

The University of Tennessee – Knoxville

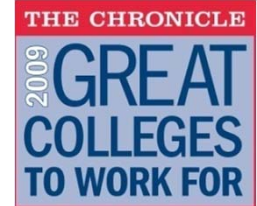
2011 Great Colleges Survey

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March 21, 2011

ModernThink

Session Objectives

- Provide an introduction to ModernThink LLC and an overview of *The Chronicle of Higher Education's* Great Colleges to Work For Program
- Review the dimensions of the ModernThink Higher Education Insight Survey[©]
- Review the survey process and best practices related to successful survey administration
- Discuss elements of a successful communication plan
- Discuss timeline, next steps and strategic considerations for the UT-Knoxville survey



Program Background

2008 – The Chronicle and ModernThink launched Great Colleges program

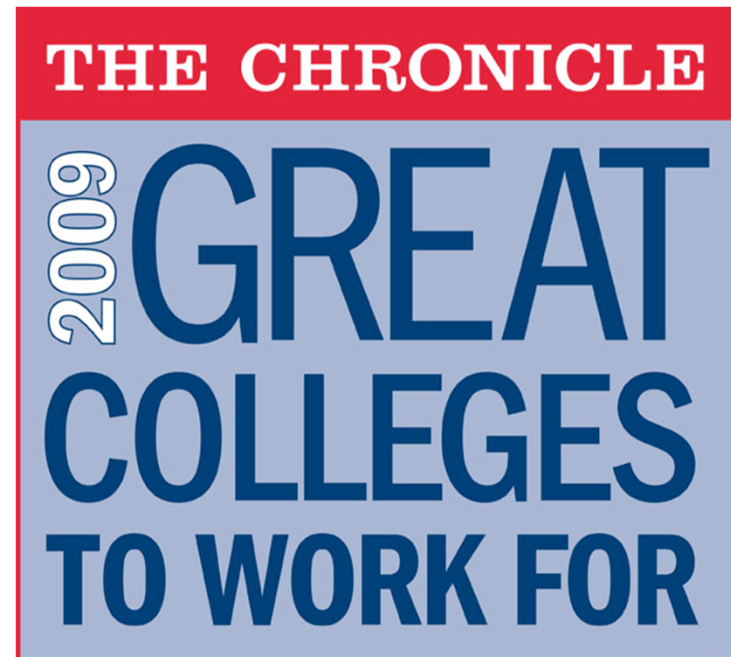
Includes climate survey (faculty and staff) and audit of policies, practices and demographics

89 participants and 45,000+ faculty and staff were surveyed

Findings published in The Chronicle's Academic Workplace Supplement

Now an annual program

2010 participation nearly tripled to 275



Outcomes, Benefits, Impact

- **Road map**
- **Better communication**
- **Benchmark progress**



Survey Overview

- 60 core belief statements focusing on workplace quality and managerial/organizational competencies
- Faculty/staff rate each statement using a five-point agreement scale
- Satisfaction component - five-point satisfaction scale
- 15 demographic questions
- 2-3 open-ended questions

15 Core Survey Dimensions

- ***Job Satisfaction/Support*** – provides insight into the satisfaction with job fit, autonomy and resources
- ***Teaching Environment**** – with a particular focus on faculty, this dimension consists of statements that address the balance between teaching, research and service; the support for advising/mentoring students; and recognition for outstanding teaching
- ***Career Development, Research & Scholarship**** – provides insight into the reported satisfaction with career/professional development opportunities; and for faculty, support for research and clarity of the tenure process
- ***Compensation & Benefits*** – captures information about the perceived fairness of compensation and the effectiveness of the benefits offered
- ***Facilities & Security*** – provides insight into the reported satisfaction with physical workspace, overall campus appearance and confidence in experiencing a safe and secure environment

15 Core Survey Dimensions

- ***Policies, Resources & Efficiency*** – assesses the perceived effectiveness of various systems, policies and infrastructure
- ***Participation in College Governance*** – captures information about the perception of inclusion and cooperation as related to shared governance
- ***Connection to Institution & Pride*** – evaluates the sense of pride and connection faculty/employees report regarding their affiliation with the institution
- ***Supervisor/Department Chair Relationship*** – provides insight into the relationship faculty/employees report with their department chair or supervisor and assesses critical managerial competencies
- ***Confidence in Senior Leadership*** – measures the confidence faculty and employees report in the capabilities and credibility of senior leadership; senior leadership was defined as the most senior members of the institution

