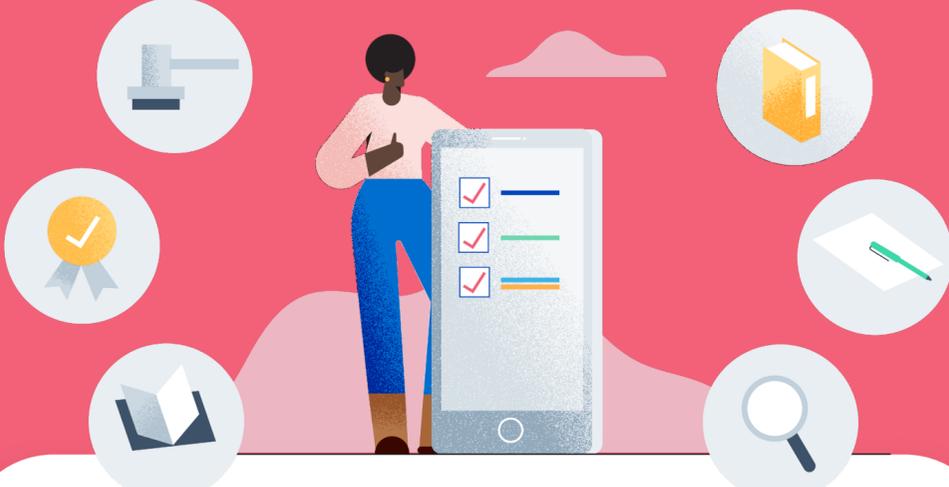


The “right-now” HR priorities in higher education

HR departments in higher learning institutions face a daunting challenge. They must provide an inclusive and diverse work environment with opportunities for personal growth and career development for everyone. And at the same time, address the teaching disruptions and health and safety worries of working today. Here's how institutions are adapting to new employee expectations and the changing world of work.



Gatepoint Research surveyed 100 higher education executives¹ to reveal their top HR priorities of 2021



BUDGET

Most HR executives are prioritizing their budget to support training and content initiatives.

Investing in content and L&D go hand in hand, but a thoughtful content strategy, which is crucial for successful employee development, is sometimes overlooked. Quality content is needed to ensure that employees continue to learn and develop professionally. HR executives better recruit, retain, and engage their workforce when they develop a learning and content strategy aligned to institutional priorities.

The budget categories prioritized most include

- 41%** Training Courses and Content
- 40%** Learning and Development
- 38%** Recruiting



Top 3 talent priorities include

- 57%** Promote DEI/Mitigate Bias
- 56%** Increase Employee Engagement/Retention
- 47%** Improve Onboarding

TALENT

Most HR executives listed DEI as a top talent priority.

Across all industries, but especially in higher education, organizations are making new or heightened commitments to DEI, employee engagement, and onboarding for new employees. Investing in training courses and content that address these areas will help mitigate bias, increase employee retention, and improve the onboarding experience.

TECH

Most HR executives listed skills assessment as a top tech feature.

A new outlook on the future of work requires new tools. Making the right technology investments is important in driving employee engagement and retention.

Top 3 technology features to support talent priorities include

- 42%** Competency & Skills Assessment
- 42%** Onboarding Dashboard
- 41%** Continuous Touchpoints (AKA Check-Ins)

CONCLUSION

Given both the current challenges and the emerging workforce trends facing higher education, institutions must adapt and evolve if they wish to remain employers of choice.

Cornerstone's Higher Ed content bundle is designed to help institutions with their greatest learning challenges including DEI, supporting a hybrid workforce, mental health, and leadership development.

[sample 5 free content courses today](#)

Research conducted by



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About Cornerstone

Cornerstone is a premier people development company. We believe higher education institutions can achieve anything when they have the right development and growth opportunities. We offer higher education institutions the technology, content, expertise, and specialized focus to help them realize the potential of their people. Featuring comprehensive recruiting, personalized learning, modern training content, development-driven performance management, and holistic employee data management and insights.

¹ Management levels represented:
13% are C-level executives
12% are vice presidents
75% are directors or managers