EAB

Employment Website Checklist

Employment websites serve as a gateway to the application and hiring process at your institution. Out-of-sector competitors intentionally design these sites to convey their work culture, values, and benefits. In contrast, colleges and universities often neglect their employment websites, despite their importance for attracting today's top talent. Prospective applicants are looking for more than just a list of job postings—they want to know what it would actually be like to work at your institution. And given heightened competition for talent, especially with out-of-sector organizations, it is more critical than ever to proactively articulate why applicants should choose your institution over other employers.

Instructions: Use this checklist to assess your institution's employment website and identify opportunities for improvement. Each section includes criteria gleaned from both in- and out-of-sector websites and is organized in order of importance to help your campus prioritize website updates.

Your employment website is **strong** if it fulfills more than 75% of criteria, **acceptable** if it fulfills 50 to 75% of the criteria, and **weak** if it fulfills less than 50% of the criteria on this checklist.

1. Is our employment website easy for prospective applicants to **access and navigate**?

☐ Our employment website is optimized for search engines, meaning it comes up as the first option if applicants search "INSTITUTION NAME jobs" in Google.

☐ Our institution's home page links to the same employment website as the first result when searched in Google (see above).

☐ Information on our employment website is conveyed in bullets or short, concise blocks of text.

☐ Our employment website is optimized for mobile use, meaning there are clickable emails/phone numbers, content is easily viewable without zooming, font is large, and the site has minimal hover features.

☐ Our employment website strives to incorporate universal design principles, especially equitable use (e.g., high contrast, navigable by keyboard, supports assistive technology like screen readers).

☐ Our employment website displays the most critical information—such as the link for open jobs, benefits information, and DEIJ actions/progress—prominently above the fold (i.e., before scrolling).

☐ Our employment home page includes no more than 600 to 1,000 words.

☐ Our employment home page features at least three visual components (e.g., photos, videos, infographics).

☐ Prospective applicants can find the link to our full list of job openings without scrolling down <u>and</u> within one click of the employment homepage.

☐ Our employment website features a separate dedicated page for prospective faculty hires.

☐ Prospective applicants can access our employment website from the main navigation bar on the institution's home page <u>and</u> within one click of the institution's home page.

☐ Prospective applicants can filter job openings beyond basic categories to help them find relevant job postings quickly. Advanced filter categories include skill, education level, experience level.

Employment Website Checklist (Cont.)

2. Is our employment website welcoming for applicants from **diverse backgrounds**?

☐ Our employment website actively encourages and invites diverse applicants to apply, beyond compliance-focused nondiscrimination statements.

☐ Our employment website includes a dedicated section or page describing our institution's DEIJ efforts that are specifically relevant for employees.

☐ Our employment website provides info for applicants who need accommodation in a prominent location (i.e., in the main text, an FAQ section, or on a designated accommodation page), not just in the footer.

☐ Our employment website highlights campus resources for employee well-being (e.g., mental health tools, employee assistance program).

☐ Our employment website features staff demographic/retention data and/or programs to support diverse staff (e.g., employee affinity groups).

☐ Our employment website outlines faculty demographic/retention data and/or programs to support diverse faculty (e.g., development program for underrepresented scholars).

☐ Our employment website provides resources and updates on the institution's progress on DEIJ efforts (e.g., concrete actions that the university has taken, DEIJ strategic plans).

☐ Our employment website highlights our institution's partnerships and impact on the local community.

3. Does our employment website showcase the **value and benefits** of working at our institution?

☐ Our employment website clearly articulates why applicants should work at our institution (e.g., impactful work employees do, innovative work culture).

☐ Our employment website includes information about at least three traditional benefits employees receive in exchange for working at the institution (e.g., vacation days, insurance, retirement, flexible work).

☐ Our employment website uses first- and second-person language to help applicants visualize working at our institution (e.g., "you will be part of a collaborative work environment…").

☐ Our employment website features three or more intangible benefits of working at our institution (e.g., opportunities for career advancement, collaborative work environment).

☐ Our employment website highlights ESG[1] progress, especially sustainability (e.g., efforts to fight climate change) and governance (e.g., efforts to diversify board) initiatives.

☐ Our employment website provides relevant and compelling information for targeted recruitment of specific audiences (e.g., veterans, students, employee spouses).

