Great Colleges to Work For: A Case Study of Retention Factors for University Faculty Members

Ramsha Ibrahim
Institutional Effectiveness and Research Intern
Department of Institutional Effectiveness and Research

Mary Cheek
Assessment Coordinator & IE Liaison

Melissa Crews
Institutional Effectiveness and SACSCOC Coordinator

Dr. Shonda Gibson
Associate Provost, Institutional Effectiveness; SACSCOC
What is the GCWF ModernThink Insight Survey?

- 600 Random Participants
- 60 Statement Questions
- 18 Satisfaction Questions
- 2 Open Ended Questions
- 15 Demographic Questions
- 22 Minutes (Appx.)
Internship

- Research faculty retention
- Correspondence emails, calendar events
- Working on strategies to spread awareness
- Emphasize confidentiality
- Promote!
What is Being Measured?

- Job Satisfaction/Support
- Teaching Environment
- Professional Development
- Compensation, Benefits and Work/Life Balance
- Facilities
- Policies, Resources & Efficiency
- Shared Governance

- Pride
- Supervisors/Department Chairs
- Senior Leadership
- Faculty, Admins & Staff Relations
- Communication
- Collaboration
- Fairness
- Respect & Appreciation
So why is this important?
Current Turnover Rate

50% Every 11 years...

(Kaminski & Geisler, 2012)
Impact on Students

- Less experienced and qualified professors
- Turnover has the strongest negative effect on student achievement
- Affects students of satisfied faculty
- Even affects students of unsatisfied faculty members who stay

(Matthew Ronfeldt, Susanna Loeb, and James Wyckoff, 2010).
Benefits

Better University

Process Feedback

Grow & Improve

Better Chances to Recruit
Results

Not Major Retaining Factors

Major Retaining Factors

Salary

Growth

Support

Remaining 12 Factors

(Mshana & Manyama, 2013)
Future Participation

- Building awareness
- Communication of value
  - Pride Online
  - Quotes from influential people
- Investigate successful strategies
  - Interviews
Future Career

- Human Resources
- Recruitment
- Maintain good work conditions
- Employee relations with company
- Compensation
Questions?