

Stetson University Internal Communication Survey

May 2018

Survey Fast Facts

- Emails with a survey link were sent to Faculty and Staff in DeLand and Celebration from Feb. 9 to March 9, 2018.
- 135 Faculty members responded, out of 367, or 36.8 percent.
- 236 Staff members responded, out of 610, or 38.7 percent.

Overall, 371 employees responded = 38 percent response rate.

Who Took the Survey?

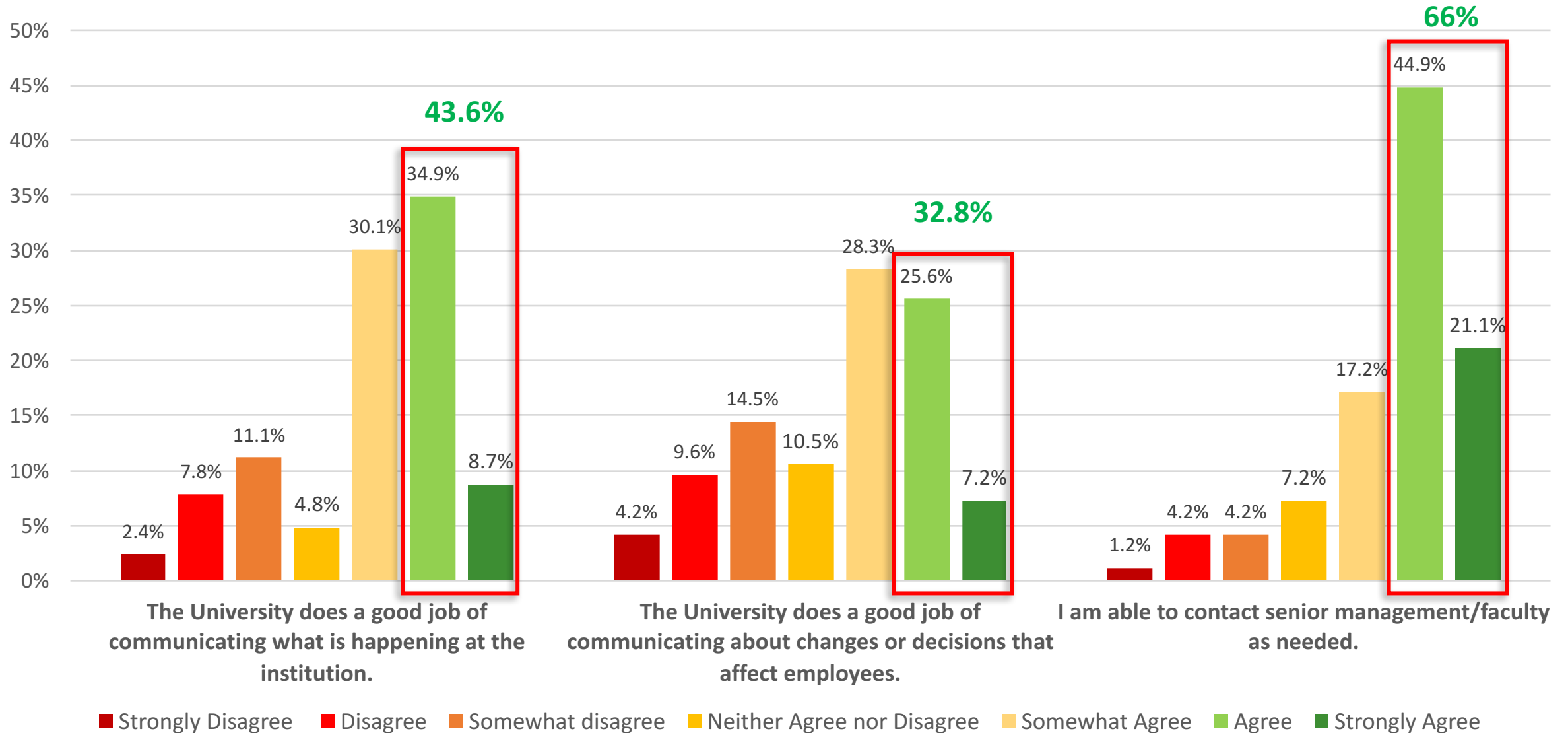
Faculty – 135 responses

- **71 in College of Arts & Sciences**
- 17 in School of Business Administration
- 12 in School of Music
- **39 were Tenured**
- 26 on Tenure track
- 23 Visiting
- **59 worked at Stetson for 0-5 years**
- 22 for 21 or more years
- 15 for 11-20 years

