



2023 Nonprofit Talent Management Priorities Survey

Webinar

January 24, 2023

2-3:30 p.m., ET

About Nonprofit HR

Our vision:

We are the leading source of innovative talent management, talent acquisition services and knowledge for the social impact sector.

- **Total lifecycle solutions for talent management.**
- **23+ years serving the social sector as a trusted advisor and thought partner.**
- **Thousands of missions served.**
- **Black woman owned.**
- **National footprint.**
- **Award-winning and highly-credentialed staff.**

"Nonprofit HR's experts listen, articulate people-centric solutions and understand the correlation between having high-performing, engaged staff and us being able to support our members' needs. Their team has elevated the importance of and visibility around innovative HR practices. Nonprofit HR is an invaluable strategic partner."

Cathy Gibney, CPA
Chief Financial Officer
National Hospice and Palliative Care Organization

Our Practices: Nonprofit HR's suite of solutions are centered around five core service areas

STRATEGY & ADVISORY

- HR Audits & Assessment
- Workforce Planning
- Performance Management
- Workplace Culture & Employee Engagement
- Learning & Development

OUTSOURCING

- Interim Outsourcing
- Comprehensive General Outsourcing
- Specialty Outsourcing (i.e. strategy, recruitment, benefits)

Equity, Diversity, Inclusion & Justice

- Equity Assessments & Implementation Support
- DEI Training
- Cultural Transformation
- Leadership Development
- Interim Chief Equity Officer

TOTAL REWARDS

- Compensation Benchmarking & Program Design
- Pay Equity Analysis
- Benefits Assessments & Administration
- Cost Containment Strategy Design
- HR Technology



SEARCH

- Executive Search
- Professional Search
- Recruitment Outsourcing
- Interim Leadership



SOCIAL ENTERPRISE

We also partner with nonprofit and for-profit social enterprises to help strengthen their people management practices.

Presenters



Dr. Tracye Weeks
Managing Director
Strategy & Advisory



Shaneka L. Stanley
Team Leader & Senior Consultant
HR Outsourcing

Agenda

- Nonprofits' 2023 talent management priorities and concerns
- Top three trends and insights in talent management practices
- What the differences in priorities mean for both the sector as a whole and your organization in particular
- Anecdotal stories from Nonprofit HR's client experiences
- Q&A

Demographic Overview of Survey Respondents

**Number # of Survey
Respondents:**

317

Organization mission types that participated in the survey.

- 16%** Human Services
- 16%** Education
- 11%** Children, Youth & Families
- 7%** Advocacy/Legal/Policy
- 6%** Environment
- 4%** Healthcare
- 4%** Health Education/Advocacy
- 3%** Housing & Houselessness
- 3%** Social Justice
- 3%** Faith Based
- 3%** Arts & Culture
- 3%** Associations

Average operating budget of participant organizations.

Answer Choices	Responses
Less than \$5 million	32%
\$5.1 - \$10 million	23%
\$20.1 - \$50 million	21%
\$50.1 - \$100 million	5%
\$100.1 - \$500 million	4%

Employee counts for participating organizations.

Answer Choices	Responses
Less than 25	24%
26 - 75	36%
76 - 150	17%
151 - 250	6%
251 - 500	11%
More than 500	7%

Lifecycle stage of participating organizations.

Answer Choices	Responses
Start Up (within first 5 years of operation)	3%
Growth-Mode	34%
Maturity/Sustainability	60%
Decline	3%

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Talent Acquisition

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Organizations that are prioritizing talent acquisition (recruitment) in 2023.

Answer Choices

Priority#1

Yes

80%

No

20%

Top three talent acquisition (recruitment) priorities for 2023.

Priority#1

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

66%

Priority#2

Strengthening employer brand to attract better talent

44%

Priority#3

Increasing talent acquisition (recruitment) budgets

50%

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Culture and Engagement

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Organizations that are prioritizing culture and employee engagement in 2023.

Answer Choices

Responses

Yes 93%

No 7%

Top three culture and employee engagement priorities for 2023.

Priority#1

Assessing organizational culture (e.g., values, workplace behavior/attitudes, leadership effectiveness, communication effectiveness, etc.)

61%

Priority#2

Building a more inclusive organizational culture

43%

Priority#3

Influencing leadership to prioritize culture management

54%

Performance Management

Organizations that are prioritizing performance management in 2023.

Answer Choices

Responses

Yes

73%

No

27%

Top three performance management priorities for 2023.

Priority#1

Restructuring existing performance management systems/programs

54%

Priority#2

Eliminating a formal performance management system/program

75%

Priority#3

Implementing a 360-degree feedback program

51%

Learning and Development

Organizations that are prioritizing learning and development in 2023

Answer Choices

Responses

Yes

79%

No

21%

Top three learning and development priorities for 2023.