15 Core Survey Dimensions

- ***Faculty, Administration & Staff Relations*** – provides insight into the quality of faculty, administration and staff relations with a focus on the perception of support, cooperation and
- ***Internal Communications*** – assesses the quality of internal communications specifically as related to transparency, clarity and interactivity
- ***Collaboration*** – measures the perceived cooperation and collegiality within workgroups and across the institution
- ***Fairness*** – measures confidence in fair and consistent treatment, especially regarding performance management and issues of accountability
- ***Respect & Appreciation*** – provides insight into the degree to which faculty/employees feel respected and valued

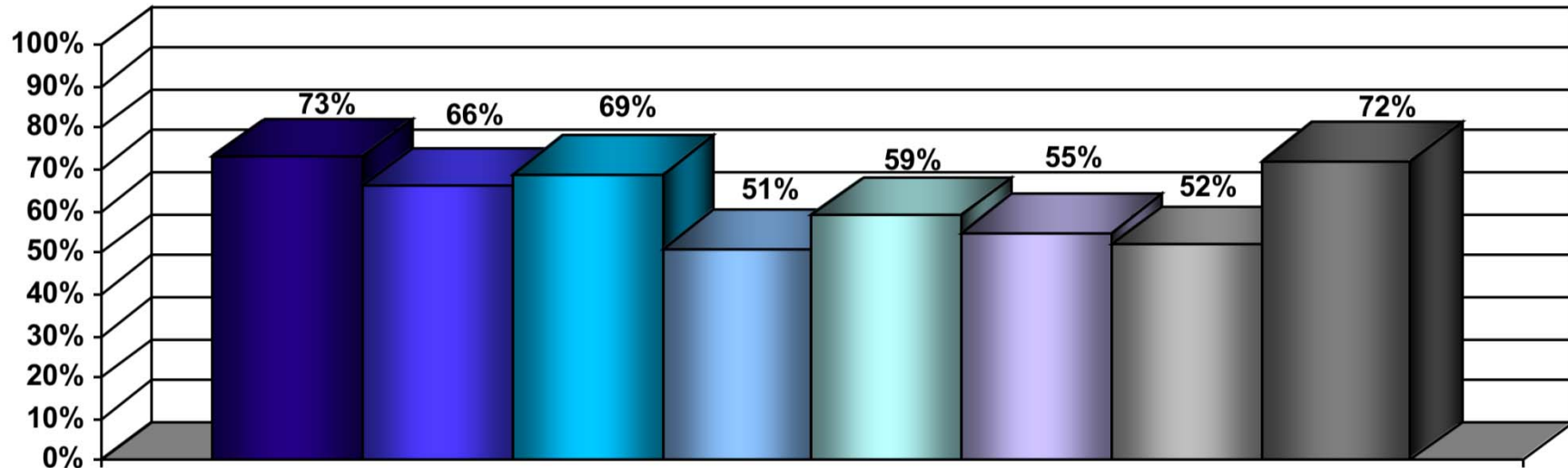
Milestones

- **March 21** – Launch Meetings with key stakeholder groups
- **March 28 – April 11** – 2011 Great Colleges Survey
- **Week of May 23** – Preliminary Results
- **Week of June 1** – Findings Presentation & Report Delivery

Reports & Data Interpretation

- Spreadsheets
- Response Distribution Reports
- Employee Comment Reports
- Job Category Reports
- Customized Benchmark Reports

Dimensions (% Positive)