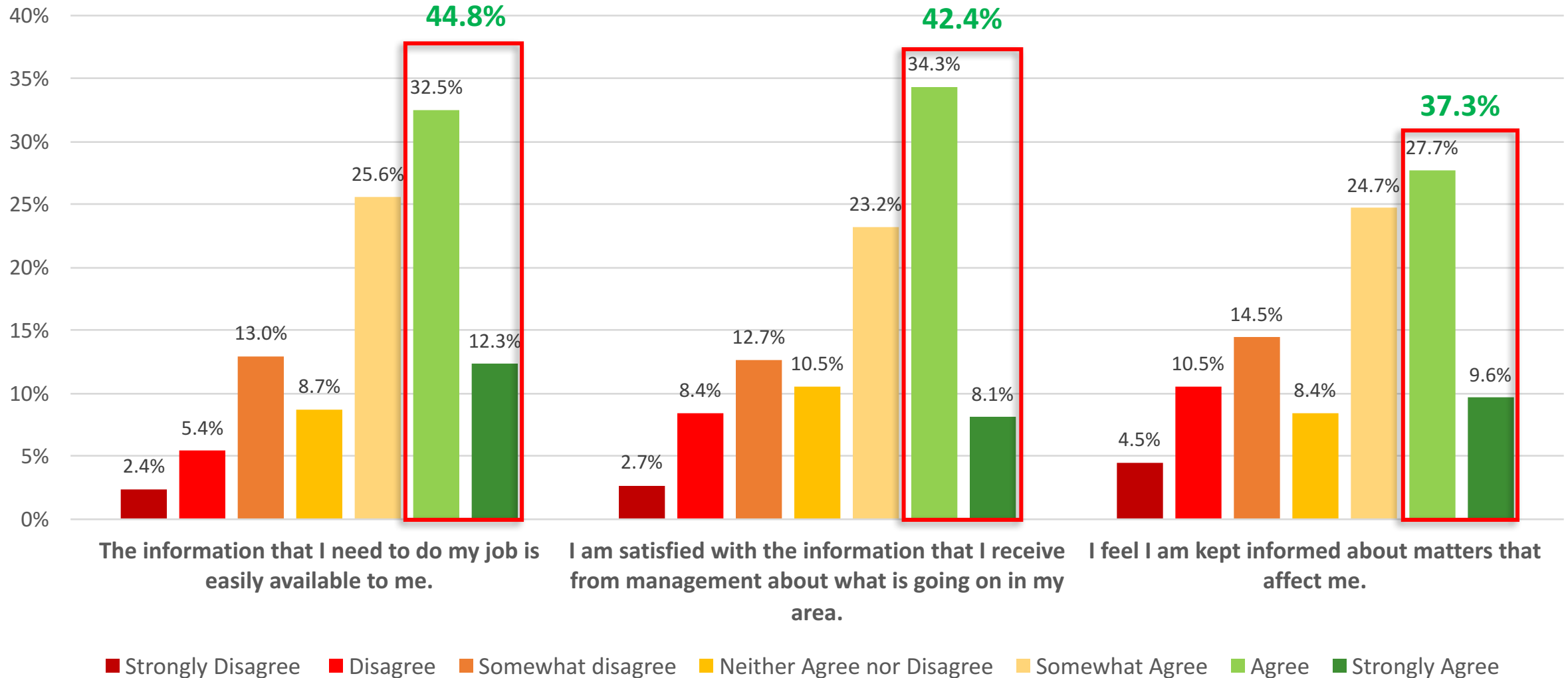
Staff – 236 responses

- **36 in Academic Departments, Provost's Office, etc.**
- 34 in Campus Life and Student Success
- 29 in Athletics
- 16 in Alumni and Development
- **126 were Salaried; 63 Hourly**
- **172 were Full-time; 15 Part-Time**
- **121 worked at Stetson for 0-5 years**
- 27 for 11-20 years
- 26 for 6-10 years

