

# PA 12: Assessing Employee Satisfaction

**1 point available**

## A. Credit Rationale

This credit recognizes institutions that support the engagement of their employees by conducting a regular survey or other evaluation. Evaluating employee satisfaction and engagement helps institutions gauge their performance as an employer and can identify strengths as well as areas for development.

## B. Criteria

Institution conducts a survey or other evaluation that allows for anonymous feedback to measure employee satisfaction and engagement. The survey or equivalent may be conducted institution-wide or may be done by individual departments or divisions. The evaluation addresses (but is not limited to) the following areas:

- Job satisfaction
- Learning and advancement opportunities
- Work culture and work/life balance

The institution has a mechanism in place to address issues raised by the evaluation.

## C. Applicability

This credit applies to all institutions.

## D. Scoring

Institutions earn the maximum of 1 point available for this credit by conducting an assessment of employee satisfaction and engagement that meets the criteria outlined above and that covers all employees (directly or by representative sample). Incremental points are available based on the percentage of employees assessed. For example, an institution that regularly assesses the satisfaction of all faculty members (who compose  $\frac{1}{3}$  of all employees), but does not assess staff (who compose  $\frac{2}{3}$  of employees) would earn  $\frac{1}{3}$  point ( $\frac{1}{3}$  of the points available for this credit).

An institution that conducts an assessment using a representative sample earns points based on the total population from which the sample is drawn. For example, an institution that conducts an assessment with a sample that is representative of the entire employee population would earn the maximum of 1 point available for this credit. Likewise, an institution that conducts an assessment with a sample that is representative of 50 percent of its total employee population would earn 0.5 points (half of the points available for this credit).

An institution that conducts an assessment of an unrepresentative portion of the employee population earns points based on the actual number of employees assessed. For example, an institution that conducts a mandatory survey of all non-supervisory staff (60 percent of the total employee population) would earn 0.6 points (60 percent of the points available for this credit).

## E. Reporting Fields

### Required

- ☐ Has the institution conducted a survey or other evaluation that allows for anonymous feedback to measure employee satisfaction and engagement during the previous three years?

*If yes, provide:*

- ☐ Percentage of employees (staff and faculty) assessed, directly or by representative sample (0-100)
- ☐ A brief description of the institution's methodology for evaluating employee satisfaction and engagement, including assessment timeframes
- ☐ A brief description of the mechanism(s) by which the institution addresses issues raised by the evaluation (including examples from the previous three years)

### Optional

- ☐ The website URL where information about the programs or initiatives is available
- ☐ Additional documentation to support the submission (upload)
- ☐ Data source(s) and notes about the submission
- ☐ Contact information for a responsible party (a staff member, faculty member, or administrator who can respond to questions regarding the data once it is submitted and available to the public)

## F. Measurement

### Timeframe

Report current policies and practices and on the most recent employee satisfaction and engagement evaluation conducted within the three years prior to the anticipated date of submission.

### Sampling and Data Standards

Institutions may choose to assess employee satisfaction and engagement by administering a survey or the equivalent to a [representative sample](#) of the employee population being assessed or by surveying the entire employee population being assessed (e.g., by making the assessment mandatory).

Institutions may report on a single assessment or on multiple assessments that target different groups (e.g., faculty, supervisory staff, and non-supervisory staff).

## G. Standards and Terms

### Representative sample

A representative sample is a subset of a statistical population that accurately reflects the members of the entire population. A representative sample should be an unbiased indication of what the entire population is like. For example, in a student population of 1000 students in which 25 percent of the students are enrolled in a business school, 50 percent are enrolled in humanities programs, and 25 percent are enrolled in science programs, a representative sample might include 200 students: 50 business students, 100 humanities students, and 50 science students. Likewise, a representative sample of purchases should

accurately reflect the institution's total purchases, accounting for seasonal and other variations in product availability and purchasing.