

ROUNDTABLE: MOTIVATING AND RETAINING STAFF



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AGENDA

Grounding Ourselves in Reality

Looking Towards the Future

Motivation

Rewards

Work-Life Balance

Reactions

Questions



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GROUNDING OURSELVES IN REALITY

CUPA-HR 2022 Higher Education Employee Retention Survey

May 2022

3,815 higher education employees

Huron & The Chronicle for Higher Education Study on Higher Ed Workforce

June-July 2022

720 higher education employees

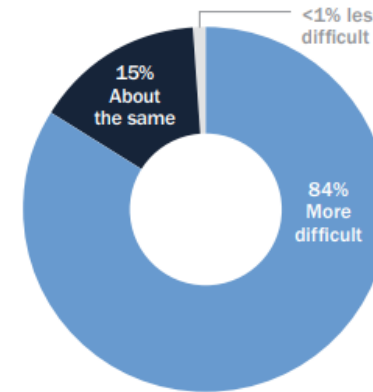
EAB White Paper: Student Success Staffing in a Volatile Labor Market

August 2023



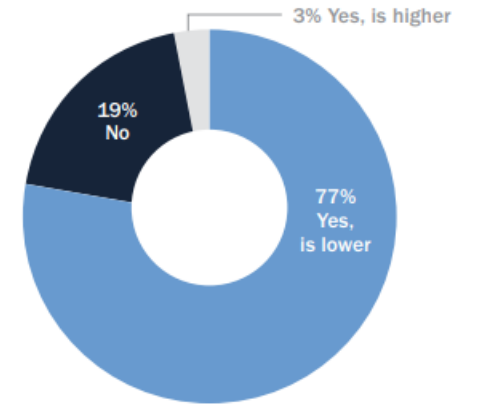
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IN THE LAST YEAR Hiring for administrative and staff positions at my campus has become:



Source: Chronicle survey of 720 college administrators

IN THE LAST YEAR Do you think the appeal of working in higher education has changed?