[1]Environmental, Social, and Governance is a strategic framework that examines key non-financial dimensions on which corporate sustainability and ethics are evaluated. ESG is becoming an increasingly important consideration for prospective applicants as they assess potential employees.

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Employment Website Checklist (Cont.)

3. Does our employment website showcase the **value and benefits** of working at our institution (cont.)?

☐ Our employment website outlines additional institutional benefits specifically tailored for faculty (e.g., research centers, small class sizes).

☐ Our employment website features resources that help prospective faculty and staff envision living in the community (e.g., housing, local schools, relocation information).

☐ Our employment website includes easy-to-find testimonials from current employees that highlight the employee experience at our institution.

☐ Our employment website promotes the institution's employment awards (e.g., Best Places to Work) and/or Glassdoor reviews, as applicable.

☐ Our employment website includes a link to join the institution's talent community (i.e., link where users can express their interest in learning about/being considered for future open roles).

4. Does our employment website **provide resources** to help applicants successfully navigate the application and hiring process?

☐ Our employment website outlines the steps in our institution's hiring process and/or answers frequently asked questions about the hiring process.

☐ Our employment website features contact information (e.g., email, chatbot) for human resources staff and/or hiring managers.

☐ Our employment website provides resources for interview prep (e.g., resume tips, STAR method).

Appendix: Exemplar Employment Websites

BU | Baylor University   **Excerpts from Baylor University's Employment Website**

BU | Baylor University | Human Resources   Search Baylor...

| Careers & Opportunities ▼ | Benefits & Advantages ▼ | Manage & Lead ▼ | Learn & Grow ▼ | Contacts & Resources ▼ | About | Ignite |

BAYLOR HUMAN RESOURCES

Careers at Baylor

> Articulates **why** employees should choose their institution

Consistently ranked as one of the nation's "Great Colleges to Work For" by the *Chronicle of Higher Education*, Baylor is a rewarding place to build a career. With a student population of more than 16,000, pursuing over 250 degree programs, in world-class facilities, spread over a beautiful 1,000-acre campus, Baylor is like a small city—with full and part-time opportunities utilizing a wide variety of skills.

Why Baylor?   EXPLORE ⊗

> Includes info about **tangible benefits**

> Provides relevant info for **targeted recruitment audiences**

About Baylor
The values, vision, campus & culture that set Baylor apart

Wellbeing
Resources & support for every dimension of your personal health

Employee & Family Resources
Job search, living, legal & financial services for spouse & family

Veterans
Academic resources, career development & financial support

ADA
Information, policies, eligibility & accommodations

About Waco

Education is big here. Quality of life is valued here. People are welcoming here. And dollars go further here, with a cost of living well below the national average.

Learn More About Waco

> Features **Best Employer awards**

Honor Roll
GREAT COLLEGES TO WORK FOR
2022

> Prominently displays **accommodation info**

NEED ACCOMMODATION TO APPLY?

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), if you have a disability and would like to request an accommodation in order to apply for a position with Baylor University, please call 254-710-2000 or e-mail askHR@baylor.edu.

Request Accomodations

Excerpts from Metropolitan State University of Denver's Employment Website

Includes job postings link at **top of page**

Emphasizes **meaningful, impactful work**

Highlights resources for **employee inclusion**

Includes info about **both traditional and intangible benefits**

Make a difference, every day.

Working for MSU Denver means making a difference.

Every day we are inspired by the students we serve– many of whom are low-income or first-generation– and the impact they will make on the future of Colorado. Regardless of role, our employees lead with a collaborative approach to ensure all of our students succeed.

Employee Affinity Groups

Our Employee Affinity Groups are an essential component in promoting belonging and providing a sense of community for our employees.

More about Employee Affinity Groups.

Employee Celebrations

We are proud to recognize and celebrate our community through events, including our annual Roadrunners Who Soar celebration.

More about Roadrunners Who Soar.

Experience work life balance.

MSU Denver is committed to our employees' quality of life.

We understand that work should not replace life, and offer flexibility around school schedules, family obligations, and for the moments that come up in our professional and personal lives.

Our flexible work arrangements are perfect for the working parent. We offer hybrid work arrangements, completely virtual work arrangements, and even flexible work hour arrangements.

Receive wrap-around benefits.

