

CREATING A DISTINCTIVE EMPLOYEE VALUE PROPOSITION

Some community colleges seem to be magnets for top talent, while others continuously struggle to attract, retain and motivate the faculty, administration and staff they need. While the focus of many institutions has been on “staying competitive with the market,” some have created their own distinctive Employee Value Proposition (EVP) leveraging their unique strengths to attract high performing talent.

A distinctive EVP is the foundation for a compelling “brand” that not only creates magnetism, but also fully engages people with the institution’s mission.

Components of an EVP

An EVP has five key components, each tailored to an individual institution’s natural and potential strengths and its positioning in the talent market.

- **Compensation**—“The money I receive for my work and performance”
- **Benefits**—“Indirect compensation including health, retirement, time off and tuition reimbursement”
- **Work Content**—“The satisfaction that comes from the work I do”
- **Career**—“The long-term opportunities I have for development and advancement”
- **Affiliation**—“The feeling of belonging I have to my institution”



The Segal Company and its Sibson Consulting division conducts research into what makes a compelling EVP through our Rewards of WorkSM study. We use this research to help clients understand their own value proposition, the preferences of their faculty, administration and staff and the gaps between aspirations and actual EVP.

Segal’s EVP Approach

We take a holistic approach to defining, branding and implementing a distinctive EVP for each client.

- **Define Distinctive EVP:** We use a combination of diagnostic and sensing methods to design a distinctive value proposition for an institution.

We help leaders articulate the “deal” their community college offers to, and expects from, employees on the five EVP components.

- **Branding:** We use leading-edge communications, media, learning and technology approaches to turn a client’s EVP into an accurate and compelling image and message. The message is consistently reinforced with talent internally and externally.

- **Identify Strengths and Gaps:** It is not enough to have a distinctive EVP; it has to be perceived as real, especially to motivate and retain current employees. Segal/Sibson measures gaps in delivery of the EVP, isolates those gaps by employee segment and determines causes of the gap and its perception. We use several analytical techniques to determine strengths and gaps including an online Rewards of Work survey.

- **Design and Implement Programs to Close Gaps:** Segal/Sibson helps clients design and implement programs to close gaps in the EVP and move closer toward stated aspirations. Our approach helps clients develop the programs that will have the most impact, not just follow someone else’s “best practice.”

Community colleges with a distinctive EVP attract, retain and motivate better than other institutions. They are also able to effectively communicate the total rewards of working at the institution.

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