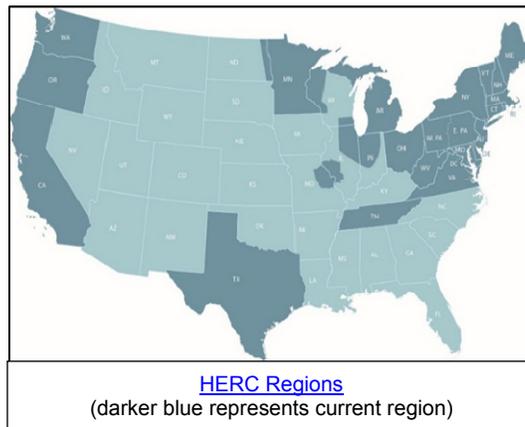


Contact: Diana Gonzalez

**COLLABORATION TO ESTABLISH A GREATER IOWA REGIONAL
HIGHER EDUCATION RECRUITMENT CONSORTIUM**

Action Requested: Receive the presentation.

Executive Summary: A collaboration of representatives from the three Regent universities has come together to establish a regional chapter of the national Higher Education Recruitment Consortium (HERC). (See below for Iowa HERC Planning Group members.) HERC is a “non-profit consortium of over 700 colleges, universities, hospitals, research labs, government agencies, and related non- and for-profit organizations.” It offers the largest database of higher education and related jobs and provides consortium members exceptional resources to enhance their ability to recruit diverse and talented faculty, staff, and executives, with a special emphasis on assisting dual-career couples. By establishing a Greater Iowa Regional HERC, Iowa will join 17 existing HERC regions in 25 states.



Information and Networking Event on March 29, 2016

All Iowa higher education campuses, key nonprofit and governmental organizations, and select private sector employers have been invited to attend an informational and networking event on March 29, 2016, 10:00 a.m. - 2:00 p.m., at the FFA Enrichment Center on the Ankeny DMACC campus. The event is designed to introduce the concept of the regional HERC to prospective members, engage participants in a collaborative conversation regarding whether establishing a HERC would meet the needs of their respective institutions and the state, and encourage interested institutions to join as founding members. Representatives from each Regent university and DMACC President Rob Denson will offer welcoming comments at the event. Presentations from the national HERC Executive Director, Nancy Aebersold, and a representative of the Minnesota State Colleges and Universities system who coordinates the Upper Midwest HERC, will comprise the majority of the program.

Funding Model and Anticipated Return on Investment

The University of Iowa will serve as the lead institution responsible for signing a contractual Affiliation Agreement with the national HERC and coordinating the start-up phase of the collaboration. The regional HERC will be financially self-supporting with regional consortium expenses covered by membership fees. Expenses associated with launching a HERC affiliate in Iowa are minimal and include annual dues to the national organization, event expenses, labor costs, and other miscellaneous office expenses.

- Annual Dues: Each HERC region pays annual dues to the national HERC, projected to be approximately \$17,000 in Year One. Regional HERCs establish budgets to cover the annual dues and general operating expenses, and set local membership fees to ensure the regional HERC is self-supporting. The membership fees for the proposed Greater Iowa HERC will be set by a regional advisory board, comprised of all member institutions, at its inaugural meeting in May 2016. Annual membership fees for the Greater Iowa HERC are projected to range between \$500 and \$7,000 per institution using a tiered FTE count model.
- Event Expenses: All expenses for the March 29, 2016 informational and networking event will be covered by a grant from the national HERC and with generous support of DMACC President Rob Denson.
- Labor Costs: During the start-up phase, the three Regent universities will contribute the labor of the HERC Working Group as an “in-kind” contribution. By Year Two, it is projected that the membership fees will support a 0.50 FTE HERC coordinator position.
- Return on Investment: In addition to efficiencies that will be realized through accessing a diverse national network of prospective employees with minimal effort, membership in the HERC will also result in tangible cost-savings in numerous ways, such as discounts with HR vendors and targeted recruitment publications, enhanced support for Office of Federal Contract Compliance Programs (OFCCP) compliance, posting jobs at no charge on heavily used job aggregators, including SimplyHired.com, free monthly professional development webinars which qualify for Society for Human Resource Management (SHRM) and Human Resources Certification Institute (HRCI) continuing education credits.

