

# REPORTS GUIDE 2021

2021  
**GREAT  
COLLEGES  
TO WORK FOR®**

**ModernThink**

2 Mill Road, Suite 102 • Wilmington, DE 19806

greatcolleges@modernthink.com  
**GreatCollegesProgram.com**

888.684.4658

## What's Your Next Step?

Your participation in the 2021 Great Colleges to Work For® program signaled to your faculty and staff that you are interested in their opinions, and your intention to build a better place to work and learn. You have invested time in the project and demonstrated your commitment to reviewing their feedback.

The *ModernThink Higher Education Insight Survey*® used in the 2021 Great Colleges to Work For® 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 three Topline Reports you receive for participating provide a high-level summary of the data. The options in this brochure 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. We recommend scheduling a call with our team to review your final participation rate and support you in making decisions around additional data and services that make sense for your institution and budget.

For 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.

## Need Help?

The most important steps for workplace improvement are interpreting the survey results and communicating them to the faculty and staff. What a powerful way to reinforce that their input was heard and people are your priority.

ModernThink is committed to helping our clients collect actionable data from their faculty and staff and then using that data to make meaningful change. Some clients have the team in place to make that happen and others may need a little help and some external perspective. Our goal is to help you capitalize on the survey feedback, use the results to make improvements, and actually see a return on your investment.

Founded in 2004, our work is strongly anchored by our mission to change the world one workplace at a time. We partner with a wide variety of institutions ranging from small community colleges to entire state university systems. ModernThink shares your vision of better workplaces through more engaged faculty and staff, and we look forward to advancing toward that goal together in 2021 and beyond.

**ModernThink**  
Surveys · Benchmarking · Consulting

# Report Suites

## **NEW PARTICIPANT SUITE** - *includes four reports*

Available to first-time participants and institutions who have never ordered reports. 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 metric data to leverage right from the start!

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

**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 and negative 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.

**Response Distribution Reports** - These two graphical reports show the percentages of all response options (Strongly Agree, Agree, Sometimes Agree/Sometimes Disagree, Disagree, Strongly Disagree) to the survey statements by job category (one for staff/administration and one for faculty/adjunct).

Cost: \$1,650

## **SURVEY DATA SUITE** - *includes three reports*

This Excel report suite summarizes your overall positive and negative responses for all survey statements and provides results across each demographic asked in the survey. Your spreadsheets include two columns of valuable benchmarking data from the 2021 program: Honor Roll and Carnegie Classification

**General Demographics Spreadsheet** - Contains data by: Gender Identity, Age, Race/Ethnicity, Years at Institution, Employment Status and Remote Work.

**College/School and Division/Department Spreadsheet** - Contains data by: College/School and Division/Department.

**Faculty Experience Spreadsheet** - Contains data specific to faculty and adjuncts only: College/School, Academic Role, Tenure Status (four-year institutions only), Gender Identity, and Race/Ethnicity.

Cost: \$1,745

**“ The Great Colleges survey data has been a critical piece to our accreditation and strategic planning measures.”**

- Paul Turcotte, Director of Institution Research and Assessment, Texas A&M University Central Texas

*Suites continued...*

## **SURVEY RESULTS SUITE** - includes eight reports

This comprehensive report suite provides results for every question asked in our survey including the open-ended responses. Two levels of benchmarking are Honor Roll and Carnegie Classification. This is the most popular suite.

**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 sorted by job category.

**Response Distribution Reports** - These two graphical reports show the percentages of all response options (Strongly Agree, Agree, Sometimes Agree/Sometimes Disagree, Disagree, Strongly Disagree) to the survey statements by job category (one for staff/administration and one for faculty/adjunct).

**Benefits Satisfaction Report** - This report documents satisfaction with benefits including medical and dental insurance, work/life balance programs, professional development opportunities, and recognition programs 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 demographic such as Gender Identity, Race/Ethnicity and more.

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 and is alternatively available for individual purchase outside of the suite.

**Overall Benchmark ScoreCard** - See how your workforce's results 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: *2021 Honor Roll, Carnegie Classification, Enrollment Size, Region* and *Public/Private institutions*.