Our employees agree– MSU Denver has a strong benefits plan and retirement offerings. *As reported by MSU Denver employees in the University-wide engagement survey.*

As a MSU Denver employee, you'll receive a comprehensive benefits package and retirement options, generous vacation time, employee tuition assistance, free public transportation, and internal mobility– all amongst a beautiful campus setting.

Learn more about these benefits below:

Source: Metropolitan State University of Denver, Join MSU Denver. EAB interviews and analysis.

**UC San Diego** **Excerpts from UC San Diego's Employment Website**

CAREERS FOR THE CHANGEMAKERS

At UC San Diego, we prefer the road less traveled. And it has led us to remarkable new ways of seeing and making a difference in the world. Being part of something greater, of serving a larger mission of innovation and care — that's the heart of what drives people to work at UC San Diego. No matter your role here, your work helps to advance this mission. If you're ready to reimagine your future, we invite you to explore our career site.

> Optimized for **mobile devices**

> Emphasizes **meaningful, impactful work**

> **First- and second-person language** allows applicants to envision working there
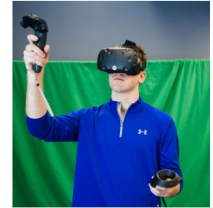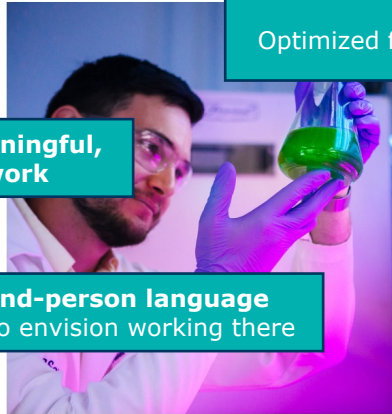
HERE'S WHY PEOPLE LOVE WORKING AT UC SAN DIEGO

"

From the beginning of my career as an entry-level employee, UC San Diego has offered rich experiences and diverse opportunities. 15 years later, my work improves operational efficiencies, provides valuable programs to the university, and even helps students bring their innovations to life.

Eliud, Chief Business Process and Innovation Officer, Resource Management and Planning

> Features **employee experience testimonials**

OUR CULTURE

> Articulates **why** employees should choose their institution

Our curiosity never wavers. Nor does our desire to shape new fields and transform lives, which is why we are committed to building an inclusive and diverse workforce. Differences are central to broadening our perspectives, creating thoughtful leaders, and sparking new ideas. And our mission, vision, and values help unite us, ensuring that we continue to strive for greatness.

EXPLORE OUR CULTURE

JOIN OUR TALENT COMMUNITY

Interested in working at UC San Diego and UC San Diego Health but can't find a position that's right for you? Submit your resume to our Talent Community to be considered for future opportunities that may align with your expertise. Please note, by joining our Talent Community, you are not applying for a position with UC San Diego Campus and Health. Rather, this is an additional way for our Talent Acquisition team to find candidates with specific credentials, if an opportunity arises. You are still encouraged to regularly check back on our career site or sign up for Job Alerts to apply for openings that are a match for your background.

JOIN TODAY

> Includes link to join **talent community**

Source: University of California, San Diego, Careers at UC San Diego. EAB interviews and analysis.

eab.com

DAVIDSON   **Excerpts from Davidson College's Employment Website**

Work at Davidson | Emphasizes **meaningful, impactful work**

At Davidson, every employee plays a vital part in establishing a strong community and in supporting the college's primary purpose of cultivating humane instincts and disciplined, creative minds.

Davidson Advantages

Features campus resources for **inclusion**

Compensation & Professional Growth

- Competitive salary package
- College-paid retirement account (Davidson contributes 8.5% of your salary annually)
- Staff Tuition Assistance
- Professional development opportunities

Wildcat Wellness

- Access to Employee Assistance Program (EAP)
- **Wellness program** and quarterly fitness courses
- Free access to our **lake campus** & **fitness facilities**

Work–Life Harmony

- Paid vacation and sick leave, with accruals beginning on the first day of employment
- Additional paid holidays (totaling 11-13 days depending on the calendar year)
- Paid parental leave
- Flexible working time

Includes info about **traditional benefits**

1,973 — enrolled students

906 — college employees

1 — caring Wildcat community

Encourages **diverse applicants** to apply

Features **designated DEIJ page** for additional info

Diversity, Equity & Inclusion at Davidson

At Davidson College, we believe the college grows stronger by recruiting and retaining a diverse faculty and staff committed to building an inclusive community.

