



## Future Trends and Challenges in Higher Education Talent Management

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## Overview

- Background & Overview
- Talent Analytics
- Making data-driven decisions
- Recruitment Trends
- Employer Branding

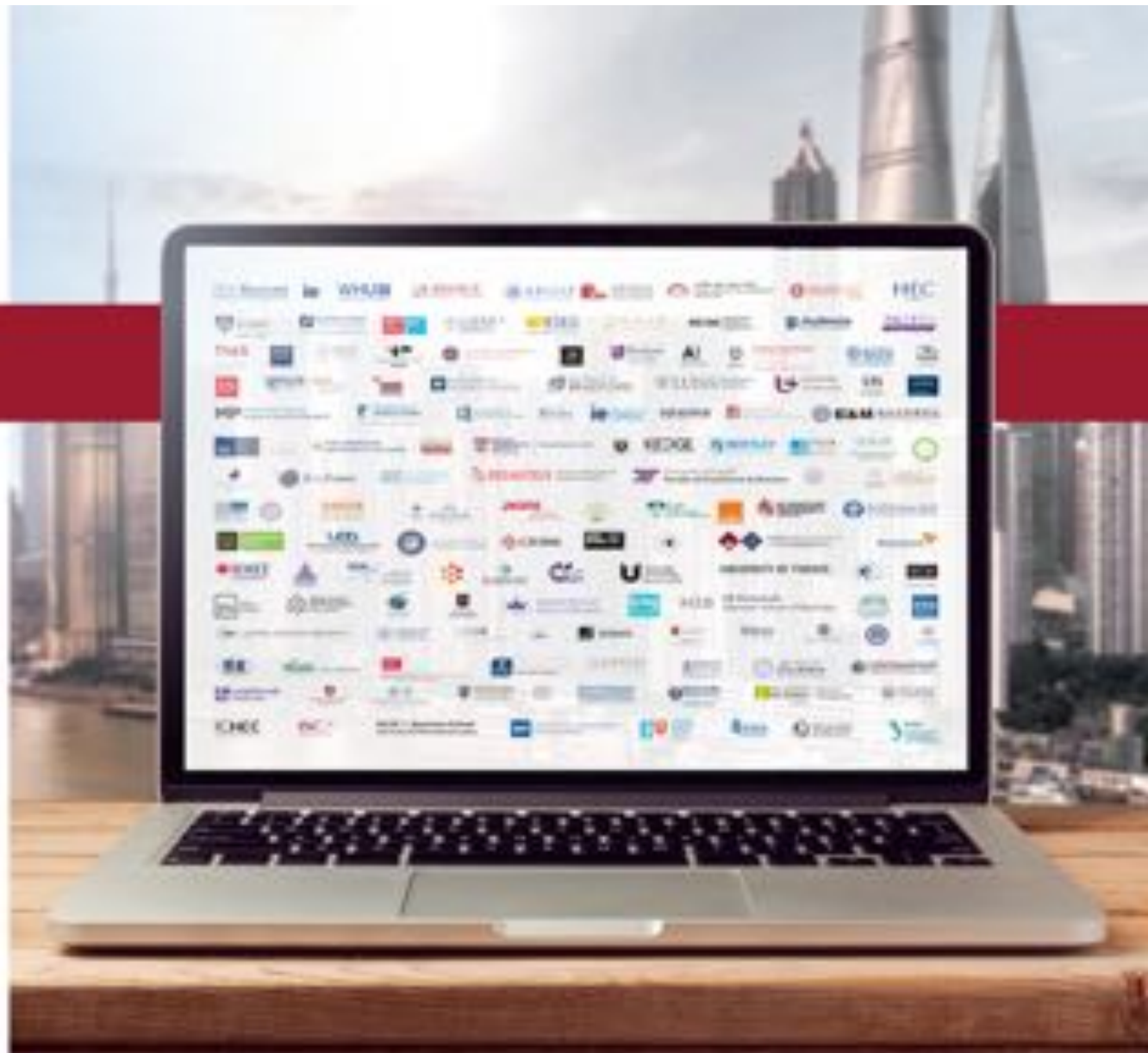


TALENT APPLYING FOR JOBS  
LAST 7 DAYS  
**10:00 AM**  
GLOBALLY!



