



Retaining Talent: Effective Employee Retention Strategies from Three Institutions

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Presenters



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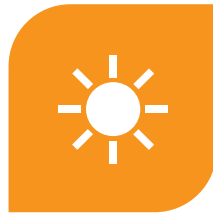
Agenda



PROFESSIONAL
DEVELOPMENT



STAY
INTERVIEWS



CAMPUS
CLIMATE



MENTORING &
LEADERSHIP



EMPLOYEE
RECOGNITION



WELLBEING &
BELONGING

Objectives



Learn about tools and strategies that work to help attract and retain employees



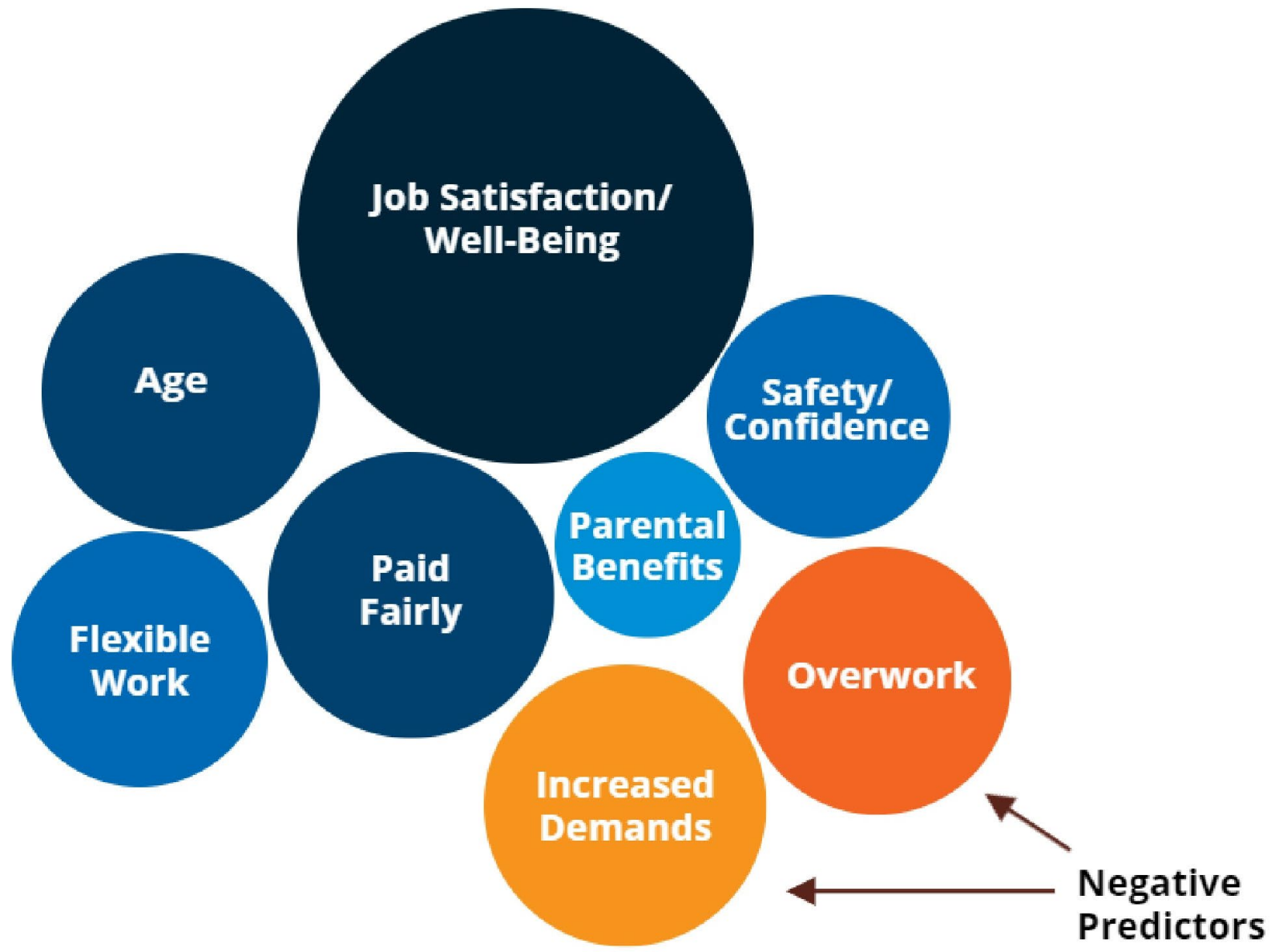
Identify trends and common challenges pertaining to higher ed employee retention



