Your campus’ competitive edge: collaboration

Your invitation to form a HERC

2nd Big 12 Workshop to Promote Faculty Diversity
About HERC
History

- HERC stands for Higher Education Recruitment Consortium
- Began in 2000 in Northern California to address dual-career hiring challenges and increasing faculty and staff diversity
- Now in 11 regions representing 25 U.S. states
- 472 member institutions, including all Ivy League institutions and 9 of the top 10 universities in the U.S. (source U.S. News and World Reports)
- Websites have an average of 5,000 faculty and 8,000 staff job listings combined
- National coordinating office handles technology, advertising, marketing, regional HERC coordination, and outreach
- Resource for the entire higher education community
Mission

The mission of the regional HERCs is to advance the efforts of their member institutions to recruit and retain outstanding and diverse faculty and staff and to assist dual career couples.

The mission of the National HERC is to facilitate national strategic initiatives that help the regional HERC’s accomplish their goals and to promote HERC-wide visibility.
Current HERC Regions
HERC Initiatives & Programs

Higher Education Jobs Websites

• Comprehensive regional higher education job boards & resources
• Resume/CV database
• Dual-career assistance
• A national and 11 regional higher education job boards
  www.nationalherc.org
• Advertising and outreach to higher education jobseekers, with a commitment to reaching diverse jobseekers
• Jobseeker data tracking/metrics
HERC Initiatives & Programs

Networking and Learning Opportunities

• Active network of colleagues to coordinate with when dual-career issues arise.

• Regular regional meetings with guest speakers and best practice sharing among members on recruitment and retention topics

• Regular webinars with recruitment and retention experts on a variety of topics of interest to members
Cost Savings

• By pooling resources, HERC was able to negotiate very favorable pricing on our job board technology.
• HERC has negotiated significant discounts with product and service providers within the higher education marketplace. Many members report saving more than the cost of membership.
Benefits of Belonging

The cost of hiring a new faculty member is on average $96,000.* For a modest investment, HERC membership provides your campus the professional network, resources, and technology to break through the most common barriers to successful recruitment and retention.

(*Source: Harvard University’s Collaborative on Academic Careers in Higher Education, COACHE)
Consider these 10 reasons to form or belong to a HERC
Dual-career concerns are here to stay. Recent studies suggest that over 72% of faculty are part of a dual-career couple. An institutional investment in HERC substantiates its commitment to being a family-friendly employer. Regions provide members with targeted materials that can be included in recruitment packets, members collaborate when dual career needs arise, and the websites provides dual career search capabilities.

Stanford University’s influential study, “Dual-Career Academic Couples: What Universities Need to Know,” cited HERC in their top 10 list of recommendations for campuses interested in addressing dual-career hiring situations.
HERC jobseekers are diverse. HERC’s 110,000 registered jobseekers significantly outpace national demographic averages for faculty on both gender and ethnicity. HERC demonstrates its commitment to diversity through: Targeted diversity advertising with *Diverse: Issues in Higher Education*, *Insight into Diversity*, *Women in Higher Ed*, the PhD Project, *Hispanic Outlook Magazine*, and Latinos in Higher Ed. HERC attends diversity conferences such as the National Conference on Race & Ethnicity in Higher Education, The Hispanic Association of Colleges and Universities, the National Society for Hispanic MBA’s, and ADVANCE: Increasing the Participation and Advancement of Women in Academic Science and Engineering Careers conferences.
Visibility. Visibility. Visibility. Exposure for your jobs creates more diverse applicant pools. HERC-wide the websites are drawing over 1,150,000 average monthly visitors. In addition to the regional and National websites, all HERC jobs are posted on two leading job boards, Indeed.com and Simplyhired.com and promoted through a strategic National advertising campaign as well as in marketing materials that are distributed to members and at leading professional conferences.
Data. You don’t have to play a guessing game to determine if HERC works. HERC has built in metrics into its job board technology that measure website traffic, referral sources, total jobs posted, number of job views, and detailed information about jobseekers. Data is available on demand to each HERC member.
Spend a little, save a lot. HERC has negotiated significant discounts with key vendors (such as Monster.com, InsideHigherEd.com, Indeed.com). Some members have reported saving more in discounts than the cost of their HERC membership.

“The recent addition of the Corporate Partnership Program Offerings by the National HERC is particularly attractive and has already provided us with significant institutional budget savings. I highly recommend taking advantage of these programs by contacting the partners directly as well as suggesting potential future partners. “

- Michelle Keenan, Director of Employment, The Rockefeller University
Free professional development.

In addition to regular membership meetings, in 2009 the National HERC launched a webinar series with timely and relevant topics that are available to HERC member representatives and their colleagues. Topics have covered diversity, technology, faculty research, social networking, vendor presentations and more! In the 2009-10 academic year, the National HERC has brought 14 webinars to HERC members, with 560 attendees. The average cost for an educational webinar is $100 per person, that’s $56,000 worth of value HERC has provided FREE to its members.
As a HERC member you are an “owner” not a “customer.”

