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**Overview of Reports**

**Results Suite**

**Appalachian State University**

**UNC System Employee Engagement Survey**

**Spring 2024**

*Prepared by:*

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**Appalachian State University Reports**

Your Results Suite includes the following:

1. Three Sets of Survey Data Spreadsheets

* General Demographics
* Job Role
* Organizational Level

1. Profile of Survey Respondents
2. Response Distribution Report sorted by Pre-loaded Employee Group
3. Overall Benchmark ScoreCard
4. Multi-Select Report
5. Topline Survey Results
6. Employee Comments Report sorted by Pre-loaded UNC Job Category

**Survey Response Rates**

The enclosed reports were generated from the data collected from Appalachian State University during the 2024 UNC System Employee Engagement Survey, conducted March 25 to April 12, 2024. To support longitudinal analysis over the course of the project, the System Office will receive aggregate system-wide results for only a **core population** of faculty and staff. The core population, defined by the System Office, includes all permanent, full-time faculty and staff in the following Pre-loaded UNC Job Categories:

Core Population

* EHRA Non-faculty (NF)
* SAAO Tier 1
* SAAO Tier 2
* EHRA IRIT
* SHRA
* SHRA Exempt
* SHRA Non-exempt
* Faculty

**Core Population Response Rates**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **EHRA Non Faculty** | | | **SHRA** | | | **Faculty** | | | **Total Core Population** | | |
| **Institution** | **Total Sent** | **Responded** | **Response Rate** | **Total Sent** | **Responded** | **Response Rate** | **Total Sent** | **Responded** | **Response Rate** | **Total Sent** | **Responded** | **Response Rate** |
| **ASU** | 801 | 379 | 47% | 1283 | 515 | 40% | 1105 | 461 | 42% | 3189 | 1355 | 42% |
| **ECU** | 1023 | 508 | 50% | 1844 | 888 | 48% | 1621 | 606 | 37% | 4488 | 2002 | 45% |
| **ECSU** | 141 | 71 | 50% | 127 | 60 | 47% | 97 | 40 | 41% | 365 | 171 | 47% |
| **FSU** | 250 | 122 | 49% | 312 | 156 | 50% | 251 | 122 | 49% | 813 | 400 | 49% |
| **NCAT** | 490 | 205 | 42% | 695 | 262 | 38% | 499 | 166 | 33% | 1684 | 633 | 38% |
| **NCCU** | 342 | 122 | 36% | 436 | 134 | 31% | 346 | 81 | 23% | 1124 | 337 | 30% |
| **NCSSM** | 97 | 81 | 84% | 94 | 71 | 76% | 138 | 102 | 74% | 329 | 254 | 77% |
| **NCSU** | 3301 | 1692 | 51% | 3757 | 1778 | 47% | 2009 | 672 | 33% | 9067 | 4142 | 46% |
| **UNC CH** | 3593 | 1143 | 32% | 6225 | 1692 | 27% | 4169 | 939 | 23% | 13987 | 3774 | 27% |
| **UNC SO** | 233 | 154 | 66% | 312 | 190 | 61% |  |  |  | 545 | 344 | 63% |
| **UNCA** | 205 | 107 | 52% | 263 | 152 | 58% | 230 | 109 | 47% | 698 | 368 | 53% |
| **UNCC** | 1030 | 524 | 51% | 1500 | 742 | 49% | 1142 | 329 | 29% | 3672 | 1595 | 43% |
| **UNCG** | 734 | 321 | 44% | 878 | 351 | 40% | 829 | 293 | 35% | 2441 | 965 | 40% |
| **UNCP** | 224 | 150 | 67% | 351 | 253 | 72% | 296 | 150 | 51% | 871 | 553 | 63% |
| **UNCSA** | 133 | 77 | 58% | 216 | 89 | 41% | 135 | 70 | 52% | 484 | 236 | 49% |
| **UNCW** | 534 | 294 | 55% | 1005 | 582 | 58% | 782 | 248 | 32% | 2321 | 1124 | 48% |
| **WCU** | 373 | 259 | 69% | 669 | 424 | 63% | 574 | 340 | 59% | 1616 | 1023 | 63% |
| **WSSU** | 204 | 70 | 34% | 302 | 101 | 33% | 242 | 82 | 34% | 748 | 253 | 34% |
| **System Aggregate** | **13708** | **6279** | **46%** | **20269** | **8440** | **42%** | **14465** | **4810** | **33%** | **48442** | **19529** | **40%** |

Campuses also had the option of surveying beyond the core population to include part-time staff, adjunct faculty, etc. All employee populations, including those beyond the core population, when applicable, are included in the Results Suites.

