



## About The Chronicle

For more than 50 years, professionals in academe have relied on The Chronicle for its award-winning news coverage and commentary of hard-hitting topics impacting higher education. Online, The Chronicle is the top destination for news, advice, and jobs for faculty and administrators. Results of the Great Colleges program are published in The Chronicle's annual report on The Academic Workplace every July.

**THE CHRONICLE**  
ChronicleGreatColleges.com

## About ModernThink

Founded in 2004, ModernThink is a management consulting firm with expertise in higher education culture, workplace quality and employee engagement. Our work is anchored by our mission to change the world one workplace at a time.

We help each college understand employee and other stakeholder perceptions of institution leadership, policies and practices, and day-to-day work environment. Our assessments, benchmarking and consulting services allow institutions to identify their strengths and opportunities and be strategic about their human capital. We partner with a wide range of institutions ranging from small community colleges to entire state university systems.

As the Chronicle's Great Colleges to Work For<sup>®</sup> survey partner for the past ten years, we know first-hand that successful cultures at recognized institutions are not achieved by accident. They are the direct result of a senior leadership's commitment to the welfare of faculty and staff members, and to the quality of their workplace experience. The reports and services offered within our program are designed to provide actionable metrics in support of leaders at all levels of the institution as they strive together toward workplace excellence.

## About the Survey

The *ModernThink Higher Education Insight Survey*<sup>®</sup> used in the Great Colleges to Work For<sup>®</sup> program measures the dynamics and competencies unique to higher education. The reports and services options in this brochure are designed to help your institution identify strengths and challenges in your workplace culture.

The topline reports each institution receives for participating provide a high level summary of the data. Our reports and service options take that understanding to a deeper level and provide you with the ability to align various stakeholders on the interpretation of the data before you communicate and take action on the results.

For those institutions that participate on a regular cycle, the survey reports provide a key measure of progress. Institutions rely on this data for strategic planning, accreditation self-studies, and leadership team transitions. Our unique benchmarking provides an external perspective on how your institution measures up in a variety of areas including being recognized as a top college for workplace excellence.

**ModernThink**

# REPORT SUITES

**SURVEY DATA SUITE** - includes three reports

This six-page tabloid size Excel report summarizes your overall positive and negative responses for all 60 survey statements and provides a detailed breakdown across each demographic asked in the survey. Your spreadsheets include two columns of valuable benchmarking data from the 2017 program: Honor Roll and Carnegie Classification.

- General Demographics Spreadsheet contains data by: Gender, Age, Ethnicity/Race, Relationship Status, Annual Salary, Job Status, Years at Institution, Supervisory Status
- Job Role Spreadsheet contains data by: Job Category, Job Role, Tenure Status
- College/School/Department Spreadsheet contains data for these demographics only.

Cost: \$1,745

**SURVEY RESULTS SUITE** - includes five reports

This comprehensive report suite provides results for every question asked in our survey including the open-ended responses. Two levels of benchmarking are provided as described above. This is the most popular suite. **Visit our website to see report samples!**

**Survey Data Suite** - see prior description

**Employee Comments Report** - As part of the survey, employees are asked two open-ended questions. This report provides their responses exactly as written. To enhance analysis, the comments are sorted by job category.

**Response Distribution Report** - This expanded compilation shows percentages of all response options to the 60 survey statements broken down by job category.

**Benefits Satisfaction Report** - Learn how your employees rate your institution's benefits programs. This graphical report documents satisfaction with benefits including medical and dental insurance, work/life balance programs, professional development opportunities, and retirement benefits among others. Responses are broken down by job category.

**Profile of Survey Respondents** - Use this response rate report as a quick reference guide to the percentage of respondents in each department and college, as well as demographics such as gender, relationship status and more.

