Leader’s Toolkit

UBC Workplace Experiences Survey

Effective October 2, 2017
Survey opens November 1, 2017

This toolkit is available online:
http://focusonpeople.ubc.ca/workplace-experiences-survey/toolkits/
Instructions – Please Read

This package is designed to support leadership and administrators in sharing important information with faculty and staff.

The Workplace Experiences Survey is an excellent opportunity to hear directly from all faculty and staff and gain insights into their experiences.

It’s critical that you encourage as many faculty and staff as possible to participate so that the results are a robust representation of experiences in your unit.

HOW TO USE THIS TOOLKIT

☐ Read this toolkit and become familiar with the information.

☐ Apply your own language and local context to create two-way conversations with employees.

☐ Use the enclosed resources to encourage your team(s) to participate in the survey.

☐ Allow time for questions from employees. It’s okay if you can’t answer a question; collect feedback and email it to workplace.surveys@ubc.ca

In this toolkit you’ll find:

- Key dates to take action
- Speaking points
- Questions & answers
- Email templates
- Ideas for encouraging your team to participate

A Communicator’s Toolkit is also available online with promotional materials such as newsletter content and images, posters, and digital signage.
Key dates to take action

<table>
<thead>
<tr>
<th>DATE</th>
<th>ITEM</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>October 2-31</td>
<td>Introduce the survey &amp; inform your team.</td>
<td>☐ Use the <strong>speaking points</strong> in a team meeting or other face-to-face discussions with faculty/staff.</td>
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<td>☐ Use the enclosed <strong>email templates</strong> as a complement to your conversations and inform your team(s) about the survey.</td>
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<tr>
<td>November 1-21</td>
<td>Survey is open. Encourage participation.</td>
<td>☐ Use the enclosed <strong>email reminder template</strong> to send a note to your team (faculties and mid-sized departments will receive an update with their local participation rate).</td>
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<td>☐ Have fun! Whether it’s a team activity or simply inspiring a spirit of competition, <strong>encourage your team</strong> to participate in the survey.</td>
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**Note:** Once the survey is closed and the results are available, you are encouraged to share and discuss the results with your team(s). If your unit receives a unit-level report, it’s important to share these results in a meaningful way. We’ll have more resources available at that time to support you.
Speaking points

During the month of October, use these speaking points at faculty and staff meetings to inform your team(s) about the Workplace Experiences Survey. Customize these points to fit your environment and to reflect language used in your area.

Call to action: Take the UBC Workplace Experiences Survey on November 1-21, 2017.

“Why does this survey matter?”

1. We’re a Top 40 research institution where open, innovate thinking is changing the world. Your individual workplace experience has an impact on research, learning, the student experience, and community engagement.

2. The Workplace Experiences Survey is the one opportunity for you and your colleagues to share feedback, confidentially and anonymously, on your experiences of UBC as a workplace.

3. Your participation is important. We need to hear from everyone to get a rich, representative picture so that we can see what areas to focus on that will make the greatest difference to us.

4. Your input will be used to help shape priorities and initiatives in your workplace.
   - Past WES results have shaped UBC-wide initiatives such as internal communications, career navigation for staff, health & wellbeing, and faculty and staff orientation & onboarding.
   - If relevant, include an example of a local initiative or strategy that was influenced in your unit as a result of feedback in the last survey.

“What are you asking me to do?”

1. Your workplace experience starts with you. Be an active participant!

2. Between Wednesday, November 1 and Tuesday, November 21, share your voice in the UBC Workplace Experiences Survey. Your feedback is confidential and anonymous.

3. In the survey, you’ll be asked to identify what department/unit you are part of and this ensures that we will receive a report for our department/unit (as long as at least ten people take the survey). It will be our report; it won’t be shared broadly at UBC.

Continued on the next page
“How do I take the survey?”

1. You’ll receive a UBC Broadcast Email on November 1st with a link to the survey. Or, you can find the survey link at ubc.ca/wes.

2. You can complete the survey on your work computer or mobile device.

3. It requires about 15 minutes, and I encourage you to take the survey during regular work hours.

4. For those that do not use a computer at work, paper surveys will be available.
   • *If your unit has organized a Survey Day with paper surveys, mention the event details.*

“What about the results?”

1. The survey results will be available in early 2018. UBC will be hosting open sessions in Vancouver and in the Okanagan to share the overall results for the institution. The university-wide reports will also be available online.

2. In order to protect anonymity, our faculty/department/unit will receive a unit-level report only if we have 10 or more participants. It will be our report; it won’t be shared broadly at UBC.
   • I will receive the report and share the findings with our department/unit.
   • *Add anything else your unit plans to do with the results, such as using the results to inform and shape priorities, planning, etc.*
Questions & answers

1. **When is the survey open?**
The survey will be open over three weeks this fall, November 1-21, 2017. The survey is offered every three years, with the most recent one in 2014.

2. **Who can take the survey?**
The survey is open to people employed at UBC with faculty and staff with both full and part-time appointments. It is not open to those employed with clinical and student appointments.

3. **Is the survey mandatory?**
No; however, we encourage all faculty and staff to participate because the higher the response rate the more representative the survey data will be, and we will be better able to identify and focus on the priorities that will make the greatest difference to the faculty and staff experience at UBC.

4. **What is the survey about?**
The survey is your opportunity to share your experience of UBC as a workplace. You’ll receive a tailored version of the survey, depending on whether you are faculty or staff, so that the questions are relevant to you and your experience, and that survey data is specific and meaningful. The survey includes questions related to several themes, including your professional growth, health & wellbeing, and work environment. For faculty, it also includes questions related to tenure and promotion, and support for teaching and research.

