

Better Together

HERC ANNUAL REPORT
2014 - 2015

Thank You



We are better together. On behalf of HERC's members, board, and staff, I thank you for your continued collaboration, investment, and engagement.

As HERC celebrates its 15th year as a consortium, our mission continues to enrich the higher education community in fundamental ways that will be felt for decades. Successful recruitment of a diverse and talented faculty and staff is at the very core of fulfilling our academic missions to facilitate the process of discovery, the creation of knowledge, and serve society for the common good.

As we reflect on the last year, we are inspired by the headlines and challenges that underline HERC's mission and shape our strategy for creating impact within the higher education community. To that end, we apply these key principles to our work:

We are collaborators. By collaborating with members, we more effectively address the most pressing issues of faculty and staff recruitment by bringing greater resources to solving shared challenges.

We are reaching further. With 15 years of success at this joint endeavor, we have learned how to do more together to achieve even greater results.

We advance thought-leadership. By drawing on specialists from member institutions as well as outside experts, HERC has harnessed a brain trust for best recruitment and retention practices.

We look ahead to inspire innovation. The headlines from the past year show that among the top issues affecting higher education recruitment and retention are dual-career considerations, gender discrimination in STEM, LGBTQIA issues in the workplace, EEOC regulations, and Title IX and campus climate.

Read on to learn more about HERC's collective impact this past year and how, together, we will respond to the recruitment and retention challenges we see on the horizon.

Yours sincerely,

A handwritten signature in black ink that reads "Nancy".

Nancy Aebersold
Founder, HERC
Executive Director, Central HERC



THE CHALLENGES THAT INSPIRE US

HEADLINES FROM 2014 - 2015

UNCONSCIOUS BIAS

"Biases are unconscious and subtle but invidious enough to suppress the diversity of students and faculty in many university science, engineering and math departments and in the scientific workforce at large."

- Scientific American, 2014

DUAL-CAREERS

"Women scientists are far more likely than male scientists to be married to other scientists, so a dual-career hiring program is vital to successful recruitment of women."

- "Double Jeopardy? Gender Bias Against Women of Color in Science," 2015

TITLE IX & CAMPUS CLIMATE

"The Obama administration, which has stepped up enforcement of civil rights laws, zeroed in on colleges and universities after a series of highly publicized assaults on campuses."

- The New York Times, May 2014

EEOC REGULATIONS

"The EEOC filed several lawsuits in 2014 against employers alleging that their criminal records check processes discriminated against minorities."

- Business Management Daily, 2015

LGBTQIA ISSUES IN THE WORKPLACE

"Increasingly, many candidates choose to make their [sexual] orientation known during the search process, often leading to uncertain or awkward reactions and comments from search committee members."

- Inside Higher Ed, 2014

OUR STRATEGY:

BETTER TOGETHER

GREATER REACH

THOUGHT-LEADERSHIP

CONTINUED INSPIRATION

BETTER TOGETHER

THE POWER OF COLLABORATION

HERC was founded on the principle that we are better together. We believe that through collaboration and the pooling of financial and intellectual resources, we are best able to identify and address the most pressing issues facing higher education employers today.

Being a member-governed consortium enables us to be relevant and nimble in our ability to respond to the ever-changing recruitment and retention needs our institutions face. By working together we are able to achieve that which no one can achieve alone.

Continuing to grow our network and enhance our collective expertise:

17

HERC REGIONS

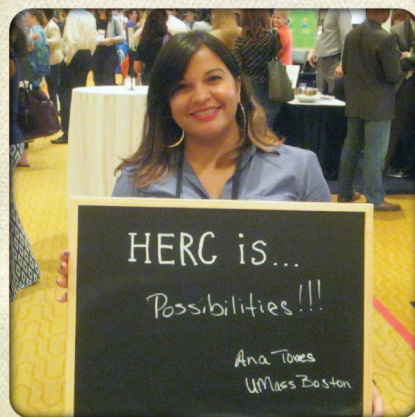
26

STATES & DC

720

INSTITUTIONS

HERC MEMBERS 2014



"Belonging to HERC has helped Wright State University create a culture where dual-career issues come to the fore early in searches, thereby avoiding more time-constrained discussions when accompanying partners are 'revealed' later in the hiring process. We highlight the assistance that HERC provides to dual-career hiring and promoting diversity by prominently linking to the HERC website on our job announcements and institutional web pages. Additionally, the HERC network of colleagues helps identify opportunities for accompanying partners. HERC has been truly useful in creating a campus climate that demonstrates support for the needs of dual-career couples."