 **HIGHERED**  
EFMD Global Career Services

# Global Talent **(in)** One Network.



Talent on Platform: 300,000



TALENT  
IN NETWORK

3 million



NEW STUDENTS  
per academic year

600,000

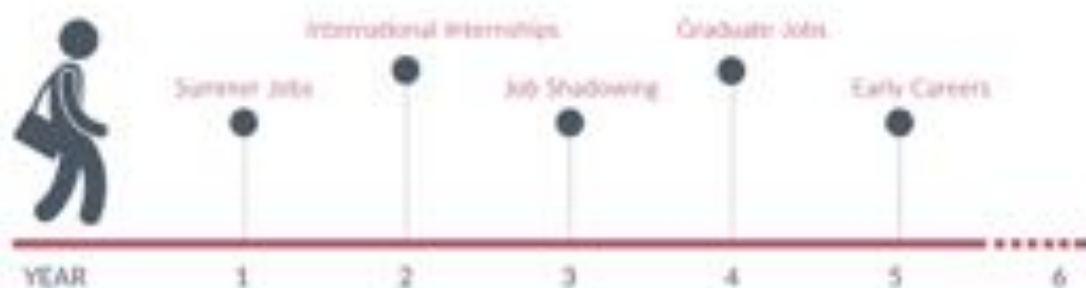
GRADUATES  
per year

500,000



## Student LIFETIME Value

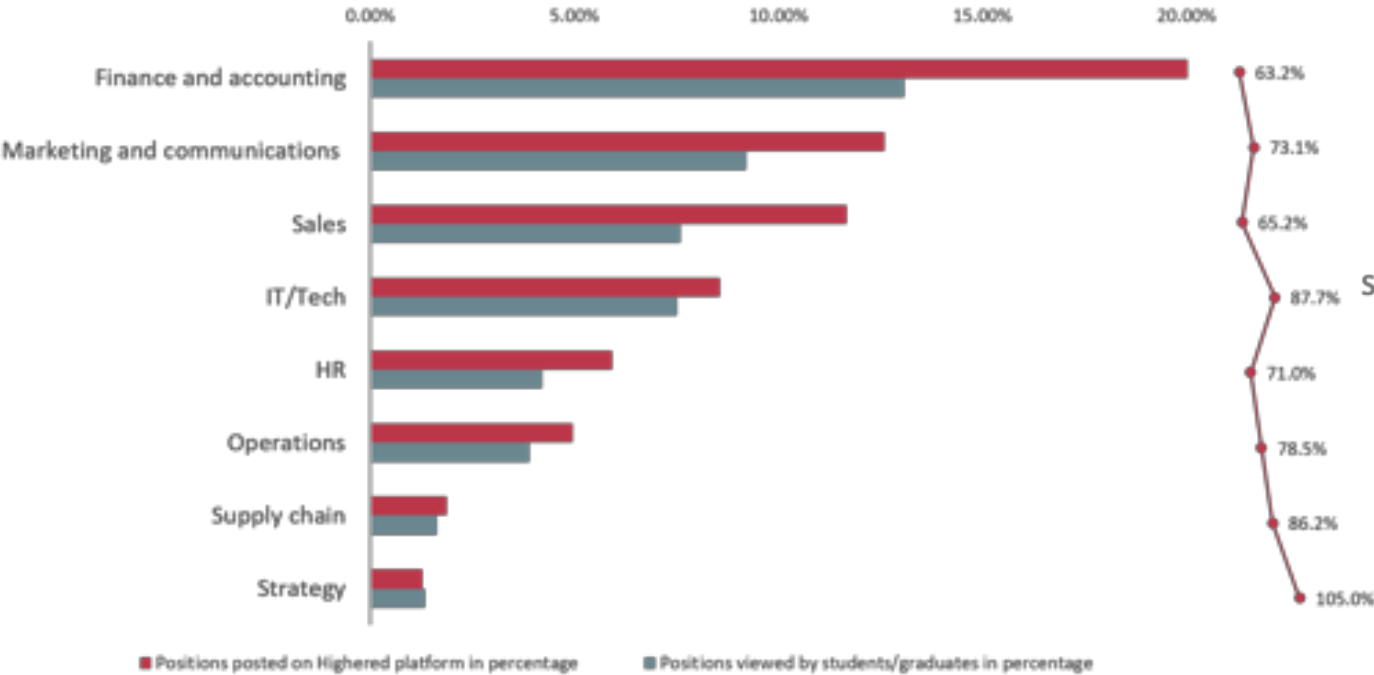
Significant opportunities to connect with students throughout their academic journey





