

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

Katrice Albert, Vice President for Institutional Diversity

Melissa Frederick, Vice President for Human Resources



AN EQUAL OPPORTUNITY UNIVERSITY

PROJECT ACCELERATE

ACCELERATE GROWTH TO DO MORE AND BE MORE FOR KENTUCKY

Work Group 4: More Employee Recruitment and Retention

Benefits optimization

Project timeline:

- February: Leader interviews, virtual focus groups
- March: Benefits cost data review, benefits inventory questionnaires, market scan
- April: Additional focus groups with Staff Senate members, designing future of benefits feedback tool
- May: Future of benefits feedback exercise
- July: Strategic value analysis

WORK GROUP 4: MORE EMPLOYEE RECRUITMENT AND RETENTION

Market scan

The work group helped identify organizations to compare:

- Universities: Ohio State, Florida, Louisville, Tennessee
- Academic medical centers: University of Cincinnati, Vanderbilt, Duke
- Local health care organizations: Baptist Health, Cincinnati Children's Hospital, CommonSpirit Health (formerly CHI)
- Local employers: Lexmark, Veterans Affairs

The market scan analyzed quantitative scores from Glassdoor, employee benefits sentiment on Glassdoor and Indeed, benefits websites and leadership interviews.

Market scan strengths

Transparent

- Benefits guide accessible to the public, helpful for participants and candidates, demonstrates UK's confidence in offerings.
- Explains changes in costs and UK's share of costs in easily understood terms.
- Comprehensive and detailed list.

Genuine

- Personas in benefits guide help participants identify with and compare benefits.
- Inclusive language, especially around parental leave.
- Benefits presented as people-centric.
- Well-being is prominent.

Market scan considerations

Strengthen narrative of how total rewards and support the employee experience:

- Weave UK's mission and values with benefits offered; first-hand accounts of employees like local competition.
- Consider competitor's "university on the rise" narrative.
- Consider medical competitor's approach of positioning long-term employee experience.
- Consider local competitors' dialogue about the area, broad appeal with a local focus.
- Show what UK has done to capture the employee voice.

Optimize benefits homepage and improve navigation:

- Make flexibility, well-being and retirement match more prominent for future/current employee view.
- Consider how to streamline the experience.

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Virtual focus groups

Participation

- 4,213 combined participants across three focus groups — financial, health and work-life benefits.
- Staff: 51% UK HealthCare, 49% campus.
- Faculty: 76% campus, 24% clinical faculty.

Format

- AI-driven focus group where participants answered questions and could then agree or disagree with how others responded.
- UK is on the leading edge of this technology, as well as getting employee feedback on what benefits they value to drive a long-term strategy.
- 1 in 4 said they had a negative experience with the format.
- Fidelity held a live focus group with members of Staff Senate.
- Employees will have another chance to provide any additional comments about benefits in the next phase of our feedback cycle.

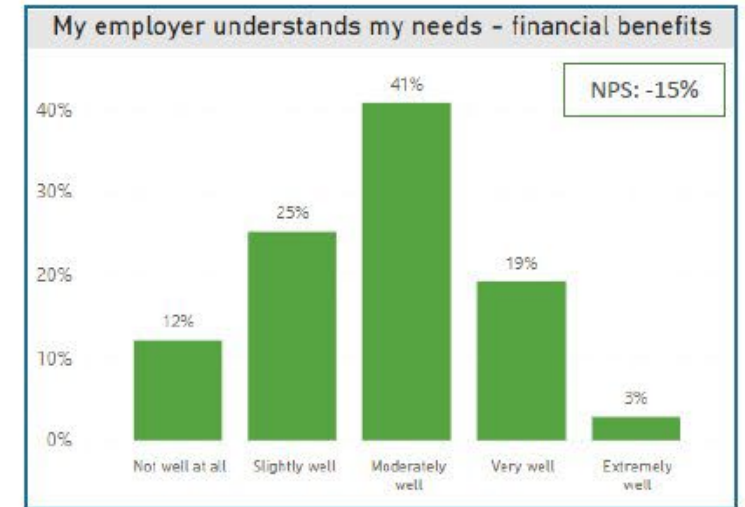
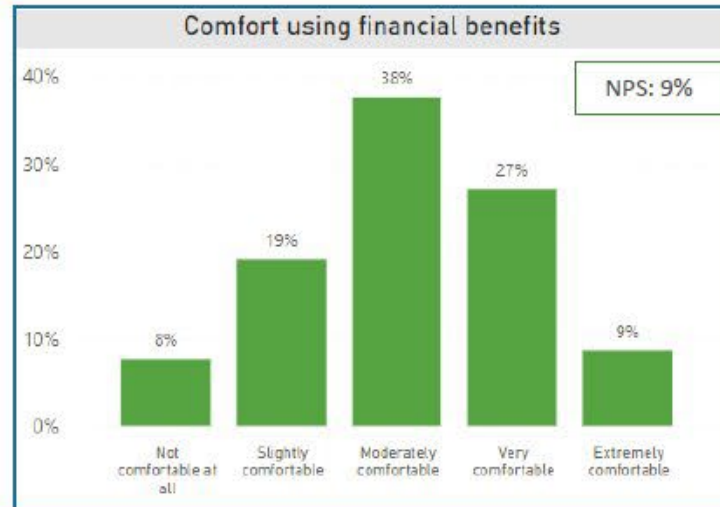
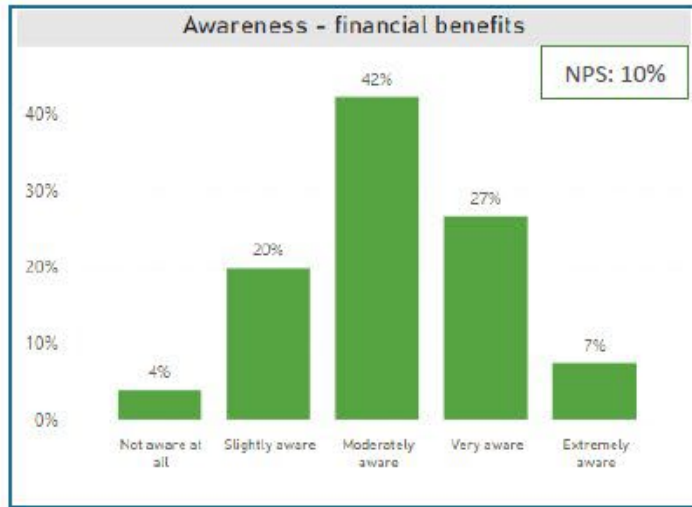
Data quality