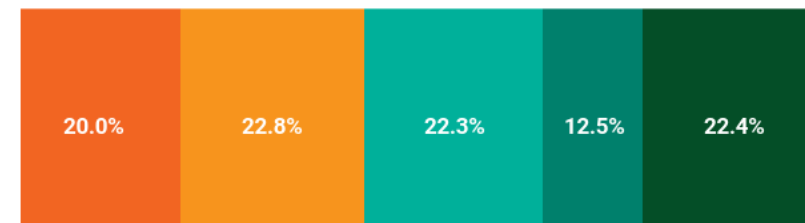


Source: Chronicle survey of 720 college administrators

2022 EMPLOYEE RETENTION SURVEY

Likelihood of Looking for Other Employment Within the Next 12 Months

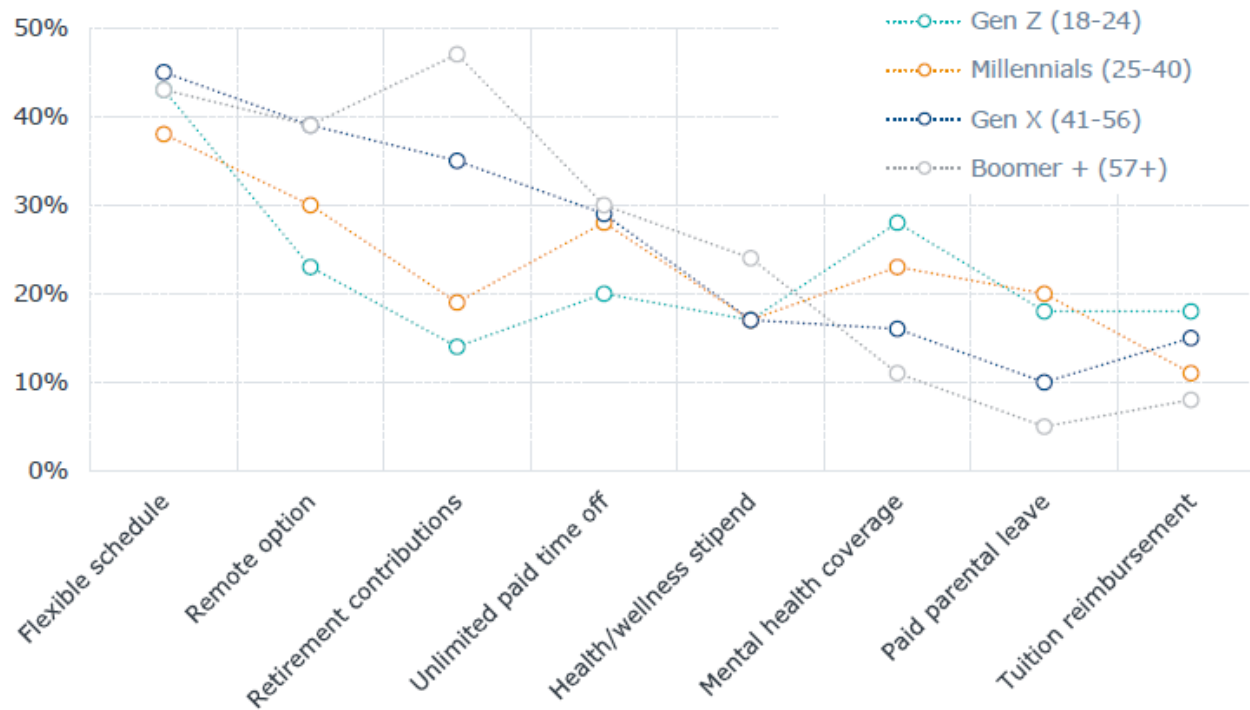
Very Unlikely Unlikely Somewhat Likely Likely Very Likely



WHAT MATTERS MOST?

Which Benefits Matter Most to Prospective Employees?

Percentage of Surveyed Individuals Identifying Benefit as Having the "Most Influence," by Age (Fortune)



KEY FINDINGS

REMOTE WORK

- Reasons for seeking new opportunities (CUPA-HR)
 - **42.9%** Opportunity to Work Remotely
 - **31.7%** Flexible Schedule
- COVID-19 Impact
- Misalignment between perception of remote-capable duties and actual work arrangements
- Attitudes differ across demographics

COMPENSATION & BENEFITS

- Reasons for seeking new opportunities (CUPA-HR)
 - **75.9%** Pay/Salary Increase
 - **8.7%** Better Benefits
- Satisfaction with Benefits (CUPA-HR)
 - **80.7%** Retirement Benefits
 - **78.8%** Amount of Paid Time Off
- Higher Education funding unlike other sectors

WORK LOAD & ADVANCEMENT

- Reasons for seeking new opportunities (CUPA-HR)
 - **29.6%** Promotion/More Responsibility
 - **19%** A New Challenge
- Distribution of Weekly Additional Hours Worked (CUPA-HR)
 - **23.3%** 1-5 Additional Hours
 - **23.8%** 6-10 Additional Hours

WORK ENVIRONMENT

- Satisfaction with Higher Ed Work Environment (CUPA-HR)
 - **77.3%** Work Has Purpose
 - **63.6%** Sense of Belonging
- “There are many other companies and organizations now that are mission-driven; we don’t have that edge anymore.” (Huron)

NOW WHAT?



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ROUNDTABLE DISCUSSION

Motivation

Rewards

Work-Life Balance

Reactions



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SOURCES

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Basso, Susan; Dorschel, Kurt; Stokes, Peter; Yaeger, Laura; & Finlan, Mark. (2022, May). The Staffing Crisis in Higher Ed: College Administrators' Views on Campus Employment. Huron & The Chronicle of Higher Education. <https://www.huronconsultinggroup.com/insights/staffing-crisis-in-higher-ed>



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