

Beating Turnover in Higher Ed

3 New Findings From Academic Impressions

Based on a survey of 2,577 higher-ed professionals.

To decrease turnover:

① Provide More Access to Professional Development

71%

of higher-ed staff would be more likely to stay at their institution if they had more access to professional development.



88%

say access to new professional development opportunities is "extremely important" to them as employees.



② Provide Leadership Support and Set Clear Expectations for Professional Development

75%

of employees don't leave organizations, they leave managers.

(Source: Gallup, The State of the American Manager)



Support Professional Development

Department leaders over-estimate how much support they are actually providing for professional development.

Department Leaders

Percent of leaders who report they provide professional development for their staff

Staff

Percent of staff who report their leader is providing support

63%

Do leaders model investment in their own professional development?

47%

65%

Do leaders engage staff in regular dialogue about their professional development and growth?

30%

61%

Do leaders offer ongoing support for staff to apply what they're learning?

32%

Set Clear Expectations for Professional Development

14%

of staff say their office provides awards or recognition for professional development and growth.



68%

say there would be NO REACTION from their department leaders if they didn't pursue any professional development for a year.



86%

say they have no formal, written plan with clear objectives for their professional development.



③ Create a Culture That Supports Learning and Growth



But 1 in 3

higher-ed staff say their department or unit does **NOT** have a culture supportive of learning, professional development, and growth.



That means a department that:

- Regularly seeks out new ideas
- Learns from other units/institutions
- Isn't trapped by "how we've always done things"

Why does this matter ?

Because when you DON'T have a learning culture...

6x

as many staff report they're extremely dissatisfied with their job

3x

as many staff don't see a path for growth at their institution

2x

as many staff say they're extremely likely to leave

Professional development is key to building the capacity of your staff and decreasing turnover.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended: 9 out of 10 participants recommend our trainings to colleagues

Contact us about a training and professional development plan for your department or college

www.academicimpressions.com/contact-us/

Academic Impressions is the only organization that conducts in-depth studies of professional development specific to the higher-education sector. In December 2017, we collected survey data from 2,577 participants from hundreds of non-profit institutions of higher education—including faculty, frontline staff, and academic and administrative leaders. 46% of participants have management or supervisory roles. 33.5% were baby boomers (over age 50), 39% were Gen X (ages 36-50), and 27.5% were millennials (age 35 or younger).