HERC advertises in disciplinary and diversity-focused print and digital publications throughout the year, such as:

- *Black EOE Journal*
- *DIVERSEability Magazine*
- *Hispanic Network Magazine*
- *Diversity in STEAM Magazine*
- *Tribal College Journal*
- *U.S. Veterans Magazine*
- *LinkedIn and Facebook ads*



31,000+
social media
followers

>>> [Explore a comprehensive list of publications](#)

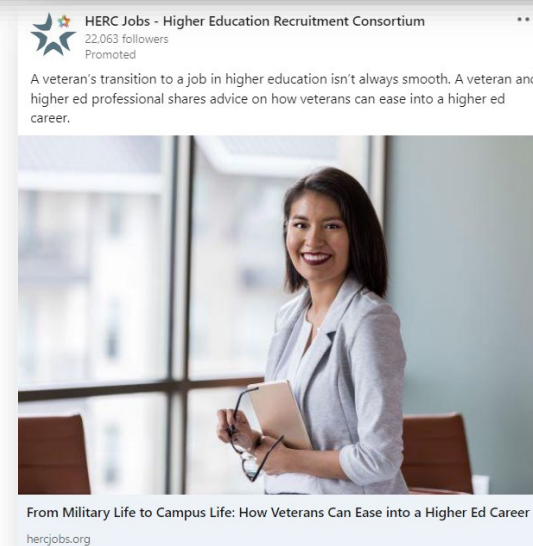


Find jobs at higher ed institutions committed to diversity and inclusion.

Access our job board and career resources at [HERCjobs.org](https://hercjobs.org)




HERC
Higher Education
Recruitment Consortium



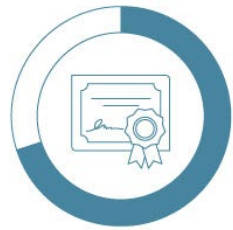
HERC Jobs - Higher Education Recruitment Consortium
22,063 followers
Promoted

A veteran's transition to a job in higher education isn't always smooth. A veteran and higher ed professional shares advice on how veterans can ease into a higher ed career.



From Military Life to Campus Life: How Veterans Can Ease into a Higher Ed Career
hercjobs.org

Job Seeker Demographics



70%
hold Master's
degrees or higher



21%
individuals
with disabilities



37%
people of color



11%
veterans



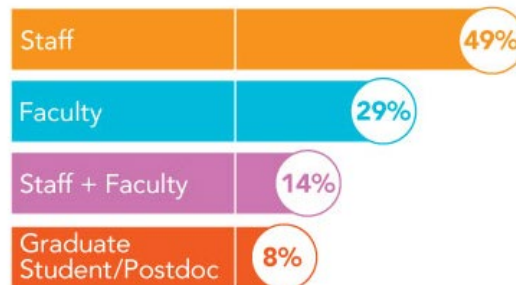
64%
women



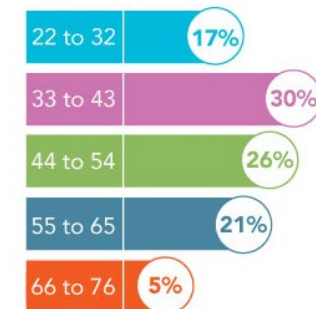
35%
men

1% non-binary or third gender
7% transgender

Years worked in higher ed



Age



Source: [2023 HERC Job Seeker Survey Report](#). Data does not include individuals who chose not to respond or self-identify. Percentages may not add to 100% due to rounding.

What Do Higher Ed Job Seekers Say About HERC Jobs?

“I've found all of my jobs since graduate school from HERC - I promote the site to everyone I mentor!”

“I remain grateful for the information available at HERC, especially now that I am attempting to return to the workforce after multiple life changes and challenges”

“HERC has been a good resource for intentional searching for diverse higher ed jobs.”



Amplify Your Institution and Job Opportunities on the Job Board



What does the job board include?