Provides updates on **DEIJ progress**

In order to achieve and sustain educational excellence, we seek to hire talented faculty and staff across the intersections of diverse races, ethnicities, religions, sexual orientations, gender identities, ages, socio-economic backgrounds, political perspectives, abilities, cultures, and national origins.
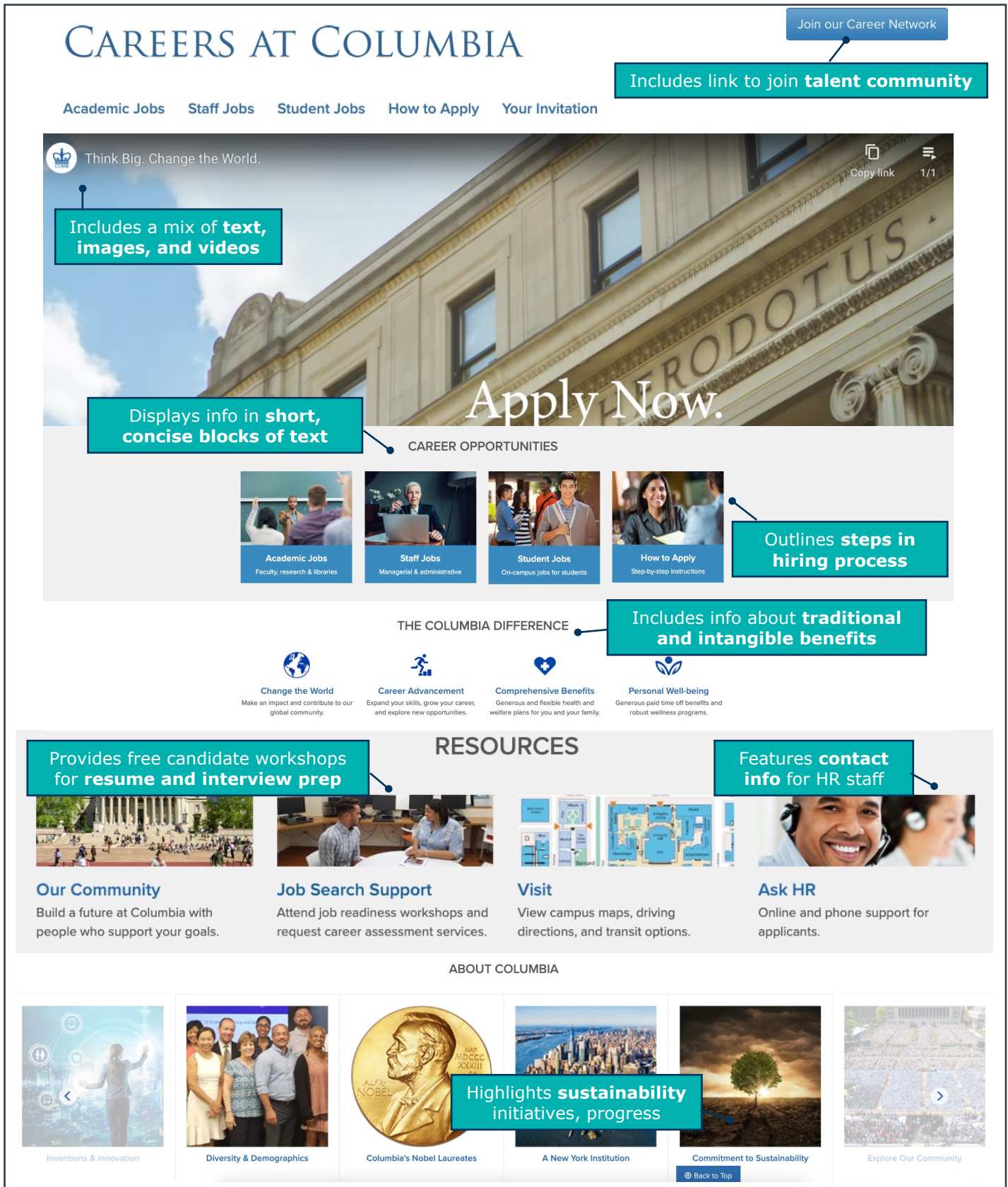
Commitment to Diversity and Inclusion >

Diversity, Equity, Inclusion In Action at Davidson >

Commission on Race and Slavery >

Non-Discrimination Policies >

Source: Davidson College, Work at Davidson. EAB interviews and analysis.