Members talk, HERC listens. You have a voice and a vote about what initiatives you would like HERC to pursue. Member driven suggestions include: the Resume/CV database, webinars, and specific discounts. Done, done, and done! How could HERC help your campus’ recruiting efforts? Let us know! HERC welcomes good ideas!
You are in good company. With over 450 members, including 9 of the top ten universities in the country (source: U.S. News and World Reports), all of the Ivy League campuses, leading public universities, community colleges, teaching hospitals, educational arts organizations and the National Institutes of Health, HERC member institutions represent the best of the best. Over 1,000 faculty and staff recruitment leaders are engaged in HERC and are key contributors in keeping our organization vital and relevant.
Thought leadership. The National and regional HERC advisory boards are comprised of higher education leaders with expertise in faculty and staff recruiting, dual-career couples and diversity. They guide regional and national HERC efforts and demonstrate a commitment to innovative initiatives that are all driven by an imperative to bring more value to HERC members.
Collaboration works. When institutions work together great things happen. For 10 years, HERC campuses have pooled resources to make an impact on helping dual-career couples and increasing faculty and staff excellence and diversity. HERC consistently creates more value for members. As HERC continues to grow, each new member will bring experience and ideas that will contribute to HERC’s continued success in providing high value, low cost benefits to its members.
Let’s take a closer look...
Who does HERC help?
How does HERC help?
Colleges and Universities
And all the people who inhabit them.
• Job opportunities for PhD candidates
• CV database
• Email job alerts
• Dual-career assistance
• Way to learn about all campuses in a region
• Regional relocation and multi-cultural information
“HERC has helped my generation be able to take for granted that the dual-career issue is no longer taboo. It’s opened the door to exploring this issue during the hiring process and changed the paradigm from fear to inclusion. An academic community that can support both me and my partner with positions that match our credentials and preparation means a happier life and a more productive academic career.”

– Junior faculty member Iowa State University
“As a faculty spouse coming from the east coast and unfamiliar with campuses in California, Nor Cal HERC played an essential role in helping me locate colleges and universities with positions in my discipline. My wife accepted a faculty position and in a matter of weeks I secured a temporary teaching assignment at a state university and then a tenure track position at a community college. It's not easy being a ‘trailing spouse’ and I thank Nor Cal HERC for the significant role it plays in helping faculty spouses and partners with important career transitions.”

- Accompanying spouse helped by HERC
Community jobseekers

- Single place jobseekers can go to find out about opportunities in higher education in a region
- Touch economic times...higher ed is still hiring
- Free resource
“I didn’t realize how many jobs were available in higher education. When I thought higher ed, I thought teaching and research. The HERC website in my area opened my eyes to opportunities in my professional field that I never would have known about. I’m an accountant. Now I do accounting on campus and am contributing to something I really believe in.”

– Happily employed staff person at HERC member campus
Faculty

- Recruiting colleagues
- Practical dual-career resource
- No-cost to them or their departments
- Creating robust departments
- Increasing funding opportunities
- Retaining top talent
“I want colleagues who bring rigor, excellence, and diversity to my department and colleagues who stay to build our program. Investing in getting the best and keeping the best and accommodating up-front barriers like dual-career issues is important. I see HERC as an significant resource in this regard. One that contributes to the sustainability of academic work/life.”

– Faculty member at HERC campus
• Recruiting resource that contributes to the development of the highest quality staff and faculty
• Low cost/high value
• More visibility/branding of campus and jobs
• Up-front investment that will pay off in employee retention
• Increase diversity of applicant pools
• Networking and best practice sharing
• Discounts on other products and services
Our budgets are limited and we must be strategic about where we invest. Each opportunity is measured based on our institution’s return on investment. The ROI with HERC is off the charts. For every dollar we pay in membership dues, we get back many fold in terms of new collegial contacts, best practices, recruitment advertising visibility, tapping into a very diverse pool of applicants, a dual-career resource that I never could have gotten our institution to invest in otherwise...the list does goes on and on.

– HR Director, HERC member campus
Faculty Affairs Administrators

- Recruiting colleagues
- Creating robust departments
- Increasing funding
- Retaining top talent
There isn’t another organization that brings together leaders in Faculty Affairs to address the recruitment and retention issues that we share in common. Being able to share a tangible resource with my deans, departments, and search committees that can help them when dual-career challenges come up has proven to be very valuable to our institution. We see HERC and the connections we’ve made to area institutions through HERC as a vital part of our recruitment strategy.

– HERC member
Students

- Increasing faculty diversity helps reflect student their diversity
- Top teachers and researchers giving them the best education and opportunities to advance in the academy
- Job search tool both while in school, summers, and post-graduation
- 36% of registered jobseekers on HERC are recent graduates
I learned about HERC at our Career Center. My advisor pointed me to the website and I signed-up to get jobs emailed to me. I wanted to try out working at a campus to see if I liked it. I don’t just like it, I love it. I’m part of the Student Services group and I get to help orient students to campus and provide advice to them throughout their time with us. I never thought about a higher education career until I got hooked into HERC. I’m glad the resource is there and now I refer the students I help to the resource.