- Unlimited job postings with no expiration
- Unlimited users
- Jobs distributed to multiple job board sites
- Enhanced member profile
- CV/Resume Database



158,000+

Registered job board
users

The HERC Job Board At A Glance

8,000+ CV/Resumes

56M+ Job Views Annually

158k registered job seekers

Jobs distributed to other job boards

Job Board Stats*



56,532,372
job views



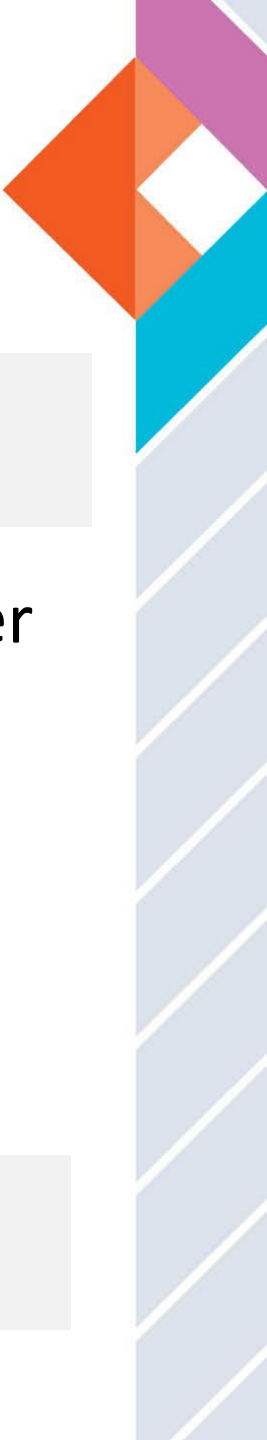
12,914,250
job alerts



84,002
job apply clicks

* During March 2022-February 2023

Job Distribution Included with Membership



Job Board Provider*

On average, the return on investment for each cross posted job is \$398-\$2,985

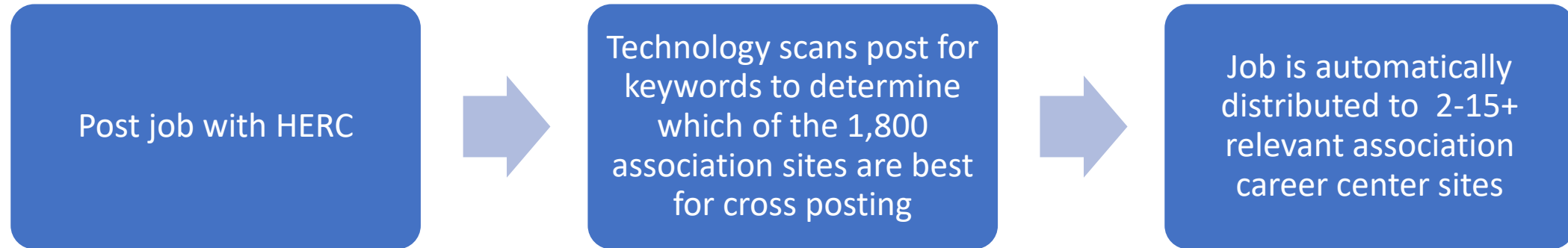
*See next slides

RecruitMilitary

Value of \$3,995 for each member campus

Other cross-posted sites (Google for Jobs, USMilitaryPipeline.com, JuJu). Explore the full [list of job distribution site](#).


Job Distribution via Job Board Provider




Sample Sites

- Native American Jobs
- American Mensa
- I Gotta Job
- National Academy of Elder Law Attorneys
- Latin American Studies Association
- Armed Forces Benefits Association
- Association of the Industrial College of Armed Forces
- MarketingHire.com
- Association for the Advancement of Artificial Intelligence
- National War College Alumni Association

