



INTERNAL COMMUNICATIONS SURVEY

**2018 - 2019
EXECUTIVE
SUMMARY**

Why this Survey?

During the Fall 2019 semester, faculty and staff will have an opportunity to participate in an Internal Communications Survey, conducted by Stetson University Marketing.

This survey will ask faculty and staff in DeLand/Celebration about how well the university communicates with them in a number of areas and if they have seen an improvement in internal communications since the last survey was conducted in Spring 2018.

A best practice in internal communications surveys is to review the results of the previous survey before conducting a follow-up survey to measure progress. Sharing these details can help employees see that their feedback matters and increase their engagement in the next survey, set for October 2019.

Stetson University Marketing conducted the first Internal Communications Survey in February-March 2018. Faculty and staff were asked how well the university keeps them informed, which topics they would like more information about, and which communication channels they prefer, such as announcements.

Asked which topics they were “interested in receiving information about,” the top three answers were:

1. Training and development programs
2. Human Resources, including benefits, health insurance, retirement, etc.
3. University policies and procedures

Read the story: [371 Faculty, Staff Respond to Internal Communications Survey](#)

Stetson Today, May 28, 2018

1ST SURVEY

Feb. 9-March 9, 2018

371 (38%)

RESPONSE RATE

Employees responded
in DeLand and Celebration

Survey Fast Facts

Emails with a survey link were sent to faculty and staff in DeLand and Celebration.

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

135 (36.8%)

RESPONSE RATE

Faculty Members Responded

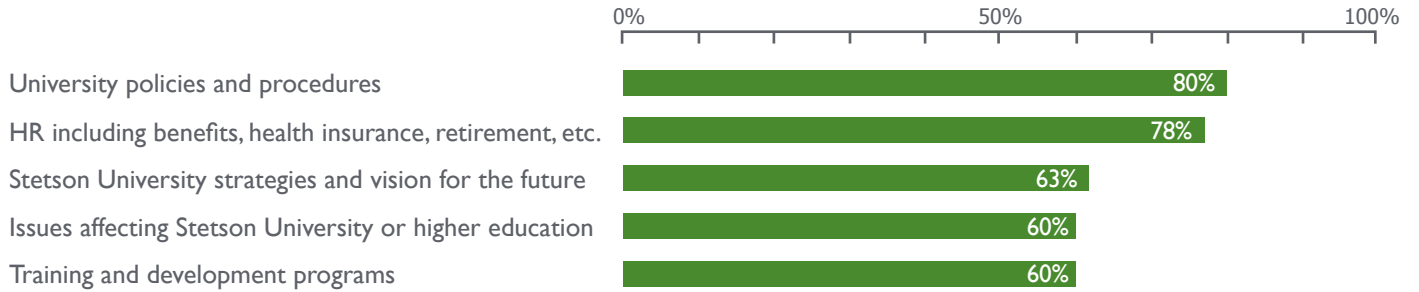
236 (38.7%)