Key Project Milestones

- August 2015: Representatives from the Regent universities met at UNI to discuss the establishment of a Greater Iowa HERC. A smaller working group comprised of representatives from each institution was formed to coordinate the start-up phase of the initiative.
- Fall 2015: The HERC Working Group created and implemented a project plan.
- January 2016: Outreach began to Iowa higher education campuses, key nonprofit and governmental partners, and select private sector employers to introduce the concept of a regional HERC and invited leadership to attend a March 2016 kick-off event.
- March 29, 2016: Informational and networking event at FFA Center on the DMACC Ankeny Campus.
- May 2016: Inaugural meeting of the Greater Iowa Regional HERC Advisory Board, comprised of institutions that have expressed an interest in participating in the regional HERC. Membership fee structure will be set at this meeting based on number of interested institutions and institutional FTEs.
- Summer 2016: Infrastructure will be established to enable member job-posting into a national database.
- August 2016: Greater Iowa HERC will be fully operational, including posting of all member institutions' jobs to the national database and access to all HERC member benefits.

Greater Iowa HERC Planning Group

Iowa State University:

- Dawn Bratsch-Prince, Associate Provost for Faculty, Office of the Provost
- Chelsey Aisenbrey, Academic Personnel Specialist, Office of the Provost
- Katie Clark, Consultant, University HR
- Kristi Darr, Director, University HR
- Brooke Dykstra, Consultant, University HR
- Julie Nuter, Associate Vice President for University Human Resources, University HR

University of Iowa:

- Kevin Kregel, Associate Provost for Faculty, Office of the Provost
- Diane Finnerty, Assistant Provost for Faculty, Office of the Provost
- Angelique Johnson, Faculty HR Administrator, Office of the Provost
- Garry Klein, Director, Career Coaching, Pomerantz Career Center
- Diana Leventry, Senior Associate Director, University HR
- Talinda Pettigrew, EEO Coordinator, Equal Opportunity and Diversity
- Hannah Walsh, Faculty Administration Assistant, Office of the Provost

University of Northern Iowa:

- Nancy Hill Cobb, Associate Provost for Faculty, Office of the Provost
- Michelle Byers, Director, Human Resources Services
- Angie Chaplin, Faculty Employment Coordinator, Human Resource Services
- Lisa Frush, Employment Manager, Human Resource Services
- Leah Gutknecht, Assistant to the President & University Title IX Officer, Office of Compliance and Equity Management



An Invitation for Collaboration

Leaders from your campus are invited to attend a meeting to explore the formation of a regional affiliate of the highly acclaimed **Higher Education Recruitment Consortium**. The [Higher Education Recruitment Consortium \(HERC\)](#) is the largest national collaboration among higher education institutions and their partners designed to recruit the most diverse and talented faculty, staff, and executives, including dual-career couples. By forming a regional affiliate of the national HERC, Iowa will join 17 established [HERC regions](#) - representing 700 colleges, universities, hospitals, government agencies, non-profit organizations and private industry - in creating a vibrant network across multiple sectors in Iowa committed to recruiting and retaining a diverse, talented workforce.

The University of Iowa, Iowa State University, and the University of Northern Iowa are pleased to lead the initiative to explore the formation of this innovative network in our state, but its future will be led by a regional Advisory Board comprised of member organizations collaborating to meet our common goals.

Please join us at the
**Greater Iowa HERC
Informational & Networking Event**

March 29, 2016, 10:00 a.m. to 2:00 p.m.
DMACC Ankeny Campus

RSVP requested: [HERC RSVP](#)

For more information, contact:

Diane Finnerty, Office of the Provost
The University of Iowa

diane-finnerty@uiowa.edu | 319.335.3991

Greater Iowa HERC Member Benefits

GREATER REACH

Accessing a Diverse Applicant Pool

- Post jobs on an award-winning job board with 80,000 registered jobseekers.
- HERC's job seeker pool outpaces national averages in diversity and education levels. [See data.](#)
- Benefit from outreach through HERC's partnerships with minority-serving organizations, advertising in diversity-focused publications and online media, and attendance at higher education minority association conferences.
- Compliance support with OFCCP requirements. See [Look-Book](#).

TOOLS TO SOLVE THE DUAL-CAREER CHALLENGE

Attracting & Recruiting Dual-Career Couples

- HERC is the only organization to offer technology, resources, recruitment materials, and a network of members to assist dual-career couples.
- See [Dual-Career search](#) and [resources](#).

THE POWER OF COLLABORATION

Building Relationships Across Iowa

- Member collaboration helps to effectively address the most pressing recruitment issues by bringing greater resources to solving shared problems.
- HERC provides networking opportunities for information sharing and excellent speakers through regional meetings.
- The [HERC career websites](#) bring greater name recognition for smaller institutions and richer and more diverse networks for all institutions.
- See all [HERC members](#) and list of [member benefits](#).