# REPORT SUITES

Cost: \$3,510

## **BENCHMARK DATA SUITE** - includes four reports

Designed for institutions that want to dive deep into comparative data. Each report in this suite offers external benchmark comparisons to your survey results. New this year, we have developed a Recognition Category ScoreCard which allows you to see how you compared in each of the program's 12 recognition categories. **Visit our website to see each report!**

**Overall Benchmark ScoreCard** - See how your workforce's responses compare to those of other institutions. This report allows you to compare a series of higher education benchmarks. The benchmarks are averages of the positive responses among peer institutions within these designated categories: *2017 Honor Roll, Carnegie Classification, Enrollment Size, Region and Public/Private institutions.*

**Benefits Satisfaction Benchmark Report** - Picture the Benefits Satisfaction Report (described under Survey Results Suite) but replace the job categories with each of our core benchmarks: *2017 Honor Roll, Carnegie Classification, Enrollment Size, Region and Public/Private institutions.*

**Job Category Benchmark Spreadsheet** - Provides overall positive/negative response rates for each survey statement and overall benchmark columns for Honor Roll and Carnegie Classification. From there, you can compare the percent positive data for each job category against the two columns of benchmark data. For an additional discounted fee of \$828, we can create a custom aggregate peer benchmark for you based on institutions you select.

**Recognition Category ScoreCard (New in 2017)** - Your team wants to understand how your results compared in each of the recognition categories. This report provides that comparison by category.

Cost: \$3,900

## **JOB CATEGORY REPORT SUITE** - includes four reports

The reports in this suite are ideal for institutions that are most interested in internal and external comparisons for faculty and staff. In addition, this suite allows you to look at your employees' experience in the workplace through the lens of inclusion by looking at results by demographics (e.g., race/ethnicity, gender, age, etc.)

**Employee Comments Report** - See prior description

**Response Distribution Report** - See prior description

**General Demographics Spreadsheet** - See prior description

**Job Category Benchmark Spreadsheet** - See prior description

Cost: \$3,200

## **GREAT COLLEGES NEW PARTICIPANT SUITE**

- includes three reports

Available to first-time participants only.

This suite combines both the qualitative and quantitative aspects of the survey, as well as valuable benchmarking data, to give institutions new to the program useful baseline and metrics to leverage right from the start!

### **Employee Comments Report**

See prior description

### **Job Category Benchmark Spreadsheet**

See prior description

### **Response Distribution Report**

See prior description

Cost: \$1,650

### **Special Combination Offer**

Purchase both the **Survey Results** and **Benchmark Data Suites** and benefit from substantial savings. You'll receive:

A complimentary 60-minute phone consultation with a ModernThink higher education expert (\$975 value)

Cost: \$7,410

**NEW  
2017**

## **ORDER INFORMATION**

**View sample reports and order online at [ChronicleGreatColleges.com](http://ChronicleGreatColleges.com) or contact ModernThink at 888.684.4658 or [chronicle@modernthink.com](mailto:chronicle@modernthink.com).**

**Save 10% when you order before May 31<sup>st</sup>, 2017.**

**\*Payment must be received before delivery**

# INDIVIDUAL REPORTS

## Special Anniversary Report

In honor of the Chronicle Great Colleges program's 10-year anniversary we are offering a specialized report that combines the ability to compare your data against longitudinal program data, as well as a handful of ModernThink's bellwether indicators for strong employee engagement. Key indices including innovation, accountability, alignment and engagement, plus barometer statement 60 from the program survey, are displayed across longitudinal data for Honor Roll, Carnegie Classification, Faculty, Staff and Adjunct (2-year schools only) reaching back to the beginning of the program.

Cost: \$400

## Aspirational Peer Benchmark Report

Simply provide ModernThink with a list of peer institutions you would like to benchmark against and have that data added as a column alongside the Honor Roll and Carnegie Classification data. This report allows you to compare your employees' responses, statement by statement, to the responses of employees at designated peer institutions. Please note, we need a minimum of five (5) peer institutions within our database to generate a benchmark, and we only disclose names if the institutions have been publicly recognized as "Great Colleges."

