



# A Data-Informed Approach to Recruiting and Retaining Faculty

At one Texas university, a deep dive into data is helping ensure equity and diversity in the workplace.



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**A**T THE UNIVERSITY OF TEXAS at Austin, data plays a key role in helping us build a diverse faculty and ensure pay equity, which keeps us competitive with peer institutions and attractive to a wide range of students. A faculty that is diverse in terms of gender and race leads to new avenues for research and higher student satisfaction.

Our equitable hiring practices rely on a holistic process that involves using peer comparison metrics and taking into account the diversity of thoughts and skill sets that will benefit the university. To ensure that our salaries are equitable, we leverage metrics such as student evaluations of instructors, faculty productivity data, community involvement and peer comparison analysis of awards, citations and other scholarly activities.

## Improving Faculty Awards with Data

UT Austin has a strong commitment to nominating faculty for major awards across racial and gender lines. However, we wanted to pinpoint any gaps in the nomination process to make sure we retain talented faculty members by recognizing a diversity of research.

We chose to partner with Tableau because the company offers a user-friendly process for developing self-service dashboards. In this case, an

awards analysis dashboard helps us quickly identify under-awarded faculty in each department and drill down into race/ethnicity and gender information.

As a result, we have achieved better equity in the awards nomination process and improved our faculty recruitment and retention efforts.

## Boosting Productivity and Satisfaction

In addition, the training that Tableau offers has allowed us to retain talented data analysts who value the opportunity to become information developers rather than simply consumers of data. By empowering our staff members, Tableau's technology and support have boosted productivity and job satisfaction.

And the impact of data doesn't stop with employees: Students also benefit from self-service portals with dashboards targeted to ensuring their educational success.

By putting valuable information into the hands of decision-makers, UT Austin is building a data culture that improves our current performance and prepares us for whatever challenges might lie ahead.

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