



NEOED

TOP 8

EDUCATION HR TRENDS **FOR 2022**

MUCH LIKE 2020 BEFORE IT, **2021 HAS BEEN A WAKE UP CALL** FOR HR LEADERS AT EDUCATIONAL INSTITUTIONS

From the continued impact of COVID-19 to calls for social justice, as well as a labor market that favors job seekers looking for career change and more flexibility, **education HR must evolve with the times.** By adapting to these trends in the job market, HR professionals can serve their institutions with improved job listings, more qualified candidates, and increased retention.

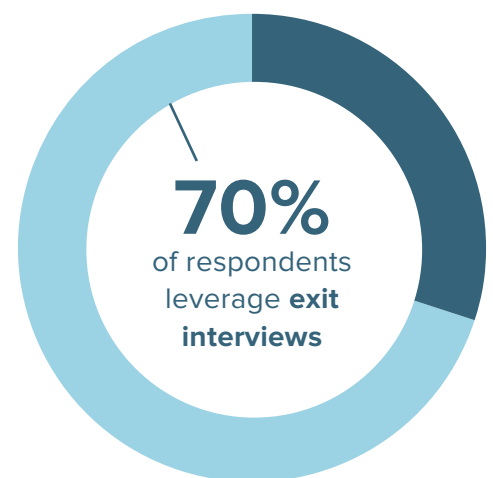
To identify the biggest trends influencing education HR professionals in 2022 and beyond, NEOED surveyed 140+ HR professionals in education to get a feel for what's top of mind for them. **Here are the top takeaways:**

1 BRACING FOR THE FALLOUT OF THE GREAT RESIGNATION

The so-called “Great Resignation” has sent shockwaves through the entire U.S. workforce, and for educational institutions it’s no different. With planned and early retirements mounting, and employees seeking a career change after the impacts of COVID-19, vacancies are increasing rapidly.

Taking proactive steps to determine the primary reasons causing employees to vacate positions and addressing them will be critical in 2022 and beyond.

*78% of education HR professionals reported
a moderate or significant increase in
vacant roles compared to last year.*



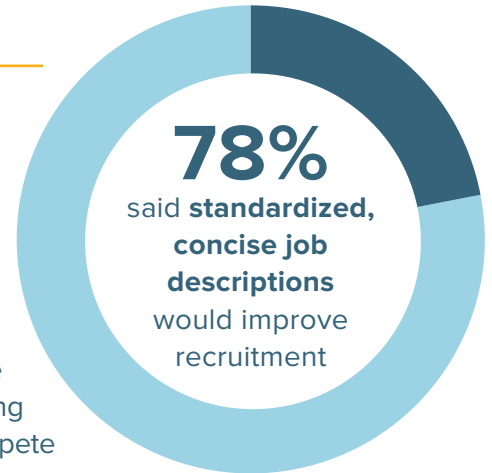
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TAKING A FRESH LOOK AT RECRUITMENT

55% of education HR professionals estimated that filling a given open position takes anywhere from 2–6 months. This prolonged time-to-hire significantly exceeded the 37 day average reported by traditional private sector employers, and could be hurting higher education's ability to attract and hire talent.

Taking a look at how to better write job requisitions and otherwise improve the attractiveness of jobs will be important to close this gap. In addition, reducing the already long education time-to-hire will be a priority in order to better compete with other educational institutions, not to mention the private sector.



3

REVAMPING THE CANDIDATE EXPERIENCE

Improving the experience a candidate has when exploring job opportunities with an organization is another trend for the new year. **66% of institutions are leveraging software to help onboard new employees**, which can streamline early tasks and allow new hires to get acclimated quicker.

Only 14% of institutions rated their candidate onboarding experience as a 5 on a scale of 1-5 from worst to best.

Respondents agreed that two things in particular could elevate the candidate experience: improving communication throughout each stage of the recruitment funnel (53%) and making careers sites and job listings more mobile friendly (52%). Additionally, improving job descriptions with better and more concise copy as well as multimedia like photos and videos were cited as ways to better entice quality applicants.