Build Your Employer Brand: Enhanced Member Profile



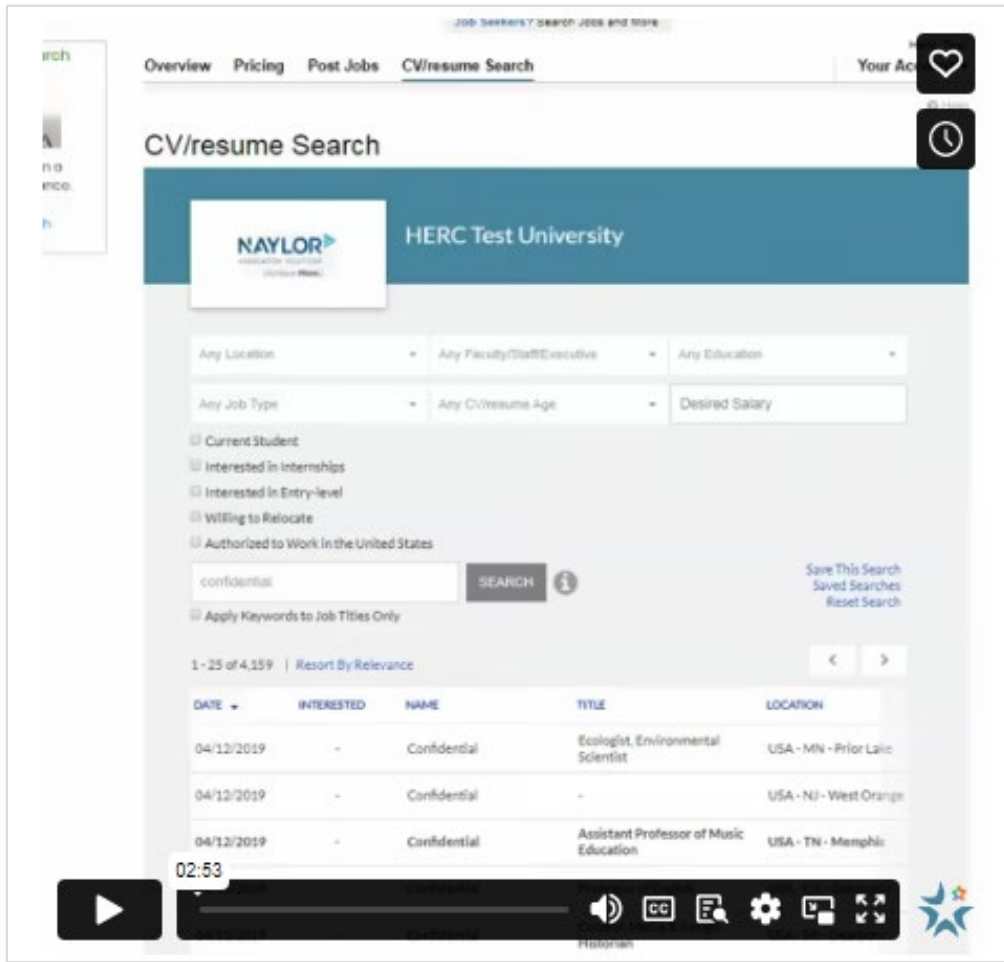
About Us	About Us	Open Jobs
Benefits	With over 31,000 students, the University of Iowa is one of the nation's top public research universities, a member of the Big Ten conference and the Association of American Universities. The University of Iowa is composed of eleven colleges and is known around the world for its balanced commitment to the arts, sciences, and humanities. It is home to one of the nation's largest academic medical centers and the pioneering Iowa Writers' Workshop. The University of Iowa promotes work/life integration and is located in the casual yet cosmopolitan environment of Iowa City, widely recognized as one of the country's most livable communities.	Research Assistant Iowa City, Iowa
Culture		Lecturer in Sport & Recreation Management Iowa City, Iowa
Diversity		Prep/Recovery Staff Nurse - ASC Iowa City, Iowa
Dual Career		
University of Iowa Iowa City, IA - 52242		



