



Michael W. McLaughlin
Guest Editor

Michael W. McLaughlin is a principal with MindShare Consulting LLC, which specializes in resources for professional services providers. He was formerly a principal with Deloitte Consulting, where he spent more than two decades managing consulting projects, developing long-term client relationships, and building profitable consulting practices. He has worked with clients from Fortune 100 companies to start-ups, and everything in between. He has written extensively on these subjects for major publications and has been a guest speaker at dozens of industry and professional conferences. McLaughlin is the co-author of Guerrilla Marketing for Consultants, and he is the editor of two Web sites and e-newsletters that provide the latest news, strategies, and practices for consultants: Management Consulting News and Guerrilla Consulting.

For much of our economy, innovation springs first from the halls of colleges and universities. And for generations, post-secondary institutions have offered a steady source of highly skilled employees for employers worldwide. But executives at institutions of higher education, particularly HR executives, face a convergence of demographic, technological, and legal trends unlike anything in the past. How HR executives lead their organizations through these uncertain times is the subject of this issue of *IHRIM.link*.

A key challenge facing HR executives in higher education is the tug of war between supply and demand. According to the U.S. Department of Education, enrollment in degree-granting institutions in the United States has surged in recent years. Meanwhile, the retirement boom is working its way through the ranks of university faculty. Demand for education is growing while the supply of highly qualified faculty is in transition.

In his article, "Tapping into Diverse Communities Online," Michael George outlines a series of

recruiting strategies and tactics to help HR managers source a diverse group of applicants to fill the emerging needs for top faculty talent. George stresses the need to mix high-tech savvy with old fashioned recruiting strategies to land the best candidates.

But advances in information technologies are not limited to recruiting. In their article, "Self-Service Technologies Help HR Play a Greater Role," Michael Dillon and Amy Little lay the groundwork for an information technology platform to serve the needs of students, faculty, and administrators without breaking the bank.

Every challenge facing HR execs, whether it's managing demographic issues or keeping pace with technology, demands consideration of how any change impacts individuals' right to privacy. We asked Ed Bardelli, a lawyer specializing in advising institutions of higher education on issues of privacy, to outline the relevant privacy laws and how those laws can impact the decisions that HR executives must make. In layman's terms, Bardelli shows us how to negotiate the

labyrinth of employee privacy.

Our fourth feature article describes how to create an academic program of study to qualify an individual to enter the HR profession. Our authors for the feature are Dr. Vincent Pelletiere, assistant professor of Business, and Terri Hoehne SPHR, director of Human Resources from Aurora University.

A special thanks to my co-editor for this issue, Mark Stelzner, who acquired several articles on our theme of HR in higher education. In an interview, Deborah Elias-Smith provides an update on HR trends in higher education, Marc Pramuk presents advice on how HR and technology executives can effectively assess HR service delivery alternatives, and Dennis Bortolus writes about planning for new technology in colleges and universities. You'll also enjoy reading Theresa Welbourne's column on overcoming HR challenges and a timely column by Jeffrey Bridges on disposal suspension, an important legal issue facing today's corporate world.

Mark and I hope you enjoy this issue of *IHRIM.link* and find it useful in the present and the future.