**Appalachian State University Response Rates**

|  |  |  |  |
| --- | --- | --- | --- |
| **Pre-loaded UNC Job Category** | **Total Sent** | **Responded** | **Response Rate** |
| ALL Employees | 3189 | 1355 | 42% |
| SAAO TIER 1 | 17 | 9 | 53% |
| SAAO TIER 2 | 108 | 64 | 59% |
| SHRA EXEMPT | 249 | 127 | 51% |
| FACULTY | 1105 | 461 | 42% |
| SHRA NON-EXEMPT | 1034 | 388 | 38% |
| EHRA IRIT | 676 | 306 | 45% |

**Survey Definitions**

Throughout the survey, several different terms are consistently referenced. Below are the definitions that appeared on Appalachian State University’s survey to clarify these terms:

***Definitions:***

***Institution*** *refers to the entire University or College.****Department*** *refers to your most immediate workgroup or team.****Senior Leadership*** *refers to the most senior members of the institution (e.g. Chancellor or President and those who report directly to them).*

***Supervisor/Department Chair*** *refers to the individual to whom you directly report.*

**2024 Benchmarks**

Your 2024 Results Suite of reports includes a series of higher education benchmarks selected by the System Office:

* 2024 Carnegie (specific to your institution)
* 2024 4-Year Public
* 2024 4-Year Enrollment Size (specific to your institution)
* 2024 4-Year Southeast Region (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
* 2018, 2020, 2022, and 2024 UNC Core Population Aggregate

All benchmarks are composed of 2024 data, except the 2022/2020/2018 UNC Core Population System Aggregates. Each benchmark shows the average percent positive, percent neutral, and percent negative of those institutions from the ModernThink database that share that defining attribute. The percent positive is reflective of the employees who responded with “*Strongly Agree”* or “*Agree”* responses, neutral is reflective of those who selected “*Sometimes Agree/Sometimes Disagree”* and negative includes those employees who chose *“Disagree or Strongly Disagree.”* For example, your 4-Year Southeast Region benchmark contains all 4-year, 2024 ModernThink clients located in the southeast.

The Enrollment Size benchmark is also stratified into Small, Medium and Large categories based on the following:

* **Small** is enrollment of 500 to 2,999 students
* **Medium** is enrollment of 3,000-9,999 students
* **Large** is enrollment of 10,000 students or more

The below chart provides the median participation rate, the mean participation rate, and the median overall positive response for each cut of benchmark data delivered to UNC campuses. The mean participation rate was calculated using the number of individual respondents against the number of people surveyed, as opposed to averaging the response rates of each institution.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Benchmark** | **Benchmark Cuts** | **Number of Institutions** | **Median Participation Rate** | **Mean Participation Rate** | **Median Overall Positive Response** |
| 2024 Enrollment Size | 4-year Small | 73 | 53% | 48% | 67% |
|  | 4-year Medium | 39 | 45% | 46% | 67% |
|  | 4-year Large | 26 | 34% | 39% | 73% |
| 2024 Carnegie  Classification | 4-year Baccalaureate Colleges (Arts & Sciences focus, Diverse) | 33 | 55% | 53% | 65% |
|  | 4-year Master’s Colleges and Universities (Master L, M, S) | 47 | 45% | 44% | 67% |
|  | 4-year Doctorate Research (RU/VH, RU/H, DRU) | 30 | 39% | 38% | 68% |
|  | 4-year Special Focus Institutions (Medical, Law, Art, etc) | 20 | 54% | 47% | 74% |
| 2024 Control | 4-year Public | 51 | 35% | 36% | 66% |
| 2024 Region | 4-year Southeast (AL,AR,FL,GA,KY,LA,MS,  NC,SC,TN,VA,WV) | 50 | 44% | 42% | 67% |

**Survey Data Spreadsheets**

The UNC System Office decided to utilize a shortened 41 statement version of the ModernThink Higher Education Insight Survey© this year. The 2024 version of the survey included 18 statements used in every year of the survey, as well as a combination of others used intermittently across the various iterations. In the survey, employees were asked to respond to each statement using a five-point rating scale *(Strongly Agree, Agree, Sometimes Agree/Sometimes Disagree, Disagree, Strongly Disagree).* Additionally, there is a *Not Applicable* response option.