Discuss/share ideas and perspectives on employee retention

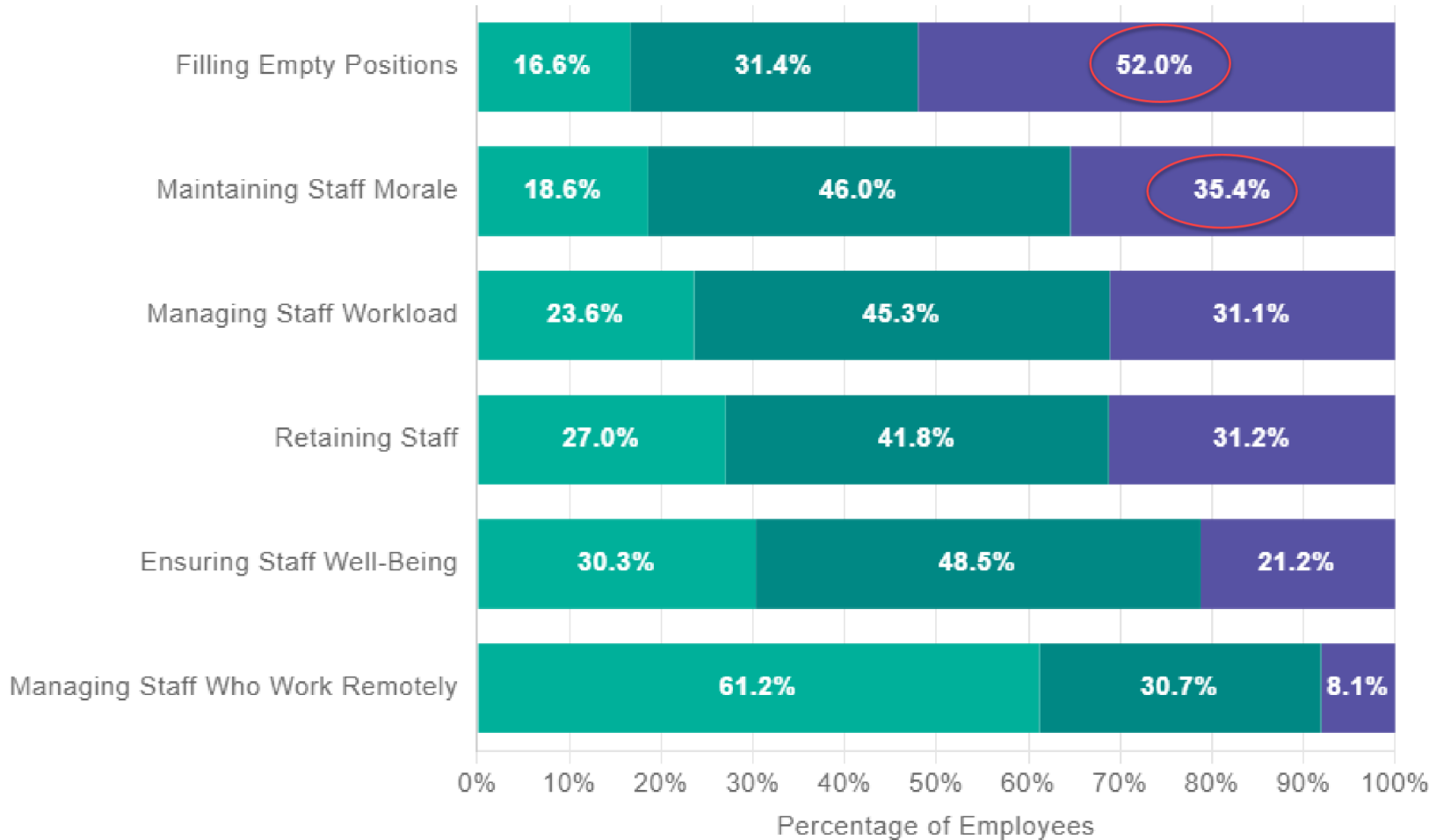
2023 Employee Retention Survey

One-third of employees indicated they are likely or very likely to look for a job in the next 12 months.