Priority#1

Developing a learning and development strategy/program

63%

Priority#2

Expanding investments in leadership development programs

45%

Priority#3

Implementing high-potential/high-performing talent programs

47%

Organizations that are prioritizing learning and development in 2023

Top three learning and development or training efforts respondents will offer in 2023

Leadership

67%

Supervisory Skills

66%

Diversity, Equity and Inclusion

73%

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Total Rewards

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Organizations that are prioritizing total rewards (compensation and benefits) in 2023.

Answer Choices

Responses

Yes

66%

No

34%

Top three total rewards (compensation and benefits) priorities for 2023.

Priority#1

Developing/implementing a formal total rewards strategy/program

58%

Priority#2

Benchmarking existing total rewards practices/programs

40%

Priority#3

Reducing and/or eliminating benefits program offerings/investments

80%

Organizations that are prioritizing talent analytics/metrics in 2023

Answer Choices	Responses
Yes	39%
No	61%

Top three talent analytics/metrics priorities for 2023.

Priority#1 Implementing HR/talent metrics reporting	64%
Priority#2 Restructuring HR/talent metrics reporting	43%
Priority#3 Benchmarking existing HR/talent metrics	52%

Organizations prioritizing talent-focused technology in 2023.

Answer Choices

Responses

Yes

30%

No

70%

Top three talent-focused technology priorities for 2023.

Priority#1

Introducing artificial intelligence (AI) into routine talent management functions (i.e., onboarding, benefits administration)

50%

Priority#2

Identifying/implementing performance management technology

55%

Priority#3

Implementing a Human Resource Information System (HRIS)

55%

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Talent Management Strategy

Organizations that have a formal talent management strategy/plan that will guide its work in 2023.

Answer Choices

Responses

Yes

26%

No

65%

I don't know

9%

Top three talent management priorities for 2023.

Priority#1

Talent Acquisition (Recruitment)

61%

Priority#2

Performance Management

44%

Priority#3

Talent-Focused Technology

67%

Top two obstacles in the way of realizing talent management priorities.

Answer Choices

Responses

Not enough staff resources
dedicated to HR to achieve them

65%

Not enough financial resources
dedicated to HR to achieve them

54%

Top three elements
included in formal
talent management
strategy/plan for 2023.

*Answer Choices**Responses*

Talent acquisition (branding,
recruitment, hiring, onboarding)

84%

Retention planning (culture
management, employee engagement,
feedback management)

84%

Learning and development (staff
development, leadership
development, mentoring, shadowing)

82%

Top three talent acquisition (Ways the ongoing COVID-19 crisis has impacted budget/talent management objectives of respondent organizations.

Answer Choices

Responses

We have, or expect to, reduce our operating budget.

13%

We have, or expect to, increase our operating budget.

33%

We have made adjustments to prioritize/reprioritize our talent management objectives.

62%

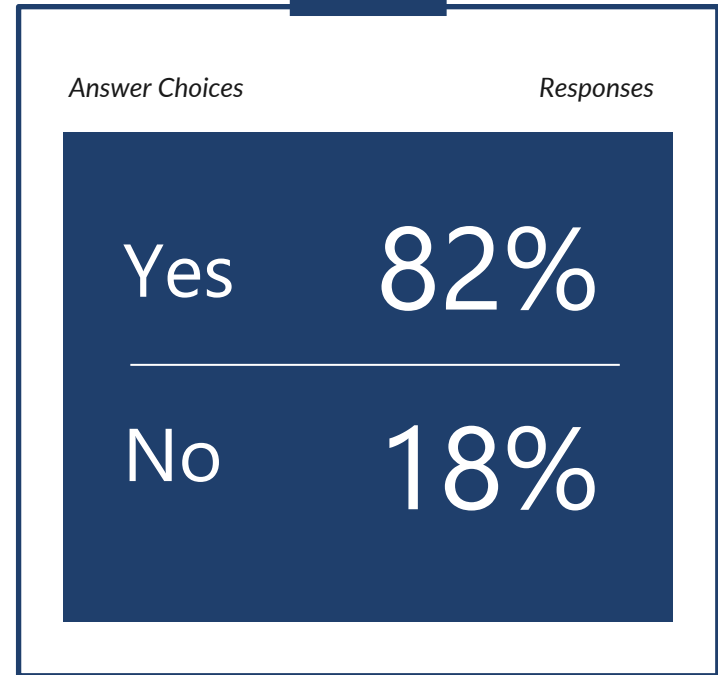
We have de-prioritized our talent management objectives, programs and/or initiatives.

0%

We have not adjusted our approach. The COVID-19 pandemic has not impacted my organization's approach toward talent management.

32%

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).



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Questions?

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Thank you and Contact us!

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