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**EMPLOYEE ENGAGEMENT SURVEY 2014**

**MANAGERS GUIDANCE**

This document contains useful supplementary information to help you support your department when completing the employee engagement survey.

**The importance of a high response rate**

The survey will be a success if we ensure the response rates are high enough to allow us to obtain representative data. We are keen to ensure that the results give us a true picture of the opinions of staff across the whole college and therefore enable us to plan for the future

We know how important it is that managers are aware of the staff survey and are willing to promote it and encourage staff to participate if we are to achieve a strong response rate. As a manager you have the most day-to-day contact with staff completing the survey and as such can influence the response rate for your immediate team or department. It will be really helpful if you can actively encourage all your colleagues to complete the survey.

**About the Survey**

CAPITA Surveys and Research is running the survey on our behalf. They are a leading survey, HR research, and consultancy organisation and have supported over 60 other universities to undertake a staff survey. Capita is a Market Research Society MRS Company Partner, the industry’s leading accreditation of credibility, fairness and transparency.

We have worked with Capita to develop the survey questions to ensure they cover relevant issues including engagement with the College strategy. The survey questions have been guided by a project team which has included representation from professional services and academic departments. We also held pilot groups where staff not only completed the survey but gave feedback to Capita on the survey structure and the specific questions asked.

**Giving staff time to do the survey**

Time is often the biggest barrier to participation in the survey, and you are asked to actively support and encourage staff to feel they are allowed to do it in work time. It is important for us all to ensure staff are aware they are supported to do this at work but of course they do have the option of completing it at home if they prefer.

We have tested how long it might take to complete the survey and on average it is around 20 minutes. You can remind staff that they can complete the survey in stages and some may prefer to complete the survey over a couple of days rather than in one go.

The survey will be open for 5 weeks so that everyone can find some time to complete it.

**Answering concerns over anonymity and confidentiality**

It is important to us that staff feel able to be honest when completing the survey and this is why we have asked an external company to undertake the survey for us. All surveys will be returned directly to Capita anonymously. We will not be able to see any individual questionnaires. After the closing date, Capita will collate the data in an aggregated format to ensure that no one can be identified in the results.

Some staff may worry that they might be identified when they get to the ‘All Abut You’ section of the survey. If they are unique in their role they may feel by ticking one box or another that it will be clear it was them who had said they were unhappy about something. We need to overcome this perception and have added a ‘Questions Answered’ page on the survey which covers this.

**Completing the Survey**

The survey is primarily an e-survey. Staff will receive an email directly from Capita inviting them to participate. Each email will be unique and will contain the URL link and a user code. When staff click on the URL it will take them to the website where they will enter their user code when they are ready to complete the survey.

We are encouraging staff to complete the survey online. However, we recognise that some staff may not have easy access to a PC. So where we know this is the case Capita will be providing them with a postal survey pack in the first instance. Each pack has a questionnaire and reply paid envelope included. If staff receive a survey pack but would prefer to complete it on-line from home or at a space workstation they should contact Capita on their Freephone helpline and they will provided them with a user code to enable them to do it.

Staff can also complete the survey over the telephone if they prefer. They should ring the capita Freephone helpline where they will talk to a trained researcher.

The Freephone number is **0800 587 3115**. This number can be used by any member of staff should they have a question about the survey.

**A member of my team hasn’t received an email from Capita.**

Human Resources will provide Capita with staff lists (name, department and email) correct with effect from 1 October 2014. All staff will be included except casual staff who usually work on an ad-hoc and infrequent basis.

If a member of your team approaches you and indicates that they would like to participate in the survey but have not received an email from Capita please do ask them to contact either Capita directly or the Human Resources Department who will arrange for Capita to contact them.

**Reminders and progress updates**

Capita will be sending out weekly reminders to staff throughout the survey period. This is an important part of the process in improving response rates as emails can be forgotten as newer communications come in.

Capita will be sharing the incremental response rates with us so we can see where additional encouragement to complete the survey may be needed. We will be recognising departments with high response rates by publishing response rate successes on iQuad.

**Survey Results**

We expect to receive the results of the survey from Capita just before the end of term break in December. We will then share these results with staff in the New Year.

The results of the survey will allow us to assess the level of engagement with the College Strategy and the impact of the progress we are making. They will also assist us to recognise what we are doing well and those areas that we need to improve upon.

Once we receive the results from Capita we will be developing an action plan that will also be shared with staff via a dedicated staff survey webpage. This webpage will also include regular progress updates.