Cost: \$975

## Minority Aggregate Report

See your percent positive responses across each survey demographic (see General Demographics Spreadsheet) with the addition of a benchmark aggregating percent positive and percent negative data from respondents of all minority races and ethnicities at your school: Hispanic, African American, Asian, Native Hawaiian/Pacific Islander, Alaska Native/American Indian.

Cost: \$1,025

## Year-to-Year ScoreCard

See your current and previous year's positive and negative survey results side by side. This color-coded ScoreCard will help you identify the areas where you are moving in the right direction as well as those areas where there is still room for improvement. This comparison is for overall results only.

Cost: \$615 (Additional years are \$150 each)

**SAVE 10% ON ALL REPORTS AND SERVICES WHEN YOU ORDER BEFORE MAY 31<sup>ST</sup>, 2017.**

# REPORT OPTIONS

### Suites

*(reports discounted within suite)*

### Price

New Participant (only) Suite:	\$1,650
Survey Data Suite:	\$1,745
Job Category Suite:	\$3,200
Survey Results Suite:	\$3,510
Benchmark Data Suite:	\$3,900
Special Combination Suite:	\$7,410

### Single Reports

*(See website for samples of all single reports)*

Aspirational Peer Benchmark Report:	\$975
Benefits Satisfaction Benchmark Report:	\$1,540
Employee Comments Report:	\$615
Job Category Benchmark Spreadsheet:	\$1,025
Minority Aggregate Report:	\$1,025
Overall Benchmark ScoreCard:	\$1,025
Recognition Category ScoreCard:	\$800
Response Distribution Report:	\$1,130
Response Distribution Benchmark Report:	\$1,540
Special Anniversary Report:	\$400
Year-to-Year ScoreCard:	\$615

The ModernThink Higher Education Survey comprises 60 survey statements that measure 15 key dimensions, a benefit satisfaction component, two open-ended questions, and a series of demographic questions. If you would like a copy of the survey, just give us a call!

**ORDER INFORMATION** View sample reports and order online at [ChronicleGreatColleges.com](http://ChronicleGreatColleges.com) or contact ModernThink at 888.684.4658 or [chronicle@modernthink.com](mailto:chronicle@modernthink.com).

## Get the most out of your results!

ModernThink higher education specialists are available to analyze your survey results and present findings and recommendations to leadership groups, HR teams, boards, faculty senates, and other constituent groups.

As your expert guide, we will help you make the best use of your survey feedback and bring fresh eyes, organizational development expertise and years of benchmarking and best practice data to the conversation.

### Why do Great Colleges participants typically consider ModernThink consulting services?

- A new senior leadership team that wants to fully understand the current dynamics of the culture.
- The data is not as positive as you had hoped it would be and you want an unbiased presentation of the results.
- Results are positive but you want to do even better—maybe even make the Honor Roll.
- Your team could benefit from understanding how peer institutions are managing similar challenges.

### PHONE CONSULTATION

Partner with a workplace expert via a 60-minute call to review and analyze your survey results. In this conversation, we will summarize and synthesize your particular strengths and opportunities and make recommendations for next steps. Senior leadership teams and survey committees often find our phone consultations helpful, but they can also be a great opportunity for a CHRO, Director of Institutional Effectiveness or President/Provost to be able to connect one-on-one with one of our survey experts.

*(Available with any report purchase)*

Cost: \$975

### WEBINAR PRESENTATION

In this virtual presentation (up to 2 hours), ModernThink summarizes key findings in your institution’s survey results. Our analysis will include all aspects of the survey as well as your Institution Questionnaire submission. We will look at how your results compare to key benchmarks, as well as your previous year’s data, if applicable. Best practices from peer institutions will be a part of the discussion. This summary PowerPoint will identify institutional strengths, areas for improvement, and recommendations. We will partner with you in advance to understand more about the audience and the goals for this presentation.

Cost: \$3,335

### ONSITE PRESENTATION

Sometimes being face-to-face makes all the difference in understanding, aligning, and communicating your survey results. A ModernThink Senior Consultant will come to your institution for a half-day or full-day of meetings dedicated to an interactive presentation of the survey findings with key constituent groups.