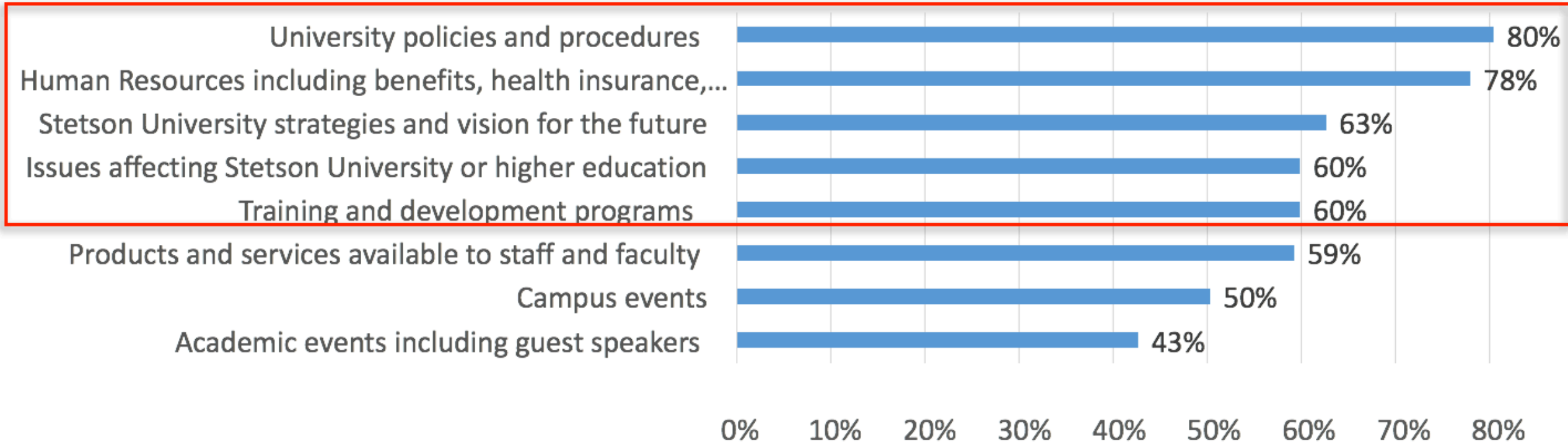
Q3 - To what extent do you agree or disagree with the following statements: (% of Faculty and Staff who chose each option)



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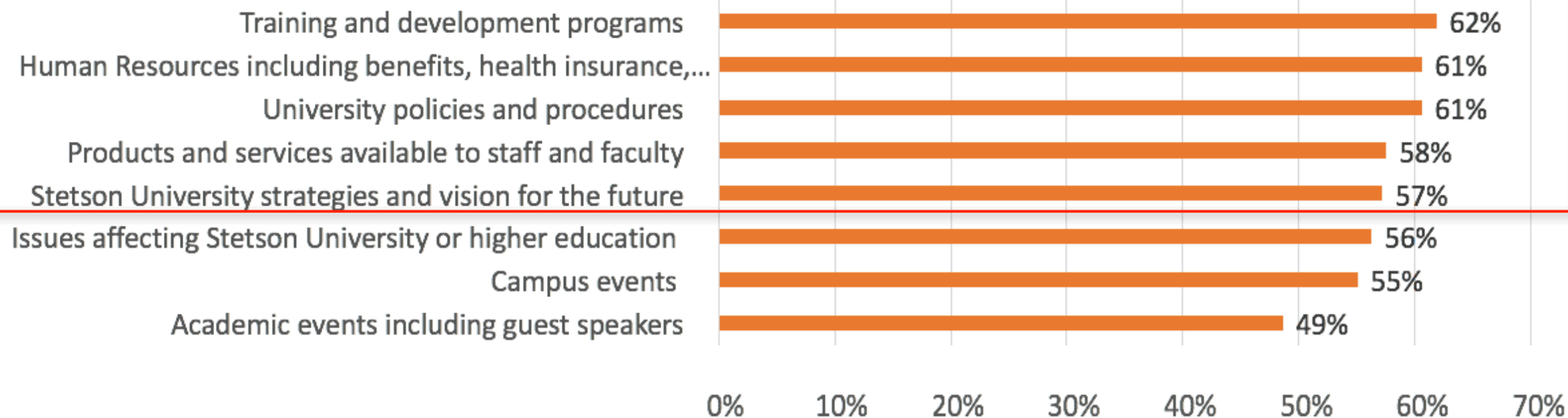


Q5 – Topics that are VITAL to receive communications about (% Faculty and Staff who voted for each topic)