In addition, faculty and staff were asked to respond to eight voluntary, self-selected demographic questions, with faculty alone responding to an additional two. Each email address submitted for those invited to take the survey was tagged with multiple pre-loaded demographics. The emails and the pre-loaded demographics were supplied by the System Office and confirmed by each institution.

Your three sets of spreadsheets are based on these demographics categories:

|  |  |  |
| --- | --- | --- |
| **General Demographics Spreadsheets** | **Organizational Level Spreadsheets** | **Job Role Spreadsheets** |
| * Gender Identity * Race/Ethnicity * Age * Supervisory Status * Years at Institution * Expect to Stay * Annual Salary * Pre-Loaded Employee Group 20 * Pre-Loaded Employee Appointment Period | * Pre-Loaded Specific Organizational Levels varied by campus | * Pre-Loaded UNC Job Category * Pre-Loaded Job Role * Faculty Appointment *(Faculty Only)* * Tenure Status *(Faculty Only)* * Years in Current Job Position |

To protect the anonymity of your faculty/staff, we do not report data for demographic categories with fewer than five respondents. If fewer than five responded, you will see asterisks in that column. The survey dimension average is the average positive response across all the statements in that particular dimension (ie. “Job Satisfaction/Support,” etc.). All statements are weighted equally.

There is some variation by theme/dimension in what makes a “good” score. Even with those differences, the following guidelines should help you interpret your scores.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  | | --- | --- | --- | | **Positive Responses** |  | **Negative Responses** | | *Strongly Agree, Agree* |  | *Disagree, Strongly Disagree* | | **Guideline Score** | **Description** | **Guideline Score** | | 75% + | Excellent to Very Good | < 10% | | 65-74% | Good | 10-14% | | 55-64% | Fair to Mediocre | 15-19% | | 45-54% | Warrants Attention | 20-29% | | < 45% | Acute | 30% + | |  |
|  |  |

**General Demographics Spreadsheets**

Results in the first column reflect your institution’s average percent positive for each survey statement, that is, the percentage of your employees who responded with “*Strongly Agree”* or “*Agree*.” The second column of data on the spreadsheet reflects the percentage of neutral responses, that is, the percentage of employees who responded with “*Sometimes Agree/Sometimes Disagree*.” The third column of data is the percentage of negative responses, that is, the percentage of your faculty/staff who responded with “*Disagree”* or “*Strongly Disagree*.”

Following the 2024 Overall Data, you will find your institution’s 2022, 2020, and 2018 Overall positive/neutral/negative data for comparison purposes. Beyond the overall columns are the data for the demographic choices on the survey. Each of the columns shows the positive/neutral/negative data stratified by demographic choice:

* Gender Identity
* Race/Ethnicity
* Age
* Supervisory Status
* Years at Institution
* Expect to Stay
* Annual Salary
* Pre-Loaded Employee Group 20
* Pre-Loaded Employee Appointment Period

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**Job Role Spreadsheets**

Like the General Demographics spreadsheets, the first four groups of data on your Job Role Spreadsheets will contain the 2024, 2022, 2020, and 2018 overall positive/neutral/negative responses from your institution’s employees. This data is followed by eight benchmarks for comparison. The subsequent columns are stratified by demographic choices related to job role, including:

* Pre-loaded UNC Job Category
* Pre-loaded Job Role
* Faculty Appointment *(Faculty Only)*
* Tenure Status *(Faculty Only)*
* Years in Current Job Position

The spreadsheets are organized so that demographics like Pre-loaded Job Role, Faculty Appointment, etc. are located near the job categories to which they correspond to help facilitate analysis.

|  |  |
| --- | --- |
| **UNC  JOB CATEGORIES** | **JOB ROLE** |
| SAAO Tier 1;  SAAO Tier 2 | None |
| Faculty | * Faculty Appointment * Tenure Status |
| EHRA IRIT;  SHRA Exempt | * IRPS * Administrative/Managerial * Engineering/Architecture * Human Services * Information/Education * Information Technology * Institutional Services * Law Enforcement/Public Safety * Medical/Health * Natural Resources/Scientific * Operations/Trades |
| SHRA Non-exempt | * IRPS * Administrative/Managerial * Engineering/Architecture * Human Services * Information/Education * Information Technology * Institutional Services * Law Enforcement/Public Safety * Medical/Health * Natural Resources/Scientific * Operations/Trades |

