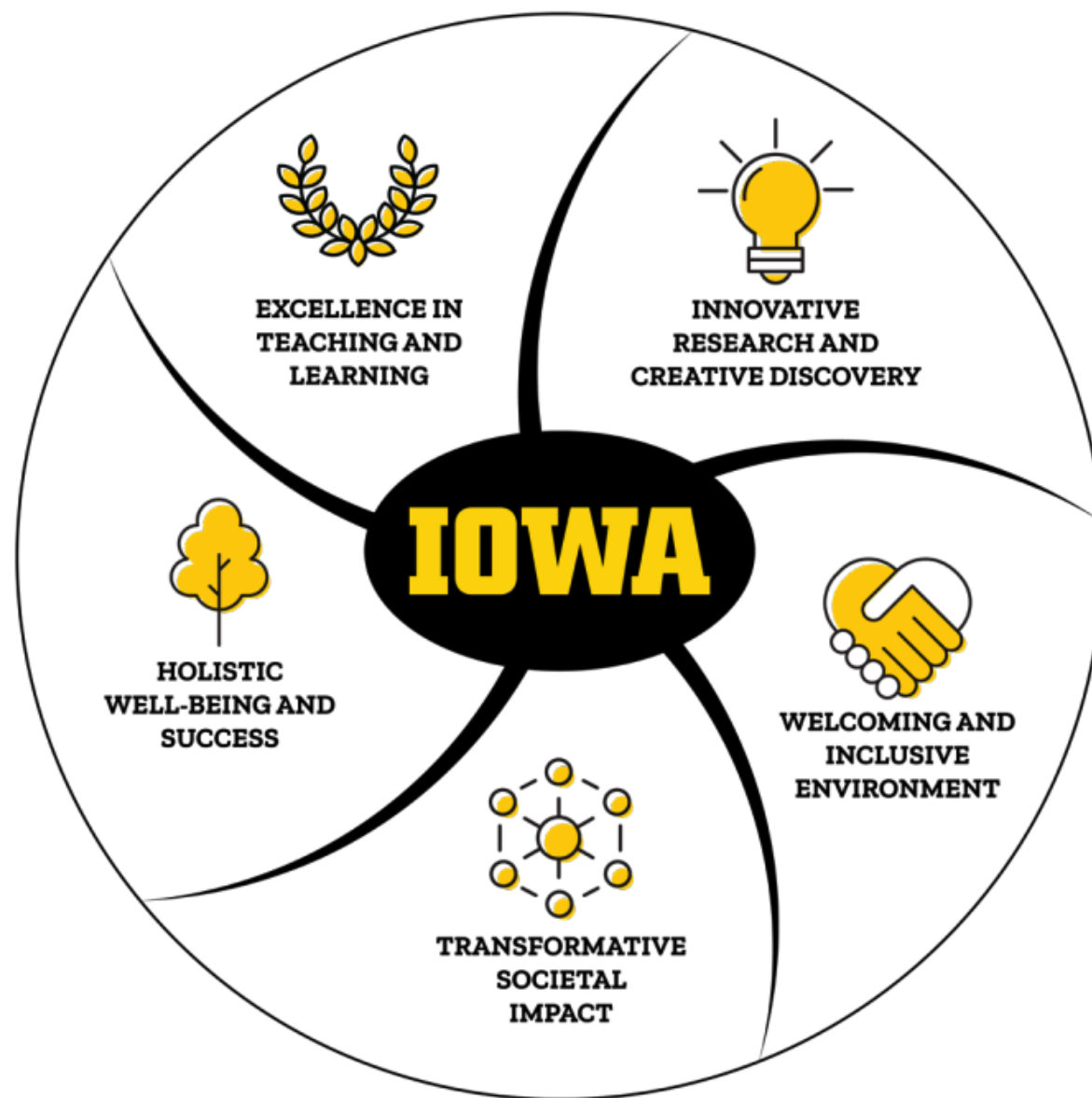

HR Update: Overview of Strategic Plan - Recruitment

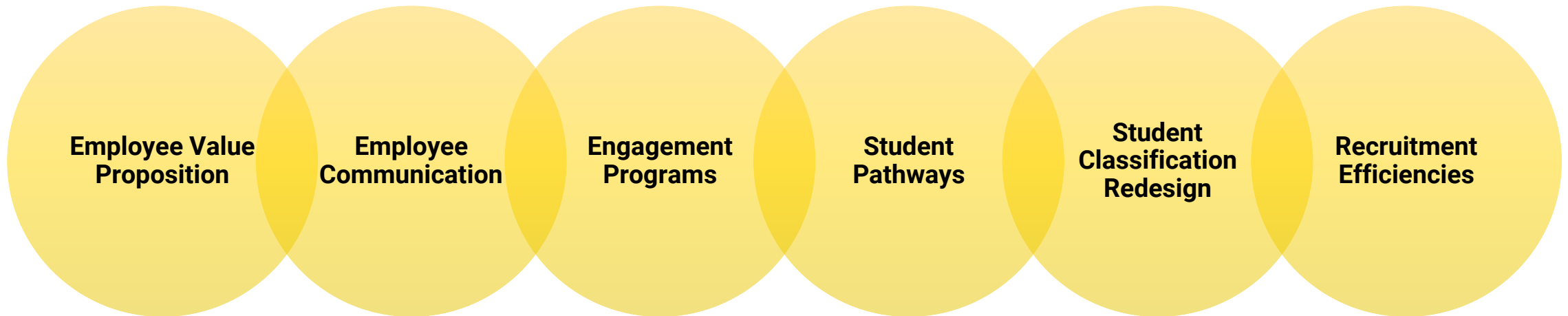
Cheryl Reardon, Chief HR Officer & Associate Vice President • Administration
Keith Becker, Senior Director, Talent Acquisition • Talent
Justin Fraase, Senior Director of Strategic Communications • Administration

