

# YOUR PEOPLE ARE STILL **YOUR GREATEST ASSET.**



POWERED BY  
**ModernThink**

Your employees are what make your institution a special place for your students. Engaging your faculty and staff has never been more important, and the **2021 Great Colleges to Work For** program is an opportunity to engage with your employees, on campus or working remotely, at no cost.

- ▶ **Improve Morale** – Your faculty and staff are working hard every day, overcoming the challenges of teaching remotely, supporting your local communities, and going the extra mile to safeguard each other’s health and well-being – don’t your employees deserve to be honored for their hard work? Participation in this spring program earns you the chance to be named a **Great College to Work For** at a time when we could all use something to celebrate.
- ▶ **Convey Stability** – Your faculty and staff are worried. They are wondering which benefits will get cut first, whether sacrifices will be fairly distributed across campus, and how to adjust to new ways of working. Give your employees a voice by participating in the **Great Colleges to Work For** program, and show them they’re still important, and you’re still listening.
- ▶ **Participate for free** – It’s easy to get your senior leadership excited about the **Great Colleges to Work For** program, not just because it uses a nationally-normed survey instrument and includes in depth external benchmarking AND the possibility of glowing recognition for your institution, but also because the program is FREE. It feels great to get so much more than what you pay for.
- ▶ **Measure your response to a crisis** – We have redesigned our Higher Education Insight Survey to help you understand how issues like remote work, physical safety, and change management are being perceived by your faculty and staff, while also addressing pillars of engagement like communication, well-being, diversity, and inclusion. We’ve never faced anything like this before, and the **Great Colleges to Work For** program will give you the metrics you need to learn how your college is managing so far, and how to navigate what comes next.



Register Today at

[www.GreatCollegesProgram.com/Registration](http://www.GreatCollegesProgram.com/Registration)



# A SOPHISTICATED SURVEY MADE SIMPLE.

## Q. What is the Great Colleges to Work For program?

A. The Great Colleges to Work For program is designed to recognize higher education institutions that have created exceptional work environments. The program is similar to the popular Fortune 100 Best Companies to Work for issue, with one big difference, instead of ranking institutions in one big list, the program recognizes groups of colleges for best practices and policies.

## Q. Who can participate?

A. The survey is open to both 4-year and 2-year not for profit institutions in the U.S. with at least 500 students.

## Q. What does it cost?

A. ModernThink underwrites the Great Colleges program; there is no fee for colleges to participate.

## Q. When do I need to decide?

A. Registration closes in mid-February, and the survey window for faculty and staff is March 2021. We encourage institutions to consider this option now so they can have plenty of time to maximize participation from employees and buy-in from senior leaders.

## Q. Why participate?

- ▶ Institutional Pride: The survey provides senior-level administrators and academic leaders with insights on the quality of the workplace experience and the competitiveness of their policies and benefits.
- ▶ Competitive Advantage: Institutions use the recognition distinction to enhance recruiting efforts not just for faculty and staff but students too.
- ▶ The Employee Feedback Reports: Included with participation, your institution will receive Topline Reports detailing your college's employee responses. Also included are national benchmarks customized to your institution.

## Q. How are recognized institutions announced?

A. The contact at each institution is notified of their status prior to the release of the recognized institutions list. Non-recognized institutions are not publically revealed. Results are published as a special insert in The Chronicle of Higher Education.

## Q. What does it involve?

A. The process includes two surveys gathering data about each participating institution. ModernThink administers the surveys, analyzes the data, and determines the recognition.

Part I - Institutional Questionnaire: Each institution completes this online form detailing some of their institution's policies, practices, benefits, and differentiating qualities.

Part II - Faculty and Staff Engagement Survey:

This validated online survey is designed specifically for a higher education workplace. The survey takes about 18 minutes to complete, and includes a series of statements posed on a five-point agreement scale, a benefits satisfaction component, a general satisfaction component, open-ended questions, and demographic items.

## Q. Can we customize the survey or include more than a sample of faculty and staff?

A. Yes, many institutions choose to go beyond basic participation in the program to customize the survey instrument to add specific questions, modify demographics, and add additional survey takers. Our core survey, once tailored to your institution, can meet your needs around a key metric for a climate study, leadership transition, accreditation documentation, etc.

## Q. Who on our campus might be interested in this?

A. Generally our point of contact at each institution is those with oversight of Human Resources, Institutional Research/ Effectiveness or the President's office.

For more information or to register visit the website below or call ModernThink at 888.684.4658

**GreatCollegesProgram.com**