Employee Social Purpose Lifecycle Tool

Embedding Social Purpose into the Employee Experience within Administration Teams
at Post-Secondary Institutions

Introduction

This is a tool for human resource professionals at post-secondary institutions whose strategic plans include commitments to community engagement, Indigenous reconciliation, social impact, sustainability, social justice, social change, and social purpose. It is designed to help identify opportunities to embed your institution's societal goals into performance management and the employee experience for those working within administration and finance teams. The objective is to create a social purpose culture that can unlock core administration assets to contribute to community betterment and a sustainable future for institutions and society [1].

Instructions

Review the Employee Lifecycle below which is designed to help you embed your institution's societal goals into events that occur during the employee lifecycle within administration and finance so that administrators are equipped, empowered, and inspired to contribute to them within their everyday roles and functions. The purpose of the exercise is to identify gaps and opportunities to further engage administrators in contributing to the institution's societal goals. The gaps and opportunities become the basis for determining your Employee Social Purpose Lifecycle Roadmap or Plan. Feel free to change the language and the tasks in the list below to reflect your institution.

---

[1] This report introduces the concept of leveraging administration assets for greater community and societal good: https://bit.ly/PSISocialInfrastructure

Employee Social Purpose Lifecycle Within Administration Teams at Post-Secondary Institutions

Download this PDF to fill it in

Attract	Recruit	Onboard	Develop	Incentivize	Retain	Transition	Retire
· Employer brand · Career page (video, testimonials) · Job posts and position profile · Employee referral program · Advertising · Networking · Career fairs · Campus recruiting	· Candidate selection tasks · Position/job description (including role and experience) · Interview questions · Interviewer/panel training · Interview feedback forms (forms used to document candidate responses, job fit, competency alignment, etc.) · Reference checks · Employment agreement, offer letter · Benefits and total rewards summaries (including volunteering, other social impact-related employee benefits)	· Orientation (from pre-start onboarding all the way to when an employee reaches "full productivity") · Workspace (social impact visuals in common spaces e.g., lobbies, cafes, meeting rooms, TVs, screen savers) · Business cards · "Stay" interviews 30/60/90 · Employee handbook	· Leadership development · Career pathing · Competency model · Training (onsite, offsite) · Secondments (inhouse / external) · Mentors · Staff meetings · Individual development plans · Employee volunteering program · Succession planning · Mobility planning · Integration with academic planning and student experience	· Compensation · Rewards · Recognition programs · Alignment with University values like social responsibility and UN SDGs	· Performance management (goals, reviews /evaluations) · Team goals · Success stories and communications · Employee engagement survey · Intranet · Internal communications · Remote work · Flexible work arrangements · Professional development · Strategic employee experience programming · Action planning and employee feedback from surveys	· Legacy planning for pre-retirement · Exit interviews · Voluntary and involuntary exiting	· Retiree / alumni group · Retiree communications · Retiree benefits
Do we embed our institution's societal goals in these practices? What are our gaps and strengths?							
List the actions you will take to further embed Social Purpose into the Employee Lifecycle of Administrators							
Action: By when: Who:							

McConnell Foundation thanks Coro Strandberg, social purpose advisor to the Foundation, for her insights developing this tool