SAMPLE: Pre-Survey Communication for All Faculty

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

Dear [Institution Name] Faculty Member:

We have decided to participate in the 2027 Great Colleges to Work For program. Now in its twentieth year, the Great Colleges program recognizes institutions that have created exceptional work environments. I consider this to be an important endeavor and respectfully ask for your participation.

Things to know:

- ✓ Your responses to the survey will be completely confidential
- ✓ Your participation is entirely voluntary
- ✓ We will receive a summary report of our survey results, which we will share with the larger community
- ✓ Instructions on how to access the survey will be sent on March 1 (but remember: only a random selection of faculty will be contacted to participate)
- ✓ The survey audience includes full-time faculty and staff [*adjunct faculty will be included for community colleges]*

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 will manage all aspects of the survey process and ultimately perform the analysis that will determine which institutions will be recognized. ModernThink can be reached at 888.684.4658 or at surveys@modernthink.net.

If you receive the invitation, please take a moment to complete the survey and join me in our efforts to make [Institution Name] a better place to work!

Should you have any questions, please do not hesitate to call [Internal Contact Person] or visit www.GreatCollegesProgram.com