About Us	About Us	Open Jobs
Culture	<p>East Carolina University is committed to honoring the values that have guided the progress of the university. As we look to the future, we will sharpen our focus on those that are critical to our continued growth.</p> <p>Among the values that will be key to our success are the following:</p> <ul style="list-style-type: none">Scholarship: We will be a diverse community where intellectual freedom, scholarly discipline, and the rigorous pursuit of knowledge thrive.Leadership: Our students, faculty, and staff will demonstrate leadership in their professions and communities.Service: We will work toward solutions to the challenges of our region, state, and nation.Discovery: We will harness the skills and knowledge of our faculty, staff, and students to create a brighter tomorrow for North Carolina. <p>This strategic plan positions East Carolina University as a leading force for academic excellence, economic development, public service, and discovery. The plan that follows is derived from our mission statement and is organized around three commitments:</p> <ul style="list-style-type: none">Maximizing student successServing the publicLeading regional transformation	Clinical Assistant Professor Greenville, North Carolina
Diversity		Assistant Director Cunanan Center for Professional Success College of Business Greenville, North Carolina
Video		Assistant Professor/Clinical Assistant Professor, Associate Professor/Clinical Associate Professor, Professor/Clinical Professor Greenville, North Carolina
Vision		Medical or Nursing Asst-Advanced Greenville, North Carolina
East Carolina University East Fifth Street Greenville, NC - 27858		Accountant III Greenville, North Carolina
View All 230 Jobs		Set up a Job Alert to be notified when East Carolina University posts new jobs.

>>> Explore our [Enhanced Member Profile Tutorial](#)

Mine Candidates from HERC's CV/Resume Database



 **8,000+**
CV/Resumes

- ✓ Find and connect with candidates
- ✓ Create searches to automatically receive candidates as they arrive
- ✓ 600+ veterans in the database

>>> Watch the [CV/Resume Database Tutorial](#)

Dual Career Support



Job Seeker Dual Career Support

- [Dual career job search](#) to help couples identify job openings within a commutable distance
- [Dual Career Resources](#) page (see right)



13%

are part of a
dual career couple

The screenshot displays the HERC (Higher Education Recruitment Consortium) website. At the top, there are navigation links for 'JOB SEEKER LOGIN' and 'HERCONNECT (MEMBER LOGIN)'. Below these are links for 'Job Seeker Resources', 'Employer Resources', and 'About Us'. The main content area features three prominent cards: 'Dual Career Job Search' with a 'GET STARTED' button, 'Dual Career Campuses' with a 'LEARN MORE' button, and 'Dual Career Resources' with an 'EXPLORE MORE' button. Each card includes a brief description of the service. Below the cards, there are sections titled 'What do we mean by dual career?', 'Why and how does HERC support dual career efforts?', and 'Prepare for your dual career job search'. The 'Prepare for your dual career job search' section lists eight steps to get started, including learning the basics, refining resumes, building networks, finding jobs, creating alerts, learning about campus programs, preparing for interviews, and assessing work-life balance. A link to 'Start your dual career job search now' is provided at the bottom.

HERC
Higher Education Recruitment Consortium

[JOB SEEKER LOGIN](#) [HERCONNECT \(MEMBER LOGIN\)](#)

[Job Seeker Resources](#) [Employer Resources](#) [About Us](#)

Dual Career Job Search

Create a custom job search for you and your partner, set up email alerts when new opportunities are posted, and upload your job application materials.

[GET STARTED](#)

Dual Career Campuses

Find out which HERC member institutions offer campus dual career programs.

[LEARN MORE](#)

Dual Career Resources

Explore original webinars, books, links, and articles geared towards dual career couples in higher ed.

[EXPLORE MORE](#)

What do we mean by dual career?

Dual-career is a term used when the spouse or partner of a new hire or employee is interested in exploring opportunities for their own career development. For HERC's purposes, at least one partner in a dual career couple works in higher education. Dual career support varies by institution and most institutions have guidelines regarding who may use their formal dual career services.

Why and how does HERC support dual career efforts?