INSPIRATION & INNOVATION

Providing Professional Development Opportunities

- Free monthly HERC member webinars qualify for SHRM and HRCI continuing education credits.
- Webinars with experts from the higher education community enable members to learn about key recruitment and retention topics with an emphasis on diversity.
- Fall 2015 webinars included: "Strategies for Interrupting Gender Bias in STEM," "Transgender Issues in the Workplace," "Recruiting & Onboarding Veterans," "Recruiting & Retaining Latina/o Faculty & Staff," and more. See illustrative [Webinar Calendar](#).

RESOURCE STEWARDSHIP

Realizing Member Discounts

- Access to vendor discounts only available to HERC members will result in significantly reduced future advertising and recruitment expenses. [See Buyer's Guide.](#)
- Automatic posting of jobs on the largest and most heavily used job aggregators, including SimplyHired.com, at no additional cost.



[Date]

Dear Colleague [letter for higher education institutions]:

As you are aware, recruitment and retention of exceptional and diverse faculty, staff, and administrators are critical to the success of our colleges, universities, and organizations. Successfully attracting dual-career couples is equally important – a national study of the U.S. academic workforce indicated that 72% of full-time faculty members have employed partners; 50% of whom are also in academic positions (Clayman Institute, 2006).

We believe higher education institutions in Iowa would benefit greatly by collaborating with each other and with public and private sector employers to promote our employment opportunities more effectively to a diverse national market. The University of Iowa, Iowa State University, and the University of Northern Iowa are collaborating **to lead a statewide initiative to establish a network among higher education institutions and public and private sector employers** to address these key issues through the formation of a regional chapter of the national Higher Education Recruitment Consortium.

The [Higher Education Recruitment Consortium \(HERC\)](#) is a national non-profit association established by faculty affairs, human resource, and diversity leaders across the country. Its mission is to advance the ability of member institutions to recruit and retain the most diverse and talented workforce and to assist dual-career couples. Seventeen [regional HERCs](#) exist in 25 states and the District of Columbia, and we believe that the state of Iowa would benefit greatly by the creation of a Greater Iowa HERC affiliate. Additional information is attached.

We invite you to join us at the **Greater Iowa HERC Informational and Networking Event on March 29, 2016**, from **10:00 a.m. to 2:00 p.m.**, at the FFA Enrichment Center, 1055 SW Prairie Trail Parkway, Ankeny. The FFA Enrichment Center is on the **Des Moines Area Community College (DMACC) campus**, which is a co-sponsor of the event. Lunch will be provided.

At the meeting, you will have the opportunity to network with leaders from other campuses and hear from Nancy Aebersold, Executive Director and founder of the national Higher Education Recruitment Consortium. The agenda will include:

- Discussion of the benefits of Iowa becoming a regional member of the national HERC,
- Demonstration of HERC's interactive job-posting website, including the highly innovative and unique dual-career search technology, and
- Dialogue regarding institutional member benefits, discounts, and fees.

Representatives from our three institutions will also discuss the formation of the Greater Iowa HERC and its relevance to issues facing higher education institutions and employers in Iowa.

To attend this event, please register [here](#) by March 1, 2016. Also, please forward this invitation to colleagues within your institution who may also be interested in attending. For further information, contact Diane Finnerty, Assistant Provost for Faculty at The University of Iowa, by email (diane-finnerty@uiowa.edu) or telephone at (319) 335-3991.

Based on the success of the 17 other HERC regions across the nation, we are excited about the possibility of forming a Greater Iowa HERC and anticipate that it will assist all of our institutions in addressing issues related to dual-career challenges, as well as the recruitment and retention of diverse faculty, staff, and administrators. We hope you will join us on March 29th to learn more.

Sincerely,

P. Barry Butler, PhD

Executive Vice President
and Provost
University of Iowa

Kevin Ward

Interim Vice President for
Human Resources
University of Iowa

Georgina Dodge, PhD

Chief Diversity Officer and
Associate Vice President
University of Iowa

Jonathan Wickert, PhD

Senior Vice President
and Provost
Iowa State University

Julie Nuter, PhD

Associate Vice President of
University Human Resources
Iowa State University

Reginald Stewart, PhD

Vice President for
Diversity and Inclusion
Iowa State University

Jim Wohlpart, PhD

Executive Vice President for
Academic Affairs and Provost
University of Northern Iowa

Michelle Byers

Director of
Human Resources
University of Northern Iowa

Leah Gutknecht

Assistant to the President for
Compliance and Equity Management
University of Northern Iowa

Attachments: An Invitation for Collaboration, HERC Membership Brochure