

THE CHRONICLE GREAT COLLEGES TO WORK FOR SAMPLE: Pre-Survey Communication to All Faculty

Instructions: The sample below is intended to serve as an example of what to include in your pre-survey communication. Feel free to cut and paste from this document. We do, however, encourage you to tailor the letter so it reflects the culture, tone and voice of your institution. In particular, be sure to customize the highlighted portion of the letter below.

From: Your Institution's Provost/President

Subject: Upcoming Faculty/Staff Survey for The Chronicle's Great Colleges to Work For Program 2018

Dear [Institution Name] Faculty Member:

We have decided to participate in the 2018 Great Colleges to Work For program sponsored by The Chronicle of Higher Education. Now in its eleventh year, the Great Colleges program recognizes institutions that have created exceptional work environments. I consider this to be an important endeavor and respectfully ask for your participation.

Things to know:

- ✓ Your responses to the survey will be completely confidential
- ✓ Your participation is entirely voluntary
- ✓ We will receive a summary report of our survey results, which we will share with the larger community
- ✓ Instructions on how to access the survey will be sent on March 13 (but remember: only a random selection of faculty will be contacted to participate)
- ✓ The survey audience includes full-time faculty and staff [adjunct faculty will be included for community colleges]

Your survey will be processed by ModernThink LLC, an independent management consulting firm focusing on workplace quality in higher education. They will manage all aspects of the survey process and ultimately perform the analysis that will determine which institutions will be recognized. ModernThink can be reached at 888.684.4658 or at surveys@modernthink.net.

If you receive the invitation, please take a moment to complete the survey and join me in our efforts to make [Institution Name] a better place to work!

Should you have any questions, please do not hesitate to call [Internal Contact Person] or visit www.ChronicleGreatColleges.com.