4

BUILDING A POOL OF FUTURE CANDIDATES

While not every applicant for a given job is a good fit, the candidate may still be a great match for the institution in other roles or for future recruitment.

Although institutions clearly recognize the value of keeping in touch with candidates, **only 16% of respondents indicated they were leveraging tools like candidate relationship managers and job email alerts to keep candidates warm.**

Building up a pool of qualified candidates for future roles can eliminate many of the roadblocks that recruiters experience in trying to fill vacancies, and institutions will likely look at ways to reach out to past applicants as the job market continues to tighten.

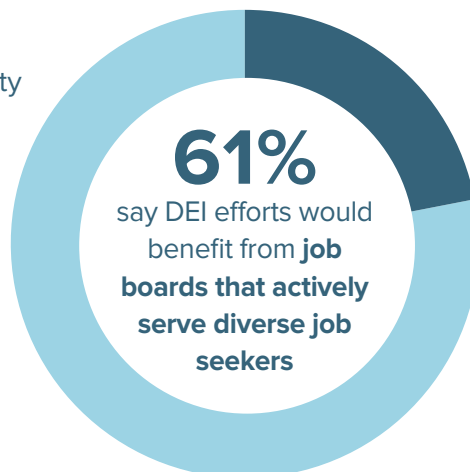
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DRIVING DEI INITIATIVES

2020 and 2021 provided swift momentum for emphasizing diversity, equity, and inclusion efforts within education, and that will continue into the future, according to survey respondents. **41% felt that refining the organization's brand and DEI statements on their website would improve diversity.**

Additionally, over two thirds of respondents stated that their organization is offering DEI training on topics like unconscious bias to both employees and managers in hopes that it will improve diversity.

In addition to targeting diversity job boards and improving DEI statements, **42% of respondents felt that highlighting current diverse employees' stories more prominently should be a priority.**





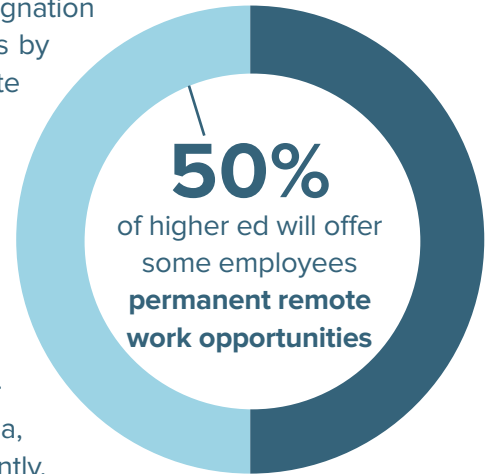
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EXPANDING ACCESS TO REMOTE WORK

One way educational institutions are attempting to stop the bleeding from the Great Resignation and increase interest in vacancies is by becoming more flexible with remote and hybrid work.

Retaining and attracting talent were seen as the top benefits of expanding remote work (31% and 27%, respectively).

Additionally, 29% cited that remote work allowed searches to occur outside the campus' immediate area, expanding candidate pools significantly.



7

INVESTING IN EXISTING TALENT

Providing existing employees with the ability to learn and upskill on the job is a priority for 2022 that will benefit employees and institutions alike. **45% of respondents agreed that providing more attractive career pathways for employees should be a focus in the new year.**

Over two-thirds of respondents said lack of career development was contributing to retention issues.

68% of survey respondents use learning management systems to assign and track training or upskilling courses, while 66% leverage performance management software to provide coaching and evaluation to improve career growth and increase retention.

