



Recruiting and Retaining University Staff During the “Great Resignation”

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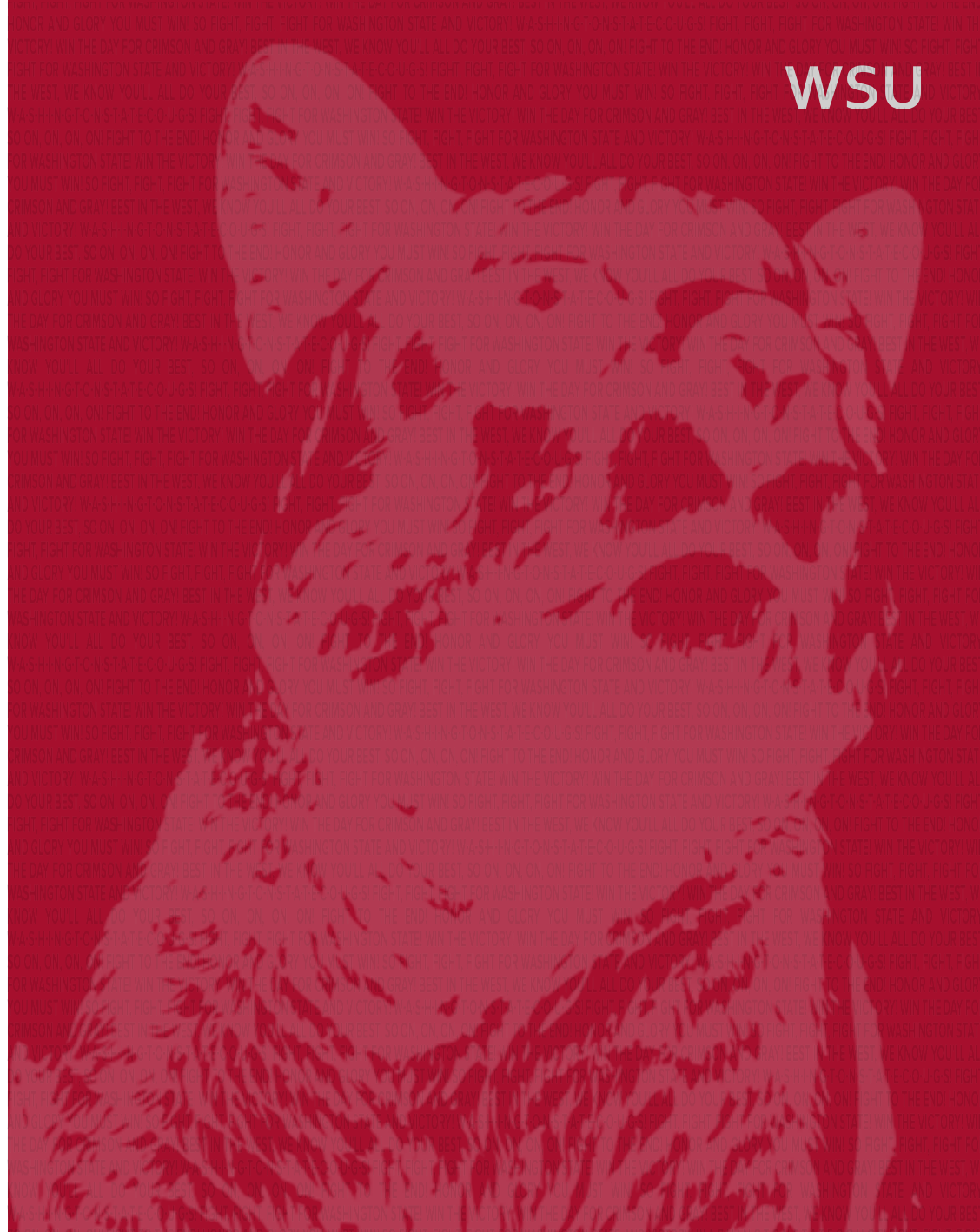
Washington State University Vancouver

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Overview

- About WSU Vancouver
- Workforce Challenges
- Enhanced Recruitment Strategies
- Discussion

WSU



About WSU Vancouver

Students

- Fall 2021 enrollment: 3,233
- Average age of student: 26
- Female-to-male ratio: 55:45
- 6% of students are [veterans](#)
- 44% [first generation](#) students
- 33% students of color