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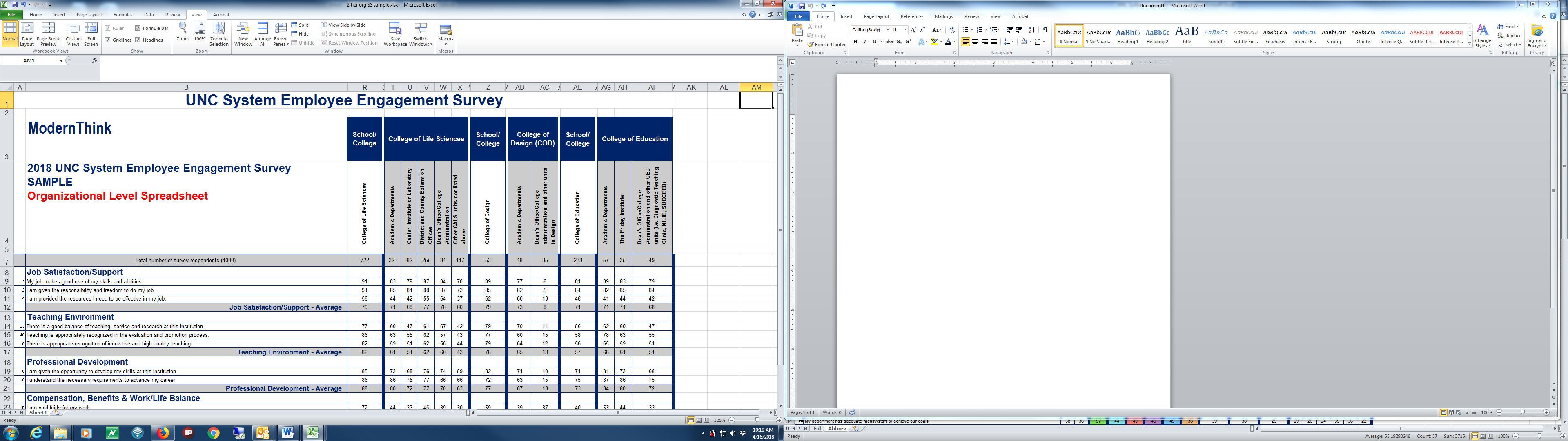
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**Organizational Level Spreadsheets**

The remaining reports in the “Survey Data Spreadsheets” folder in your Results Suite file are your Organizational Level Spreadsheets. Most campuses will find a combination of spreadsheets containing two and three tiers of data, as their organizational structures contain varying tiers in varying areas of their campuses. In some cases, multiple folders have been used to organize your data so that you can quickly and easily locate specific areas of your organizational structure. For example, you might have a folder that groups together all your “School/College” data, and a separate folder that contains all your “Area/Division” data.

Your Organizational Level spreadsheets have the same benchmarking as your Job Role spreadsheets, but they show only the percent positive data. The data in these are oriented to correspond with the organizational levels/structure provided to ModernThink for your survey demographics. In the sections of your organizational structure where there are only two tiers/levels, your level two demographics (generally departments) will be located next to the first level of demographics (generally colleges/schools or divisions), much like your job roles are situated next to your job categories on your Job Role Spreadsheets.

