

# THE CHRONICLE GREAT COLLEGES TO WORK FOR

## ModernThink Higher Education Insight Survey<sup>®</sup>

ModernThink LLC, a management consulting firm specializing in organization culture and workplace excellence. The ModernThink Higher Education Insight Survey<sup>®</sup> is an employee/faculty survey based on the ModernThink Insight Survey<sup>®</sup>, an assessment tool that has been used in over fifty-five “Best Place to Work” programs with more than 4,000 organizations. The ModernThink Insight Survey<sup>®</sup> was developed after a meta-analysis of “best workplaces” and engagement surveys and ModernThink’s on-going research studying organizations that have been successful in building special and unique cultures. The survey instrument measures the extent to which employees are involved/engaged in the organization and ultimately, the quality of the employees’ workplace experience. The ModernThink Insight Survey<sup>®</sup> is tested annually by an independent survey research firm.

Working with The Chronicle of Higher Education, ModernThink convened a blue ribbon panel of professionals within higher education to solicit input regarding the customization of the ModernThink Insight Survey<sup>®</sup> and the ModernThink Institution Questionnaire<sup>®</sup> so that they would best reflect the dynamics, systems and demographics unique to higher education.

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.

There are fifteen demographic questions at the end of the survey. Respondents are encouraged to provide responses however they had the option of omitting a response if they had concerns regarding the anonymity of their responses.

The Higher Education Insight Survey<sup>®</sup> has been specifically tailored to measure the organizational dynamics and competencies unique to institutions of higher education. The survey instrument is used to provide insight into the following fifteen survey dimensions:

1. Job Satisfaction/Support
2. Teaching Environment
3. Professional Development
4. Compensation, Benefits & Work/Life Balance
5. Facilities
6. Policies, Resources & Efficiency
7. Shared Governance
8. Pride
9. Supervisors/Department Chairs
10. Senior Leadership
11. Faculty, Administration, & Staff Relations
12. Communication
13. Collaboration
14. Fairness
15. Respect & Appreciation

*The ModernThink Higher Education Insight Survey<sup>®</sup> design and survey statements themselves are the intellectual property of ModernThink LLC. Unauthorized use, copying and/or distribution are strictly prohibited.*

## **Sample Survey Statements**

1. I am provided the resources I need to be effective in my job.
2. I understand the necessary requirements to advance my career.
3. The institution takes reasonable steps to provide a safe and secure environment for the campus.
4. This institution actively contributes to the community.
5. Faculty, administration and staff are meaningfully involved in institutional planning.
6. I am proud to be part of this institution.
7. My supervisor/department chair is consistent and fair.
8. Senior leadership communicates openly about important matters.
9. Senior leadership regularly models this institution's values.
10. There is regular and open communication among faculty, administration and staff.
11. I receive feedback from my supervisor/department chair that helps me.
12. People in my department work well together.
13. I am regularly recognized for my contributions.
14. At this institution, people are supportive of their colleagues regardless of their heritage or background.

## **Sample Survey Questions**

1. What do you appreciate most about working at this institution?
2. What would make this institution a better place to work?

## **Benefit Statements**

The benefit satisfaction component of the survey includes eighteen statements to which respondents are asked to respond using a five-point satisfaction scale (*Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied*). Here also, there is a *Not Applicable* response option. These categories include: *Health Insurance, Vacation/PTO, Tuition reimbursement, Tenure Clarity & Process, Housing Assistance and Physical Workspace/Conditions*.

## **Demographic Categories**

The assessment tool uses a five-point agreement scale and also includes two open-ended questions. To provide meaningful data to participants and to further the research capabilities, the survey includes fifteen demographic categories. Response to the demographic questions is encouraged but optional. Demographic categories include: *Gender, Age, Race, Ethnicity, Relationship Status, Annual Salary, Years at Institution, Job Category, Job Role, Years in Current Job Role, Supervisory Status, Tenure Status, College/School and Department*.

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