

## CONTEXT

**Talent Acquisition@Iowa** offers a comprehensive, coordinated approach to employer **marketing, candidate engagement, and recruitment** at the University of Iowa. It responds to the UI strategic plan's focus on faculty and staff recruitment and the Talent@Iowa task force's emphasis on talent acquisition as the university's **highest human resources priority**. Development of the model comes as the UI finalizes its contract for Oracle's **Taleo talent management system**.

The talent acquisition project advances the overall Talent@Iowa goal of developing human resources professionals as **strategic partners** who help the university assess and achieve its workforce needs.

## STRATEGY

This initiative builds the foundation for an **end-to-end approach to hiring top talent**. It connects functions, streamlines processes, establishes shared responsibilities, and provides university-wide support while leaving individual talent decisions in the hands of hiring managers.

Talent Acquisition@Iowa establishes **three key areas** for talent acquisition focus:

### Attract: Market the UI as employer of choice

Marketing and communication strategies  
Community engagement  
Employer branding

**Goal:** Convey what it's like to work here

### Engage: Cultivate top talent

Pipeline (internal/external) development  
Referral programs and incentives  
Advertising and networking

**Goal:** Attract attention from potential candidates

### Recruit: Modernize processes for hiring

Application  
Interview management  
Screening  
Selection

**Goal:** Hire top candidates into UI positions



## PARTNERSHIP

**Talent Acquisition@Iowa** defines roles for organizational leaders, human resources leaders, hiring departments, and others:

**Organizational leaders:** Set strategy to inform talent acquisition goals; drive workforce results

**HR leaders:** Conduct institutional/organizational workforce planning and alignment

**Talent acquisition stakeholders and owners:** Implement key functions across the three talent acquisition areas

**Hiring managers:** Hire/place top candidates

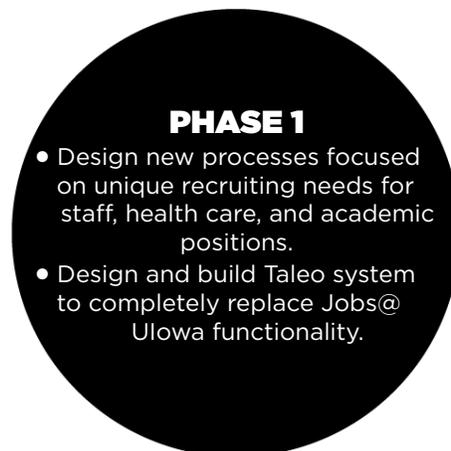


## PHASES

Talent Acquisition@iowa is currently in a planning phase that includes:

- Human Capital Institute **certification** for the project team (completed)
- Talent acquisition **strategy development** (completed)
- Taleo Talent Acquisition and Onboarding Cloud **application purchase** (completed)
- Baker Tilly **implementation partner** selection (completed)
- Oracle-Taleo system administration **training** (in progress)
- **Governance** structure and team assignments
- Talent Acquisition@iowa **project roadmap**
- Implementation **pre-planning** with Baker Tilly

Implementation will include **three phases**—Phase 1 focused on core processes and systems, Phase 2 and Phase 3 on developing initiatives in each talent acquisition focus area.



**Building on a remarkable legacy, the people of the UI are crafting new chapters of exploration, discovery, creation, and engagement.**

**Talent acquisition stakeholders work in partnership with organizational leaders and hiring managers to create a rich experience that recruits, retains, and develops top talent.**