

STRENGTHENING HUMAN RESOURCES IN THE UNIVERSITY DURING THE COVID-19 PANDEMIC

Dr. Ir. Agustinus Hermino, M.Pd

Universitas Sari Mulia, Indonesia
agustinus_hermino@yahoo.com

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UNIVERSITY CHALLENGES DURING THE COVID-19 PANDEMIC



Before
Pandemic



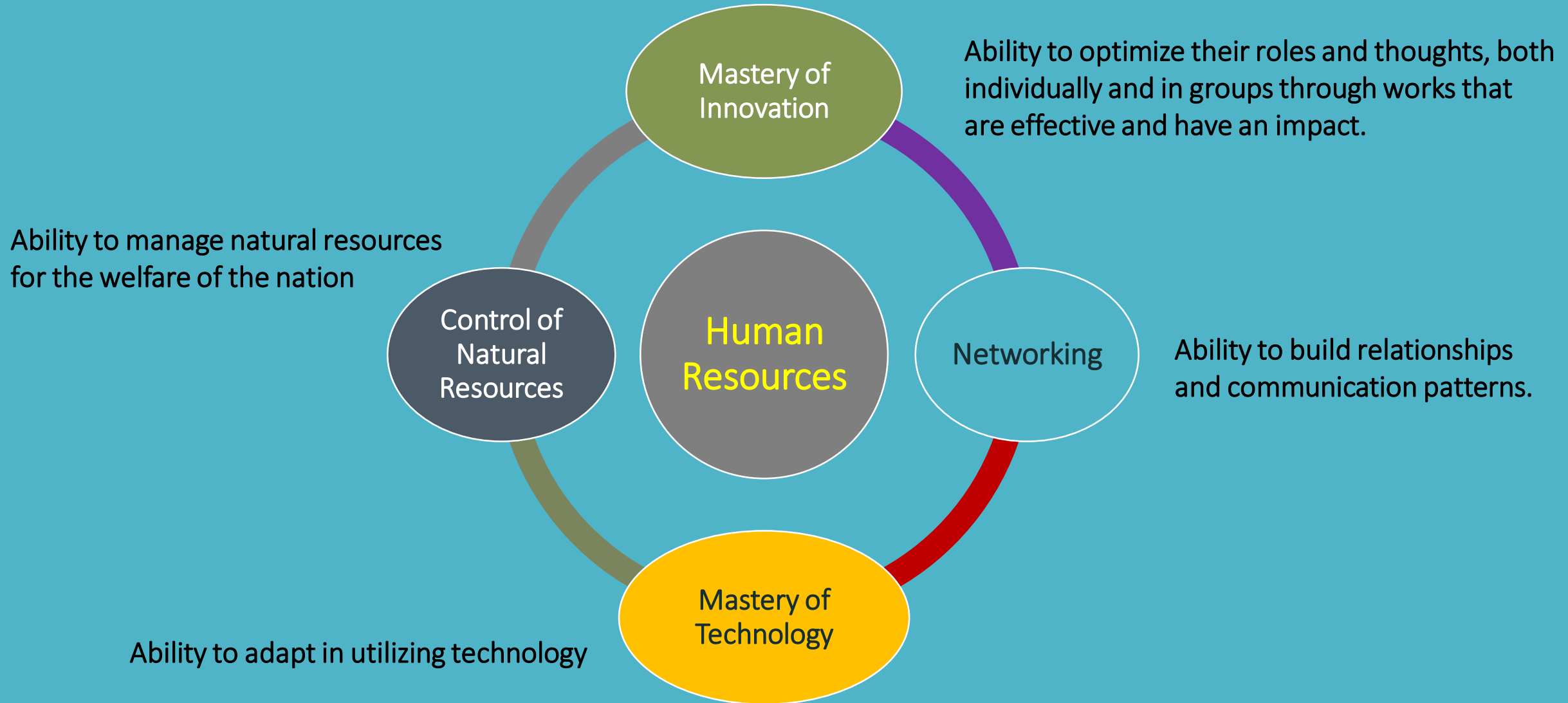
During
Pandemic



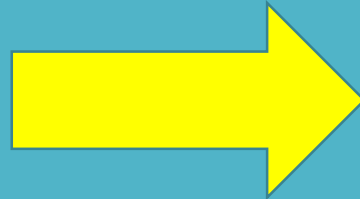
Common Activity	Current Situation
Class room as a place during learning process	Virtual media such as zoom, as a place during learning process
Direct interaction between teacher and students	Communication virtually
The learning process must still be carried out and students still get their right to receive courses from lecturers	

A good communications strategy is crucial for an institution whether they are in a time of crisis or not. In these unprecedented times it is even more vital that institutions have good robust communication plans for all of their stakeholders.

WHAT SHOULD BE PREPARED?



Maintaining Human Resources can still be Productive



1. The pandemic has forced universities to bring their courses online.
2. This is just one step along the road to a new educational paradigm, however.
3. We can expect a new model to emerge once COVID-19 has passed.

How does Higher Education Human Resources Change?

	<p>Understanding of digital transformation</p>	<p>HR plays a crucial role in supporting emerging and changing talent frameworks.</p> <p><i>Providing digital-first experiences is now becoming increasingly important not just for students but also for university staff and academics.</i></p>
	<p>Emphasis on faculty learning</p>	<p>To fill this gap, higher education institutions are beginning to focus more on learning and development programs for employees.</p>
	<p>A focus on employer branding</p>	<p>In an increasingly competitive higher education landscape, institutions are realizing that attracting top talent requires strong employer branding</p>
	<p>Globalization of higher education</p>	<p>HR practitioners have to work even harder to appeal to candidates by incorporating international opportunities into their employer brand.</p> <p>HR practices have had to adapt to focus on the candidate journey, and institutions should now consider how to incorporate academic mobility and view their mission in international terms.</p>

