

# 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.

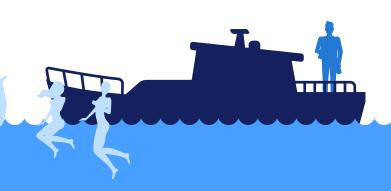


### Provide Leadership Support and Set Clear Expectations for Professional Development

**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** 

Staff

Percent of leaders who report they provide professional development for their 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 **3**x

as many staff don't see a path for growth at their institution **2**x

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, workshopstyle 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).