— Ohio-Western Pennsylvania-West Virginia HERC Member David L. Goldstein, PhD, Professor and Chair Department of Biological Sciences, Wright State University



MEMBER
INSPIRATION

GREATER REACH

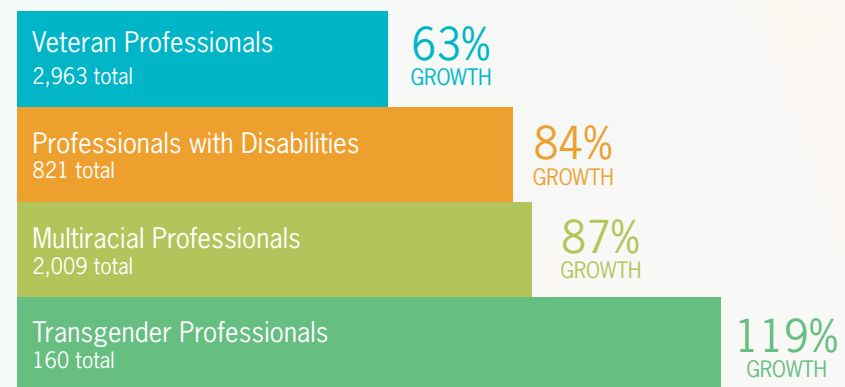
HERC is reaching further to meet member diversity recruitment goals by increasing jobseeker engagement with HERC and member jobs through strategic advertising campaigns, social media, and at conferences. *And we're succeeding!*

The diversity and education levels of HERC's jobseeker pool continue to outpace national averages and HERC has seen substantial growth in registered jobseekers that are veterans, people with disabilities, multiracial and transgender.

To reach passive jobseekers, HERC has developed a career-focused email newsletter named the "HERC Jobseeker SmartBrief." Professors, assistant professors, lecturers, and directors are the top professions represented among HERC's 30,000 SmartBrief subscribers.

Fastest Growing Jobseeker Segments

Total growth in 2014-15 for www.hercjobs.org



Data based on voluntary responses; each segment represents a subset of users.

EXPANDING OUR REACH

INCREASED AWARENESS OF HERC

HERC saw 205% growth in organic searches for “HERC” in 2014, a result of increased recognition and awareness of the organization. Last year, HERC utilized a greater range of communication methods to expand jobseeker outreach, and increased the frequency of communications to invite more jobseeker engagement.

JOBSEEKER LOYALTY RESULTS IN MORE REFERRALS

Jobseekers are also helping us reach further. Increased engagement and jobseeker loyalty is resulting in more word-of-mouth referrals. This year 79,241 registered users forwarded a job to a friend, a 34% increase since last year.

Investing in more communication methods that engage with jobseekers:



110k SPENT ON
ADVERTISING
69% IN-KIND



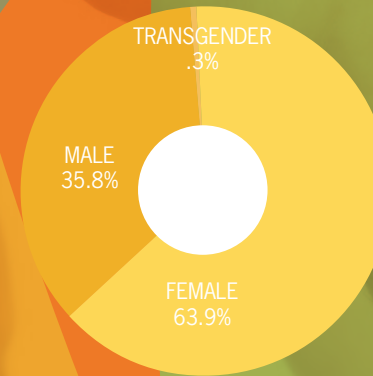
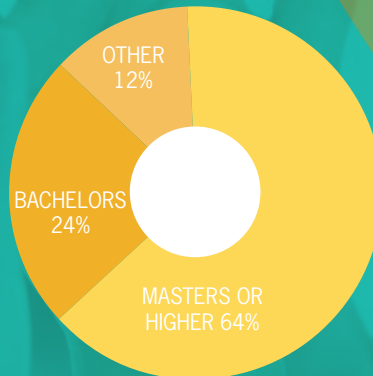
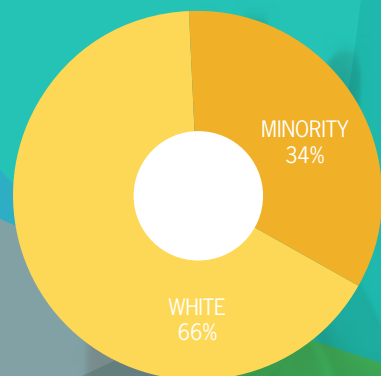
17,000 JOBSEEKERS
REACHED AT
CONFERENCES