- At UK, about 4.5% of responses were removed for data quality.
- Across 25 other organizations, Fidelity has removed 5% of responses, so UK compares favorably.

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Virtual focus groups

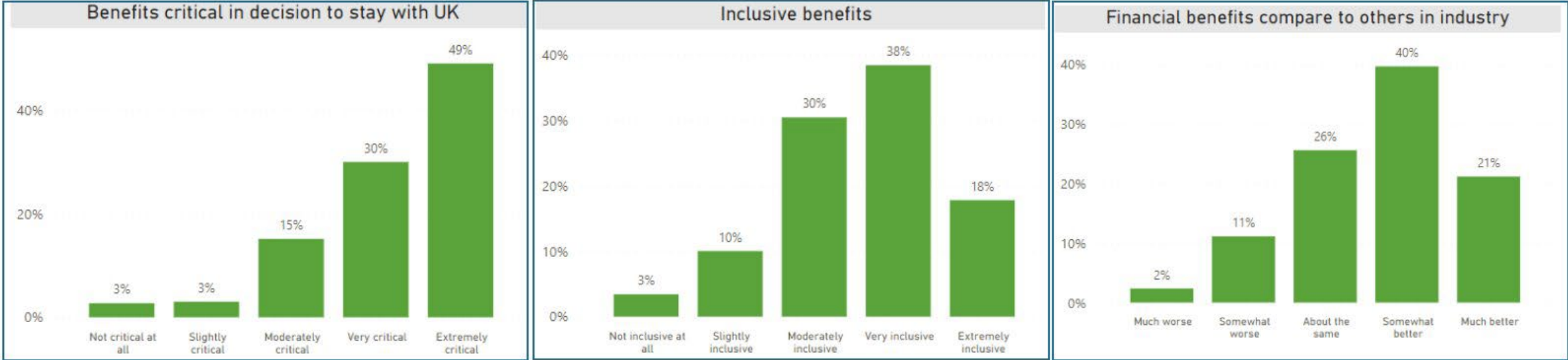
Financial benefits virtual focus groups results



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Virtual focus groups

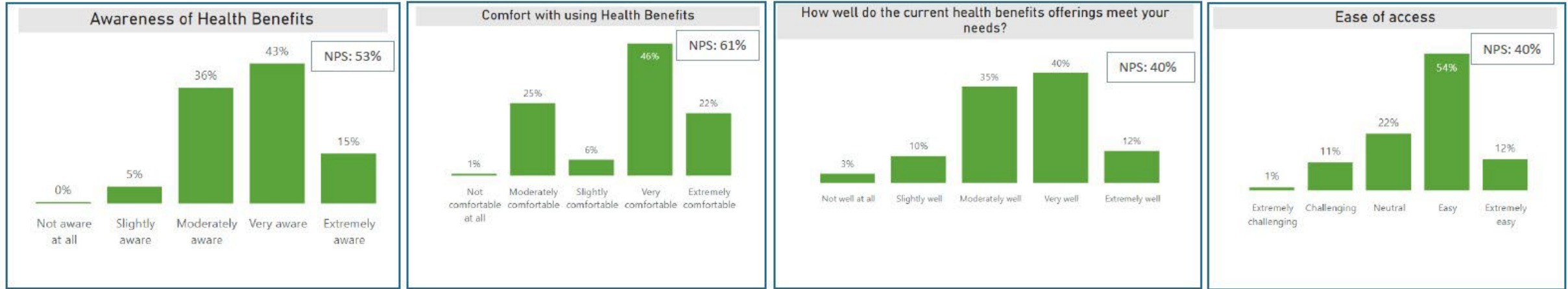
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Virtual focus groups