HERC believes that supporting dual career couples is important to building a diverse and inclusive workplace. HERC assists dual career couples with our Dual Career Job Search tool, webinars, and articles. We encourage you to use HERC's dual career resources in searches for academic and non-academic positions, as well as those looking for a job outside of higher education.

Prepare for your dual career job search

Here are a few steps to help you get started with your dual career search:

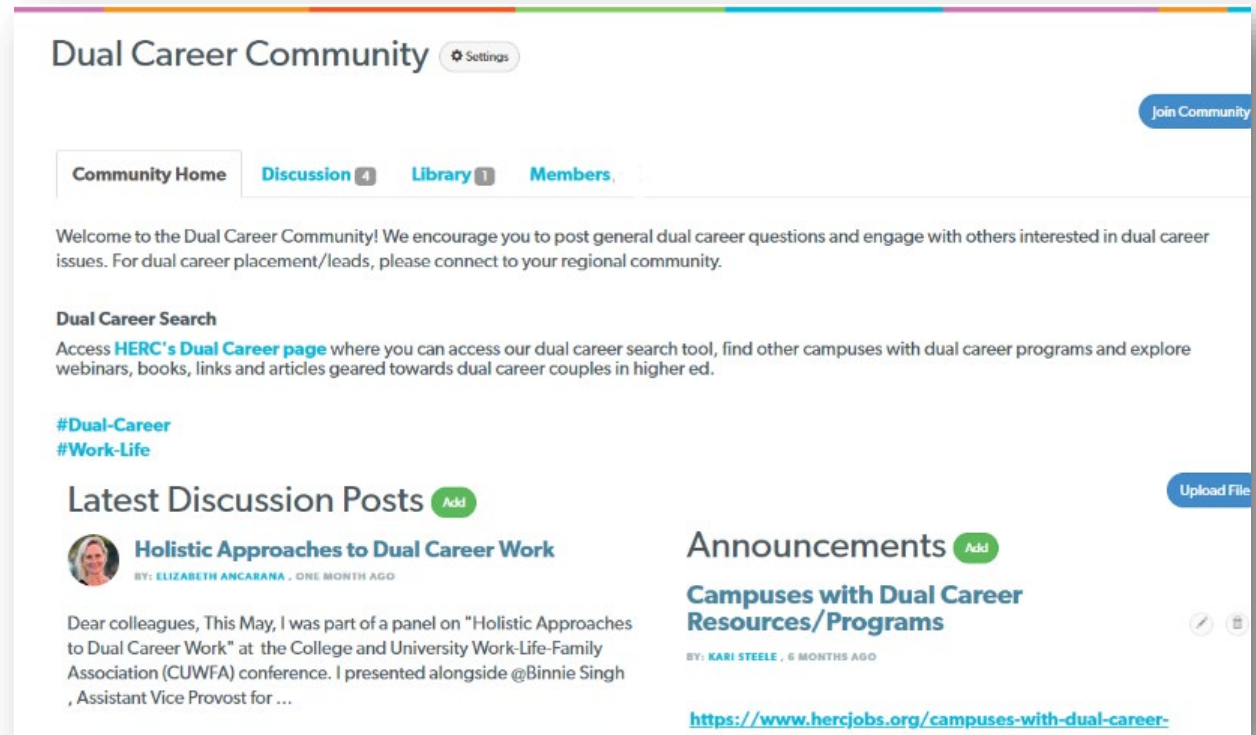
1. Learn the [basics of the dual career search process and the services Dual Career Offices provide](#). (Read more: [Making the Most of Dual Career Resources](#))
2. Refine your [resume, CV, and other application materials](#).
3. Build your [professional network](#), online and offline.
4. Find jobs that meet both you and your partner's job search criteria using HERC's [Dual Career Job Search tool](#). You can also select the distance between jobs.
5. Create job alerts to help refine your search and identify opportunities once you [create a free account](#).
6. Learn about institutions with [dual career campus programs](#) so you can find which ones best support your unique situation.
7. Prepare for the [interview process](#).
8. Assess your prospective institutions for [work-life balance](#).

