

2025 GREAT
COLLEGES
TO WORK FOR®

2025

REPORTS GUIDE



ModernThink

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Unleash the Power of Data

The **ModernThink Higher Education Insight Survey®** is specifically designed to measure the organizational dynamics and competencies unique to institutions of higher education.

The survey instrument measures the extent to which employees are involved and engaged in the organization and ultimately, the health of the culture and quality of the workplace experience. The free Topline Reports you receive provide a high-level, visual summary of your survey data.

Some participants ultimately want to do a deeper dive into the data. Sometimes, that's to inform a cultural SWOT analysis; other times, it may be to support a GAP analysis against ModernThink's unique Higher Education benchmarks. And frequently, it's simply to better understand the day-to-day experience of your faculty and staff across demographic groups.

Over the years, we've seen participants use their Great Colleges survey data to inform strategic planning processes, provide supporting evidence in accreditation reviews and inform new leaders about the status and health of the institution's culture. Whatever the case, the reports detailed in this brochure will help you be data-informed to celebrate the strengths of your culture, address the soft spots, and take informed action.

Save 10% on all reports when you order by May 30, 2025.

ModernThink
Higher Education Insight Survey
XYZ University
General Demographics Spreadsheet
(Excerpt)

Overall	Benchmarks	Pre-loaded Job Category																			
Overall	Benchmarks	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty

ModernThink
Great Colleges to Work For Survey
XYZ University
College/School and Division/Department Spreadsheet
(Excerpt)

Overall	Benchmarks	Pre-loaded Job Category																			
Overall	Benchmarks	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty

ModernThink
Higher Education Insight Survey
XYZ University
Faculty Experience Spreadsheet
(Excerpt)

Overall	Benchmarks	Pre-loaded Job Category																			
Overall	Benchmarks	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty	Faculty
Total number of survey respondents (302)																					
Collaboration																					
1) We have opportunities to contribute to important decisions in my department.																					
2) People in my department work well together.																					
3) I can count on people to complete across department.																					
4) There are sufficient opportunities to participate in institutional planning.																					
5) There's a sense that we're all on the same team.																					
Communication - Average																					
Communication																					
1) When I offer a new idea, I believe it will be considered.																					
2) I can speak up or challenge a traditional way of doing something without fear of harming my career.																					
3) In my department, we communicate openly about issues that impact each other's work.																					
4) Changes that affect me are discussed prior to being implemented.																					
5) At the institution, we discuss and debate issues respectfully to get better results.																					
Communication - Average																					
Confidence in Senior Leadership																					
1) Senior leadership provides a clear direction for the institution's future.																					
2) Senior leadership has the knowledge, skills, and experience necessary for institutional success.																					
3) Senior leadership shows a genuine interest in the well-being of faculty, administrators and staff.																					
4) Senior leadership communicates openly and respectfully.																					
5) I believe what I am told by senior leadership.																					
6) This institution is well run.																					
Confidence in Senior Leadership - Average																					
Diversity, Belonging & Inclusion																					
1) In my department, we welcome diversity in our teams.																					
2) This institution has clear and effective procedures for dealing with discrimination.																					
3) We are making good progress towards becoming a more diverse and inclusive institution.																					
4) I feel a sense of belonging at this institution.																					
5) This institution places sufficient emphasis on having diverse faculty, administrators and staff.																					
Diversity, Belonging & Inclusion - Average																					

ORDER INFORMATION View sample reports and order online at GreatCollegesProgram.com or contact ModernThink at 888.684.4658 or greatcolleges@modernthink.com.

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 2025 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 2025 program: Honor Roll and Carnegie Classification.

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

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

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

10% discount on all reports through May 30, 2025.

Survey Results Suite - includes eight reports

The 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: *2025 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 2025 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 2025 recognized institutions in your two-year / four-year and size categories in each of the 10 recognition categories.

Cost: \$3,900

Metric	Score	Benchmarks				
		Honor Roll	Carnegie	Enrollment	Region	Public/Private
Collaboration	4.1	4.0	4.0	4.0	4.0	4.0
Communication	3.8	3.8	3.8	3.8	3.8	3.8
Confidence in Senior Leadership	3.5	3.5	3.5	3.5	3.5	3.5
Inclusion, Belonging & Community	3.2	3.2	3.2	3.2	3.2	3.2

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 includes four of our most popular single reports!

Employee Comments Report - See prior description

General Demographics Spreadsheet - See prior description

Cost: \$3,200

Response Distribution Reports - See prior description

Job Category Benchmark Spreadsheet - See prior description

INDIVIDUAL REPORTS

Benefit Satisfaction Report – two options

These graphical reports document employee satisfaction with 20 benefits asked in the survey. These items include Professional/Career Development Programs, Wellness Programs, Employee Recognition Programs, Employee Activities, Flexible Work arrangements, Work/Life balance programs, Physical Work Space Conditions, and various healthcare items.

Option 1: Benefit Satisfaction Report - Compares your overall institutional results to each job category for staff and faculty.