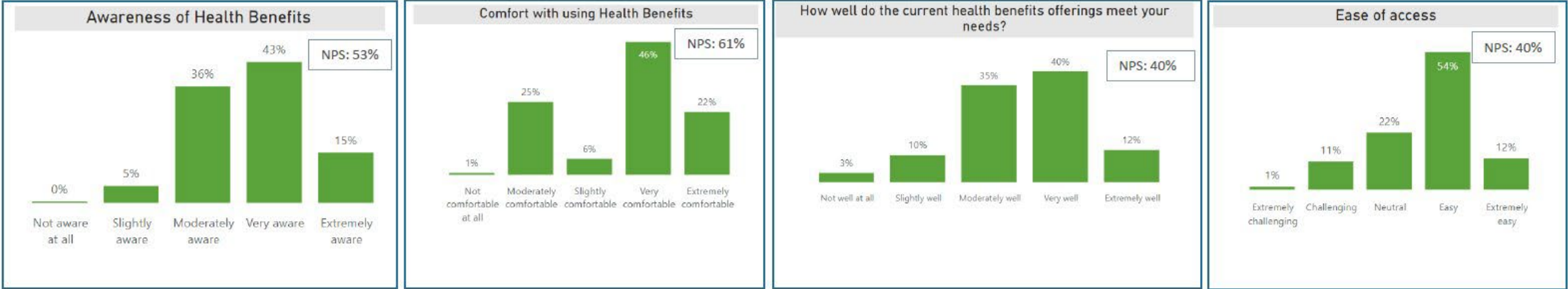
Health benefits virtual focus groups results



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Virtual focus groups

Health benefits virtual focus groups results

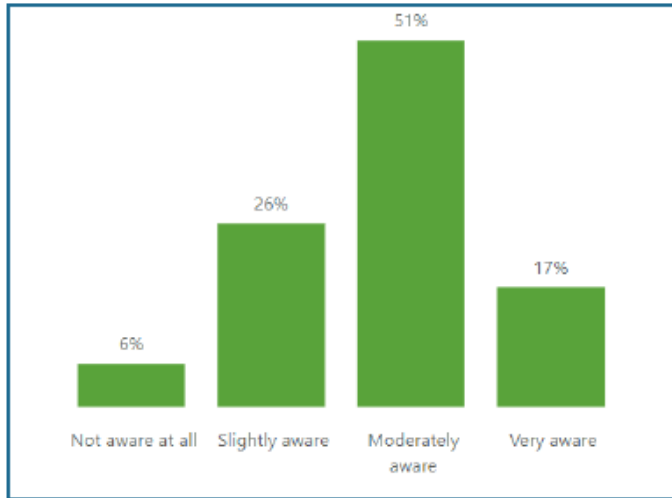


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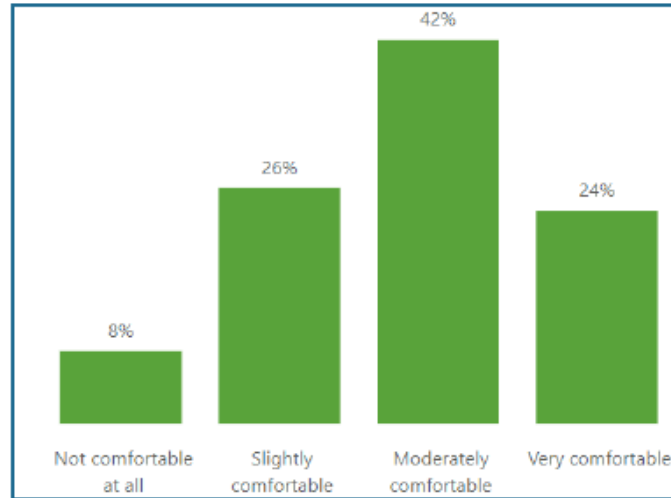
Virtual focus groups

