An Invitation for Collaboration

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The Greater North Carolina Higher Education Recruitment Consortium

Largest collaborative effort among institutions across the nation

Works to promote equity and excellence in higher education recruitment worldwide

HERC will help you recruit and retain the most diverse and talented workforce and dual career couples
History of HERC

Nancy Aebersold
Founder and Executive Director of HERC
Why a North Carolina HERC?
How did ECU get involved?

Melissa Bard
Associate Vice Chancellor for Human Resources and Chief Human Resource Officer at East Carolina University
Thank You!

We appreciate the support of our Greater NC HERC Sponsoring Institutions
Agenda

What is HERC?

What do we have in common?

What can HERC do for you?

What are the next steps?
What is HERC?
HERC is...

Member
Governed

Non-profit

700 Members

Colleges, universities, hospitals, research entities

We are united by our commitment to inclusive excellence in our recruitment, retention, and advancement practices.
HERC’s in the U.S.

17 Regions
1 National HERC Office
2 HERC’s 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
2015: Greater North Carolina (In development)
2015: Greater Iowa (In development)
What we have in common
Shared Goals

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

We need the most talented and diverse workforce

All campuses in HERC have diversity as part of their mission and strategic plan
Common Challenges

Homogeneous applicant pools = homogeneous workforce

Inability to identify job opportunities for dual-career couples

Search committees and employees with conscious or unconscious bias

Limited resources
What can HERC do for you?
HERC’s Strategic Approach

Regional HERC Community

Search

Retention

Offer

Interview
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
“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.
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
Regional HERC Website
National HERC Website

[Image of the National HERC Website]
In the past 12 months 34,000 jobseekers in North Carolina searched the HERC website.

Top 5 Cities Searched
1. Charlotte - 5,072
2. Durham - 4,187
3. Raleigh - 2,976
5. Greensboro - 2,198
“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
Opportunity

Secure the best talent and retain them with unrivaled dual-career support through the HERC network and support materials.
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.
HERC’s monthly webinars are free to your entire staff

Qualify for HRCI and SHRM professional development credits

**Topics include:**
- Unconscious bias in the search process
- Disability inclusiveness
- Attracting veteran’s to your organization
- Recruiting and retaining Latino(a) faculty
- Transgender professionals in the 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 Partnerships

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
Next Steps
Membership

Membership in HERC is at the institutional level and is all-inclusive of every member benefit.

Members are encouraged to invite multiple individuals from their campus to participate.

The cost of membership is set by your regional governing board and dues are strictly used to cover operating costs.

Dues vary from region to region but are typically in the $2,000 - $6,000 range depending on the size of your HERC and size of your institution.
Primed For Success

Strong commitment from leadership within the University of North Carolina System

Over 80 campuses in the region, plus additional partners such as the NIH and organizations in the research triangle
North Carolina Needs HERC!

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Join us for the Information & Kickoff Meeting

The Greater North Carolina HERC

November 9, 2015
10:00 AM – 3:00 PM
Wake Forest University

To register, email gncherc@ecu.edu

JOIN THESE HOSTING INSTITUTIONS

East Carolina University
North Carolina Central University
Wake Forest University
Davidson College
PITT Community College
Let’s Talk!
Regional Recruitment Challenges

At Wake Forest University, we are strategic about our approach to recruiting and hiring the best talent.

We are faced with regional recruitment challenges in the Triad of NC.

At the top of our list of challenges is the recruitment of a diverse workforce, followed by dual-career couples.

We are going to break out into groups of three or four and answer some regional recruitment challenge questions.
Regional Recruitment Small Groups

Break out into groups of 3 or 4.

Answer the following questions:

1. What are your top two regional recruitment challenges?
2. How do you overcome the challenges?
3. What is your creative approach to addressing these challenges?
4. What is your dream state for solving regional recruitment challenges?

Be prepared to report back to the group.
Thank You!

Learn more at www.hercjobs.org

HERC
Higher Education Recruitment Consortium