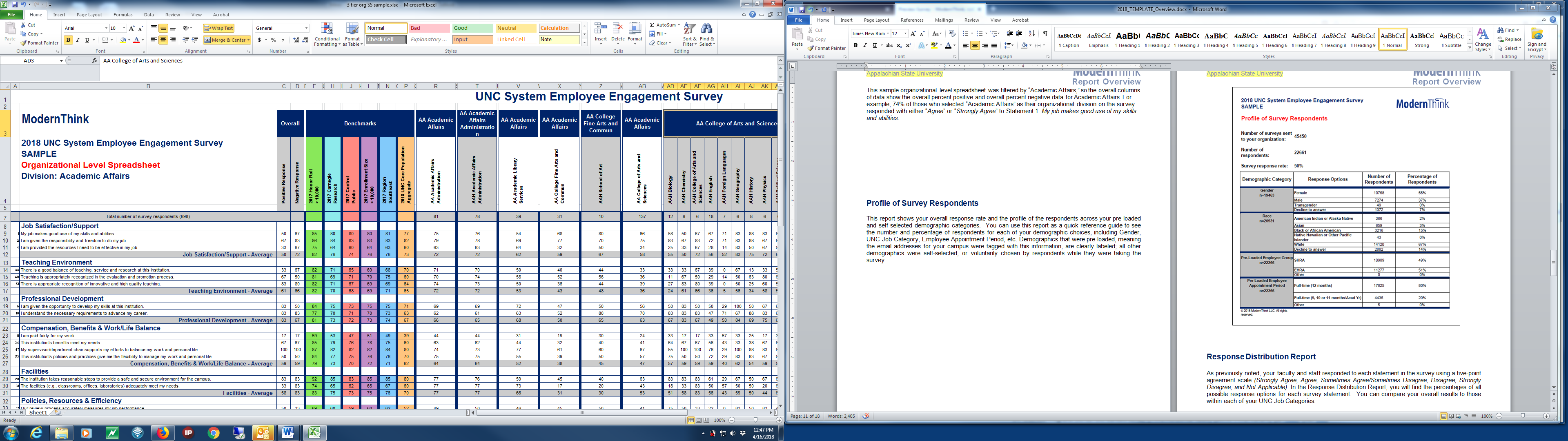


***\*The above image is a sample and does not reflect your institution’s actual survey data.***

For the sections of your organizational structure where there are three tiers/levels you will find whole spreadsheets **filtered** by the first tier, with the second and third tiers displayed in accordance with the above screen shot. Filtering by a demographic means that only the organizational levels wholly contained within the filtered level will display on the spreadsheet. If a spreadsheet is filtered, that filtered demographic will always be in the file name of the spreadsheet. All spreadsheets containing data for just two tiers will be called “Organizational Level.”

A key distinction between these two versions of the organizational level spreadsheets is the data shown in the overall columns. In the first instance, where we are reporting only two levels of data, the overall columns will reflect your institution’s overall percent positive and percent negative data. These will sometimes be grouped in a folder labeled “CAMPUS Overall Data.” In the second instance, where we are reporting three tiers of data, and the spreadsheet is filtered by the first tier, the overall column of data will reflect the overall percent positive and negative data for the **filtered demographic**. These will sometimes be grouped in a folder labeled “FILTERED Overall Data.”

The sample organizational level spreadsheet below was filtered by “Academic Affairs,” so the overall columns of data show the overall percent positive and overall percent negative data for Academic Affairs. For example, 33% of those who were tagged as “Academic Affairs” for their organizational division on the survey responded with either “*Agree*” or “*Strongly Agree*” to Statement 4: “*I am provided the resources I need to be effective in my job.”*



***\*The above image is a sample and does not reflect your institution’s actual survey data.***

Because there is so much data to report in the organizational level spreadsheets, and ModernThink does not report data for demographic areas where there are fewer than five respondents, we have suppressed columns of demographics where there were not enough respondents to report the data. Please see your Profile of Survey Respondents (described in the next section) to identify which tiers contained demographic areas with fewer than five respondents.

**Profile of Survey Respondents**

This report shows your overall response rate and the profile of the respondents across your pre-loaded and self-selected demographic categories. You can use this report as a quick reference guide to see the number and percentage of respondents for each of your demographic choices, including Age, Pre-loaded UNC Job Category, Pre-loaded Employee Appointment Period, etc. Demographics that were pre-loaded, meaning the email addresses for your campus were tagged with this information before the survey was administered, are clearly labeled; all other demographics were self-selected, or voluntarily chosen by respondents while they were taking the survey.

Note that the “Demographic Category” column represents demographic **questions** while the “Response Options” column represents demographic **choices**. In many cases, the same terms are used in both. For example, a pre-loaded question on your survey might be, *“Pre-loaded Org Level 1”* with “*Provost*” as one of the response options. A subsequent question might then be, *“Pre-loaded Org Level 2 – Provost.”* The former example will show under “Response Options” as “*Provost*” with one n-value, representing the number of respondents who had “*Provost*” pre-loaded as their Org Level 1. The latter will show under “Demographic Category” as “*Pre-loaded Org Level 2 - Provost*”, with the Org Level 3 choices encompassed within it listed in the “Response Options” column next to it.

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**Response Distribution Report**

As previously noted, your faculty and staff responded to each statement in the survey using a five-point agreement scale *(Strongly Agree, Agree, Sometimes Agree/Sometimes Disagree, Disagree, Strongly Disagree,* and *Not Applicable).* In the Response Distribution Report, you will find the percentages of all possible response options for each survey statement. You can compare your overall results to those within each of your Pre-loaded Employee Group 20 options.

