2019 Talent Management Priorities for Nonprofits

SURVEY RESULTS

This is the third consecutive year that Nonprofit HR has conducted its Talent Management Priorities Survey in order to assess and reveal what the nonprofit sector is most concerned about regarding managing its people resources.

This year's survey attracted professionals representing 488 organizations from across the nation. These results help talent management experts, human resources professionals, and leaders who serve the nonprofit sector benchmark their priorities in relation to those of other nonprofits.

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STRENGTHEN YOUR PEOPLE.
ACHIEVE YOUR MISSION.

Percentages represent the respondents that chose these priorities among their top three.

Top Three Talent Acquisition (Recruitment) Priorities

39% #1 Attracting/hiring diverse talent (i.e. across all demographics including but not limited to race, age, gender, identity, differing abilities, etc.)

30% #2 Strengthening internal capacity around interviewing skills and practices (i.e. behavioral interviewing, panel interviewing, increasing number of staff involved in interviewing)

27% #3 Strengthening your employer brand to attract better talent

Top Three Culture and Engagement Priorities

33% #1 Improving organizational culture (i.e. reducing conflict, dysfunction, miscommunication, etc.)

24% #2 Assessing organizational culture (i.e. values, workplace behavior/attitudes, leadership effectiveness, communication effectiveness, etc.)

22% #3 Developing an employee retention/engagement strategy, programs and/or initiatives

Top Three Performance Management Priorities

46% #1 Implementing training and development initiatives aimed at strengthening managers' skills around giving/receiving feedback

35% #2 Shifting from a traditional, event-driven performance management model to a continuous feedback model

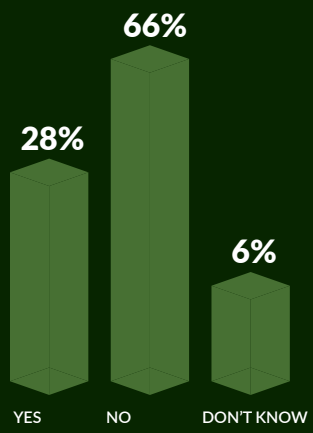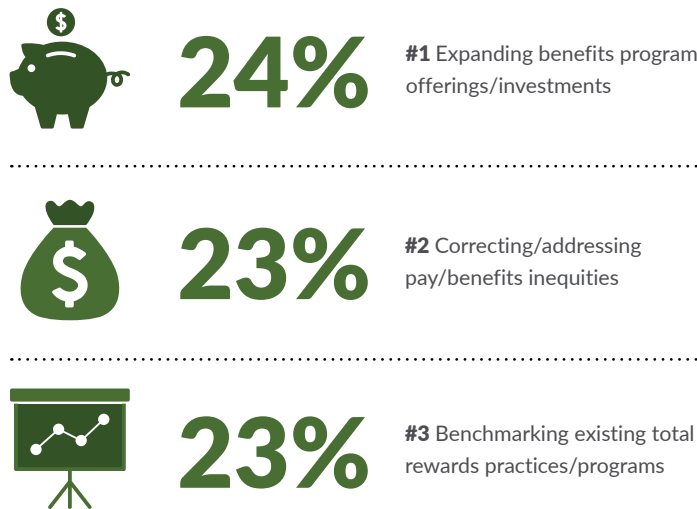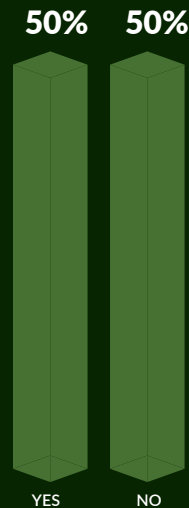**32%** #3 Restructuring existing performance management systems/programs

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Top Three Learning and Development Priorities

29% #1 Expanding investments in developing and strengthening teams

28% #2 Developing a learning and development strategy/program

25% #3 Expanding investments in leadership development programs

Top Three Talent Analytics/Metrics Priorities

35% #1 Benchmarking existing HR/talent metrics

32% #2 Implementing HR/talent metrics reporting

23% #3 Expanding reporting of HR/talent metrics

Top Three Total Rewards (Compensation and Benefits) Priorities

24% #1 Expanding benefits program offerings/investments

23% #2 Correcting/addressing pay/benefits inequities

23% #3 Benchmarking existing total rewards practices/programs

Top Three Talent-Focused Technology Priorities

37% #1 Increasing use of talent acquisition technology (i.e. applicant tracking system)

35% #2 Identifying / implementing performance management technology (i.e. cloud-based solutions)

31% #3 Implementing a learning management technology system

28% YES
66% NO
6% DON'T KNOW

Organizations that have a formal talent management strategy/plan that will guide its work in 2019
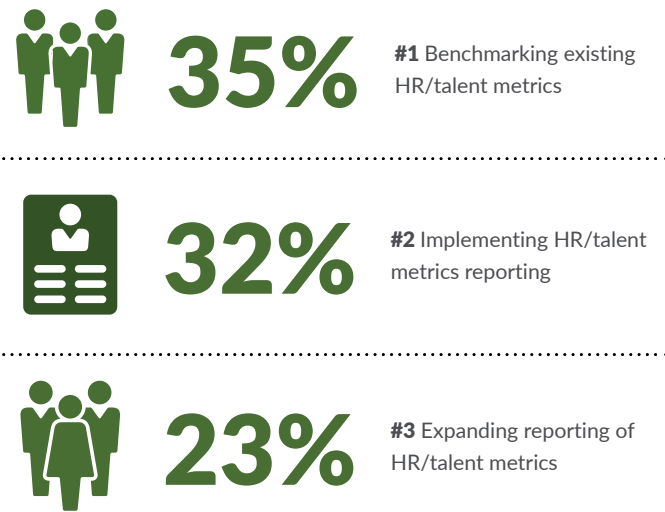
50% YES
50% NO