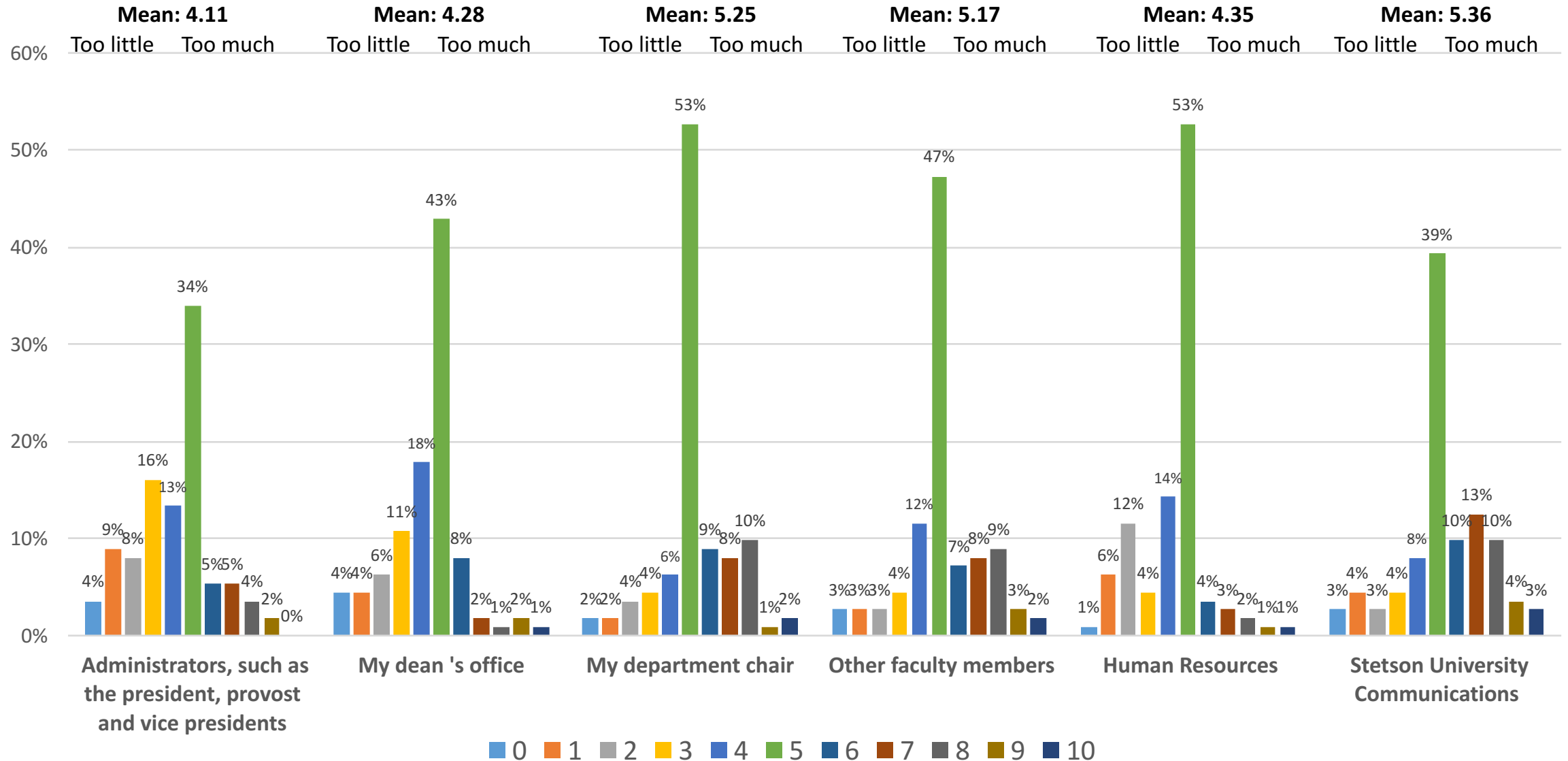
Q6 – Topics INTERESTED in receiving information about:

(% Faculty and Staff who voted for each topic)