Please note, the number ranging between 1 and 5 provided next to the number of respondents for each demographic subset represents the average with each response on the Likert Scale assigned a numerical weight:

|  |  |
| --- | --- |
| **Likert Scale Response** | **Numerical Weight** |
| Strongly Agree | 5 |
| Agree | 4 |
| Sometimes Agree/Sometimes Disagree | 3 |
| Disagree | 2 |
| Strongly Disagree | 1 |

Thus the 3.63 provided in the example below would represent an average response of partway between *Agree* (4) and *Sometimes Agree/Sometimes Disagree* (3) for those tagged “SHRA” as their Pre-loaded Employee Group 20.

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***\*Bars in the above graph may not be an exact proportion to the percentages they represent.***

**Overall Benchmark ScoreCard**

The Overall Benchmark Scorecard compares the responses from your faculty and staff across the survey against a series of higher education benchmarks selected by the System Office:

* 2024 UNC Core Population Aggregate
* 2022 UNC Core Population Aggregate
* 2020 UNC Core Population Aggregate
* 2018 UNC Core Population Aggregate
* 4-Year Public Institutions
* Carnegie Classification (specific to your institution)
* 4-Year in your Enrollment Size (specific to your institution)
* 4-Year institutions in the Southeast Region

Results in the first column reflect your school's average percent positive for each survey statement, that is, the percentage of your faculty/staff who responded with “*Strongly Agree*” or “*Agree.*”  Results in the second column reflect your school's average percent negative for each survey statement, that is, the percentage of your faculty/staff who responded with “*Disagree*” or “*Strongly Disagree.*”

All benchmarks contain 2024 data, except the 2022/2020/2018 UNC Core Population Aggregate. Each benchmark comprises the average percent positive responses of those institutions from the ModernThink database that share that defining attribute. For example, your Southeast Region benchmark contains all 2024 Great Colleges participants located in the southeast.

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**Multi-Select Report**

Your faculty and staff were asked one multi-select question on your engagement survey:

*Which of the following job opportunities would influence you the most to leave your current position (either to a position within the state system or to a position outside the state system)? Please select up to four responses.*

This report shows the number and percentage of responses for each question choice, ranked from most to least frequently selected.

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**Topline Survey Results**

Your Topline Survey Results report shows your results for each of the survey dimensions that characterize the UNC System Employee Engagement Survey. In addition to your overall scores, data is broken down by EHRA Non-faculty, Faculty, and SHRA. When applicable, there is also a column for “Other” staff who do not fit into one of the above categories. This column will only populate for campuses that included CSS Exempt, COS Non-exempt, or CSS Non-exempt Staff, or PT Perms. The numbers shown represent percent positive responses, or the percentage of respondents who selected *“Strongly Agree”* or *“Agree.”*

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**Employee Comments Report**

The Employee Comments Report conveys the experiences of your employees, provided by the employees themselves. When your faculty, administrators, and staff completed the 2024 UNC System Employee Engagement Survey they were asked two open-ended questions:

*What do you appreciate most about working at this institution?*

*What would make this institution a better place to work?*

Responses to these two questions are detailed in this report. To encourage honest, candid feedback and protect the anonymity of individual respondents, we advised employees not to include any self-identifying information. Additionally, comments have been suppressed for Pre-loaded UNC Job Categories with fewer than five respondents. We have presented the comments exactly as they were provided to us, ordered alphabetically by first letter to help preserve anonymity.

**Additional Reports**

If you are interested in diving deeper into your data, or require support for presenting results to your Board or other key stakeholder groups, please contact Suzi Schmittlein at 888.684.4658 or via email at [sschmittlein@modernthink.com](mailto:sschmittlein@modernthink.com). ModernThink has a number of additional reports and consulting services available, including, but not limited to, the following:

|  |  |
| --- | --- |
| **Report/Consulting Service** | **Price** |
| Online Report Gateway (includes all of your institution’s survey results and benchmarking: 2024, 2022, 2020, 2018); Access for up to 10 users (all data) | $5,000 |
| Report Gateway Renewal | $2,900 |
| 60-Minute Phone Consultation (SWOT Style) | $900 |
| Webinar Presentation (up to 2 hours) includes PowerPoint | $2,150 |
| Onsite Consultation/Presentations (full day) includes PowerPoint | $5,195 + expenses |
| Onsite Consultation/Presentations (half day) includes PowerPoint | $3, 870 + expenses |
|  |  |

**Further Assistance and Next Steps**

Please contact Liz Flood with any comments or questions about your Results Suite, or if we can be of any further assistance. Liz can be reached at 888.684.4658 or via email at [lflood@modernthink.com](mailto:lflood@modernthink.com).