THE UI STRATEGIC PLAN

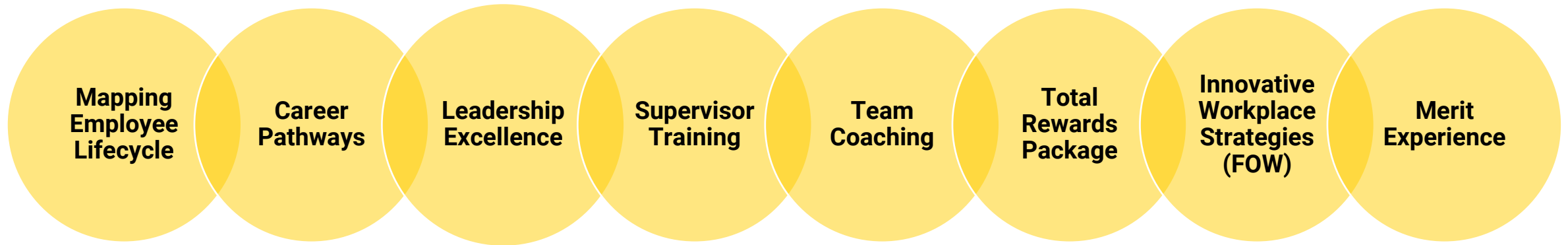
Success in every aspect of the university's mission is founded on **attracting and retaining talented and engaged individuals** who will contribute to a vibrant environment for learning, innovation, and discovery.



Objective: Promote institutional excellence and success by attracting and recruiting a talented body of students, faculty, and staff, to create an inclusive and engaged community rich in diversity of experiences, perspectives, and expertise



Objective: Retain talented faculty and staff through professional development, recognition, and a culture of connection and employee value



Employee Value Proposition (Staff EVP)



Employee Value
Proposition

Three themes were identified to assist in the recruitment and retention of UI staff:

- Support
- Livability
- Culture

Messaging developed to align the EVP themes with UI brand voice.

Next steps include expanding EVP throughout the employment lifecycle, including in high-impact areas such as jobs.uiowa.edu and onboarding messages.

Examples include:

Take advantage of generous retirement benefits to support well-being and financial security, enabling you the freedom to plan for a secure and fulfilling future.

People are at the core of the University of Iowa. Employee well-being is a top priority, and we understand your accomplishments play pivotal roles in shaping our thriving university community.

Employee Communication



Review HR Content to align with staff EVP and readability levels

- hr.uiowa.edu
- Auto messages (Dispatch & HRIS/Self Service)
- Employment letters and templates
- Onboarding messages

Proposed Metrics - readability and website analytics specific to HR units & programs.

Recent examples of people-centric communications:

- Total compensation statements
- Benefits open enrollment
- Online delivery of year-end tax forms

Discover Your University

Allows individuals and teams to experience the breadth of work going on at the university. Program launched fall 2022 and has since hosted seven visit days.

- 1,000+ total participants
- 90% of fall 2023 participants shared their sense of connection and belonging was strengthened as a result of taking part in Discover Your University


Spring 2024 preparation underway.

- Explore additional host sites and plan a host survey to gather additional data and feedback.

Participant quotes:

"This has been an amazing idea and a great way to see what's happening on campus and meet our colleagues. All of the tours I've had, have been outstanding."

"It is a fantastic initiative to let employees know everything the University offers. And for them to take pride."



Engagement
Programs

New Student Classification and Wage System



**Student
Classification
Redesign**

- A new student classification system & and minimum pay rates established
 - more accurate title and description that model P&S classification structure
 - 15 job functions and 64 job families
 - Employee progression during employment at the university
- Current student employees will transition to the new classification in November 2023.
- Wage and reclassification reports will be generated by University HR on at least an annual basis to monitor the success of the new system.

Student Pathways Internship Program

Year 1: Program Adoption

- Overall goal of streamlining the retention of Iowa students in areas of critical need
- Designed for soon-to-be or recent graduates interested in a career at Iowa
- Internships are sponsored by departments with consistent needs in crucial roles
- The program seeks to provide relevant, meaningful, and valuable learning experiences that align with organizational needs

Year 2: Pilot Rollout

- College of Pharmacy – Associate Chemist roles
- Office of Vice President for Research – Research Support roles
- University Human Resources – Human Resource Associate roles

**Internships to begin advertising in late fall/early winter
under "Staff" jobs on jobs.uiowa.edu**



**Student
Pathways**

Recruitment Efficiencies

Focused on enhancing the candidate experience, particularly in the early stages of the candidate journey:



Recruitment Efficiencies

Year 1

- Implemented initial strategies of recruitment KPIs and accompanying reports,
 - navigation changes to jobs.uiowa.edu, and dual post and pipeline requisitions
- Identified additional strategies to boost candidate engagement
 - branded sites, additional career pages, enhanced search/filtering options,
 - improved mobile functionality, and better data/analytics

Year 2

- Vendor research on potential market solutions
- Campus stakeholder buy-in for potential market solutions
- RFP launch and selection of vendor