Advancing Diversity & Distinction in Higher Education One Job at a Time

The Higher Education Recruitment Consortium Annual Report 2016-17
Dear HERC Members,

HERC harnesses the power of shared knowledge and resources to achieve our common goals of inclusion and excellence in higher education. We rely on the input and participation of member institutions, jobseekers, and like-minded partners to find practical, actionable, and timely solutions to our most pressing challenges. By working together, our solutions are more robust and economical than any one organization could achieve on its own.

The 2016-17 Annual Report highlights our collaborations to serve professionals with disabilities, reach more highly qualified individuals from underrepresented populations, and improve equality and inclusion at the institutional, professional, and student level.

Our work with the U.S. Department of Labor’s Office of Disability Employment Policy (ODEP) to create the HERC Disability Inclusion Toolkit in 2016 is a good example of the power of partnership. This actionable and practical resource addresses critical areas such as accessibility, training, and professional development. We look forward to hearing how our members put the toolkit to good use in their own organizations.

The HERC Disability Inclusion Toolkit is only one example of the collaborative efforts that are HERC’s hallmark. As you review this Annual Report, you’ll see that HERC has conducted more surveys of members and jobseekers to learn how we may better serve you—and you’ll learn about additional tools and resources we’ve developed in response to your input.

We heard you, and encourage you to continue sharing your challenges, needs, insights, and ideas for solutions.

Yours sincerely,

Nancy Aebersold
Founder, HERC
Executive Director, Central HERC
Supporting Members; Advancing Diversity

Diversity, equity, inclusion – these have always been HERC’s guiding principles. As a member-run, non-profit consortium, HERC is structured to ensure that our organizational priorities reflect the needs of our members. This year, we are placing special emphasis on diversity throughout our report, because our members are focused on diversity. HERC conducted a Member Satisfaction and Needs Assessment in May of 2016, which found that all respondents, regardless of department, rated diversity of candidates, unconscious bias, and campus climate as top recruitment and retention challenges.

Based on these findings, we invested in initiatives to address your top 5 challenges: Diversity of candidates (84%), finding the most qualified candidates (38%), unconscious bias in the recruitment and selection process (36%), an inclusive campus climate (35%), and length of time to fill open positions (33%). Read on to learn more about HERC’s impact in these areas in the 2016-17 membership period.

2016-17 DIVERSITY INITIATIVES

Create More Opportunities for Knowledge Sharing
Leverage Partnerships to Reach the Most Qualified and Diverse Candidates
Develop New Tools to Attract and Support Professionals with Disabilities
Support OFCCP and Affirmative Action Reports Through Shared Diversity Outreach
LEVERAGING PARTNERSHIPS TO REACH THE MOST QUALIFIED AND DIVERSE CANDIDATES

HERC’s partnerships with organizations that serve women and minorities have been a cornerstone of our diversity outreach since HERC’s inception. When partners promote the HERC job board to their highly educated and diverse constituents they help to strengthen HERC’s applicant pool and increase word-of-mouth referrals.

Preserving established partnerships and identifying new organizations to partner with is crucial to maintaining high-quality candidates as our applicant pool continues to grow. In the last year, HERC established new partnerships with influential organizations, including the Black Doctoral Network (BDN) and the Hispanic Association of Colleges and Universities (HACU). We also added 19,000 registered jobseekers to our database and saw increases in jobseeker education levels, diversity, and word-of-mouth referrals.

HERC’s established partnerships with prominent organizations and magazines like Diverse: Issues in Higher Education Magazine, INSIGHT into Diversity Magazine, American Association of University Women (AAUW), and the U.S. Department of Labor’s Office of Disability Employment Policy (USDOL/ODEP) have enabled HERC to attend more conferences, increase HERC’s visibility through in-kind advertising, and provide valuable resources to our diverse jobseekers.

Many of HERC’s partners also provide HERC member institutions discounts on services to support institutional outreach. Learn more about our partners and member offers at www.hercjobs.org/buyersguide/2017.