■ Job Satisfaction/Support

■ Teaching Environment

■ Career Dev., Research & Scholarship

■ Compensation & Benefits

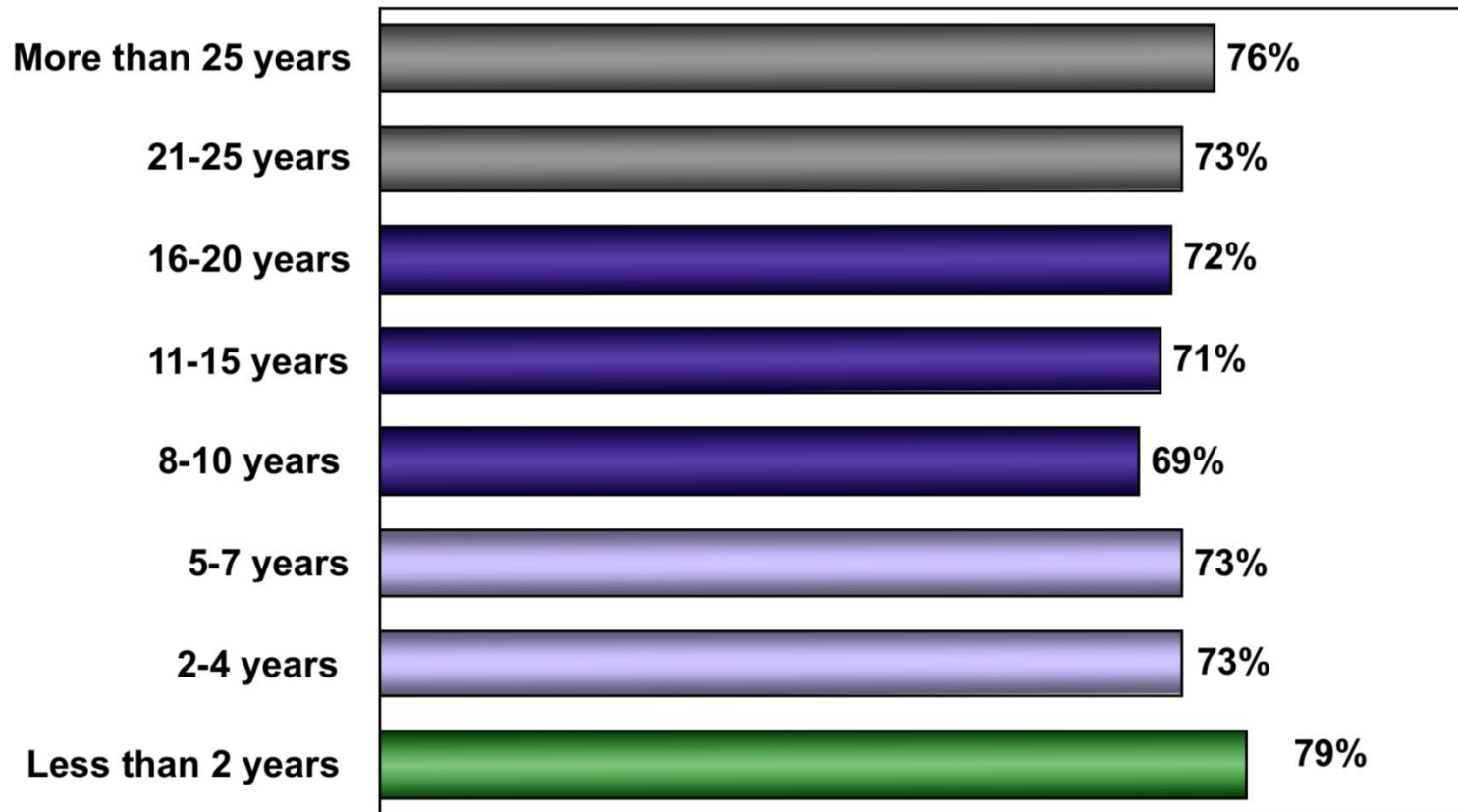