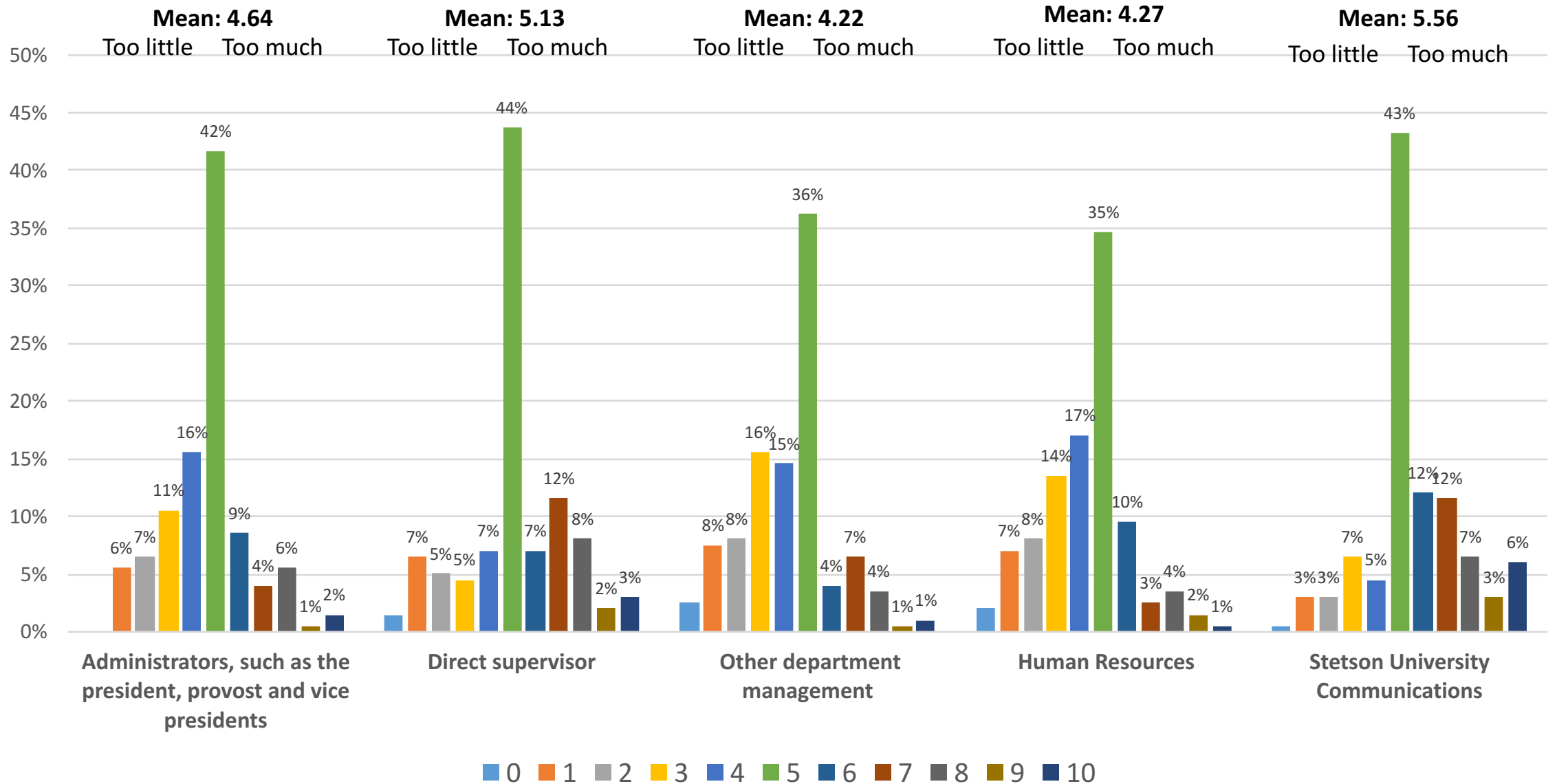
Q13- The amount of information I receive from these sources is:

(% Faculty who chose each option)



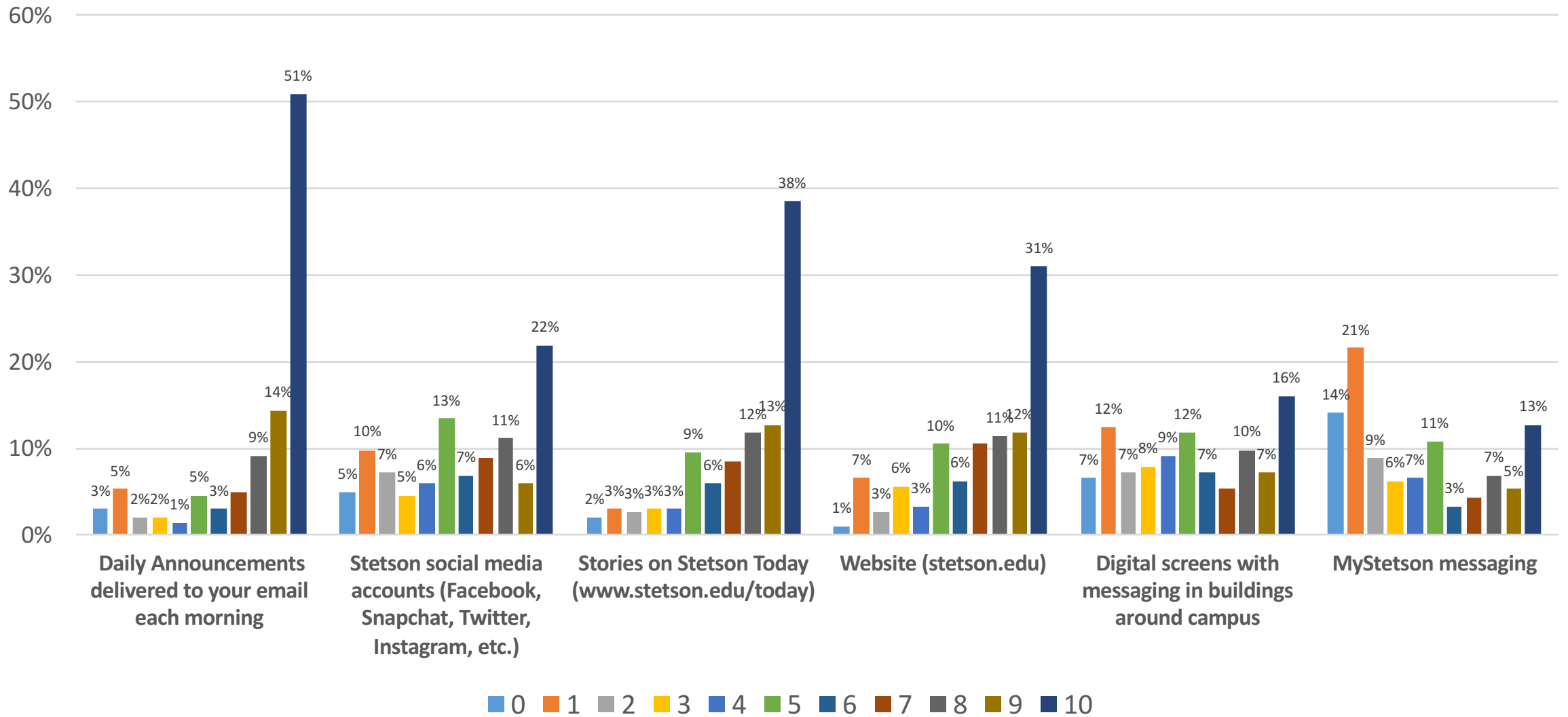
Q14- The amount of information I receive from these sources is:

(% Staff who chose each option)



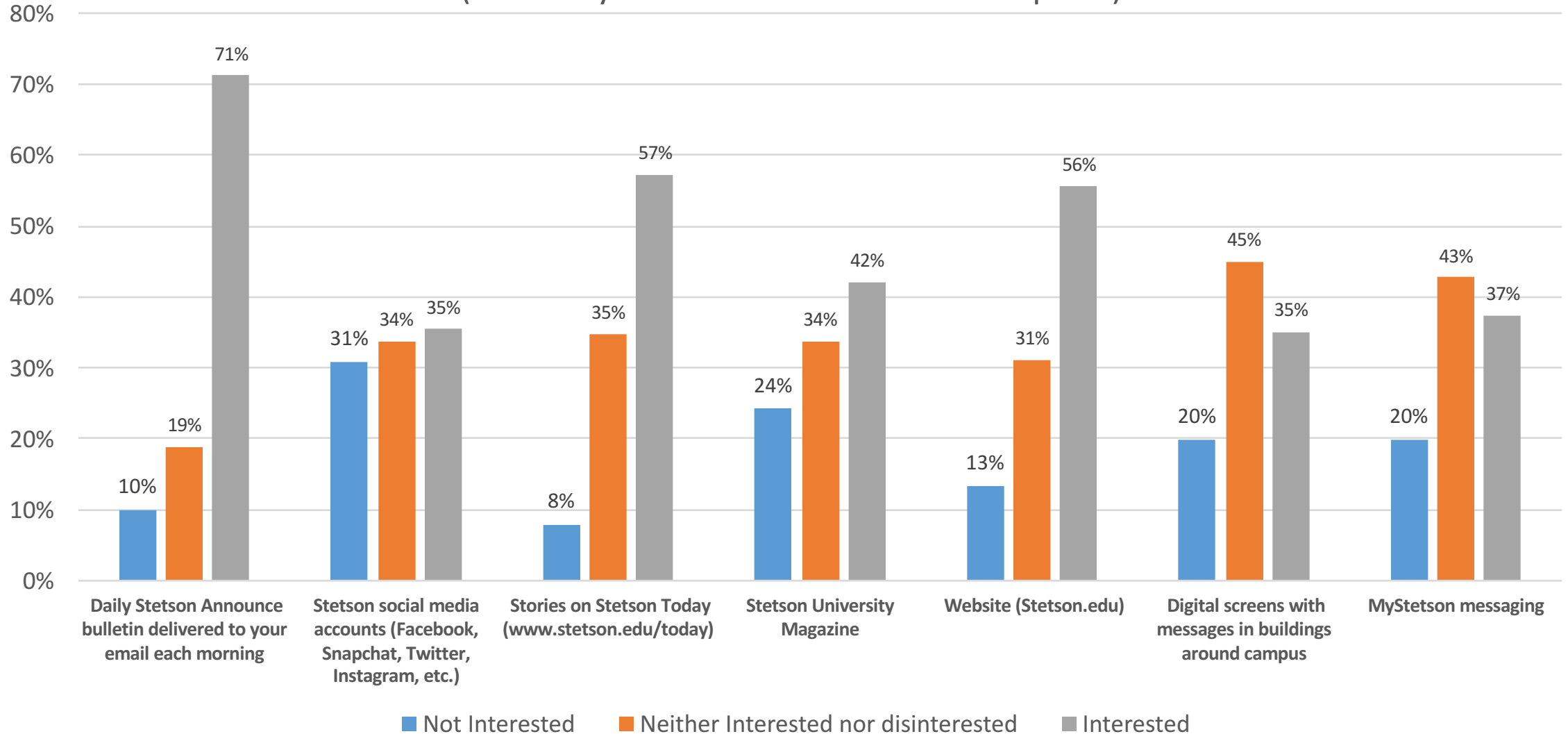
Q15 - How aware are you of these communication channels at Stetson?