MEMBER FEEDBACK FROM HERC WEBINARS

1,338 Members registered for a webinar (778 attended a webinar)
107 HRCI and SHRM certificates provided to HERC members
92% Agree/strongly agree that the webinar topics were relevant
84% Agree/strongly agree that the information was directly applicable to their job

Results based on 202 participant responses from July 2016 - April 2017
In the last year, HERC reached more highly educated and diverse jobseekers than any previous year.

HERC JOBSEEKERS FROM UNDERREPRESENTED POPULATIONS

38%

JOB SEEKERS FROM UNDERREPRESENTED POPULATIONS WITH A MASTER’S DEGREE OR HIGHER

37%

BASED ON 6,342 RESPONSES FROM MARCH 1, 2016 - FEBRUARY 28, 2017.
Colleges and universities are communities, and they are strengthened when they include the perspectives of people with disabilities, among both students and staff. In fact, I’d argue that they have an especially important role to play in this regard, helping instill disability inclusion as a norm, one that students will then carry with them into their careers.

Renee Tajudeen, Supervisory Program Manager for USDOL/ODEP

DEVELOPING NEW TOOLS TO ATTRACT AND SUPPORT PROFESSIONALS WITH DISABILITIES

HERC’s alliance with the U.S. Department of Labor’s Office of Disability Employment Policy (USDOL/ODEP) was instrumental in developing and launching the HERC Disability Inclusion Toolkit in 2016. The toolkit, which has been accessed by 450 members since its launch and can be found on the HERC website at www.hercjobs.org/disability, helps colleges and universities ensure that their workforce reflects the diversity of the students they serve. The toolkit includes tools to assist with:

- Federal disability laws
- Disability training and technical assistance
- Accessibility
- Internships and mentoring programs
- Community outreach
- Inclusion across the lifecycle
- Accommodations
- Accountability and assessment

Through HERC’s alliance with USDOL/ODEP, both organizations perform outreach, education, and technical assistance activities to promote the recruitment, hiring, retention, and advancement of individuals with disabilities—including veterans with disabilities—in higher education.

As Deputy Assistant Secretary of USDOL/ODEP Jennifer Sheehy notes, “Diversity is especially important on college campuses because of the ‘look-alike mentor effect.’ Seeing people you relate to working and succeeding can be hugely transformative, and perhaps especially so for students with disabilities, who may not have had exposure to such role models previously.”

“Colleges and universities are communities, and they are strengthened when they include the perspectives of people with disabilities, among both students and staff. In fact, I’d argue that they have an especially important role to play in this regard, helping instill disability inclusion as a norm, one that students will then carry with them into their careers.”

Renee Tajudeen, Supervisory Program Manager for USDOL/ODEP

ATTRACTING JOBSEEKERS WITH DISABILITIES

In addition to supporting institutions with recruitment and inclusion practices for professionals with disabilities, HERC worked to make the jobseeker experience more inclusive for our growing number of jobseekers with disabilities. In the last year, HERC invested in providing live closed-captioning for our jobseeker webinars and worked with ODEP to provide new career advice, including job search strategies and interviewing tips for professionals with disabilities. All of which helped to increase the number of HERC jobseekers with disabilities from 4% to 5% in 2016-17.
In the last year, HERC reached more jobseekers with disabilities than any previous year.

HERC JOBSEEKERS WITH DISABILITIES

- 5% were hired

JOBSEEKERS WITH DISABILITIES THAT INTERVIEWED FOR JOBS THEY FOUND ON HERC - 5% WERE HIRED

DEMOGRAPHIC DATA BASED ON 6,342 RESPONSES FROM MARCH 1, 2016 - FEBRUARY 28, 2017. ADDITIONAL DATA BASED ON HERC’S 2016 JOBSEEKER SURVEY WITH 164 RESPONSES FROM JOBSEEKERS WITH DISABILITIES.
HERC’s annual diversity outreach campaign helps member institutions demonstrate good faith affirmative action efforts, including outreach, should they be audited by the Office of Federal Contract Compliance Programs (OFCCP). For a complete list of HERC’s outreach to include in your OFCCP and Affirmative Action reports visit www.hercjobs.org/diversityoutreach.