■ Facilities & Security

■ Policies, Resources & Efficiency

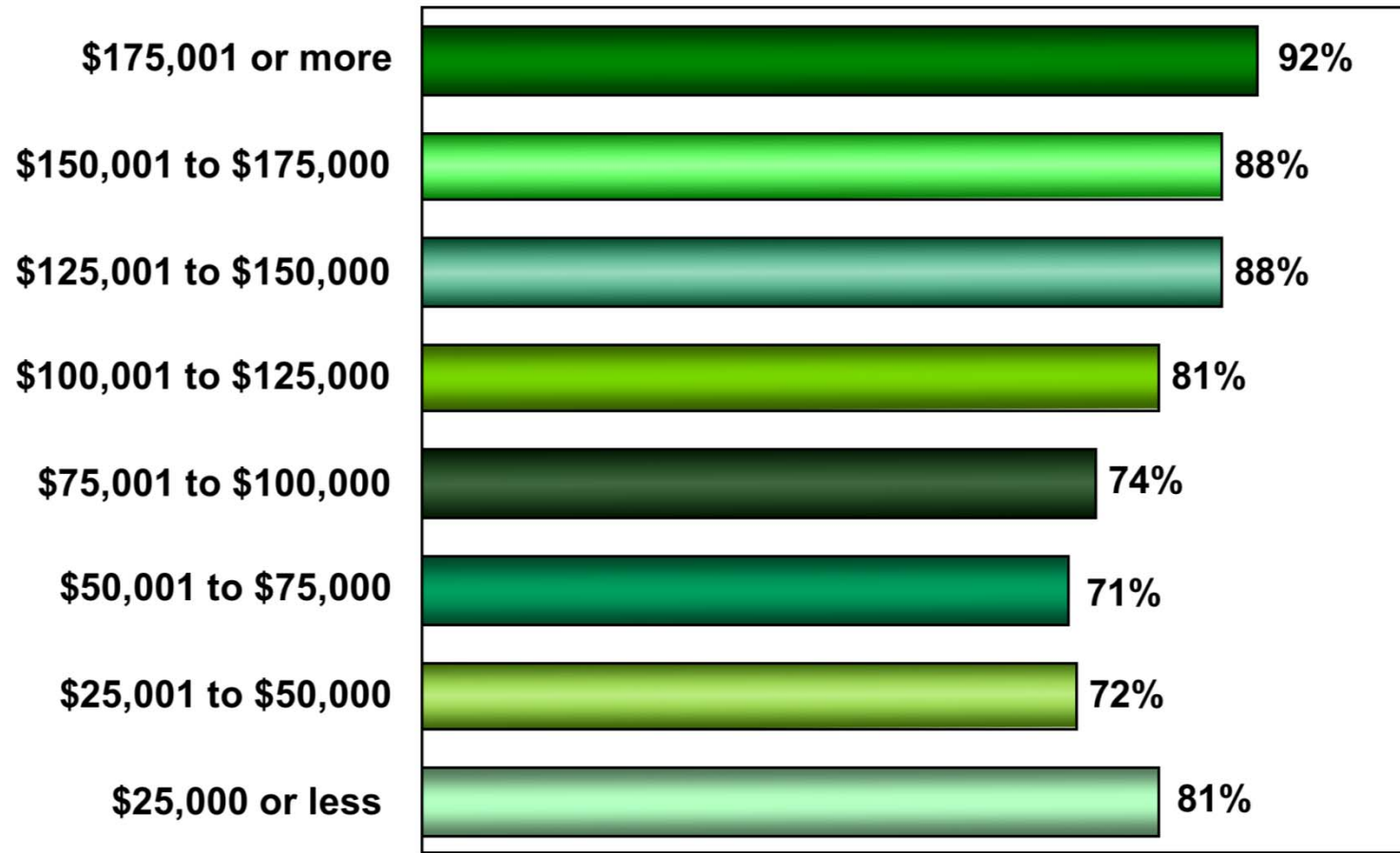
■ Participation in College Governance