[Start your dual career job search now](#)

Dual Career Support for Members:

Regional networks and a community of practice

- **Regional Dual Career Networks** facilitate conversations around job opportunities, introductions, etc.
- The **National Dual Career Community** hosts monthly thematic discussions, a discussion board, and library of shared resources.



Dual Career Support for Members:

Tools and Resources

- **Live and archived webinars**, for example
 - An Exploration of Dual Career Approaches and Programs
 - Holistic Approaches to Dual Career Work (in partnership with CUWFA)
- **Job seeker research findings and articles**
- **Employer branding, showcasing Dual Career support**
 - Point to the HERC's Dual Career Resources page for job seekers on your recruitment pages to demonstrate your support of dual career couples
 - Use the HERC Member Institution Badge to help demonstrate your institution's commitment to inclusive hiring, selection, and retention
 - List your campus on the directory of [Campuses with Dual Career Programs](https://hercjobs.org/campuses-with-dual-career-programs) on hercjobs.org





Building Inclusive Workplaces



Building Inclusive Workplaces



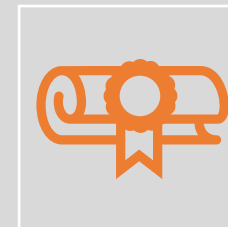
Communities of
practice, collaboration,
and exchange on
HERConnect our
online member portal



Toolkits for inclusive
recruitment, hiring,
and retention



Live webinars and a
library of 150+ on-
demand webinars



Research and articles
on job seeker needs,
workplace trends, and
institutional practices

Resources:

Inclusive Recruitment & Retention Toolkits

- Diversity Recruitment
- Staff and Administrative Inclusive Hiring
- Faculty Search Committee Toolkit
- Virtual Recruitment

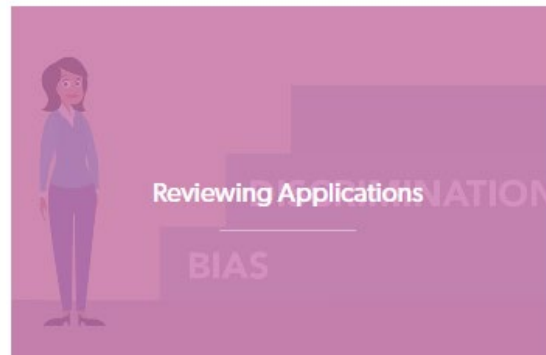
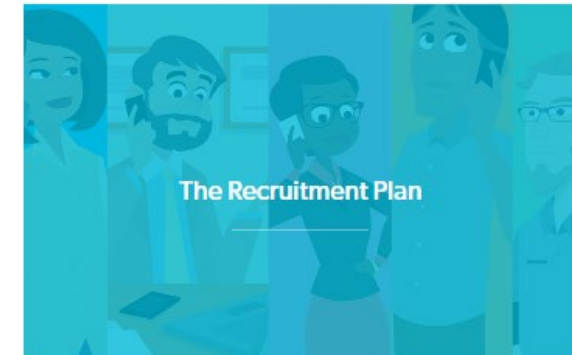
>>> [View all HERC toolkits](#)

Inclusive Hiring

A commitment to diversity in hiring helps ensure that the best candidates are not overlooked because of unconscious or structural biases.

HERC's **Staff and Administrator Inclusive Hiring Toolkit** presents inclusive and equitable recruitment and hiring practices. These best practices can help hiring committees identify and adopt new actions to aid and supplement current diversity and inclusion hiring activities. The toolkit consists of four short films and accompanying material.

Please review and abide by your institutional policies and procedures.



Webinars:

Advance Your Professional Development

Sampling of Webinar Topics

- An Exploration of Dual Career Approaches and Programs
- Diversity Statements: Development, Assessment, and Rubrics
- Diversifying the Faculty by Building on Inclusive Excellence
- We've Always Done It This Way: Bridging Generational Divides & Leveraging Age-Diversity at Work
- Pro Tips for Accommodation and Inclusion in the Hiring Process

A green circle containing text about HERC Member Best Practice.

