SAMPLE: Pre-Survey Communication to All Faculty/Staff

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 Survey for the Great Colleges to Work For program

Institution name has decided to participate in the Great Colleges to Work For® program, a national survey designed to recognize institutions that have built great workplaces. Regardless of whether or not we are recognized, the data we receive will be helpful as we continue the process of creating the best workplace possible.

On March 1, the survey will be distributed to a random selection or all of our employees. If you are included in this random sample, you will receive an invitation with details about the program and how to access the survey. This invitation will be sent to you via email from Great Colleges.

If you receive the invitation, please take a moment to complete the survey. [Institutions doing random sample include: You will be representing not only yourself, but all your colleagues, so your feedback is invaluable!] This is a chance to make your voice heard, and a high response rate helps ensure an accurate representation of our community. At the close of the program, we will receive topline reports that summarize the organizational competencies and relationships that most directly impact and influence our culture.

The survey is voluntary and completely confidential; our institution will not be able to trace results back to individuals. Your invitation to take the survey will come by email with the subject line "Great Colleges to Work For 2027 Faculty/Staff Survey." To log into the survey, we will all have the same usernames, but unique passwords. For this reason, you should not forward your survey to any colleagues.

The survey is voluntary and completely confidential; our institution will not be able to trace results back to individuals. Your survey will be processed by ModernThink LLC, an independent management consulting firm focusing on workplace quality in higher education. They can be reached at 888.684.4658 or at surveys@modernthink.net.

We encourage everyone's participation and hope you will take this opportunity to share your honest feedback! Thank you, in advance, for your participation. Please contact [insert name and contact information of your organization's survey coordinator], or visit www.GreatCollegesProgram.com if you have any questions.