Dual Career Network
University of Iowa

Development, History and Perspectives

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About The University of Iowa...

- Established in 1847, 59 days after IA became a state
- First university in the country to admit women and men on equal basis
- 11 Colleges: College of Liberal Arts & Sciences, Medicine, Business, Education, Law, Engineering, Nursing, Dentistry, Pharmacy, Public Health, Graduate College
- 100 areas of study with 7 terminal degrees
- Over 31,000 students: 60% from Iowa, 24% from adjoining states
- Located in small town (70,000) with larger town close (Cedar Rapids, 130,000) (Total population of all counties: 312,000)
About The University of Iowa...

- 1700 faculty; 13,000 staff
- $2.4 billion annual budget

Highlights:

- UIHC: 711-bed academic and regional medical center
- National Advancing Driving Simulator
- Iowa Writer’s Workshop
- Big 10 Sports
- Dual Career Network (DCN)! (Originally “Faculty and Staff Spouse/Partner Placement Program”)
Evolution Of Dual Career Services...

- **1994 climate:**
  - Small number of U.S. universities were addressing the needs of dual career couples. (One international program in Zurich, Switzerland)
    - U. of Minnesota, Purdue, and U. of Nebraska, Kearney
  - Email not yet widely used
  - Websites were not yet “invented”
  - Healthy stereotype of the “trailing spouse” still existed
  - Conversations about dual career issues were almost taboo
Before Starting The Program...

- **Conducted Surveys**
  - Internal and nationally to determine need

- **Survey results:**
  - *Departments were indeed struggling with this issue*
  - *No one seemed to know how to handle it*
  - *Best defense was to “find a position” for the “trailing spouse”*
  - *Many questions came into play once the topic was talked about*
  - *Decided to start program; hired me*
Getting Started...

- Got “buy-in” from administrators

  - Pitched program to Deans, Departmental Administrators, Central Administrators

  - Asked for their clear and unwavering support to help with launch

  - Talked at faculty meetings about how I would be able to help them with their faculty searches

  - Consensus to offer program to both faculty and staff spouses/partners.
Getting Started...

- **Determined Funding**
  - Estimated first year costs (determined budget after first year)
  - Utilized students/interns to help with initial launch

- **Determined reporting structure**

- **Defined all program stakeholders and how best to work with them**
Getting Started...

- Created program guidelines:
  - WHO will we serve?
  - WHAT services will be provided?
  - HOW long will we provide services?
  - HOW would we turn away people who don’t qualify?
  - WHAT kind of process will be developed to record client progress?
Getting Started...

- Developed SIMPLE program materials for launch
  - Brochure (to be used in recruiting packet materials)**
  - Intake Form (to capture vital information)
  - Program Evaluation (to evaluate effectiveness)
Decided which program metrics to track

- Numbers served – Length of service – Service categories
- Success/failure rate – Females/males served – Departments served
- Occupations of clients – Numbers hired by the University
- How many cities clients worked in (labor shed information)
- Total annual starting salaries (economic impact)
- Increase/decrease in standard of living
- Ethnicity information – Which services were used
Maintaining The Program...

- Formation of Advisory Board
- Developed process to receive job openings
- Developed process to be included in recruitment “loop”
- Provided social events to help newcomers get acquainted
- Became expert in all facets of job search methodologies (membership in professional organizations: NRWA, PARW CDI, etc.)
Program Statistics…

- Assisted 125-135 people per year
- Had a success rate of between 60-85%!!!
- Worked with mostly women until 2007
- Worked with HIGH percentage of minorities and women
- Created service categories to track: successful hire, unsuccessful hire, continued service, discontinued client, unsuccessful recruitment effort
- Created “limited service appointments”
- Moved from writing client notes to using voice recognition software
- Created alternative revenue stream
- College of Medicine used the program most often
Ensuring Success…

- Do what you say you are going to do! Provide excellent service!
- Keep administrators/referring departments apprised of challenges and successes
- Align program with overall recruitment strategies
- Review materials and methodologies annually to align with stakeholder needs
- Develop ROI statement about program effectiveness
- Stay on top of new work force trends, especially locally
- Document your work! Tracking results can demonstrate success
- Develop PARTNERSHIPS with all stakeholders!
How Far We Have Come Since 1994...

- Interest in this issue has increased and will continue that trend
- Dual career conversations are “out of the closet”
- Faculty/staff candidates are asking for services as part of their decision-making process
- Terminology has changed to “accompanying partners”
How Far We Have Come Since 1994…

- Assisted over 65 universities in fact-finding or consulting to start programs/services

- Annual dual career conference since 2003, hosted each year at a different university

- Development of HERC (Higher Education Recruitment Consortium)

- Development of IHEDCA (International Higher Education Dual Career Association)

- Global exposure/ties/community (German dual career association)
How Far We Have Come Since 1994...

- Research and publications about dual career issues and programs
  
  
  B. “Results from the 2005 Dual Career Program Survey”
  
  C. “Dual-Career Academic Couples – What Universities Need To Know,” the Michelle R. Clayman Institute for Gender Research, Stanford University, 2008
  
  D. **Upcoming article in Chronicle of Higher Education
  
  E. Other resources listed on the IHEDCA website
Future Predictions/Trends

- Dual career hiring is becoming more competitive as more universities provide these services.
- Recruits getting more savvy about asking for these services up front
- Social media is becoming more widely used
- Effective “onboarding” of new employees is enhanced by these services
- Economic development groups and Chambers of Commerce very interested in these services
- Dual career programming continues to enhance the hiring and retention of minorities, women and STEM occupations
- The town/gown relationship is enhanced through this collaboration