- HERC Jobseeker
Dual Career Research

Stanford University’s influential 2008 study, “Dual-Career Academic Couples: What Universities Need to Know,” cited HERC as an important and recommended resource for addressing dual-career hiring situations.

Partner status of full-time faculty (Schiebinger, Davies Henderson, & Gilmartin, 2008):
86% are partnered
72 % are members of dual-career couples
36 % are members of dual-academic couples
63% of academic couples work within the same general field of inquiry
83 % of women scientists and 54 percent of men scientists (in academic couples) are partnered with another scientist
Dual-Career Data

12% or 13,200 of HERC’s 110,000 registered jobseekers are relocating to be with a spouse or partner.

In 2009 alone, there were 800 dual-career searches performed on the HERC websites.
Diversity Data

Increasing the diversity of faculty and staff is of critical importance to HERC members. The diversity outreach and advertising we do has paid off. HERC jobseekers significantly outpace national demographic averages for faculty on both gender and ethnicity.
Race & Ethnicity Distribution

United States
2005 American Community Survey

Faculty in US
2005 Chronicle of Higher Ed.

49,000 HERC Jobseekers
2008 Registered Jobseeker Survey
Gender Distribution

United States
2005 American Community Survey

Faculty in US
2005 Chronicle of Higher Education

49,000 HERC Jobseekers
2008 Registered Jobseeker Survey
Case Study: Harvard University

From February 2007 to October 2008, Harvard jobs have been viewed 139,010 times on the New England HERC (NE HERC) website.

From October 2006 to October 2008, 957 individuals self-identified as hearing of the job through HERC. Harvard made five hires from this group. Ten were pre-screened, interviewed, or a final candidate. Of the five hires, three were senior level and two were professional level.

More than half of NE HERC’s registered users hold an advanced degree.
Case Study: Harvard University

Between June – October 2008, NE HERC saved Harvard $34,239 through NE HERC negotiated discounts and programs, as well as the $13,000 NE HERC membership fee.

Through the One Click service built in to the NE HERC website, Harvard staff have saved 36.5 hours per month of job posting time.

All NE HERC jobs are posted on Indeed.com, a top-ten job board. From year-to-date, Indeed has sent Harvard over 70,000 clicks. Soon, all NE HERC jobs will also be posted on SimplyHired.com as well.
Regional Website Overview
National Website Overview
Timeline for launching a new HERC

Month 1
Get approvals from lead institution(s) to move forward with a HERC & define your HERC region, purchase your domain name(s)

Month 1-2
Develop list of institutions/individuals to invite to inaugural meeting & send invites

Month 1-2
Host regional HERC inaugural meeting & give them a commitment to join form

Month 3
Follow-up with membership packets to institutions that express interest in joining HERC
Timeline for launching a new HERC

Month 3
Hire your HERC Director

Month 4
Create a regional HERC Advisory Board and vote for a National HERC Advisory Board representative and alternate

Month 3-4
Review and sign affiliation agreements with the National HERC and software vendor

Month 4-5
Bill regional HERC members (July 1 fiscal year is best)
Timeline for launching a new HERC

Month 4-6
Develop website and associated marketing materials with design team and solicit appropriate photography and links from member institutions

Month 6
Pay National HERC affiliation dues

Month 6-8
Soft launch of website, training of administrators on job entry, data migration

Month 9-10
Hard launch website, media event, press releases, advertising campaign, internal marketing of HERC to member institutions
Cost of forming a new HERC

Initial pre-HERC formation estimated costs are:
• Inaugural meeting and invites: $1,000 - $2,000
• National HERC Director travel: $1,000 - $2,000 (depending on location)

Post-HERC formation estimated core costs are*:
• Annual fee to National HERC: $25,000 (for HERCs 9 members and under, micro-HERC pricing available)
• When website launches, per member fee to software vendor: $400
• Website template customization: $2,000
• Part-time regional Director: $20,000 - $30,000

* A complete program budget is available from the National HERC Director
Cost per member

Program costs are divided among member institutions. Most regions have a tiered membership structure based on campus size.

Within the existing regional HERCs, annual membership dues range from a low of $750 to a high of $10,000. Most HERCs, however have dues in the $2,000 - $5,000 per member range.
National HERC Annual Fee

The National HERC annual fee supports:

- Ongoing consultation with regional HERCs to support excellence
- Inter-HERC collaboration activities
- Robust national advertising and marketing program
- Conference attendance to increase HERC visibility and generate new regional HERC members and new HERC regions
- Central coordination of website improvements/requests
- HERC-wide data collection and reporting
- Forging discounts with higher education vendors
- Ongoing professional development webinar series
Questions & Answers
Thank you for participating.

What happens next?
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