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# UA3/9 Great Colleges to Work for Program Survey

WKU President's Office

Gary Ransdell

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## Great Colleges to Work For Program Survey

Ransdell, Gary

**Sent:** Wednesday, March 16, 2011 4:42 PM

**To:** Faculty-All; Staff-All

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Fellow Faculty and Staff:

Over the next several weeks, you may receive email communication from the management consulting firm ModernThink LLC, inviting you to participate in a survey that is part of the Great Colleges to Work For Program, sponsored by *The Chronicle of Higher Education*. I would like to encourage you to do so. Please do not delete the survey as spam.

Your thoughtful opinions and comments will be important in WKU's participation in the annual survey, and they will be helpful to me, the Administrative Council, and the Board of Regents as we prioritize our resources in the near-term and begin to identify goals and strategies to guide our long-term future coming out of the 2010–12 biennium. As I indicated in the *Strategic Guide for 2010–12* document distributed at last August's Opening Convocation, the top priority for achieving and sustaining academic quality at WKU is to recruit and retain quality faculty and staff. This in turn requires that we (1) provide compensation and benefits packages that allow us to remain competitive in the higher education marketplace, (2) identify both strengths and weaknesses in our organization, management, and processes in order to create a working environment that is both efficient and effective, and (3) continue to build upon the special culture that I believe exists at WKU and enriches the quality of the workplace experience. The Great Colleges survey offers a constructive, no-cost opportunity to gather the information we need to further strengthen our quality of campus life.

Below I have provided some additional information on the survey and the Great Colleges to Work For Program. If given the opportunity, I hope you will take the time to reflect on your experiences as a member of the WKU community.

Thanks.

Gary A. Ransdell

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The ModernThink Higher Education Insight Survey<sup>®</sup> consists of sixty statements that employees/faculty respond to using a five-point agreement scale (Strongly Agree, Agree, Sometimes Agree/Sometimes Disagree, Disagree, Strongly Disagree). Additionally, there is a Not Applicable response option. The survey instrument also includes an eighteen item benefits satisfaction component and two open-ended questions.

The audience for the Employee Survey is full-time Faculty, Administrators and Exempt Professional Staff; participating institutions provide a random sample of 400–600 individuals proportionally divided by job category. Data are collected in an anonymous and confidential manner and then tabulated and reported in the aggregate. Responses are never tied back to an identifiable individual. In addition, the demographic information is requested on a strictly volunteer basis.

The survey measures fifteen dimensions reflecting managerial and organizational competencies. These dimensions were determined and confirmed through a series of factor analyses and provide the basis for the majority of the recognition categories. For more information about the Great College to Work For Program, visit <http://chroniclegreatcolleges.com>.