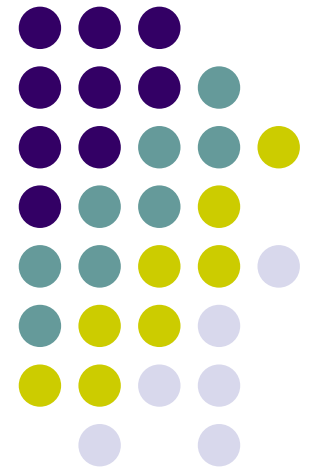




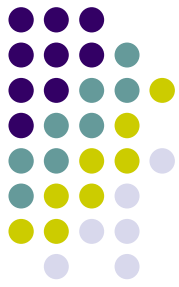
HERC

Higher Education
Recruitment Consortium

The Dual Career
Dilemma:
How HERC helps



A Context for Collaboration



The Higher Education Recruitment Consortium (HERC) emerged to respond to:

- spousal/partner employment opportunities increasingly becoming a key part of successful recruitment and retention in higher education;
- shrinking resources in the area of faculty, staff, and executive recruiting;
- a need for institutional collaboration in addressing these issues.



HERC: An overview

Founded in 2000, by the University of California, the Northern California Higher Education Recruitment Consortium (Nor Cal HERC) emerged as a collaborative response of 46 northern and central California campuses to the many challenges of faculty and staff recruitment and retention.

- HERC's mission is to support the efforts of each of our member institutions to recruit and retain outstanding faculty, administrators and staff through the sharing of information and resources.
- HERC member campuses are diverse and include representatives from both public and private institutions.

Organizational Growth



From 2000 to present, 8 HERCs in other regions (4 in the past year) have been established with a total of over 250 member colleges and universities throughout the U.S. and include:

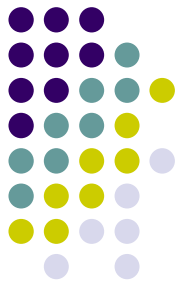
- The Southern California HERC, led by the University of California San Diego, was founded in 2003.
www.socalherc.org
- The New Jersey HERC, led by Princeton University and Rutgers University, was founded in 2004. www.njherc.org
- The New England HERC, led by Harvard University, was founded in 2005 and is likely to be the largest HERC encompassing institutions in 6 New England states.
www.newenglandherc.org

Organizational Growth



- The Upstate New York HERC, led by Syracuse University and Cornell University, was founded in 2006.
www.unyherc.org
- The Metro New York & Southern Connecticut HERC, lead by Columbia University, Yale University, and New York University, was founded in 2006.
www.unyscherc.org
- At this time HERCs are forming in the Greater Chicago area, Michigan, and St. Louis and are being seriously considered in Pennsylvania and Texas.

Questions



- How many of your campuses belong to an existing HERC?
- How many of you are in an existing HERC region but are not a HERC member?
- How many of you are not in a region that has a HERC?

How HERC Helps with Dual Career Concerns



- Newly redesigned websites
- Dual career referral for campuses with or without a dual career program
- Formal network/listserv
- CV/resume circulation
- Best practices/information sharing

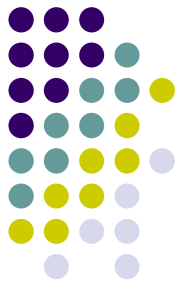
Web Site



One very tangible product of our collaboration are joint, searchable, regional, jobs web sites. The web sites have many benefits including:

- serving as a dual career resource to spouses and partners of faculty and staff;
- providing an excellent employment outreach tool;
- offering unique features such as an email job alert function to reach passive job seekers;
- provides a section for regional relocation resources;
- collecting comprehensive usage statistics for member institutions.

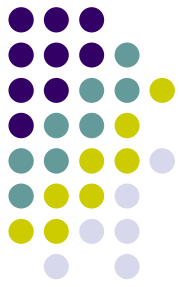
Professional Development/ Networking



Each HERC hosts regular meetings at member institutions that include time for networking with colleagues as well as recruitment and retention best practices presentations. Best practices topics have included:

- Dual career policies, procedures, and practices: strategies for success
- Gender equity in hiring
- Training better search committees
- Employment branding
- Preventing employment lawsuits
- Encouraging diversity during the recruitment process

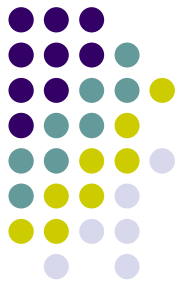
Diversity



Creating diversity in faculty and staff applicant pools is a priority for all HERC member institutions. To that end, HERC has forged collaborations with several valuable partner organizations including:

- www.IMDiversity.com
- *Women in Higher Education*
- *Hispanic Outlook*
- *Latinos in Higher Education*
- *The Historically Black Colleges and Universities Alumni Association*
- *Black Issues in Higher Education*
- *Diversity Careers Magazine*

Recruitment Advertising Discounts



By leveraging the power of our institutions, HERC has negotiated advertising discounts with:

- The Chronicle of Higher Education, Chronicle Careers
- IM Diversity
- Inside Higher Ed
- Women in Higher Ed

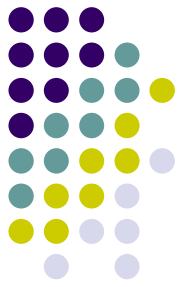
Employment Outreach



The HERC web sites allow member institutions to pool resources to greater effect. HERC advertises and has advertised in the following sources:

- Member campus websites
- Campus career centers and graduate programs
- The Chronicle of Higher Education
- CareerBuilder.com
- Craigslist.com
- IMDiversity.com
- Women In Higher Ed
- Inside Higher Ed
- Academic Keys
- Regional business journals
- California Community College Registry
- Career Source Magazine
- Optimized in search engines such as: Google, Yahoo, MSN, Alta Visa, Lycos, and Excite

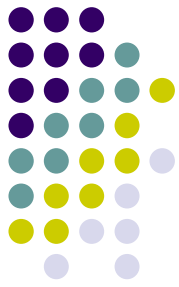
Data Collection/ Measurement Tools



The HERC programs are committed to quantifying success. Several measurement tools have been developed including:

- General web statistics
- Per campus web statistics
- Per job statistics
- Top referrer statistics
- User registration survey
- # of e-job alerts sent
- Bi-annual emailed user survey
- User exit survey

National HERC



Due to the growth of HERC, a national organization has been established.

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.



National HERC

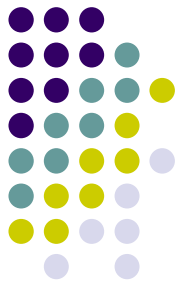
In 2007, the National HERC has:

- Established a National Advisory Board
- Appointed a Director
- Identified options for a new administrative home
- Begun developing policies, practices, and governance structure
- Launched the national website www.hercjobs.org
- Continued helping regions interested in forming HERCs
- Established subcommittees to evaluate corporate partnerships, a national advertising campaign, and establishing a fee structure to support the national organization



Ideas From Participants

- What more could HERC be doing to help its member institutions with dual career issues?
- Are there any additional ways HERC could be marketed as member institutions?
- How could HERC help you in your job as a dual career specialist?



Contact Information

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