# Human Resources preferences

The top 8 in-demand roles



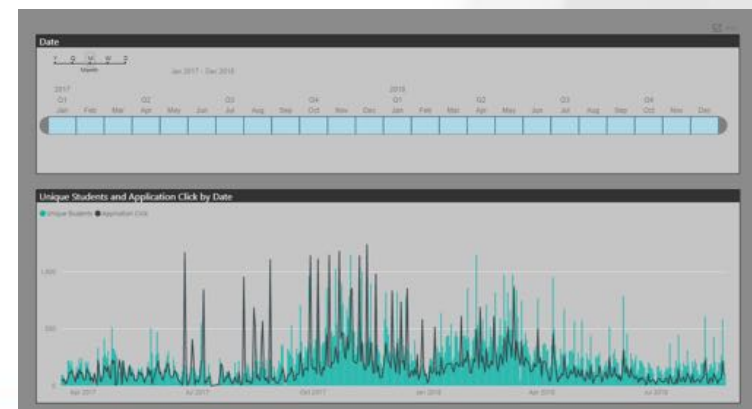
Conversion rates of the top 8 sectors



# Making data-driven decisions



- Where is the talent looking?
- What are they engaging with?
  - Sectors
  - Positions
  - Companies





## Recruitment Trends

- Increasing use of filters. *Ex. Work Permit Authorization*
- Looking outside their traditional talent pool, targeting different profiles, schools, geographies
- Game-based assessments and video interviews
- Recruiters engaging creatively. Desire to stand out
- Increase in involvement in process from:
  - Director of Employer Branding
  - Director of Diversity & Inclusion





## TALENT SHORTAGES ARE GROWING AROUND THE WORLD



Countries and Territories Facing Difficulty Hiring

| Least Difficulty |     | Below Average Difficulty |     | Above Average Difficulty |     | Most Difficulty |     |
|------------------|-----|--------------------------|-----|--------------------------|-----|-----------------|-----|
| China            | 13% | Australia                | 34% | Finland                  | 45% | ↓ Argentina     | 92% |
| Ireland          | 18% | ↓ Brazil                 | 34% | ↑ Austria                | 46% | ↑ Slovakia      | 54% |
| UK               | 19% | Belgium                  | 35% | USA                      | 46% | India           | 56% |
| Netherlands      | 24% | Costa Rica               | 35% | ↑ Portugal               | 46% | Singapore       | 56% |
| Spain            | 24% | Panama                   | 35% | ↓ Israel                 | 49% | Greece          | 61% |
| Norway           | 25% | Czech Republic           | 36% | ↑ Mexico                 | 50% | Turkey          | 65% |
| France           | 29% | Italy                    | 37% | Germany                  | 51% | Bulgaria        | 68% |
| South Africa     | 32% | Guatemala                | 38% | ↓ Hungary                | 51% | Hong Kong       | 76% |
| ↑ Switzerland    | 33% | Slovenia                 | 40% | Poland                   | 51% | Taiwan          | 78% |
|                  |     | Canada                   | 41% |                          |     | Romania         | 81% |
|                  |     | ↓ Colombia               | 42% |                          |     | Japan           | 89% |
|                  |     | Sweden                   | 42% |                          |     |                 |     |
|                  |     | Peru                     | 43% |                          |     |                 |     |
|                  |     | New Zealand              | 44% |                          |     |                 |     |

↑ Greatest INCREASE since 2016    ↓ Greatest DECREASE since 2016

# Value Creation Categories.

## BRAND BUILDING

Support your employer branding efforts to talent worldwide using editorials, news and video opportunities on the platform.