RESPONSE RATE

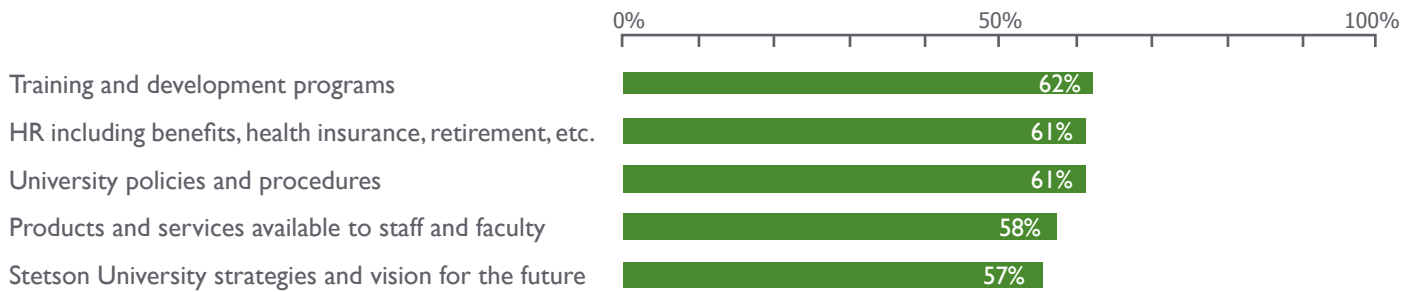
Staff Members Responded

Highlights from the first Internal Communications Survey

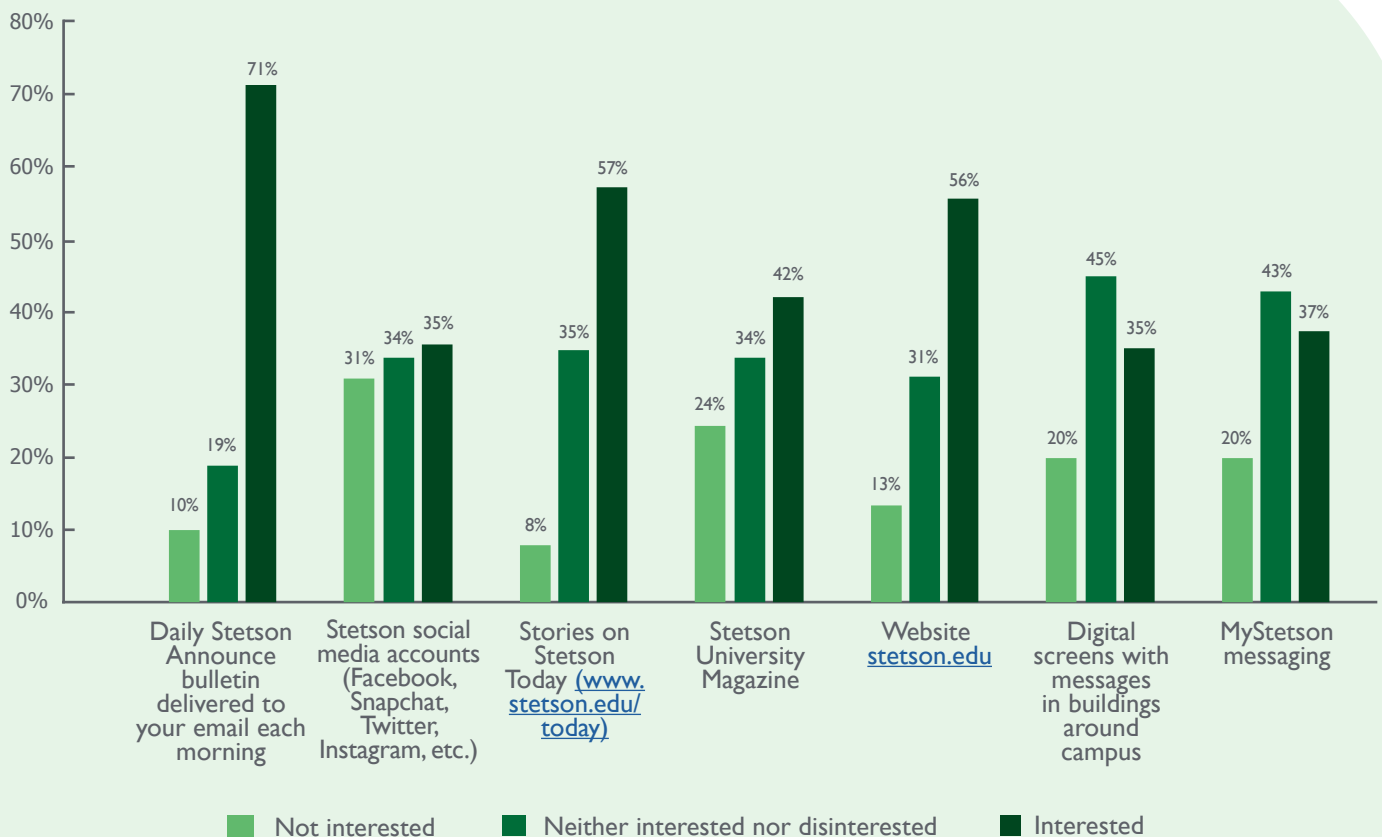
VITAL topics to receive communications about:



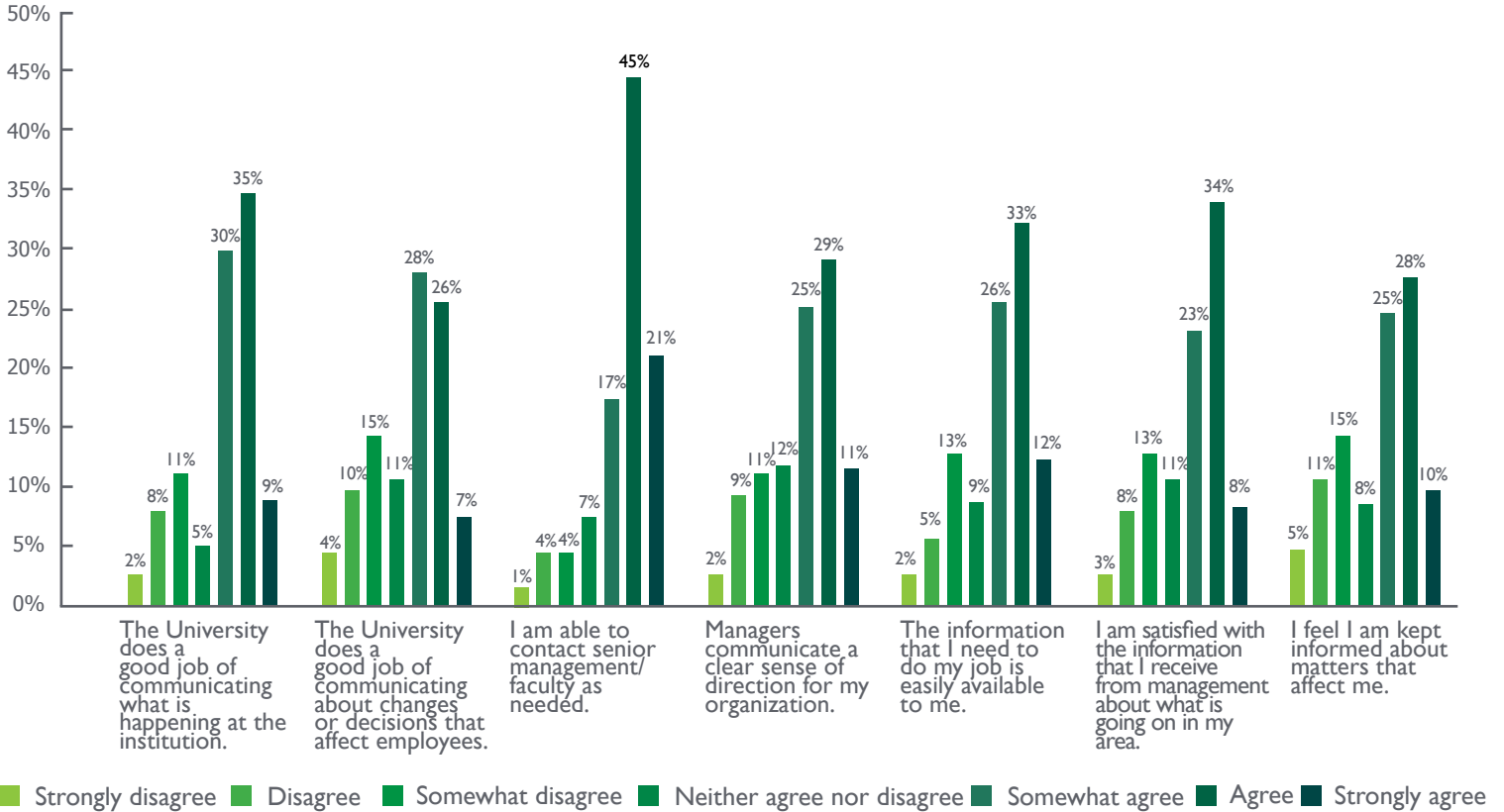
Topics INTERESTED in receiving communications about:



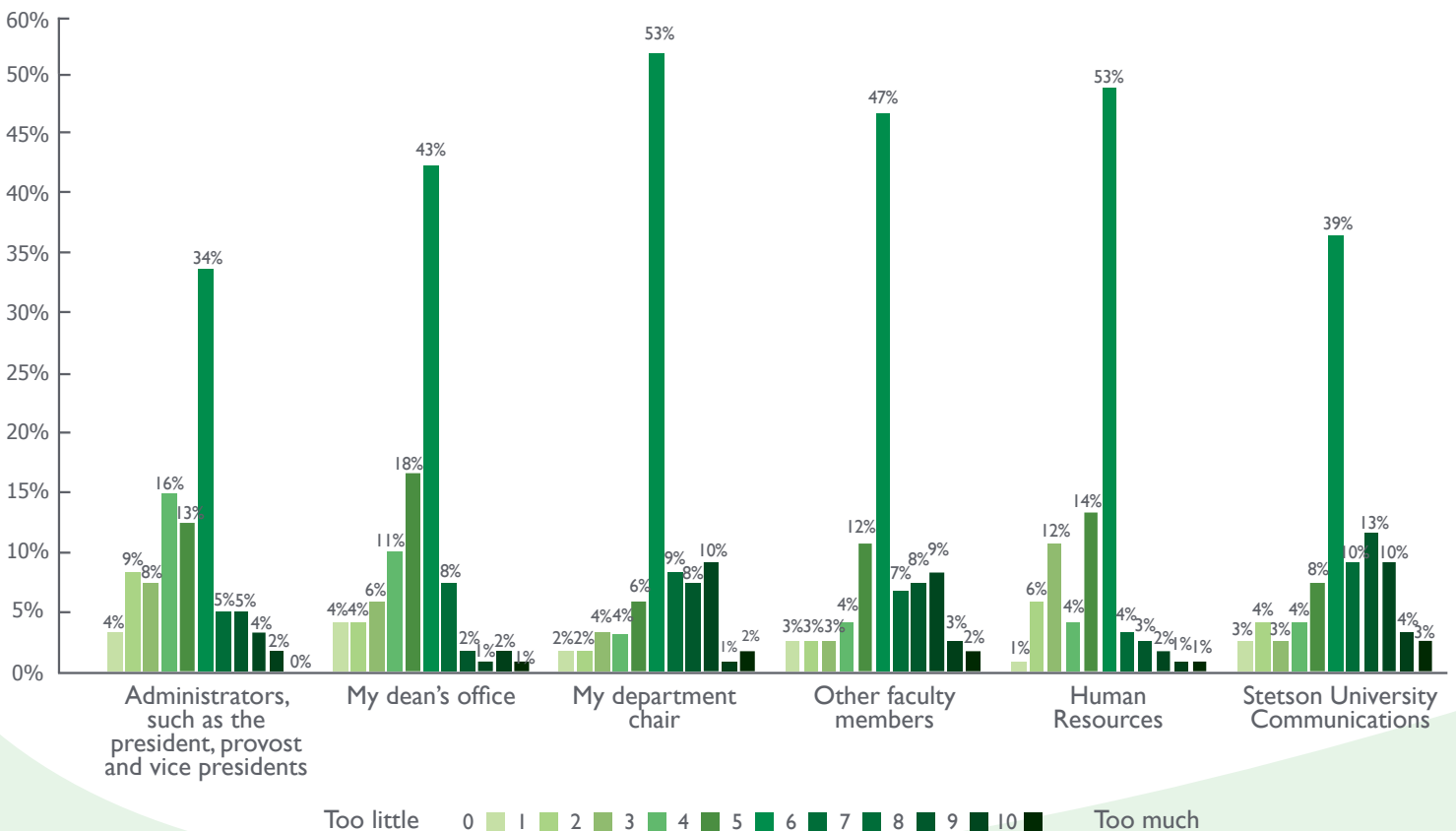
INTEREST in RECEIVING information through these communication channels:



AGREEMENT/ DISAGREEMENT with the following statements:



Amount of information received from each source:



Some examples of key initiatives launched after the survey

HUMAN RESOURCES

The Office of Human Resources initiated a number of changes to better inform employees, including:

- Redesigned the Human Resources website to provide more information on benefits, wellness, employee resources and discounts, and employment. Visit [Stetson.edu/human-resources](https://stetson.edu/human-resources).
- Focused on training and development, in conjunction with the Staff Advisory Council, and provided the Monday Morning Leadership program to more than 100 supervisors.
- Started monthly announcement of Staffing Changes, with new roles/title changes, new hires and recent departures.
- Continued the enhancements of a new Employee Orientation Process for better onboarding.
- Developed a strategic communication plan to better inform employees of the transition to Cigna for health insurance in 2019.
- Created new webpage for retirees; updated Personnel Policy Manual; and sharpened focus of All Staff Meetings to highlight key strategies and initiatives.
- Currently at work on procedures for greater transparency in salary levels and hiring ranges in job postings.



"Training and development has been a focus of the year," said Drew Macan, associate vice president for Human Resources. "We not only continued Monday Morning Leadership but also added the Advanced Leadership Workshop and piloted the Emotional Intelligence workshop."



"In addition, Staff Advisory Council has initiated a professional development workshop series that focuses on tools and topics that support staff members in their job and professional development," she said.

UNIVERSITY MARKETING

In the past year, the Marketing Office has:

- Moved ahead with researching and selecting a new Stetson University calendar system, based on survey comments, anecdotal comments from various departments and feedback from the external community. The new calendar was launched for Fall Semester 2019.
- Increased the number of daily announcements by 20 percent year over year during the 2018–2019 academic year, based on faculty and staff preferences and high readership.
- Added a weekly announcement for students that includes upcoming Cultural Credit events and academic deadlines.
- Presented the survey results to the Board of Trustees, President's Cabinet, Human Resources, Campus Life and Student Success, and other departments.
- Led training sessions with several departments to help them craft and implement their own communication plans, increasing the effectiveness of internal communications across the campus community.
- Presented findings to the Staff Advisory Council, which launched a new staff training and development series for 2019.
- Continued use of digital signs across campus to reach a larger audience of faculty, staff and students.



"We really listened to what people were telling us they wanted through the survey and it was just the right push for us to move forward with a new calendar system for both internal and external audiences," said Janie Graziani, assistant vice president for Marketing Communications. "It has been exciting to see many departments embrace the information presented in the survey results and then use all the tools available to enhance their community outreach. There are so many impressive, caring people who work here."

CAMPUS LIFE AND STUDENT SUCCESS

CLaSS has improved communication with the campus community by:

- Increased use of announcements, as well as digital billboards and Stall Street Journal in the CUB for events.
- Increased use of Instagram across the division, instead of relying on Facebook solely for social media presence.
- Career Services reduced and streamlined their student communication plan.
- Academic Advising has started using more targeted and triggered communications related to advising.
- Student Counseling Services returned to print flyers for some outreach/resources.
- Residential Living & Learning increased the use of social media overall and for area events.



"We are using Stetson Announce more often based on the feedback of how often it is viewed," said Larry R. Correll-Hughes, PhD, assistant vice president for Campus Life and Student Success and executive director of Residential Living & Learning.

And he added, "We realize that we need a more concerted effort to support the social media channels within the division."

OFFICE OF RELIGIOUS AND SPIRITUAL LIFE

The Office of Religious and Spiritual Life stepped up efforts, such as:

- Launched a Chaplains' Blog with regular postings on news and events.
- Started using digital signs in the CUB, increased use of *Stetson Today* and focused more on social media.



The Chaplains' Blog "has worked really well, and now that we have a better handle on how to make it useful, we'll be building on that this semester," said one of Stetson's three chaplains, Sensei Morris Sullivan.

"We also did more to increase overall exposure by using social media more effectively," he continued. "We revamped our Facebook presence and added Instagram. This has helped us promote the blog posts, communicate news about events and programs, and present other topics we wanted to bring to the community's attention."

WATCH FOR THE UPCOMING INTERNAL COMMUNICATIONS SURVEY: OCTOBER 2019

The Internal Communications Survey will arrive in the inbox of DeLand/Celebration faculty and staff in October 2019.
After the results are analyzed, University Marketing will share the findings and recommendations with the Stetson community.

Questions? Contact Cory Lancaster,
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