5. **Why does UBC conduct the survey?**
UBC is committed to conducting the Workplace Experiences Survey every three years because, in order to foster an outstanding work environment, we need to give all faculty and staff the opportunity to provide direct, confidential feedback on their workplace experience.

Your workplace experience also has an impact on research, learning, the student experience, and community engagement. We’re a Top 40 research institution where open, innovative thinking is changing the world! The survey is your opportunity to share feedback on your experience being part of it.

6. **Do other universities conduct survey like this with their faculty and staff?**
Yes, it’s common practice in post-secondary institutions across North America.

7. **Is it possible to identify and link my responses back to me?**
No. UBC’s survey consultant TalentMap will administer the survey, analyze the data, and produce survey reports. The survey is hosted in Canada by TalentMap and accessed through an open link so your participation is not tied to you or your CWL. Responses are anonymous and confidential. While overall results will be shared in campus-wide reports, unit-level reports will be generated only if 10 or more responses are received to uphold anonymity and they will be shared directly with the unit.

8. **How is my privacy being protected?**
UBC uses a third-party survey consultant, TalentMap, to administer the survey and analyze the survey data. All individual survey feedback will be confidential and anonymous, and survey reports will only be generated if there are 10 or
more respondents. The online survey will be hosted on servers in Canada and entry of data from completed paper surveys will occur in Canada. This practice complies with Canadian privacy laws.

9. How is this survey different from UniForum?

The purpose of the Workplace Experiences Survey is to understand both faculty and staff experiences of UBC as a workplace. For instance, the survey includes questions related to work environment, professional growth, and health & wellbeing.

In contrast, UniForum is an annual data collection process gathering information from staff, librarians, and Extended Learning program directors to better understand, at an organizational level, how we deliver which services, where those services are, and how those services are most-effectively aligned to our academic mission so that we may enhance both the outcomes of and satisfaction with our service delivery.

More FAQ are available at ubc.ca/wes.
Email template #1: Take the survey!

Instructions:

- To be sent during the week of October 27-31 (one week before the survey opens).
- We recommend the message come from a senior leader in your unit, such as the Dean, Department Head, or Director.
- Customize this message for your Faculty or department.
- Note: On November 1st a UBC Broadcast Email will announce the opening of the Workplace Experiences Survey and include a link to the survey. The survey is open November 1-21, 2017.

Subject: Share your experience in the UBC Workplace Experiences Survey next week

Hello,

Next week, all UBC faculty and staff will be invited to take part in the Workplace Experiences Survey. I will be participating in the survey and I encourage everyone in <unit name> to do so, too.

The anonymous, confidential survey is the one opportunity for you and your UBC colleagues to share feedback on your workplace experience. Your input helps shape priorities and initiatives – both UBC-wide and at the unit-level – in the areas that will make the greatest difference to you and your colleagues.

You can expect to receive a UBC Broadcast Email on Wednesday, November 1st, with the link to access the survey. To ensure that the survey is confidential, anonymous, UBC has partnered with Canadian-based survey provider TalentMap.

I encourage you to complete the survey during your regular work hours—it should only take about 15 minutes. [If you are hosting a Survey Day or local incentive, please include the relevant details.]

If you have any questions about the survey impacts our team, please reach out. For more information visit www.ubc.ca/wes.

Your workplace experience starts with you. Be an active participant!

Thank you,

<Name of sender>
Email template #2: Reminder to take the survey

Instructions:

- **To be sent during the week of November 14-17.**
- We recommend the message come from a senior leader in your unit, such as the Dean, Department Head, or Director.
- You will receive participation rate updates for your Faculty/department/unit during the survey period. Customize this message for your Faculty or department.
- Depending on your response rate, you might consider sending two reminders.
- Note: The deadline to participate in the survey is Tuesday, November 21.

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**Subject: Reminder to participate now in the UBC Workplace Experiences Survey**

Hello,

I would like to remind you to participate in the UBC 2017 Workplace Experiences Survey for faculty and staff. I have taken the survey, and so far XX% of faculty and staff in <unit name> have participated - thank you if you have already completed the survey.

If you haven’t yet participated, I encourage you to complete the survey now during your regular work hours—it should only take about 15 minutes and can be done from a computer or mobile device. You can find the link to the survey here <add link> or at [www.ubc.ca/wes](http://www.ubc.ca/wes). The survey closes on Tuesday, November 21st.

The survey includes questions related to your work environment, work/life integration, professional growth, health & wellbeing, and more. There are tailored versions of the survey for faculty and staff to ensure that the questions are relevant to you and your experience, and that survey data is specific and meaningful. Your responses are anonymous and confidential. If you have any questions or concerns, take a look at the [Workplace Experiences Survey FAQ page](http://www.ubc.ca/wes) for more information.

The survey is your opportunity to share confidential and anonymous feedback on your experience working at UBC. This will help us to identify and focus on the areas that will make the greatest difference to you and your colleagues. Your workplace experience starts with you. Be an active participant!

Take the survey now at <add link> or at [www.ubc.ca/wes](http://www.ubc.ca/wes).

Thank you,

<Name of sender>
Encouraging your team to participate

With 15,000 faculty and staff across two campuses and many work sites, one approach doesn’t necessarily fit all. How can you best motivate and encourage your department or unit to participate in the survey?

Here are some ideas:

1. Take a photo of what makes your workplace outstanding and share it on social media #ubc.

2. Host a Donut Day and encourage people to grab a donut once they’ve completed the survey.

3. Work in front of a computer all day? Take a break and get some exercise! Grab your mobile device and a few office mates, walk out to your favourite spot on campus and complete the survey.

4. Challenge a peer unit to a little friendly competition. The unit with the higher overall response rate receives bragging rights.

We are here to support you

For additional support, please contact workplace.surveys@ubc.ca or reach out to your Human Resources Advisor.