## LASER SHARP TARGETING

Connect with candidates to support your communication needs prior to events, campaigns and important job postings.

Filter by our algorithm and candidate data based on countries, schools, nationalities, education levels, time of expected graduation, disciplines and languages.



### LEVERAGE CAREER SERVICE RELATIONSHIPS

Increase referrals from relevant schools through exposure to Career Services departments in selected countries.



### INCREASE SCHOOL COVERAGE

Expand global reach supporting your school by school approach.



### BUILD TALENT PIPELINE

The power of HigherEd starts with our community of the best educational institutions worldwide and students in 91 countries.



### INCREASE DIVERSITY

We are able to communicate to relevant students across the board to support your pipeline.



### GAIN INSIGHT

The HigherEd analytics platform provides insight of the candidate engagement.

# 2019 HIGHERED MASTERCLASSES



**Amber Wigmore Alvarez, Ph.D.**  
 HigherEd Chief Innovation Officer (CIO)

@amwalmvarez

amwalmvarez amwalmvarez

## JAN LinkedIn Makeover



The LinkedIn profile that is considered the most effective career strategy is becoming increasingly important. HigherEd Chief Innovation Officer (CIO) Amber Wigmore Alvarez, Ph.D. will share her insights on how you can stand out from the crowd. Her "How to Makeover your LinkedIn profile" session will help you to maximize your content and will provide you with practical advice on how to stand out from the crowd. Her session will provide you with an action plan to make your profile stand out from the crowd.

## FEB Interviews



During this interactive HigherEd Masterclass, Dr. Amber Wigmore Alvarez, Ph.D. HigherEd Chief Innovation Officer (CIO) will be leading the most relevant and relevant sessions in a round table session. Following each other with questions, Amber will provide the participants with feedback on their interview performance and will provide practical advice on how to improve their interview skills. This session will provide you with an action plan to make your interview stand out from the crowd.

## MAR Pitching your Profile



Dr. Amber Wigmore Alvarez, Ph.D. HigherEd Chief Innovation Officer (CIO) will be leading the most relevant and relevant sessions in a round table session. Following each other with questions, Amber will provide the participants with feedback on their interview performance and will provide practical advice on how to improve their interview skills. This session will provide you with an action plan to make your interview stand out from the crowd.

## APR Networking



Are you ready to expand your network? Dr. Amber Wigmore Alvarez, Ph.D. HigherEd Chief Innovation Officer (CIO) will be leading the most relevant and relevant sessions in a round table session. Following each other with questions, Amber will provide the participants with feedback on their interview performance and will provide practical advice on how to improve their interview skills. This session will provide you with an action plan to make your interview stand out from the crowd.

## MAY Salary Negotiation



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## JUN Game on!



Whether you are a traditional interview and you want to stand out from the crowd or you are looking for a more creative way to land your next role, Dr. Amber Wigmore Alvarez, Ph.D. HigherEd Chief Innovation Officer (CIO) will be leading the most relevant and relevant sessions in a round table session. Following each other with questions, Amber will provide the participants with feedback on their interview performance and will provide practical advice on how to improve their interview skills. This session will provide you with an action plan to make your interview stand out from the crowd.

## SEP Where to Sit at a Conference Table



Whether you are a participant or a speaker, Amber Wigmore Alvarez, Ph.D. HigherEd Chief Innovation Officer (CIO) will be leading the most relevant and relevant sessions in a round table session. Following each other with questions, Amber will provide the participants with feedback on their interview performance and will provide practical advice on how to improve their interview skills. This session will provide you with an action plan to make your interview stand out from the crowd.

## OCT Breaking the Glass Ceiling



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## NOV Career Journeys



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## DEC Pitch Perfect



Dr. Amber Wigmore Alvarez, Ph.D. HigherEd Chief Innovation Officer (CIO) will be leading the most relevant and relevant sessions in a round table session. Following each other with questions, Amber will provide the participants with feedback on their interview performance and will provide practical advice on how to improve their interview skills. This session will provide you with an action plan to make your interview stand out from the crowd.

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