

Constituent Universities

Appalachian
State University

East Carolina
University

Elizabeth City
State University

Fayetteville State
University

North Carolina
Agricultural and
Technical State
University

North Carolina
Central University

North Carolina
State University
at Raleigh

University of
North Carolina
at Asheville

University of
North Carolina
at Chapel Hill

University of
North Carolina
at Charlotte

University of
North Carolina
at Greensboro

University of
North Carolina
at Pembroke

University of
North Carolina
at Wilmington

University of
North Carolina
School of the Arts

Western Carolina
University

Winston-Salem
State University

Constituent High School

North Carolina
School of Science
and Mathematics

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Vice President for Human Resources

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Date: October 10, 2017

From: Matthew S. Brody, Vice President for Human Resources 

To: UNC Chief Human Resources Officers

Re: Implementation of the UNC System Engagement Survey

The UNC System Strategic Plan includes a goal for the University to “systematically focus on recruitment, retention, and development of the most talented and diverse workforce possible at all levels over the next five years.” To assist in meeting this goal, UNC General Administration (UNC-GA), through the Division of Human Resources, is implementing several ongoing metrics related to engagement, retention, succession planning, and investment in professional development in order to promote system-wide improvements in these areas. In order to collect data that will address this employee engagement aspect of the strategic plan, UNC-GA Human Resources is introducing a system-wide employee engagement survey.

The UNC System engagement survey will be conducted by ModernThink. Since 2008, ModernThink has partnered with *The Chronicle of Higher Education* to produce its “Great Colleges to Work For” summer insert using the ModernThink Higher Education Insight Survey[®]. The Great Colleges program annually recognizes institutions that have been successful in creating great workplaces in order to more broadly foster a better understanding of the factors, dynamics, and influences that have the most impact on successful organizational culture.

The ModernThink Higher Education Insight Survey[®] is largely the same as the instrument the University will use for the UNC System engagement survey. As an added benefit, constituent institutions have the option, at no additional cost, to participate in the 2018 Great Colleges program using the data we will collect through the UNC System engagement survey; however, participation in Great Colleges is not required.

The survey will be issued annually over the next five years (2018-2022). In 2018, 2020, and 2022, the survey will be distributed to all permanent, full-time faculty and staff. In 2019 and 2021, a shorter “pulse” survey will be distributed to a sampling of permanent, full-time faculty and staff. Constituent institutions, for an added fee, may extend the survey population to other employee groups (e.g., part-time permanent employees, temporary employees, postdoctoral fellows, adjunct faculty, etc.).

The first UNC System engagement survey is scheduled to be administered over a three-week period starting in late January 2018 and running through mid-February. UNC-GA will provide the first data reporting by early summer 2018.

UNC-GA is providing the core funding for administration of the survey, including a suite of standardized reports and benchmarking comparisons. UNC-GA will also have access to an online reporting gateway for customized data analysis and reporting. Each constituent institution has the opportunity separately to purchase additional survey questions, reports, benchmarks, and its own reporting gateway.

Chris Chiron, Associate Vice President for Employee Relations, is heading up this initiative for UNC-GA, and we will continue to coordinate this effort system-wide through the chief human resources officers. We encourage you to work closely with your key constituencies (e.g., chief academic officers, institutional research, public relations, etc.) to administer the survey, analyze data, and develop and communicate action plans as necessary. As you know, UNC-GA Human Resources has also established a system-wide engagement steering committee of primary and secondary contacts for each institution to assist with the long-term administration of the program.

To meet the January-February launch window, each constituent institution will need to provide UNC-GA Human Resources with certain information. These items already have been discussed with the HR Council and with the engagement steering committee. Attached to this memo is a short guide to the upcoming decisions and deadlines, along with additional program information. The first deadline for certain decisions and data submission is October 30.

We recognize that this is a significant initiative for the UNC system that will require a correspondingly significant effort by you and your staff in concert with other stakeholders at your institution to be successful. We hope that this program will provide each institution with valuable, useful, and actionable information to enhance the University's work environment positively for our faculty and staff and to achieve our goal of recruiting, retaining, and developing the most talented and diverse workforce possible at all levels.

If you have questions throughout this process, please feel free to contact Chris or me directly.

Attachments

cc: *President Spellings*
Chancellors
Chief Academic Officers
Chiefs of Staff
Senior Vice Presidents