Supervisor Challenges

Not Challenging Somewhat Challenging Very Challenging



2023 Employee Retention Survey



Challenges in the Heartland

- Competing with remote jobs
- Competitive salaries
- Politics & brain-drain
- Adjusting to generational career aspirations

Poll Question

Does your institution have defined career paths for staff?

- Yes
- No
- Kinda

Professional Development

- Defined/guaranteed career paths are not practical for all institutions
 - Too small
 - Too siloed
 - Shrinking in size...

Professional Development

*What does
“professional
development”
even mean?*



Professional Development

- *Know your people*
- *Talk to your people*
- This talent management
- Professional Development Plans (PDPs)



Professional Development

- Voice-of-Customer for training topics
- Leverage on-campus expertise
- Leverage tuition waiver policy
- Take the show on the road...



Poll Question

Do you currently conduct retention/stay interviews at your institution?

- Yes
- No
- What's a retention interview?

An Old Standby: The Stay Interviews

- Build trust
- Increase/improve communication
- Show you care and are open to making changes
- Show you care about more than just job performance
- Allow for a mutual conversation regarding their current stance on their work

An Old Standby: The Stay Interviews

- *What do you look forward to at work each day?*
- *What accomplishments from the past year are you most proud of? Why?*
- *What would make your job more satisfying?*
- *What talents, interests, or skills do you have that are not being utilized in your job?*
- *How can I better demonstrate support for you in your current role and as you prepare for any future role?*
- *What might tempt you to leave/explore other options outside of Drake?*
- *What opportunities for self-improvement would be of interest to you? How would this help in your career progression, growth, or goal attainment?*

Poll Question

Have you conducted a climate/engagement survey in the last 5 years at your institution?

- Yes
- No

Campus Climate Liaisons

“You can't improve what you don't measure.” Peter Drucker

- The Power of Campus Climate Liaisons
 - Train-the Trainer
 - Office Hours
 - Action Planning & Progress Reporting
- Listen, Share & Act
- Communication Plan
- Closing the Loop





Example: MentoringU

- 6-months
- Early career leaders matched with seasoned leaders
- Continuous resources for both Mentors & Mentees
- Evaluation & feedback throughout

How does it help with retention?

1. Personalized professional development
2. Increased connection & engagement
3. Building relationships
4. Knowledge transfer
5. Support during transitions/change
6. Recognition & appreciation

Example: Leadership Pipeline

The Master of Arts in Higher Education Administration

Highlights

- 2 employee cohorts (total of 100 - Faculty & Staff)
- Fully funded (no cost* to employees meeting eligibility)
- Asynchronous fully online + Biweekly live senior leader talks
- Complete in 1 year
- President Instructor on record – Finance in Higher Ed
- Practicum/Project
- EQi 2.0 & Coach provided



* Exceeded allowable IRS education allowance

Poll Question

Does your institution provide retention incentives?

- Yes
- No
- What is a retention incentive?

2023 Employee Retention Survey

Retention Incentives Received in the Past Year

Click the Legend to Show or Hide

Overall Public Private Independent Private Religious



Percentage of Employees Receiving Incentive in Past Year



2023 Employee Retention Survey



Example:

Employee
Recognition

THANK YOU FOR PROVIDING A **WOW** EXPERIENCE!



RESPONSIVE • RESPECTFUL • COLLABORATIVE • COMPETENT • INCLUSIVE

Example: Employee Recognition



BIOMETRIC SCREENING & COACHING EVENT



EARN \$100 WITH STRIVE!



