Local Government Workplaces Project Employee Survey Roundup Overview

Leisha DeHart-Davis, PhD
Jack Watts, UNC BA 2016

UNC
SCHOOL OF GOVERNMENT

LOCAL GOVERNMENT
WORKPLACES PROJECT

Overview

- Background
- Local Government Workplaces Project
- Why Survey Employees?
- Research Design
- Survey Topics
- Typical Process
- Timing
- Your Questions

Local Government Workplaces Project

- UNC-SOG initiative

- Mission: Improve NC local government workplaces through cost-effective organizational research

- Generate comparison data across NC

- International network of public management scholars (OSU, Alabama Birmingham, LIU, U-Conn, U-Mass-Boston, FIU, Ultrecht, Tilburg, Hamburg)

Why Survey Employees?

- Take the temperature of the organization
- Give employees voice
- Gage receptivity to policy changes
- Assess morale
- Estimate demand for benefits/services

Employee Survey Roundup

- Fixed Internet Survey
- Multiple Organizations

Process

- Advanced communication with employees
- Confidentiality
- Alert email week prior from upper management
- Personalized links
- Several follow-ups
- 70% response rate**

Survey Topics

- Employee satisfaction with pay/benefits, recognition, rewards, technology, innovation
- Job satisfaction
- Turnover intentions
- Employee voice
- Structure (hierarchy, centralization, rules)

- Organizational silence
- Organizational structure
- Communications
- Resources
- Supervisory Practices
- Teamwork
- Trust
- Workplace civility

Next Steps

- For interested parties, sign service agreement, provide employee list

- Obtain UNC-IRB approval

- Promote survey participation

- Administer survey

- Generate reports

- Free one-hour consultation by conference call with participants

- Consultant references

Employee List Fields Needed

- First name
- Last Name
- Gender or Salutation
- Race/Ethnicity
- Department of Division (how you want us to compare)
- Email
- Title, Department Heads and Supervisors (0/1)
- Tenure
- Age

Timeline

- July 15th – Signed Service Agreements Due
- August 1st-Employee Lists Due
- August 15th-September 15th– Survey launch
- Two/three week survey window
- Deliverables no later than October

Pricing

- 100 employees and under: $1000
- 101-500 employees: $2500
- 501-1000 employees: $3500
- 1001-2000 employees: $5000
- Over 2000 employees: $7000

Deliverables

- Interactive online survey results platform that provides access to:
    - Distributions of results across organization
    - Comparisons of percentage responses by department
    - Ability to isolate specific departmental results
    - Comparison with other organizations on select measures
- Comments by departments (>5)