SAMPLE: Pre-Survey Communication for Previous Participants

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 Faculty/Staff Survey for the 2027 Great Colleges to Work For Program

I am pleased to announce that we are once again participating in the Great Colleges to Work For program! By continuing to participate, we are able to track our progress and gain valuable internal and external benchmarking.

For recognized institutions: Thanks to our valuable 2026 survey respondents, we were recognized in [category]. We should all be proud of such an accomplishment! This year affords us the same opportunity and I encourage you all once again to share your insights. Although recognition is not guaranteed, I remain wholly optimistic about the value we can derive from this program.

For not recognized institutions: Thanks to our valuable 2026 survey respondents, our results yielded valuable information that has allowed us to identify opportunities and make informed strategic decisions. By participating again this year, we will be able to track our progress thus far and decide on appropriate next steps. Regardless of whether or not we are recognized, we will receive invaluable data that will be helpful as we strive to create the best workplace possible.

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.

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.

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!