**Benefits Satisfaction Benchmark Report** - Compare your institutions overall benefits satisfaction against the programs core 2021 benchmarks: *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 and negative data for each job category against the two columns of benchmark data.

**Recognition Category ScoreCard** - This report shows how your results compared to recognized institutions in your two-year / four-year and size categories in each of the 10 recognition categories.

Cost: \$3,900

**Online**

## **Report Gateway**

For institutions that have made an ongoing commitment to participating on a regular cycle in the Great Colleges program, our Report Gateway is an option you should consider. The web-based Gateway provides users the flexibility to run their own reports for dynamic visual renderings of survey data in multiple formats. This reporting option is particularly appealing to audiences who require more in-depth analysis than the static reports provide. The Gateway is a proven tool that has been used by single institutions as well as large systems over the last seven years. Access includes 25 users.

Your Gateway would include the following:

- All historical data (after 2010) is included for previous program participants and/or ModernThink custom clients as well as standard Great Colleges benchmarking (Honor Roll and Carnegie).
- Results for all of the questions and demographics asked in the survey including narrative responses, statement results, benefit comparisons and data filtering by all demographics (i.e. Gender Identity, Age, Race/Ethnicity, etc.).
- Reports on the Gateway include a Standard Deviation report which shows n-values, mean scores, and standard deviation across your survey statements, benefits, themes and demographics.
- All data on the Gateway can be exported to .csv files to be uploaded to other analysis platforms like SPSS, Tableau or Qualtrics.

A demo of this option can be provided along with pricing specific to your institution. Please contact Suzi Schmittlein at [sschmittlein@modernthink.com](mailto:sschmittlein@modernthink.com) for more information.

First Year Cost: \$4,500

Renewal Cost: \$2,900

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

The reports in this suite are ideal for institutions that are most interested in internal and external comparisons for faculty and staff. This suite allows you to examine your employees' experience in the workplace through the lens of inclusion by looking at results by race/ethnicity, gender identity, and other protected classes.

**Employee Comments Report** - See prior description

**Response Distribution Reports** - See prior description

**General Demographics Spreadsheet** - See prior description

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

Cost: \$3,200

**Now Available**

# Individual

## Reports

### Custom Report Suite

We are happy to work with you to create a custom bundle of reports, including incorporating data from your previous years of participation in the program. This includes consulting options as well. Just give us a call and we can partner on a solution that meets your needs and budget.

### 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 peer institutions within our database to generate a benchmark, and we only disclose names if the institutions have been publicly recognized as "Great Colleges." This benchmark can be added to your Report Gateway.

Cost: \$975

### Minority Aggregate Report

See your survey results across key demographics (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 compared to all schools that participated in the 2021 program. The aggregate includes: American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander, or Two or More Races respondents. These benchmarks can be added to your Report Gateway.

Cost: \$1,025

### Race/Ethnicity ScoreCard

Provides your institution's results across each Race/Ethnicity along with your institutions own aggregate minority results. The report also includes comparative data for each individual minority race/ethnicity at your school compared to all schools that participated in the program in the current year: American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Pacific Islander or two or more races respondents.

Cost: \$795

**Save 5% on all static reports and services when you order before September 10<sup>th</sup>, 2021.**

*Full prices listed below.*

## Report Options

Online Reporting	Price
<i>(Call for Demo)</i>	
Report Gateway:	\$4,500
Gateway Renewal:	\$2,900
<b>Suites</b>	
<i>(Reports discounted within suite)</i>	
New Participant Suite:	\$1,650
Survey Data Suite:	\$1,745
Job Category Report Suite:	\$3,200
Survey Results Suite:	\$3,510
Benchmark Data Suite:	\$3,900
Custom Report Suite:	Call For Pricing
<b>Individual Reports</b>	
<i>(See website for samples of all individual reports)</i>	
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
Race/Ethnicity ScoreCard	\$795
Overall Benchmark ScoreCard:	\$1,025
Recognition Category ScoreCard:	\$800
Response Distribution Reports:	\$1,130
Response Distribution Benchmark Report:	\$1,540
Year-to-Year ScoreCard:	\$615

*\*Payment must be received before delivery.*

The *ModernThink Higher Education Insight Survey*® includes 60 survey statements (5 specific to the faculty experience) that measure 10 core dimensions of workplace culture, a benefit satisfaction component, two open-ended questions, and a series of demographic questions. All reports are based on pre-loaded job category demographics starting this year. Survey available upon request.