Organizations that have a dedicated HR/talent function (with at least one individual solely responsible for the function and without other non-HR/talent responsibilities)
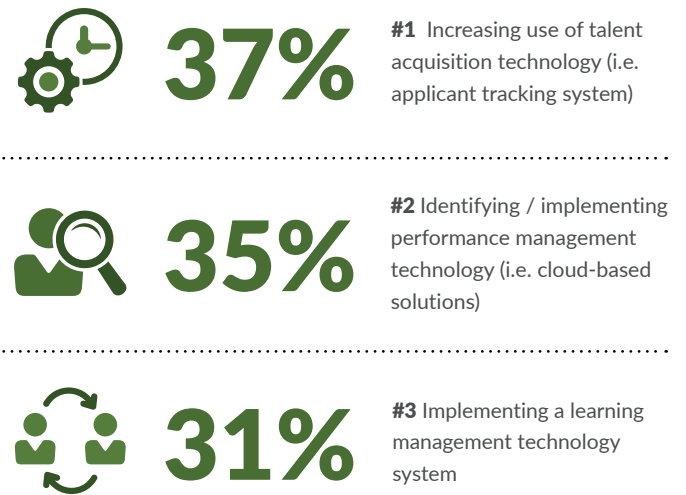
Organizations surveyed represent small, mid-sized and large, with budgets ranging from less than $1 million to over $40 million.

"FUNDING"

"TIME/ RESOURCE CONSTRAINTS, COMPETING PRIORITIES, POOR LEADERSHIP AND MANAGEMENT."

"HR STAFF CAPACITY AND BUDGETS" "LACK OF STAFF CAPACITY" "RESOURCES"

"TIME"

Trending Keywords for obstacles in the way of realizing organization's talent priorities:
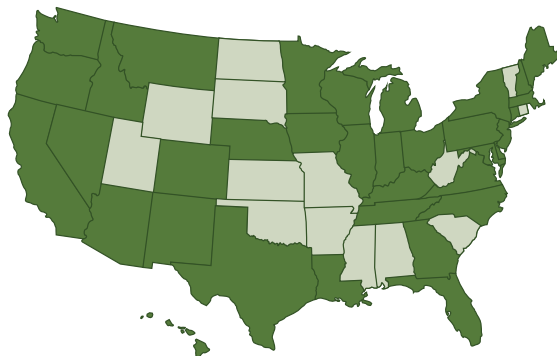
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Survey Participant Demographic Data

"Buy-in across management, since we don't have a formal HR team".

"Capacity of the HR group to be more strategic vs. stuck in the day to day."

Organizations with headquarters in American states represented below.

KEY
- States with participating organizations
- States without participating organizations

Average operating budgets of survey participants:

11%
< $1 million
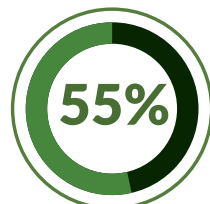
55%
> $1 million – < $10 million

18%
> $10 million – < $40 million
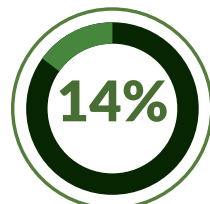
14%
> $41 million

Employee counts for participating organizations:

Less than 10	11%
11-20	15%
21-50	18%
51-100	13%
101-200	16%
201-500	15%
More than 500	12%

Organization mission-types that participated in the survey:

33.63% Social/human services

16.81% Education

14.60% Health/Health Services/Health Education

5.75% Associations

4.87% Human/civil rights

4.42% Arts & culture

2.65% Environmental

2.65% Animal

Other mission types include faith-based, philanthropic, homelessness, museums, membership and research.

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Download the 2019 Talent Management Priorities Survey Results webinar recording for insight on each survey category.

The results from Nonprofit HR's 2019 Talent Management Priorities survey are in, revealing key trends for how organizations are managing their talent management efforts to achieve their missions. Among key trends are diversity recruiting, assessing culture, employee engagement, and implementing technologies for talent-focused initiatives. This is the third consecutive year that Nonprofit HR has conducted the survey of local, regional and national nonprofits and shared the results of their aggregate talent priorities. **Download this webinar** and learn where talent acquisition, total rewards, technology, performance management and learning rank for 488 organizations representing multiple missions, sizes and locations.

Download Now

Takeaways:

· Hear key talent management priorities, cultural trends, and retention shifts for the social sector in 2019 and beyond

· Discover where your organization stands in relation to national nonprofit talent priorities

· Learn how to align your organization's talent priorities to help drive your organization's 2019 goals

· Walk away knowing what these priorities mean to the sector at large and your organization in particular

About the Talent Management Priorities Survey and Process

The 2019 Nonprofit Talent Priorities Survey was conducted by Nonprofit HR, the nation's leading talent management firm that works exclusively with the social sector. The survey asked nonprofit professionals (primarily nonprofit leaders and HR professionals) to rank their most pressing talent priorities in seven key areas. While more options were offered, this report highlights only the responses that were selected as organizations' top priorities in each category. Respondents represent 38 states and a variety of budget levels, ranging from less than $1M to more than $40M. The most well-represented areas of mission focus include social/human services, education and health.

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