■ Connection to Institution & Pride

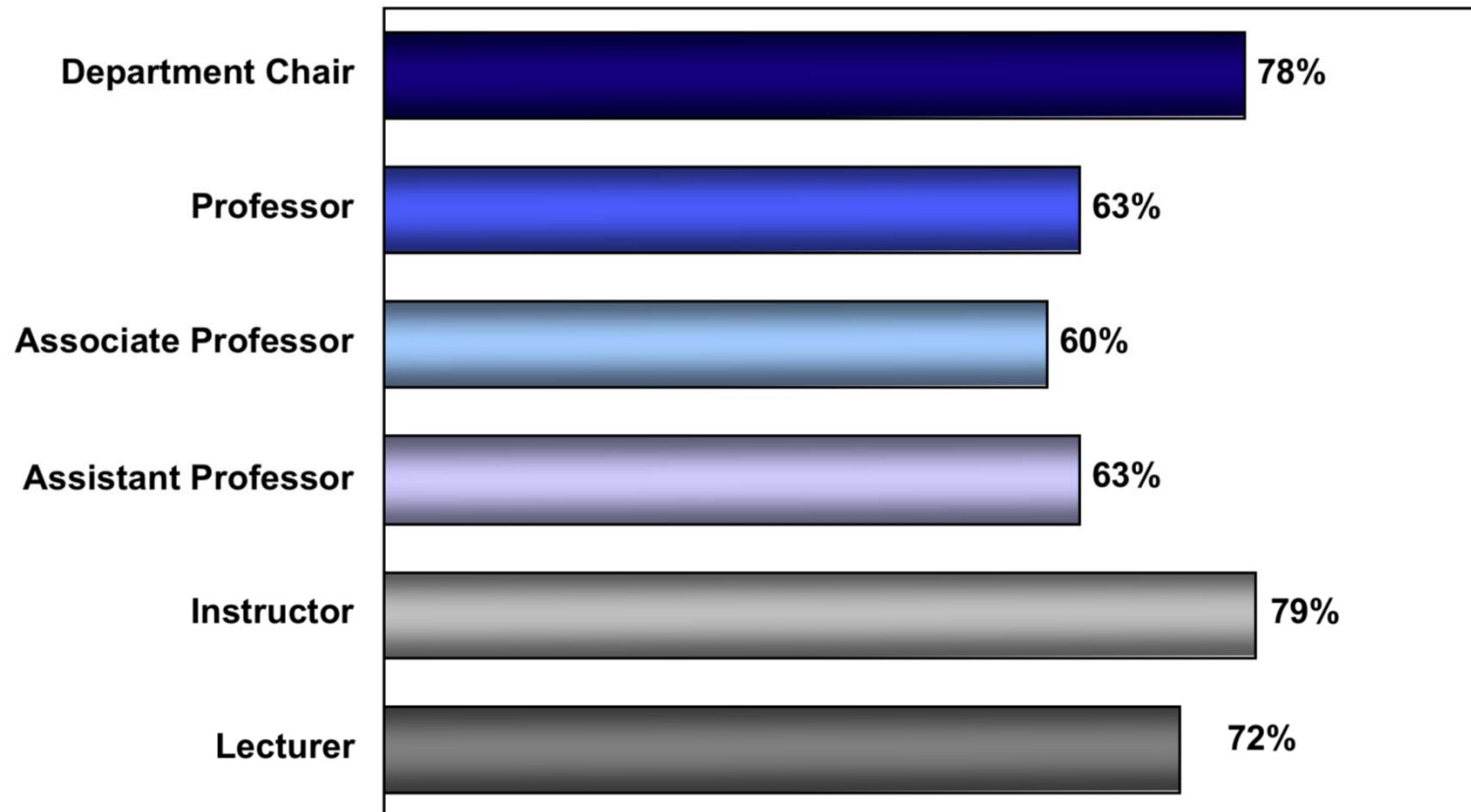
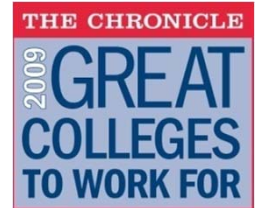
Years at Institution