## CONSULTING GUIDE 2021

### 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 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.

Cost: \$975

#### Webinar Presentation

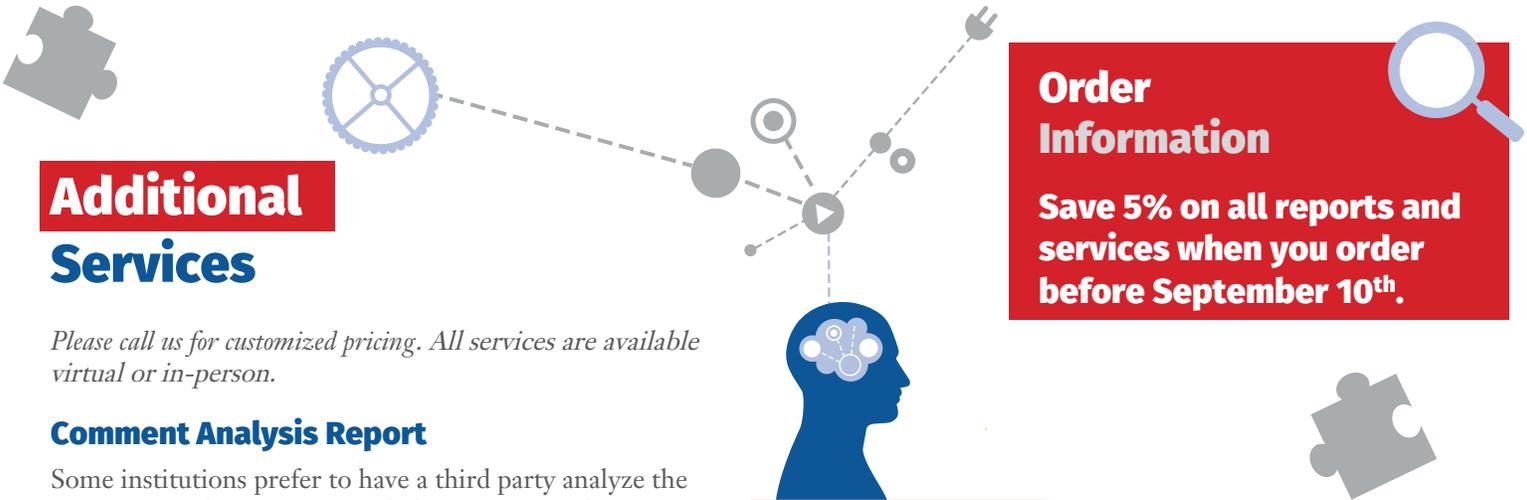
In this virtual presentation (up to two hours), ModernThink summarizes key findings in your institution’s survey results. Our analysis will include all aspects of the survey as well as your Institution Questionnaire® submission. We will look at how your results compare to key benchmarks, as well as your previous years’ 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 stakeholder 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)*



## Additional Services

Please call us for customized pricing. All services are available virtual or in-person.

### Comment Analysis Report

Some institutions prefer to have a third party analyze the responses to the two open-ended questions on the survey and provide a report that lends itself to being shared campus-wide. This service can be bundled into any of the consulting options for an additional fee based on the number of comments and timeline.

### Open Forums/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. If in person, 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 one-on-one 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.

## Order Information

Save 5% on all reports and services when you order before September 10<sup>th</sup>.



## Custom Benchmarks

ModernThink's higher education benchmarking capabilities are unrivalled. With over 1,200 colleges and universities in our database representing hundreds of thousands of respondents, we are uniquely capable of providing benchmark data based on: *Carnegie Classification, geographic region, enrollment size, control (public/private), aspirational peer groups, HBCU, Hispanic-serving institutions*, and other higher education segmentations. Because of the breadth and depth of our databases, our benchmarking capabilities extend beyond the institution level, down to and across specific divisions, colleges, job roles and even tenure status.



## Save The Date!

### Great Colleges 2022

Registration for the 2022 Great Colleges program will open July 2021. 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 consortium, 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.