“HERC’s outreach is instrumental in building diverse applicant pools, which is always great to include in our Affirmative Action report.”

Johannah Park, FAS Faculty Affairs
Harvard University

HERC uses our collective resources to attend diversity conferences and job fairs across the country, representing member institutions with the brightest and most diverse jobseekers in academia and science, technology, engineering and mathematics (STEM) fields.

To ensure visibility with key jobseeker segments, HERC allocated our 2016-17 diversity outreach—valued at $320,000 including paid and in-kind advertising—to the following areas:

- 3% Veterans ($10,500)
- 4% Professionals with disabilities ($12,000)
- 11% General advertising ($35,500)
- 14% Women and minorities ($44,100)
- 68% Disciplinary and higher education ($218,100)

HERC MEMBER VISIBILITY

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<th>150K</th>
<th>78K</th>
<th>37M</th>
<th>8K</th>
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<td>Jobseekers Reached Through Email Campaigns and SmartBrief News</td>
<td>Total Active Jobseekers in HERC’s Database</td>
<td>Total Job Alerts Emailed to HERC Jobseekers</td>
<td>Jobseekers Reached Through Social Media</td>
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In the last year, HERC reached over 2 million veteran job seekers through conferences, job fairs, and advertising.

VETERAN OUTREACH
HERC reached over two million veterans through a veteran outreach campaign valued at $10,500. Several regional HERC chapters also participated in local veteran outreach efforts including attendance at:

• Hoops for Troops job fair hosted by the NBA in collaboration with the Department of Defense, USO, and other military and veteran-serving organizations (Chicago Midwest HERC)
• Warrior for Life Networking Luncheons and Veterans Working Group meetings (Chicago Midwest HERC)
• Minnesota Veterans Career Fair (Upper Midwest HERC)

HERC JOBSEEKERS THAT ARE VETERANS

5%

DEMOGRAPHIC DATA BASED ON 6,342 RESPONSES FROM MARCH 1, 2016 - FEBRUARY 28, 2017.
In 2016, HERC reached 16,450 jobseekers through in-person outreach at diversity conferences across the country and millions more through a targeted advertising campaign in leading higher education and diversity magazines and websites.

CONFERENCES

- Hispanic Association of Colleges and Universities (HACU), October 8-10, 2016, San Antonio, TX
- Society for the Advancement of Chicanos and Native Americans in Science (SACNAS), October 13-15, 2016, Long Beach, CA
- Compact for Faculty Diversity Institute on Teaching and Mentoring, October 27-30, Tampa, FL
- Annual Biomedical Research Conference for Minority Students (ABRCMS), November 9-12, 2016, Tampa, FL
- Black Doctoral Network Faculty Recruitment Fair, February 25-26, 2017, Pennsylvania, PA
- National Black Graduate Student Association Conference, March 22-25, 2017, Charlotte, North Carolina
- National Postdoctoral Association Annual Meeting, March 2017, San Francisco, CA
- National Conference on Race and Ethnicity in Higher Education (NCORE), May 30-June 3, 2017, Fort Worth, TX
- Graduate Career Consortium, June 22-30, 2017, Houston, TX

ADVERTISING HIGHLIGHTS

- ABILITY Magazine (October, 2016)
- American Association of University Women (AAUW) Conference Program (September, 2016)
- Association on Higher Education and Disability (AHEAD) conference program (July, 2016)
- Black, Brown, and College Bound conference program (February, 2017)
- Diverse: Issues in Higher Education Magazine
  - HBCU Issue (August, 2016)
  - Veterans Issue (October, 2016)
- Hispanic Association for Colleges and Universities (HACU) conference program (October, 2016)
- INSIGHT into Diversity Magazine
  - Women in STEM issue (September, 2016)
  - Disability month issue (October, 2016)
- Modern Language Association (MLA) (September, 2016)
- National Postdoctoral Association (NPA) (March, 2017)
- Times Higher Education (On-going)

See full list at www.hercjobs.org/diversityoutreach
Annual Demographic Data and Trends

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**PROMISING TRENDS**
As one of the largest higher education job boards, HERC’s jobseekers are also among the most highly educated, with an impressive 69% having earned a master’s degree or higher. HERC’s jobseekers are an increasingly diverse pool of talented individuals.