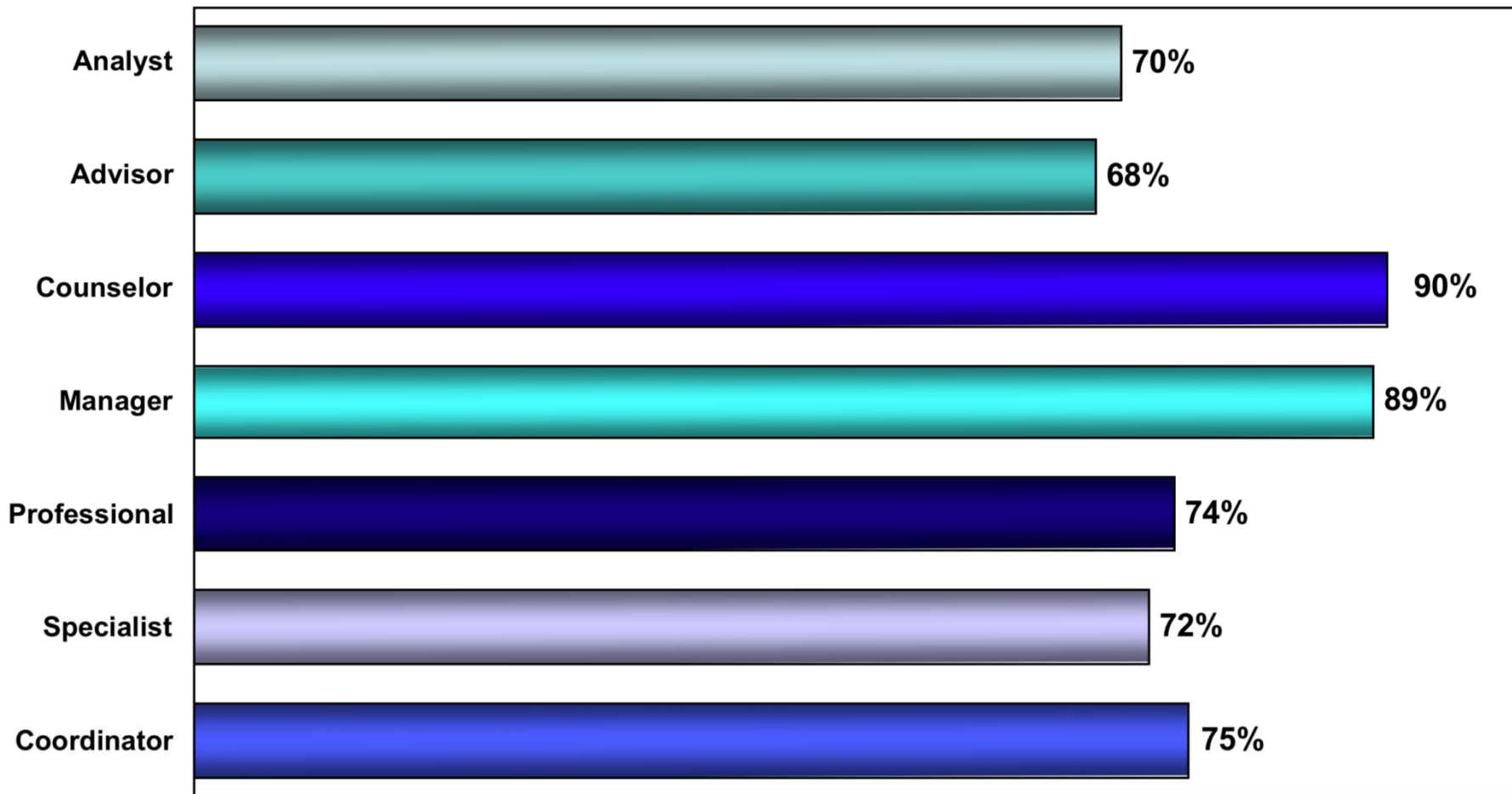
Annual Salary



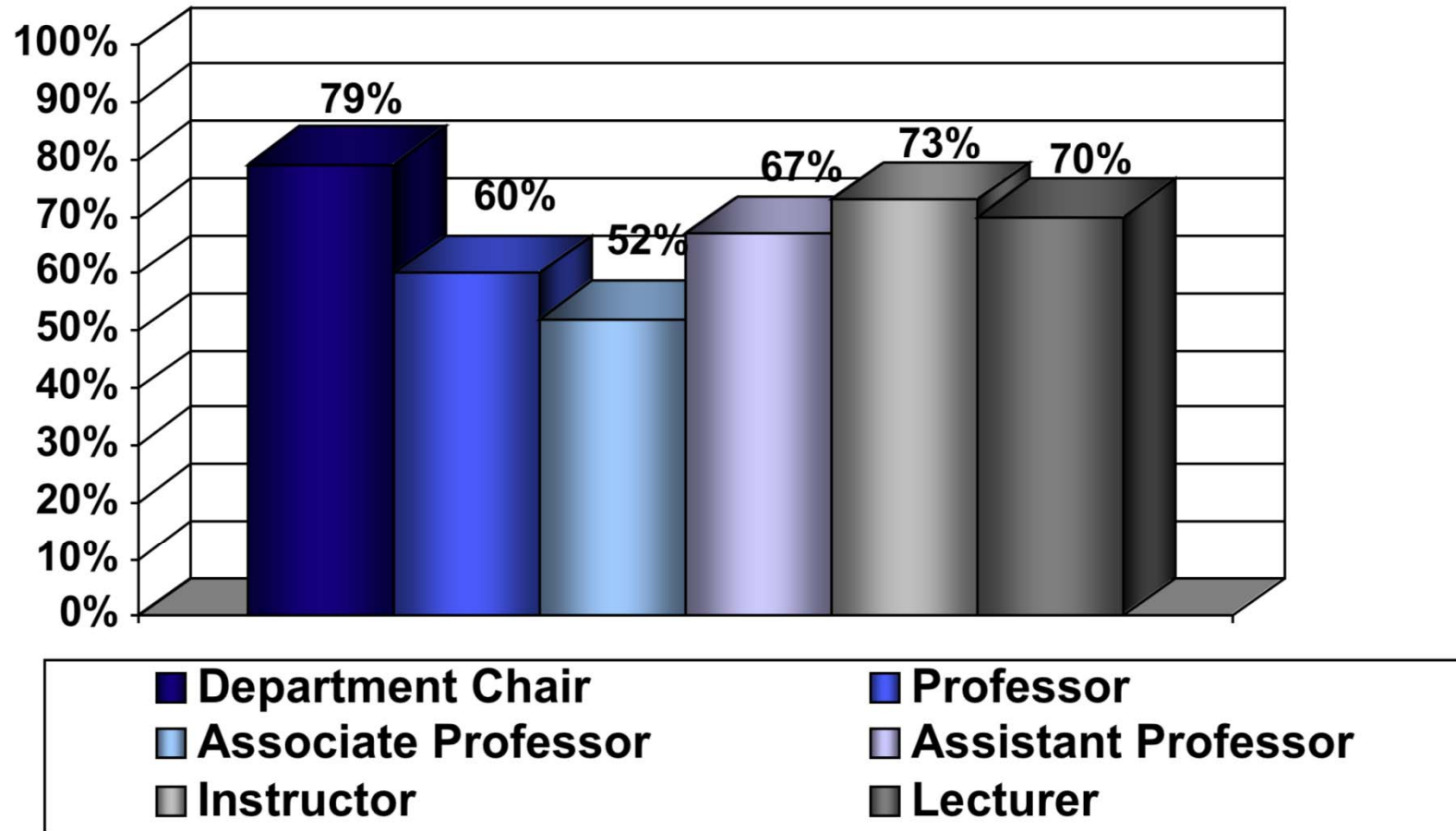
Faculty Roles



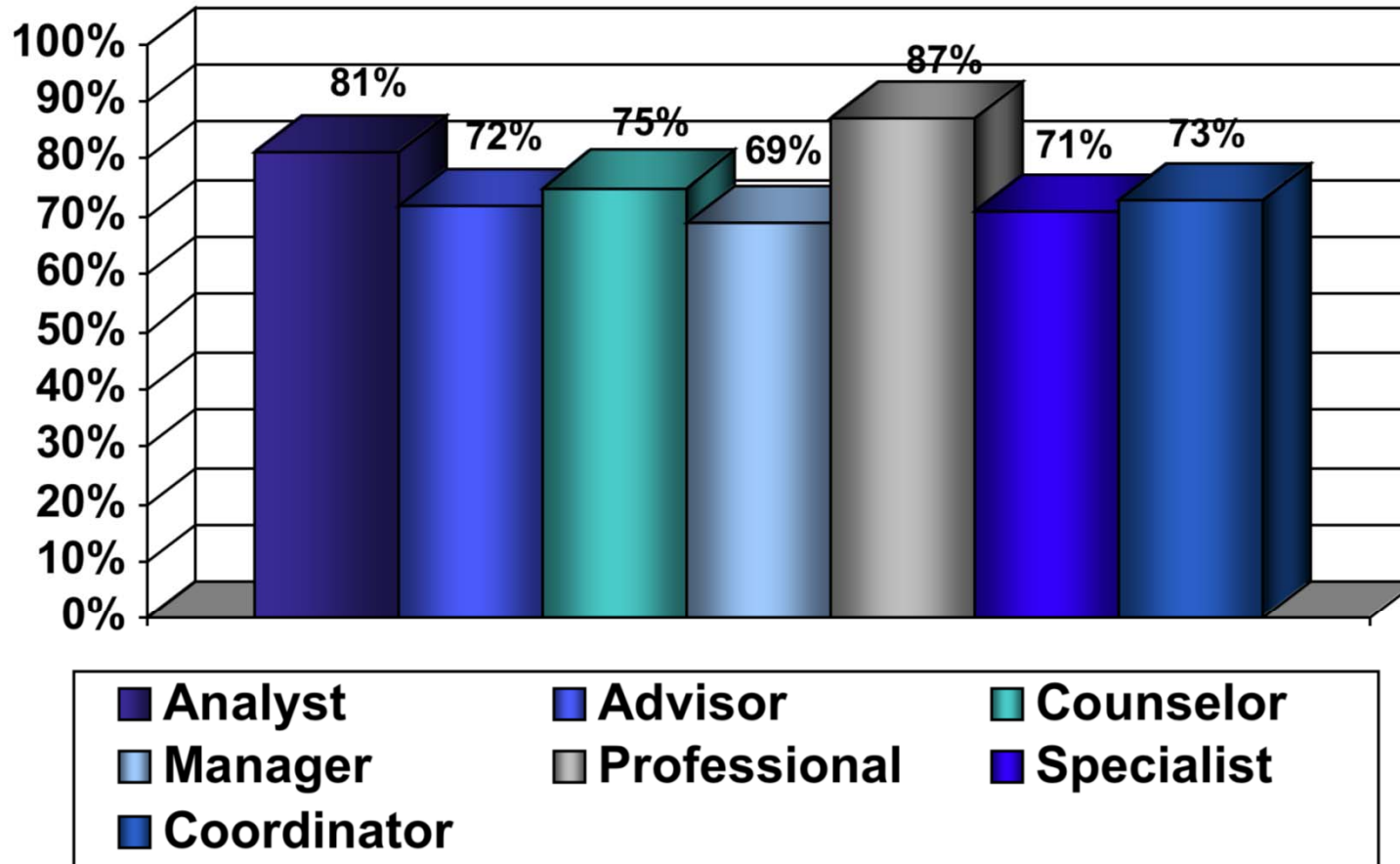
Professional Staff Roles



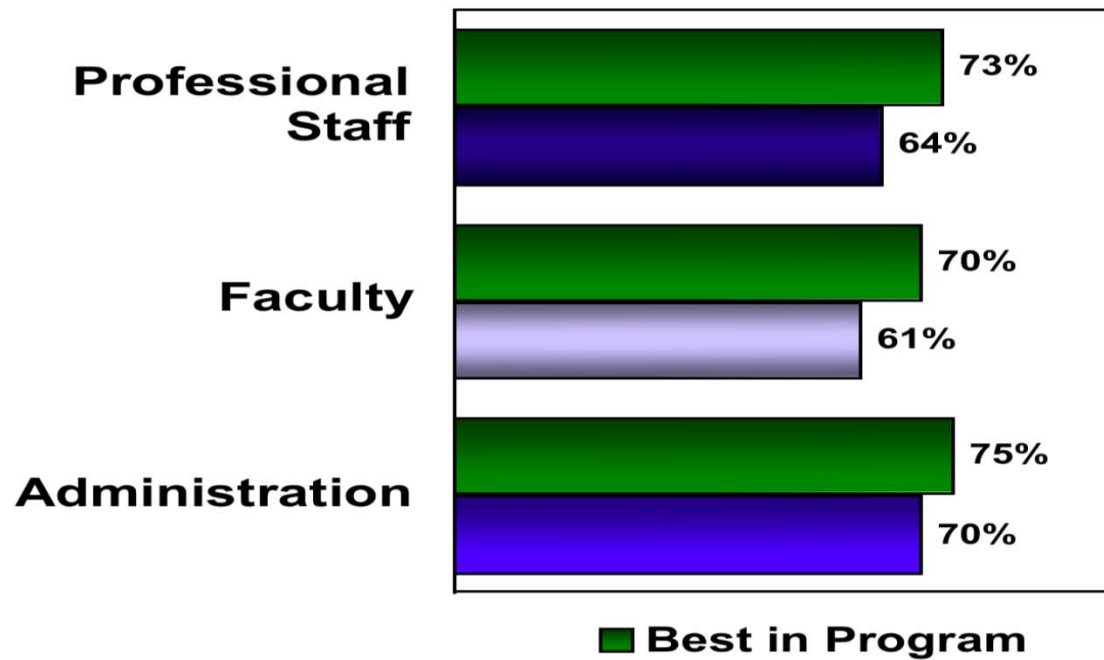
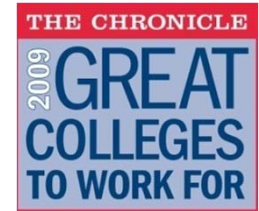
I am regularly recognized for my contributions.



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Job Category



Supervisor/Dept. Chair Relationships

Survey Statement		ABC University (Positive %)	ABC University (Negative %)	Best in Category (Positive %)	Best in Category (Negative %)
24	I have a good relationship with my supervisor/department chair.	82	5	87	3
15	My supervisor/department chair regularly models this institution's values.	68	10	80	5
3	My supervisor/department chair makes his/her expectations clear.	73	7	78	5
19	My supervisor/department chair is consistent and fair.	66	10	77	6
20	My supervisor/department chair actively solicits my suggestions and ideas.	66	11	78	6

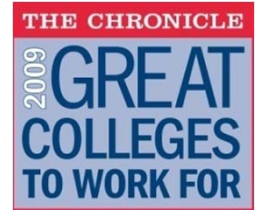
Communication Strategy

- Pre-survey Communication
 - Rationale for survey (e.g. strategic plan, accreditation)
 - “Champions” of the survey
 - Survey details

- Survey Period Communication
 - Survey Invitations & Reminders
 - Response Rates

- Post-survey Communications
 - Initial “Thank You”
 - Findings Presentations to Cabinet and Climate Study Committee
 - “Roll Out” of survey results

Alignment



“You’ve got to think about the big things while you’re doing the small things, so that all the small things go in the right direction.”

Alvin Toffler