6,118 COMBINED
SOCIAL MEDIA
FOLLOWERS



30,000
HERC SMARTBRIEF
SUBSCRIBERS



“Within our first year as a founding member of Greater Washington State HERC, over 400 applicants learned about our openings through the HERC website. As a result, we have hired two accomplished individuals whose contributions to the diversity of our workforce are instrumental in enriching the culture at Fred Hutch and Seattle Cancer Care Alliance.”

– Greater Washington State HERC Member Han Nachtrieb, VP, Human Resources, Fred Hutchinson Cancer Research Center and Seattle Cancer Care Alliance



MEMBER
INSPIRATION

THOUGHT-LEADERSHIP

Thought-leadership is what ignited the formation of HERC 15 years ago and what continues to power our work. Now, with over 2,000 actively engaged members at more than 700 institutions, HERC shines bright with brilliance.

JOB BOARD LEADERSHIP

By strategically pooling intellectual and financial resources, we have created an award-winning website that each day reaches thousands of diverse and highly educated jobseekers and connects them to the resources they need to conduct successful searches at our institutions. In turn, our campuses are the beneficiaries of richer applicants that contribute to fulfilling our academic missions.

KNOWLEDGE LEADERSHIP

Drawing on specialists from member institutions as well as outside experts, HERC harnesses a brain trust for best recruitment and retention practices. HERC's webinars and regional conferences bring together experienced practitioners and experts to share their knowledge about the recruitment issues that are the most timely and vital to our work.

JOB BOARD LEADERSHIP

AWARD-WINNING WEBSITE

HERC is proud to have been recognized in the 2015 Weddle's User's Choice Awards as a leading job board voted on by our users. This year we continued to make data-driven adjustments to our job board to improve the success of job postings and user experience overall.

RESPONDING TO THE MOBILE MOVEMENT

HERC's job board is optimized for mobile job searches, which has proven to be an advantage in the job market, especially for Millennials. Mobile jobseekers want to search and apply for jobs on the go. HERC's job board offers these mobile solutions, ensuring our reach continues to expand to the multi-device jobseeker.



“43% of jobseekers have used their mobile device to engage in job-seeking activity.”

-Jobvite 2014 Jobseeker Nation: Inside the mind of the modern job seeker

65%
INCREASE IN
JOBSEEKERS
84K TOTAL

201k
MONTHLY WEB
VISITORS
23% INCREASE

32%
INCREASE IN
JOB VIEWS
72M TOTAL

“We, at Portland State University, set-up a free multi-page Enhanced Member Profile on the HERC website. As a result, we saw a dramatic increase in visibility for our institution. In just one year, our profile was clicked on over 8,800 times by jobseekers. By using this HERC tool, we found another way to maximize and measure the impact of our investment in HERC.”

– Greater Oregon HERC Member Christina Kraus, PHR, Employment Manager, Office of Human Resources, Portland State University



MEMBER
INSPIRATION

KNOWLEDGE LEADERSHIP

LAUNCH OF MORE ROBUST WEBINAR SERIES

HERC-sponsored webinars with experts from the higher education community enable members to learn about key recruitment and retention topics, with an emphasis on diversity. In 2014, HERC launched its webinar calendar, and within the last six months has witnessed increased member engagement in thought-leadership and attracted even more presenters who want to share their experiences with the organization.

HRCI CERTIFICATION CREDITS



Now qualifying for HRCI credits, HERC webinars provide a tangible return on investment in addition to inspiration and resources for your institution.

2014-2015 WEBINAR TOPICS

The EEOC Criminal History Guidance
Cultural Competence
LGBTQIA Issues in the Workplace
Minority Recruiting
Equity and Inclusion Skills
The Title IX Journey

2x
MORE MEMBER
WEBINARS
IN 2014-15

4x
MORE WEBINAR
ATTENDEES
IN 2014-15

2014-15 Thought leaders included (left to right) Brian McNaught, Tawara Goode, MA, Ansley Abraham, PhD

MEMBER INSPIRATION



"We are doing most of what was in the HERC Minority Recruiting webinar, but got solid ideas for improvement. We had a group of deans and faculty assembled, and it was productive time spent together and afterward discussing best practices."