Prior to coming onsite, your consultant will partner closely with you to plan the presentations and collaborate on the audiences for these sessions. In preparation for the onsite, ModernThink will review your results past and present, analyze and interpret themes and patterns, compare your results to peer institutions, and bring real-world best practices we’re seeing across the country. Recommendations will be made to focus both on how best to roll out the survey results across campus and start (or continue) plans for acting on the data.

This service includes a summary PowerPoint and permission to record any of the presentation sessions to share with the campus community.

Cost: Half-Day \$4,870, Full-Day \$6,110  
*(Prices Do Not Include Travel Expenses)*



## **ORDER INFORMATION**

Save 10% when you order  
before May 31<sup>st</sup>, 2017.

## **ADDITIONAL SERVICES**

Please call us for customized pricing

### **Town Hall Meetings**

Town Hall Meetings open to all faculty and staff and/or individual constituent groups allow a transparent forum to present the survey results as well as an opportunity for them to offer their insights into the findings. ModernThink can be a helpful partner in this initiative. This is normally a full-day commitment to provide opportunities throughout the day to meet everyone's calendar. We include a PowerPoint of survey results that can be used as part of the co-facilitation of the meetings.

### **Focus Groups**

Our consultants are skilled in the art of focus group facilitation and creating an environment that fosters straightforward and open dialogue to drill down further into specific aspects of the data. They take measures to protect anonymity and to create a safe environment where participants will feel comfortable sharing their candid feedback.

### **New President Briefing**

With many presidents beginning their tenures in late summer, the survey results are an opportunity to learn more about the campus staff and faculty. The mere act of acknowledging this feedback can send a strong message to employees about the President's commitment to communication. We offer 1:1 briefing of institutional data for these leaders as a step towards understanding the survey results and then acting on that data as a new leader.

### **Great Colleges Best Practice Session**

Because of our extensive work in higher education workplace improvement, ModernThink is often asked to share our insights and trend data in person at institutions and associations. Topics can be very specific to the audience, including senior leadership's role and influence in becoming a great place to work, key differences between faculty and staff engagement, as well as best practices around communication, branding and shared governance. We have presented to large groups as well as smaller HR departments and task force committees.

## **CUSTOM BENCHMARKS**

ModernThink's ability to provide current higher education-specific benchmarking data is unparalleled. In addition to the annual Great Colleges benchmarks that include data specific to 2017 participants, we also offer customized benchmarking from our database of over 1,000 unique institutions.

While external benchmarking provides important context, internal benchmarking can help establish realistic institutional goals and also create a mechanism to build accountability. For colleges that have surveyed with ModernThink inside and outside of Great Colleges, we have the unique ability to create year-to-year comparisons for your overall survey results, as well as by specific demographics. For example, you may want to see just your faculty results over time. Popular benchmark choices include:

- **Accreditation Body** (*HLC, MSCHE, NEASC, NWCCU, SACS, WASC, other*)
- **Campus Setting** (*Rural, Urban, Suburban*)
- **Employee Life Cycle** (*Employees at institution for less than 5 years, 5-15 years, and over 15 years*)
- **Region** (*Far West, Great Lakes, Northeast, etc.*)
- **Religious Affiliation**
- **State**

## **SAVE THE DATE!**

### **GREAT COLLEGES 2018**

Registration for the 2018 Great Colleges program opens in August 2017. The faculty/staff survey will again be in mid-March. If you are considering a census or custom approach to the survey, contact us early so we can partner with you on a timeline and strategy that works for your institution.

### **SYSTEMS AND CONSORTIA**

There are a number of benefits to participating alongside your entire system or consortia, including discounted survey customization, reports and benchmarking. Please contact or refer interested parties to Suzi Schmittlein at [sschmittlein@modernthink.com](mailto:sschmittlein@modernthink.com) or 888.684.4658 x 114.

# ModernThink

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