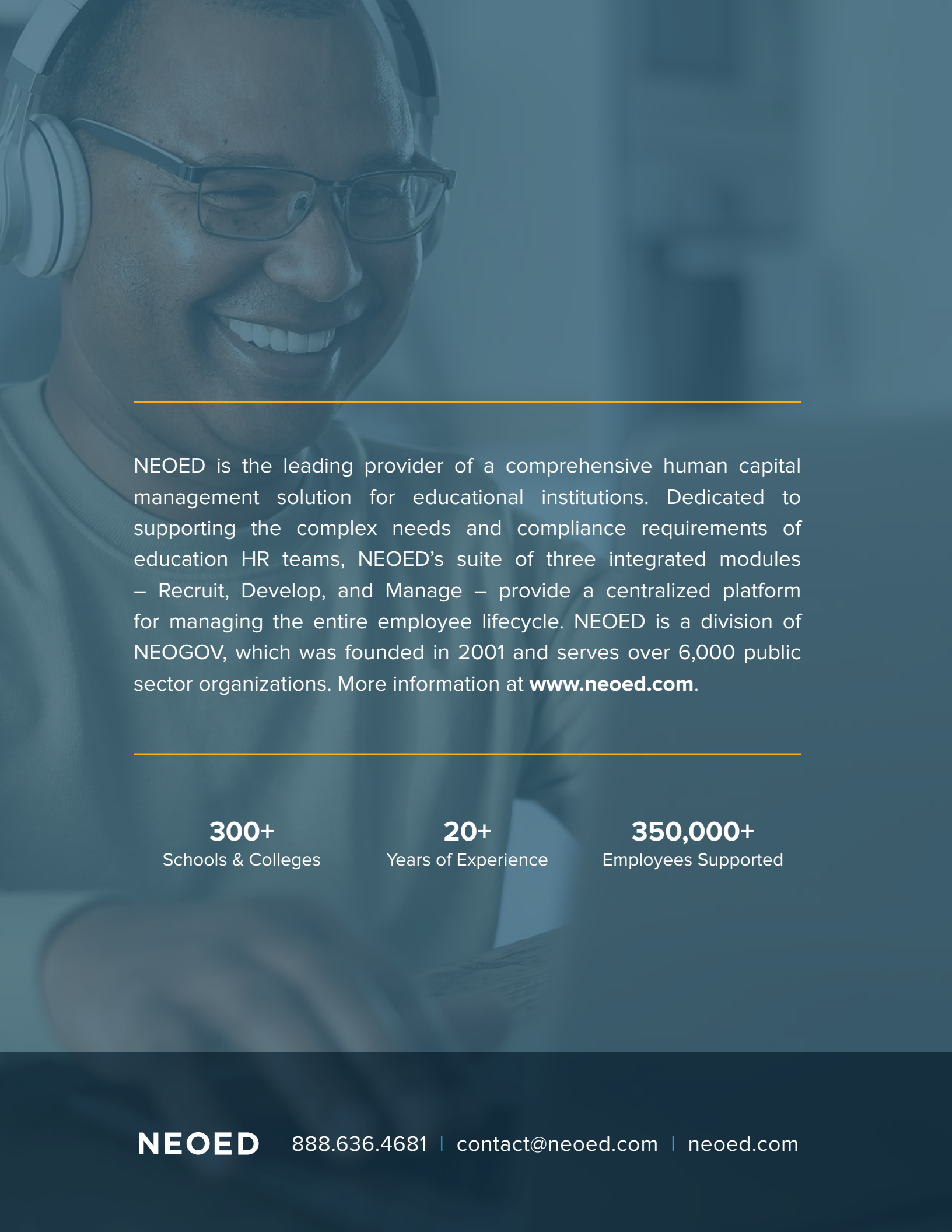
These efforts serve a dual purpose – providing employees with valuable career expansion and development, while also benefiting the institutions with more talented and engaged employees who are less likely to leave for greener pastures.

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ADAPT TO 2022 TRENDS

Implementing these new trends will only make your institution more competitive in the market. As we experience the fallout of the Great Resignation in 2022, your institution can either evolve with the times and attract modern job seekers or fall behind. Start improving your job postings, recruitment process, work flexibility, and work culture today.





NEOED is the leading provider of a comprehensive human capital management solution for educational institutions. Dedicated to supporting the complex needs and compliance requirements of education HR teams, NEOED's suite of three integrated modules – Recruit, Develop, and Manage – provide a centralized platform for managing the entire employee lifecycle. NEOED is a division of NEOGOV, which was founded in 2001 and serves over 6,000 public sector organizations. More information at www.neoed.com.

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888.636.4681 | contact@neoed.com | neoed.com