– Upper Midwest HERC Member Mark Braun, Provost, Gustavus Adolphus College

LOOKING AHEAD: CONTINUED INSPIRATION

INSPIRATION SPARKS INNOVATION

HERC's mission is as relevant today as when we were founded 15 years ago. Therefore, helping member institutions to recruit and retain the most diverse and talented workforce and assisting dual-career couples will remain a primary focus.

At the same time, HERC has established the organizational infrastructure, capacity, and national network of higher education leaders that allows us to survey the landscape and find innovative ways to address challenges on the horizon.

Providing the connection point between individuals and institutions continues to inspire HERC's work.



“Through HERC, I was able to locate a position that not only met my professional passions but also my personal passions.”

- Latisha Jefferies, PhD, Chemistry Faculty Member,
College of the Holy Cross

A few highlights that you can expect this next year:

FALL 2015 WEBINARS

- Strategies for interrupting gender bias in STEM
- Transgender Issues in the Workplace
- Recruiting and Onboarding Veterans
- Recruiting and Retaining Latina/o Faculty and Professionals

A WEBSITE WITH INCREASED ENGAGEMENT

HERC commissioned a study of its website and job board this year by a noted industry expert to evaluate its effectiveness in light of HERC's mission. *While overall the findings were favorable, there are areas that can be enhanced to increase engagement, particularly with the 84% of jobseekers that are passive candidates and not currently on the job market.* HERC's Technology Committee and staff will evaluate the recommendations made by our consultant, propose website enhancements to meet this goal, and work on implementation. The benefit to members is an even greater pool of potential candidates who will consider HERC a trusted source for career intelligence and opportunities.

YOUR COLLEAGUES - HERC'S BOARD MEMBERS

Melissa Abram-Jackson, Director, South - Central - Gulf Texas HERC, University of Houston

Nancy Aebersold, Executive Director, Central HERC

Paula Alfone, Director, Mid-Atlantic HERC, Loyola University in Maryland

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

Terry Curry, Associate Provost/Associate Vice President for Academic Human Resources, Michigan State University

Nikki Duncan, Senior Employment Representative, Human Resources, University of Houston

Mary Everley, Director, Upper Midwest HERC, University of Minnesota

Janet Fleetwood, Vice Provost for Strategic Development & Initiatives, Drexel University

Eddie Freeman, Director, North Texas HERC, University of Texas at Arlington

Mary Haesloop, Executive Director, Human Resources and Special Assistant to the President, Notre Dame de Namur University

Jennifer Heckscher, Program Manager, Office of Research Gender Initiatives in STEMM, The Ohio State University

Mary Jackson Harvey, Associate Provost for Program Development, University of Chicago

Abby Levenson, Director, Metro New York & Southern Connecticut HERC, Columbia University

Candy Lindsay, Senior Director, Talent Management and Operations, Vanderbilt University & Medical Center

Ruth Molina, Director, New England HERC, Harvard University

Patti Owen, Coordinator, Northern California HERC

Jennifer Park, Director, Southern California HERC, University of California, San Diego

Gilda Paul, Director, Eastern Pennsylvania - New Jersey - Delaware HERC, Princeton University

Robynn Pease, Director, Greater Oregon HERC, Oregon State University

Janet Rachel, Director, Greater Tennessee HERC, Vanderbilt University and Medical Center

Anita Rios, System Director, Talent Management and Organizational Effectiveness, Minnesota College and University System

Norma Rodriguez, Director, Greater Washington State HERC, University of Washington

Amanda Shaffer, Director, Ohio - Western Pennsylvania - West Virginia HERC, Case Western Reserve University

Valarie Stanley, Director, Office of Equal Opportunity Programs and Senior Deputy Title IX Coordinator for Faculty & Staff, Yale University

Robert Stapp, Director of Human Resources, Antioch University, Los Angeles

Melanie Trowbridge, Director, Michigan HERC, Michigan State University

Rebecca Warner, Senior Vice Provost for Academic Affairs, Oregon State University

Kim Wilson, Director, HR Client Partners, Research, Office of the Vice President of Research, The George Washington University

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.