



## **Chronicle of Higher Education – Great Colleges to Work for Survey 2018 Results for UW-Whitewater**

### **Introduction**

This report provides a brief overview of the results of the Chronicle of Higher Education’s annual *Great Colleges to Work For* (GCTWF) survey, in which UW-Whitewater participated in Spring 2018. This represents the first time that UW-Whitewater participated in this survey of a random sample of university employees. While UW-Whitewater was not named to the Chronicle of Higher Education’s 2018 honor roll list of institutions, the results of the survey provide helpful insights into how UW-Whitewater employees perceive the institution for which they work.

### **Methods of Analysis**

The GCTWF survey contains 95 questions, 60 of which are statements to which respondents are asked to indicate their level of agreement on a 5-point scale ranging from Strongly Agree to Strongly Disagree. The respond statements are grouped into 14 categories.<sup>1</sup> The survey was administered by ModernThink on behalf of the Chronicle of Higher Education to a random sample of 600 full-time UW-W employees in four employee classification groups.<sup>2</sup> An email was sent by the Chancellor’s Office to campus employees in early March 2018 announcing the survey and encouraging participation. Initial invitations were sent on March 12, 2018. The survey was open until April 6, 2018, during which time three reminder emails were sent to the survey populations. Overall, 120 employees from the random sample completed the survey, resulting in a 20% response rate.<sup>3</sup> In addition to the survey, the Office of Institutional Research and Planning (with the assistance of several offices on campus) completed a 24-page questionnaire containing numerous questions about policies and practices at UW-Whitewater that impact employees. The Chronicle of Higher Education published the results of the survey, and awarded honor roll recognition to 15 2-year schools and 30 4-year schools. Recognition was awarded on the basis of the survey results, as well as the data collected through the institutional questionnaire completed by all participating colleges.<sup>4</sup>

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<sup>1</sup> These categories include: jobs satisfaction/support; teaching environment; professional development; compensation, benefits & work/life balance; facilities; policies, resources & efficiency; shared governance; pride; supervisors/department chairs; senior leadership; faculty, administration & staff relations; communication; collaboration; fairness; respect & appreciation.

<sup>2</sup> The random sample included 41 administrators, 328 full-time faculty, 144 exempt professional staff, and 87 non-exempt staff. Part-time employees were not included in this survey as per requirements of the survey administrators.

<sup>3</sup> According to Modern Think, the average response rate of institution’s participating in the survey is approximately 40%.

<sup>4</sup> In addition to the survey, the Office of Institutional Research and Planning (with the assistance of several offices on campus) completed 24-page questionnaire containing numerous questions about policies and practices at UW-Whitewater that impact employees.

## Findings

Generally speaking, the results of the survey indicate that UW-Whitewater employees have a similar rate of positive responses to the survey statements in the fourteen (14) substantive categories as other similar institutions participating in the study.<sup>5</sup> The overall survey average of positive responses to the 60 substantive statements in the survey was 66% for UW-Whitewater respondents; in comparison, the overall survey average of positive responses to these questions at all survey participants categorized as Carnegie Master's institutions was 67%, while the overall average in the Public Institution control group was 65%.<sup>6</sup>

Within the fourteen question categories, UW-Whitewater has a higher percentage of positive responses than the benchmark groups on question relating to: respect and appreciation; supervisor/department chairs; faculty, administration and staff relations; teaching environment; and communication. UW-Whitewater was on par with the benchmark groups on questions relating to: policies, resources, and efficiency; professional development; facilities; fairness; and collaboration. However, UW-Whitewater had a lower percentage of positive responses than the benchmark groups on questions relating to: shared governance; pride; job satisfaction/support; senior leadership; and compensation, benefits and work/life balance.

## Conclusion

It is important to note that while the average positive responses of UW-Whitewater employees to the substantive survey questions are on par with benchmark institutions, the responses to individual questions by specific employee groups varied widely. Detailed response data has been provided to university administration for further analysis.

As the 2018 survey cycle was the first administration of this survey to UW-Whitewater employees, trend data is not available. It would therefore be advisable to administer the survey again, ideally in two years, in order to begin collecting trend data.

It is important to note that response rates among employee groups varied between 14% and 45%. The lower-than-average overall survey response rate by UW-Whitewater employees gives greater weight to the opinions of individual respondents. Should the survey be administered again, it would be advisable to focus effort and resources to publicize the survey and encourage participation.

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<sup>5</sup> To aid in result interpretation, Modern Think provided participating institutions the percentage of positive responses to each of the sixty (60) substantive response statements at their institution, as well as the average percentage of positive responses to the same questions at groups of similar institutions. For UW-Whitewater, the four benchmark groups included 2018 participants classified as Carnegie Master's institutions, institutions with an enrollment of over 10,000 students, institutions from the Great Lakes region, and Public Institutions (a control group).

<sup>6</sup> In contrast, the overall average of positive responses at the institutions recognized in the Chronicle's 'honor roll' was 77%.