

# THE CHRONICLE GREAT COLLEGES TO WORK FOR

## Institution Questionnaire – Data Entry Guide

The Institution Questionnaire (IQ) is an important part of the Great Colleges assessment process. This information supplements the faculty/staff survey results and also enables us to identify cutting edge practices. Our goal is to receive completed IQ forms that can be analyzed and tabulated in an efficient manner and to ensure consistency across all participating schools. This document offers some tips to help applicants move through the IQ in the shortest amount of time, with the highest degree of accuracy.

### Input Boxes:

Though we have tried to simplify the IQ by gathering as much data as possible through multiple choice questions, a number of sections require that either text or numerical data are typed into input boxes. We provide examples of what should be entered next to each input box, but here are some additional field definitions that are specific to each type of data requested:

- **Text** – ONLY text will be accepted. Please do not attempt to enter numbers or symbols.
- **Dollar Amounts, Percentages** – ONLY numbers and decimal points will be accepted. Please do not attempt to enter dollar or percent symbols.
- **Phone Numbers** – Can be entered with dashes or without
- **Email Address** – Must contain the @ symbol
- **Website** – Must contain “www” in complete URL
- **Address** – Intended to accept a combination of numbers and letters. Please enter a full address including street, city, state, and zip code.
- **Ratio** – Must contain colon

### Open-response Questions

To ensure your institution’s strongest candidacy, it is important to provide supporting information. **Simply referring survey analysts to your institution’s website is not sufficient.** Think of the open-ended questions as another way of asking “What makes your institution special and unique?”

As you think about how you want to address these sections, please keep the following advice in mind: Begin by making the distinction between a standard procedure and a best practice. Standard procedures allow for the efficient, daily operation of the institution. A best practice is a program or methodology that provides competitive advantage, performance excellence, or measurable improvement. Moreover, best practices emerge from the institution’s strategic objectives.

We are looking for initiatives that have produced specific, positive outcomes. Given that the primary goal of the Great Colleges program is to collect higher education-specific benchmarking data, our hope for these sections of the IQ is to uncover practices and policies that have had significant positive impact. While it is important for us to know that you conduct an orientation program for new faculty, we want to know *what sets your new program apart from all the others.*

**Example of an open- response entry that supports recognition:**

*In 2003 XYZ University initiated the Professional Development Institute for support staff. The Institute offers tailored development programs and services to increase retention, foster career growth, and to support this institution’s staffing needs. Both the Office of Staff Development (clerical and service staff) and First Time Supervisor (mid-level aspiring supervisors) programs have achieved over 90% completion rates. Graduates are assisted in job search efforts by recruiters, and many have been promoted to higher-level positions.*

**Example of an open-response entry that mitigates opportunity for recognition:**

*It is hard to describe in words what it is that we do that has held the university together through 50 years of ups and downs. Many people believe that there is no other institution quite like ours. This is a special place to those who have studied and worked here, as evidenced by the number of people who leave and then return to retire here. We always find a way to work through our problems, no matter how difficult. A great example of this is the development of our Strategic Plan. A diverse cross-section of representatives worked long and hard on the plan, which is now looked upon as a model. There is a continuous effort to improve.*

**Frequently Asked Questions:**

**General**

- *Questions referring to the past year* – Please use the calendar year for these items, unless the question specifically asks for fiscal year.

**Institution Leadership**

- *Numbers 4 and 5* – Please use your standard Board Appointee positions to answer these questions.

**Human Resources Metrics**

- *Number 1* – Include all staff for whom HR responsibilities constitute their PRIMARY function
- *Numbers 2 and 3* – Note that we are asking for *percentages*, not counts
- *Number 6* – HR expenses should include the salaries and benefits for HR staff, as well as operating expenses including office supplies, training, orientations, etc.

**Background**

- *Numbers 3 and 4* – Please include both full-time and part-time staff in your counts of males and females.

**Compensation**

- *Number 4* – Percentage should be based on employees who are eligible for raises.

**Retention**

- *Number 1* – Annual voluntary turnover is defined as the rate at which employees enter and willingly leave an institution in a given fiscal year. To calculate annual voluntary turnover, divide the number of voluntary separations during the year by the average number of employees during the year and multiply by 100.

Example (FT Faculty Voluntary Turnover):

$$\frac{\text{Number of Voluntary FT Faculty Separations Last Fiscal Year}}{\text{Average Number of FT Faculty Last Fiscal Year}} \times 100$$