Work-life benefits virtual focus groups results

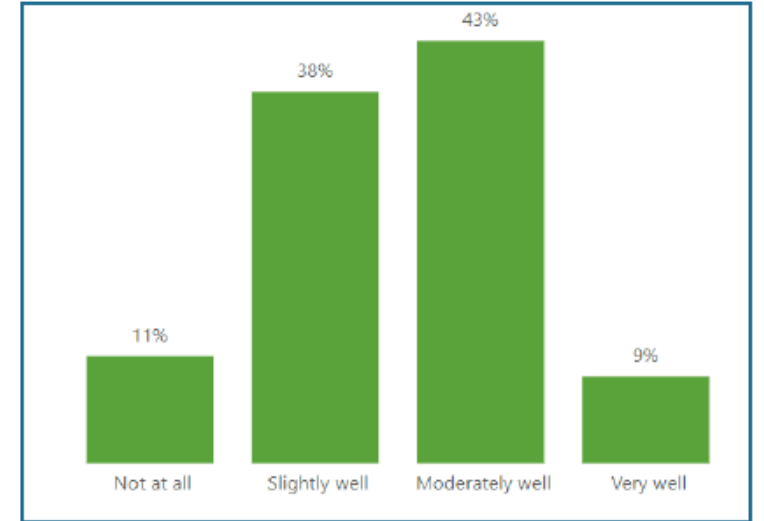
Awareness of Lifestyle Benefits



Comfort with using Lifestyle Benefits



My employer understands my needs - lifestyle benefits

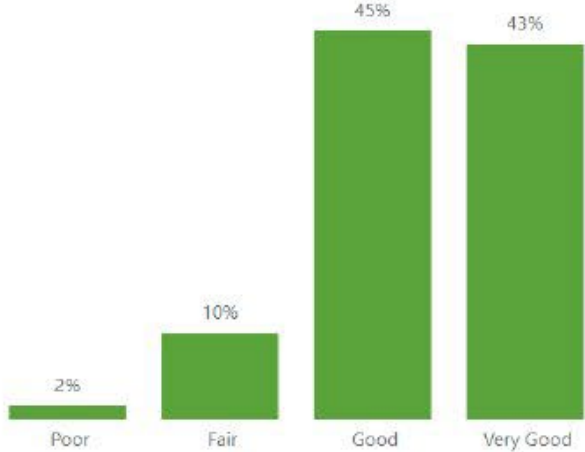


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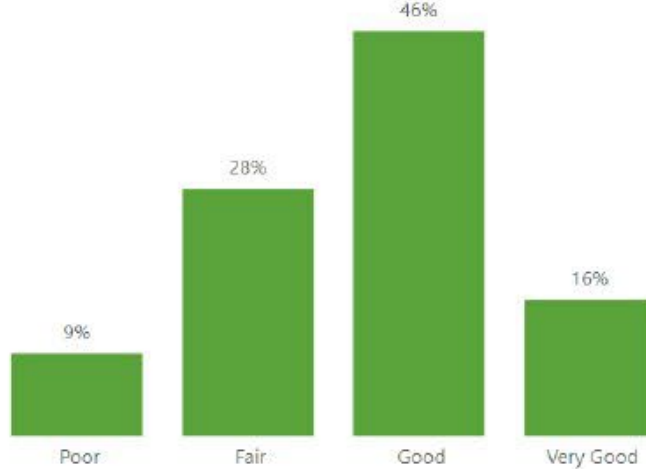
Virtual focus groups

Work-life benefits virtual focus groups results

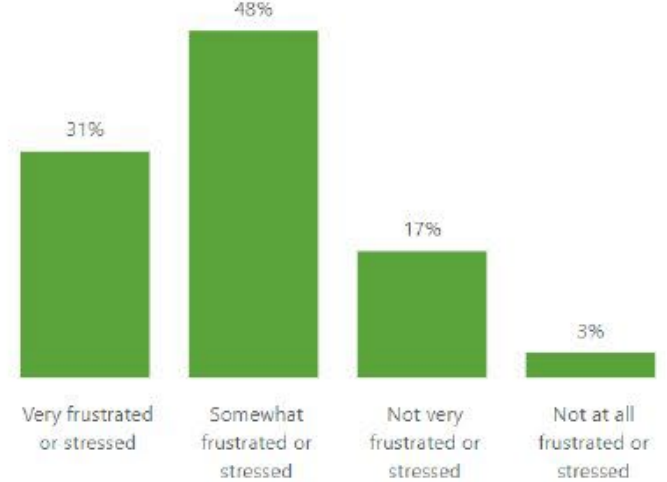
When it comes to your work, how do you feel you are doing?



When it comes to personal and social life, how do you feel you are doing?



In the past month, to what extent would you say you felt frustrated or stressed at work?



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Benefits optimization

Next steps

- Future of Benefits Feedback exercise.
- Begins May 6.
- This is an opportunity for faculty and staff to provide feedback on what specific choices they would make about their benefits.

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UK Invests

Next steps

- Planning to bring forward a recommendation on Phase 1 to May work group meeting.
- Bringing a prototype of the foundational aspects of the program.

QUESTIONS