Cost: \$975

Option 2: Benefit Satisfaction Benchmark Report - Compare your institutions results on the 20 benefits asked on the survey against the programs core benchmarks: Honor Roll, Carnegie Classification, Enrollment Size, Region, and Public/Private institutions.

Cost: \$1,540



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 (Strongly Agree and Agree) among peer institutions within these designated categories (customized to your institution): Honor Roll, Carnegie Classification, Enrollment Size, Region, and Public/Private institutions.

Cost: \$1025

Minority Aggregate Report

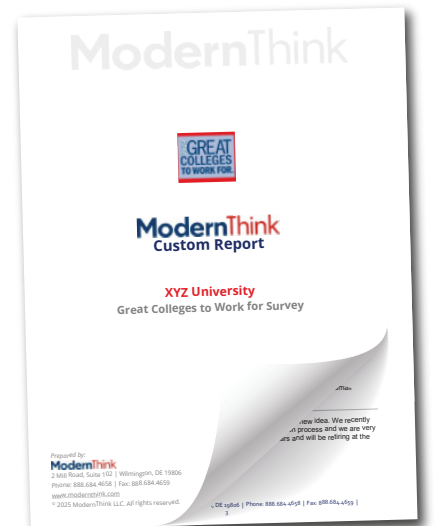
See your survey results across key demographics (see General Demographics Spreadsheet) with the addition of a benchmark aggregating percent positive and percent negative data from respondents of all minority races and ethnicities at your college compared to all colleges that participated in the 2025 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

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.

Call For Pricing



ONLINE REPORT GATEWAY



For institutions that have made an ongoing commitment to participating on a regular cycle in the Great Colleges program, our online Report Gateway is an option you should consider as an alternative to our static reports. The web-based Gateway provides users the flexibility to run their own reports for dynamic visual renderings of survey data in multiple formats. The Gateway includes all of your current and previous survey data with ModernThink since 2010, which allows for year over year comparisons.

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 eight years. Access includes 10 users.

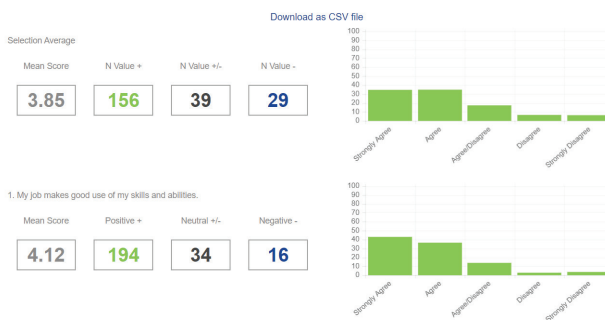
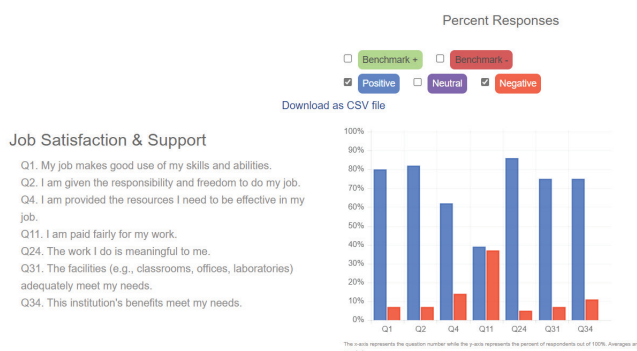
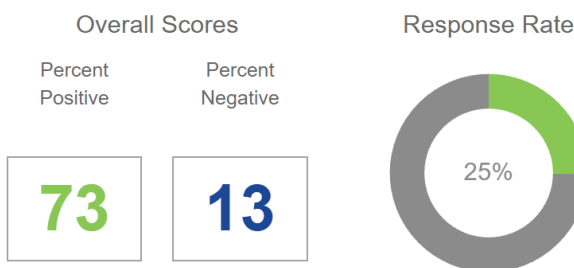
Your Gateway would include the following:

- All your 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. Years at Institution, Age, Division/College, 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. See website for more details.
- 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. Please contact Suzi Schmittlein at sschmittlein@modernthink.com for more information.

First Year Cost: \$4,500
Renewal Cost: \$2,900 (discounts do not apply)

10% discount on all reports through May 30, 2025.



REPORT OPTIONS

Option	Price
Online Reporting	
<i>(Call for Demo Access)</i>	
Report Gateway:	\$4,500
Gateway Renewal:	\$2,900
Suites	
<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
Individual Reports	
<i>(See website for samples of all individual reports)</i>	
Aspirational Peer Benchmark Report:	\$975
Benefit Satisfaction 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 Report:	\$1,130
Response Distribution Benchmark Report:	\$1,540
Year-to-Year ScoreCard:	\$615
<i>*Payment must be received before delivery.</i>	

ORDER INFORMATION

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10% discount on all reports through May 30, 2025.

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. Survey available upon request.