**HERC Member
Best Practice:**
Support staff
development with
HRCI & SHRM
continuing ed
credits from HERC
webinars

A blue circle containing text about the number of on-demand webinars.

140+
On-Demand
Webinars

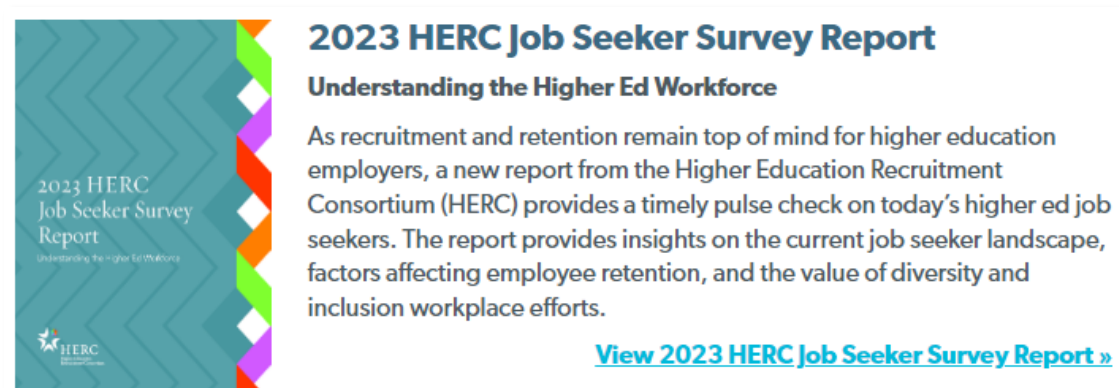
>>> *Access upcoming and on-demand [webinars](#)*

Reports & Research:

Deepen Your Knowledge and Stay on Top of Industry Trends

Research Reports

- Annual Job Seeker reports
- Technology in Higher Ed



Top 5 Member Articles (Based on Views)

- Creating Job Descriptions That Excite, Not Bore
- Cultivating Inclusion Through ERGs: What's Working at SDSU
- How to Gauge a Candidate's Commitment to Diversity
- 3 Ways to Help Staff Feel Valued
- 5 Data-Informed Steps for Retention and Recruitment

>>> [See all member articles & research reports](#)

Exclusive Benefits From Our Partners

HERC proudly partners with organizations that represent diverse constituencies in higher education.

Partners promote HERCjobs.org at their conferences and in their publications, and contribute to HERC's webinars and blog posts.

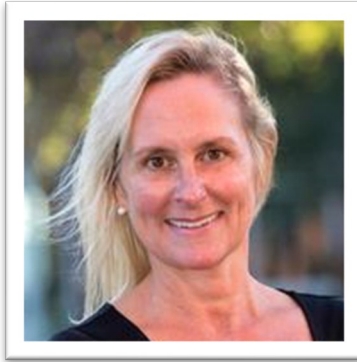
>>> Check out [Marketplace](#), featuring products, services, and resources offered by partners & sponsors, many with discounts



DiverseScholar



Member Testimonials



"HERC is a key organization for diversity recruitment and retention efforts, particularly in providing dual-career resources and advancing DEI initiatives in higher education. Harvard has served as the host institution for the New England HERC since its inception and we are proud to be an active and long-serving member of HERC, both regionally and nationally."

