Disrupting the HR status quo at research universities
7 changes in the last 7 years

1. Talent availability shifted
2. Pace quickened
3. New need to brand and market Berkeley
4. Aligned jobs with the market
5. $250 to $10K performance based bonuses
6. Less than $1M per year to $5M invested in strategic development of staff
7. “Spans” became part of our lexicon
HR in the future...

- Fast paced transactional services
- Market and brand Berkeley in a competitive marketplace
- Proactive and aggressive advisory services
- HR and budget people talking each other’s language
- Non-rep staff compensation strategy
- Individual and organizational development → pipelines
- Metrics and workforce data

Berkeley HR
What did we do in fy 2013?

- Restructured CHR
- Built new HR Leadership and advisory teams
- Opened CSS
What are we doing in fy 2014?

- Staff readiness assessment in CHR
- “Breaking ground labs” in CHR
- Aligning business processes
How will YOU experience the change this year?

• Faster resolution of problem situations
• Improved candidate sourcing
• Development programs for managers
• Expanded performance based bonus program
• Changes in basic business processes
• Improvement in reaching people in CHR
• More help with labor activity
The future talent friction points

Deficit countries
At equilibrium
Surplus countries

Source: Global Talent 2021 Study conducted by Oxford Economics and Towers Watson, 2012
Questions or comments?