ROLLINS COLLEGE · FACULTY CLUB
APRIL 26, 2024 • 8:00AM - 4:00PM

APPOINTMENTS REQUIRED

SCHEDULE YOUR SCREENING USING THE LINK OR QR CODE

<https://plickatime.com/UCBA/RollinsCollege2024>



If you need any assistance please call Health Designs at (904) 285-2019

healthdesigns.net

BIOMETRIC SCREENING AND COACHING

TAKE TIME TO INVEST IN YOUR HEALTH

- Personalized, motivating health coaching
- Be your best self with easy health tips
- Cholesterol, glucose, blood pressure, and BMI test results immediate and confidential

PREPARATION IS EASY!

- Fasting is recommended for at least two hours prior to testing, but not required
- Drink plenty of water and take prescribed medications

REDEEM YOUR INCENTIVE!

Complete your biometric screening and online health assessment via Strive to receive a \$100 reward

CONTACT

humanresources@rollins.edu, with any questions



Wellness Walks!

MONDAYS - DECEMBER 4, 11 & 18

Rollins Wellbeing invites you to join us for Wellness Walks* at noon around our beautiful campus. Stretch your legs, breathe some fresh air, and connect with colleagues beyond those in your building! All levels welcome!

ATTEND ONCE AND EARN \$10 STRIVE!

MEET AT TARS PLAZA MONDAYS @ 12:00 PM
SIGN UP AT
[HTTPS://WWW.WEJOININ.COM/SHEETS/RNONT](https://www.wejoinin.com/sheets/rnont)



*Walks are at your own pace, and take approximately 30 minutes (or as long as you like!).

RESOURCES FOR LIVING



WEBINAR SERIES

Join us in person, or virtually! See signup for location details.

Sign-up at [MyRollins Wellbeing Committee Events Page](#)

Strive Cash Eligible!

Overcoming Debt & Achieving Financial Freedom	April 3rd
Harnessing Your Personal Power	May 14th
Detecting and Avoiding Scams	June 5th
Perils of Procrastination and Perfectionism	June 21st
Approaches to Decision-making	July 9th
Thriving in Challenging Economic Times	July 23rd
Stress Management at Work	August 27th
Improving Your Memory	September 18th
All work and No Play--Avoiding Burnout	October 10th
Managing Financial Needs of Children & Aging Parents	October 25th
Planning Future Medical Decisions	November 14th
Adopting a Healthy Lifestyle	December 3rd



Example: Wellbeing Committee



Example:

Employee
Resource Groups

Recommendations

Professional Development

Encourage conversations beyond performance

Professional Development is Personal – talk about it!

Communicate

Reinforce two-way communication, celebrate team/personal accomplishments

Communication includes listening, sharing, and taking action

Stay Interviews

Build trust; get to know your team

Allow for mutual conversation

Demonstrate care for the person, not just their performance

Recommendations

Campus Climate

Measure

Build collaborative partnerships

Develop an action plan

Close the loop

Mentoring Programs

Invest in the power of relationships

Knowledge transfer

Start small

Leadership Pipeline

Invest in leaders internally

Partner with academic side of the house

Get creative and don't overpromise

Measure

Recommendations

Recognition

Identify low cost / high impact recognition opportunities

Regular verbal feedback to employees

Build a culture of recognition and gratitude

Belonging

Invest in Employee Resource Groups (ERGs)

-Build a culture where employees feel seen, respected, needed, and valued

Wellbeing

Normalize and support wellbeing

-Model

-Communicate

-Promote services

Have a Question?



Submit questions to our presenters
using the Chat.

Discussion



What are some strategies your institution has considered or implemented to improve retention?



What are some of the challenges/sticking points that remain around retention? What is needed to overcome these challenges?



Thank You

Please complete your event evaluation

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- [2023 Employee Retention Survey Results](#)
- [Retention Survey Results: Supervisor Focus](#)
- [DataOnDemand](#)
- [Annual workforce data](#)

CUPA-HR Toolkits:

- [Employee Retention](#)
- [Stay Interviews](#)
- [Workplace flexibility](#)
- [Employee Engagement](#)
 - [How to create an actionable climate assessment](#)

CUPA-HR Retention Resources