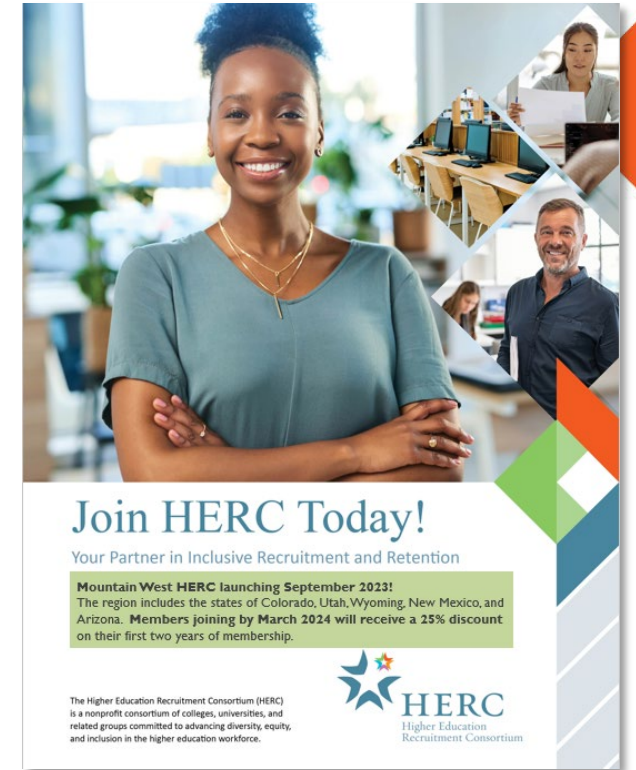
- Elizabeth Ancarana, Assistant Provost for Faculty Development and Diversity, Harvard University



"I especially appreciate the community of colleagues I have met through HERC. The HERConnect portal has provided opportunities to ask questions, share information, and learn what others are working on at their institutions. In addition to the online discussion forum, the webinars, and toolkits are always of high quality."

- Anne Remington, Assistant Director of Talent Recruitment, Washington and Lee University

Join the Mountain West



Become an Inaugural Member

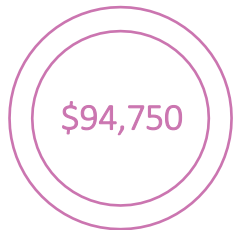
Value of Membership



Diversity Outreach:

Promotion of higher education careers through digital and print ad campaigns and diversity-focused career fairs and disciplinary conferences

- Direct job seeker outreach at career fairs and disciplinary conferences
- Advertising to talented, diverse job seekers via targeted ads and partnerships
- Ongoing job seeker engagement through email and social media



Workplace Inclusion:

Diversity, equity, and inclusion training tools; online community of practice; webinars

- Toolkits to advance inclusive recruitment and equitable retention HERConnect
- Community of practice and learning
- Leading-edge webinars and blog posts
- Discounts on inclusive workforce tools



Job Board:

Unlimited postings, database with 8,000+ CVs/resumes, Enhanced Member Profile

- Unlimited job postings CV/resume database
- Enhanced member profiles
- Cross-posting to leading job boards



Regional Community:

- Regional conference
- Local network of higher education peers Regional dual career network
- Regional job seeker outreach



Mountain West Dues Structure

Tier	Non-Profits & Hospitals	Research Labs	Colleges & Universities	Rates	25% Discounted Rate (expires March 2024)
I	<500 FTE Employees	<50 FTE Employees	<1,000 FTE students	\$2,500	\$1,875
II	501-999 FTE Employees	51-199 FTE Employees	1,001-3,999 FTE students	\$4,500	\$3,375
III	1,000-1,999 FTE Employees	200-499 FTE Employees	4,000-9,999 FTE students	\$6,500	\$4,875
IV	2,000-4,999 FTE Employees	500-999 FTE Employees	10,000-19,999 FTE students	\$8,500	\$6,375
V	>5,000 FTE Employees	>1,000 FTE Employees	>20,000 FTE Students & College/University Systems	Request pricing	Request pricing

Next Steps to Join!

Email membership@hercjobs.org and state,
“Our institution is ready to join the Mountain West HERC”

- You will receive a membership form, invoice, and W9
- Once the membership form is completed, the onboarding process begins
- Access to HERC will be available within two business days





Questions?

Thank You

Kari Steele, Co-Executive Director & Director of Operations kari@hercjobs.org

To Join HERC:

Allison Almira, Membership Development Manager membership@hercjobs.org