(% Faculty and Staff who chose each option)



Q17 - How interested are you in RECEIVING information through these communication channels at Stetson?

(% Faculty and Staff who chose each option)

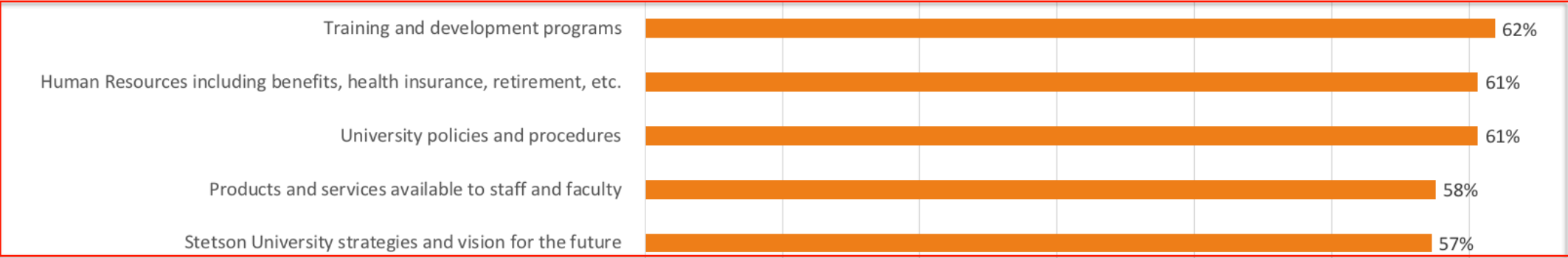


Notice the Top 5 VITAL and INTERESTING topics are not often covered in the Top 2 preferred channels: Daily Announcements delivered by email and *Stetson Today*.

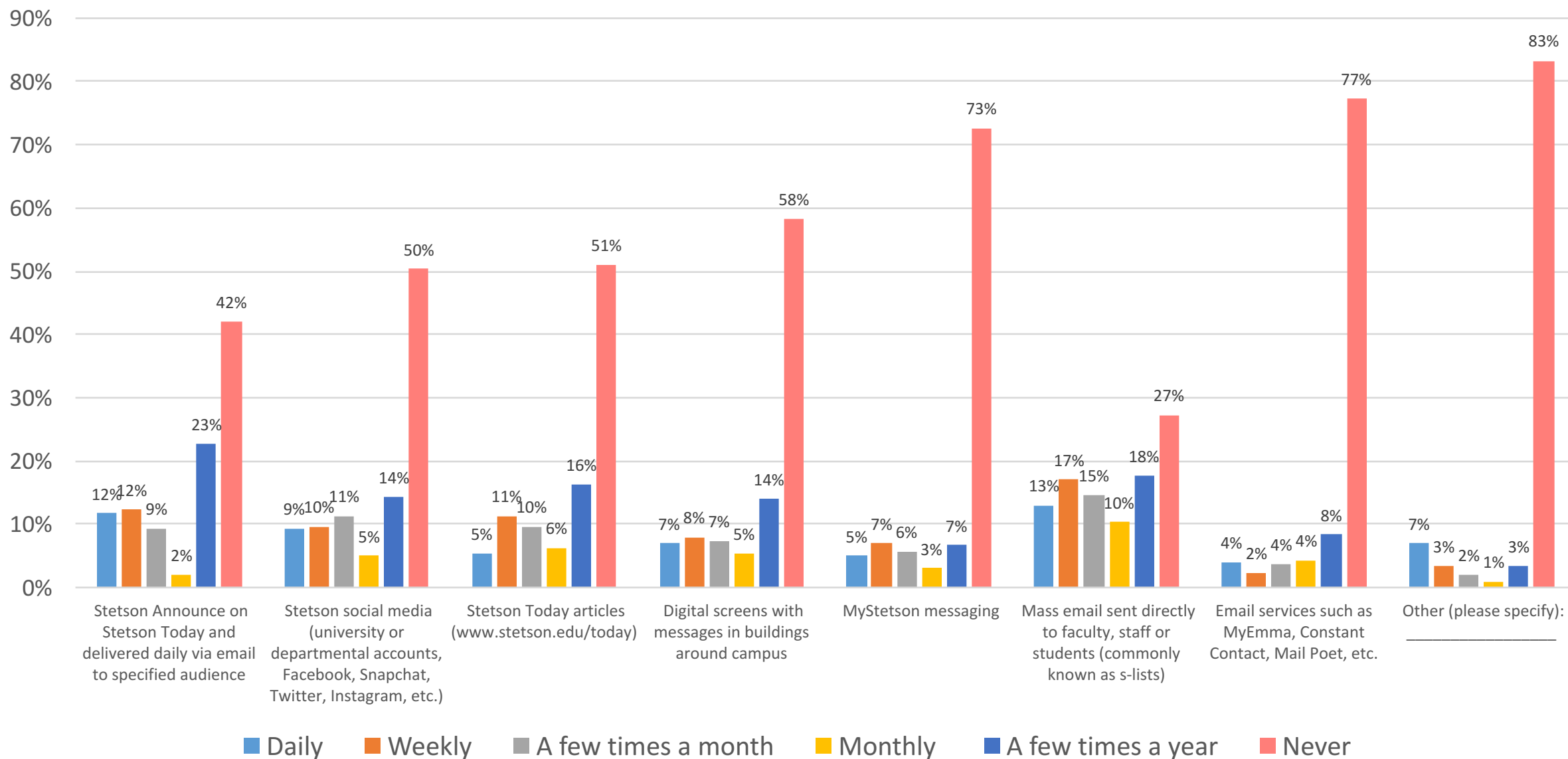
Q5 - VITAL topics to receive communications about (% of people who vote each topic)