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

Excerpts from Columbia University's Employment Website

CAREERS AT COLUMBIA

Academic Jobs   Staff Jobs   Student Jobs   How to Apply   Your Invitation

Join our Career Network

Includes link to join **talent community**

Think Big. Change the World.

Copy link   1/1

Includes a mix of **text, images, and videos**

Apply Now.

Displays info in **short, concise blocks of text**

CAREER OPPORTUNITIES

Academic Jobs
Faculty, research & libraries

Staff Jobs
Managerial & administrative

Student Jobs
On-campus jobs for students

How to Apply
Step-by-step instructions

Outlines **steps in hiring process**

THE COLUMBIA DIFFERENCE

Includes info about **traditional and intangible benefits**

Change the World
Make an impact and contribute to our global community.

Career Advancement
Expand your skills, grow your career, and explore new opportunities.

Comprehensive Benefits
Generous and flexible health and welfare plans for you and your family.

Personal Well-being
Generous paid time off benefits and robust wellness programs.

RESOURCES

Provides free candidate workshops for **resume and interview prep**

Features **contact info** for HR staff

Our Community
Build a future at Columbia with people who support your goals.

Job Search Support
Attend job readiness workshops and request career assessment services.

Visit
View campus maps, driving directions, and transit options.

Ask HR
Online and phone support for applicants.

ABOUT COLUMBIA

Inventions & Innovation

Diversity & Demographics

Columbia's Nobel Laureates

A New York Institution

Highlights **sustainability** initiatives, progress

Commitment to Sustainability

⊕ Back to Top

Explore Our Community

Source: University of Columbia, Careers at Columbia. EAB interviews and analysis.

eab.com

FURMAN UNIVERSITY

Excerpts from Furman University's Faculty Employment Website

PROSPECTIVE FACULTY

Furman provides students a distinctive education in fine arts, humanities, social sciences, mathematics and the sciences, as well as select professional disciplines. Our challenge is to grow students, faculty and staff in knowledge and understanding. We do this through small classes, individual instruction, hands-on learning, empathetic advising and personal attention. Our goal? To be a diverse community of different races, religions, geographic origins and socioeconomic backgrounds.

Features **distinct prospective faculty website**

> Furman University || Something Brought You Here
>
> 01:48

Includes a mix of **text, images, and videos**

Diversity at Furman

At Furman, we embrace meaningful diversity and equality as embodied by both implicit values and explicit practices in all of our endeavors. As a university community, we are committed to supporting students, faculty and staff from every walk of life.

Join with us

Encourages **diverse applicants** to apply

Provides relevant info for **faculty audience**

Furman Centers and Institutes

Ready to make an impact on the world? Furman is home to centers and institutes where you can explore and tackle issues here and around the world.

Make an Impact

Greenville, South Carolina

Furman is located in Greenville, South Carolina, which is one of the fastest growing cities in the Southeast and is ranked among "America's Ten Best" by *Forbes Magazine*. The charming downtown features excellent restaurants, in-town parks, shops, museums, galleries, music venues, and theaters. The city also has excellent public and private schools and a vibrant international community. A 20-mile bike and running trail connects the university to Greenville and to Travelers Rest, which was named "one of America's coolest small towns." The surrounding area abounds with outdoor recreational activities and has some of the most beautiful lakes, rivers, and mountains in the country. Greenville is within easy reach of the Blue Ridge Mountains and Atlantic Beaches. The newly renovated Greenville-Spartanburg Airport, located just 25 minutes from downtown, runs daily flights to major cities and airline hubs. Greenville is 2 1/2 hours from Atlanta and only one hour from Asheville, North Carolina. It is an excellent place to live and work.

LEARN MORE ABOUT GREENVILLE:

Helps applicants envision **living in local community**

Source: Furman University, Prospective Faculty. EAB interviews and analysis.

eab.com