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**DEMOGRAPHIC TRENDS**
Minorities, veterans, women, and professionals with disabilities start their job search with HERC because we represent institutions that are committed to inclusion. In 2016-17, HERC jobseekers grew in key demographic areas, including those who identify as minority, Hispanic, and disabled. Those seeking faculty positions also grew in 2016-17.

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**JOBSEEKERS FROM UNDERREPRESENTED POPULATIONS**

- 21% Faculty
- 6% Dual-Career Couples
- 5% Professionals with Disabilities
- 10% Hispanic
- 38% Minorities
- 63% Women

**MASTER’S DEGREE OR HIGHER**

- 38%

**DEMOGRAPHIC DATA BASED ON 6,342 RESPONSES FROM MARCH 1, 2016 - FEBRUARY 28, 2017.**
*Ethnicity of HERC jobseekers is 10% Hispanic*
HERC Advisory Board Members

Nancy Aebersold, Executive Director, Central HERC
Paula Alfone, Director of 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
Isaac Dixon, Associate Vice President of Human Resources, Portland State University
Nikki Duncan, Director of Greater Texas HERC, University of Houston
Brooke Dykstra, Talent Acquisition Consultant, University Human Resources, Iowa State University
Mary Everley, Director of Upper Midwest HERC, University of Minnesota
Karen Fife, Director of Metro New York and Southern Connecticut HERC, Columbia University
Diane Finnerty, Interim Director of Central Midwest HERC, The University of Iowa
Karie Frasch, Director, Office for Faculty Equity & Welfare, University of California, Berkeley
Pat Frede, Director of HERC of the Carolinas, East Carolina University
Eddie Freeman (HERC Advisory Board Chair), Executive Director of Employment & Equal Opportunity Services, Deputy Title IX Coordinator, University of Texas at Arlington
Leslie Garcia, Interim Director of Greater Oregon HERC, Oregon Health & Sciences University
Jenny Lee Berry, Greater Oregon HERC Manager, Oregon Health & Sciences University
Sarah Levy, Director of Greater Chicago Midwest HERC, Tides Center
Tim McIntosh, Director of Greater Missouri HERC, University of Missouri System
Ruth Molina, Director of New England HERC, Harvard University
Michelle Morris, Director of Employment & Clinical Support Services, East Carolina University
Jennifer Park, Director of Southern California HERC, University of California, San Diego
Gilda Paul, Director of Eastern Pennsylvania - New Jersey - Delaware HERC, Princeton University
Tom Phillips, Associate Director of Strategic Partnership Initiatives, Thomas Edison State University
Janet Rachel, Director of Greater Tennessee HERC, Vanderbilt University & Medical Center
Autumn Reed, Director of UMBC STRIDE and Coordinator for Faculty Diversity Initiatives and the ADVANCE Program, University of Maryland Baltimore County
Anita Rios, System Director, Talent Management and Organizational Effectiveness, Minnesota College and University System
Norma Rodriguez, Director of Greater Washington State HERC, University of Washington
Paula Saltzman, Diverse Workforce Recruiter, Harper College
Amanda Shaffer, Director of Ohio/Western Pennsylvania/West Virginia HERC, Tides Center
Valerie Stanley, Director, Office of Equal Opportunity Programs and Senior Deputy Title IX Coordinator for Faculty & Staff, Yale University
Melanie Trowbridge, Director of Michigan HERC, Michigan State University
Jessica Wise, Director of Northern California HERC, Tides Center

www.hercjobs.org

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.

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