Q6 - INTERESTING topics to receive communications about
(% of people who voted each topic)



Q18- How often do you USE these communication channels to deliver messages to others? (% of Faculty and Staff who chose each option)



Faculty and Staff Comments

Faculty and staff provided 282 comments to 3 open-ended questions.

- **Q7:** What topics not mentioned above would you like to have more information about? 79 comments
- **Q8:** What additional information would help you perform your job better? 95 comments
- **Q20:** Please give us your suggestions on improving Stetson Internal Communication, or any additional comments you have. 108 comments

Strategic Information

33

“All staff meetings that discuss more than just a few offices and their jobs on campus, how about topics that are current to where the university is heading and how that may affect our daily positions.”

Human Resources 26

“The staff needs more information about their benefits and other items that support their employment at Stetson.”

Events/Calendar system

22

“One calendar with all events – student orgs, guest speakers, holiday closings, academic deadlines ...”

Training

19

“Training on new software (or new versions of software) or operating systems. So much of the workday is comprised of computer-based work, and our employees' competency varies greatly. Sending us a YouTube link is not sufficient training.”

Marketing

15

“We should have a better social media channel, and screens on campus with news. Once we have our own broadcasting services, they should create more content to show in our home page, and social media. Short videos with brief information would make people more aware and more motivated to know about Stetson.”

Financial Information 12

“Financial solvency of the university”

Policies and Procedures

12

“Policy or procedure changes that affect everyone in a pipeline - often never communicated to staff.”

How Much Communication?

➤ **38 wanted more, such as:**

- “The more communication the better.”
- “More use of digital screens needed.”
- “Provide a text alert system for items other than emergencies.”

➤ **22 wanted less, such as:**

- “Minimize email.”
- “Would be nice to be able to personally/specifically select message types to be received so don’t receive EVERYTHING.”
- “I get too much information on things I do not care about, which makes it hard to filter out the stuff I need to know.”

What's Next?

- Present results at All Campus Staff Meeting on May 16.
Write story about survey results for *Stetson Today*.
- Meet with Departments to discuss findings.
- Incorporate suggestions in Marketing Department, such as:
 1. Develop stories about key topics, such as Stetson's strategies and vision for the future.
 2. Work with Departments to show them how to develop templates for their own communication plans using existing tools. CLaSS already has asked for this training this summer.
 3. Use survey findings as a guide for an upcoming redesign of *Stetson Today*.

A Very Special Thank You to:

- **Marketing Professors Carol Azab, Ph.D., and Deborah Goldring, Ph.D., for their help with this survey.**
- **Marketing major Izabela Lopes Cardozo '18 for her assistance with the Qualtrics survey software.**
- **MBA student Natalia Masia for her help with the survey, the analysis and PowerPoint presentation.**