About WSU Vancouver

Academics

- 1 Chancellor [Netzhammer](#)
- 8 colleges on campus
- 1:14 faculty to student ratio
- 24 bachelor's [degrees](#)
- 8 master's degrees
- 3 doctorate degrees



About WSU Vancouver

Employees

- 190 full-time faculty
- 175 full-time staff
- 121 part-time faculty
- 212 part-time staff



Workforce Challenges



1

COVID-19
Pandemic



2

Staff
Turnover



3

“The Great
Recession”

COVID-19 Pandemic

- Stress, Fear, and Anxiety
- Constant Change
- Workplace Health and Safety
- Remote Work



WSU Vancouver Staff Turnover



Turnover Rate

20%

Current Vacant Positions

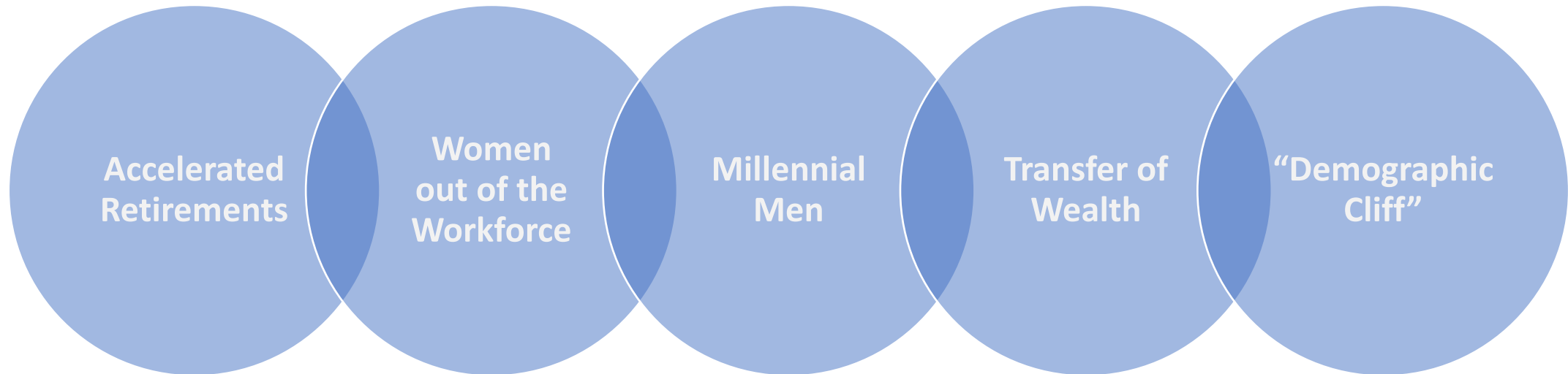
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“The Great Resignation”

- Burnout
- Career progression
- Low pay
- Poor work-life balance
- Lack of flexible work options



Workforce Changes



The Segal Group, “How do Americans feel about returning to the office?”

Higher Education Turnover

2021 STAFF IN HIGHER EDUCATION

Percentage Change in Staff Area Size Over the Past Two Years



Remote & Hybrid Work

- 80% of US workers want to continue some level of remote work.
- 75% of employers say remote work has significantly improved employee retention.

The Segal Group, "How do Americans feel about returning to the office?"

Shifting Strategies

- We must **shift our mindset** and appeal to the labor market we have now.
- We must work harder to retain and recruit staff.
- Tried and true staff **recruitment and retention strategies** are not working.



Retaining Staff

- **Employer Culture and Climate**
 - JEDI
 - Cultivate community and belonging.
 - Employ an equity lens.
- **Compensation**
 - Cost of labor and cost of living trending up.
 - Compression and retention.
 - Reward high performance.
- **Invest in Workers**
 - Promote from within when possible.
 - Allocate resources for training and development.



Staff Recruitment Process



Prepare



Advertise & Outreach



Screen & Interview



Offer & Hire



Orient & Onboard

Prepare

WSU

Act quickly.



Prepare

Be transparent.



Prepare

Use JEDI resources.



Advertise & Outreach

Use your networks.



Advertise & Outreach

Go beyond the usual
advertising and
outreach tools.



Advertise & Outreach

Actively recruit candidates from BIPOC and other historically underrepresented and excluded groups.



Screen & Interview

WSU

Keep an open mind.



Questions?



Discussion

What workforce challenges are you facing?

How are you addressing them?

