

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

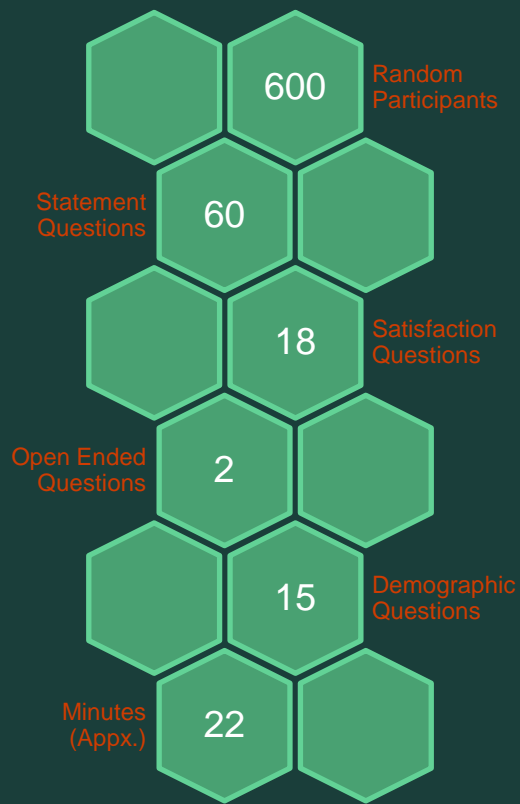
Associate Provost, Institutional Effectiveness; SACSCOC



TEXAS A&M UNIVERSITY

COMMERCE

What is the GCWF ModernThink Insight Survey?



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

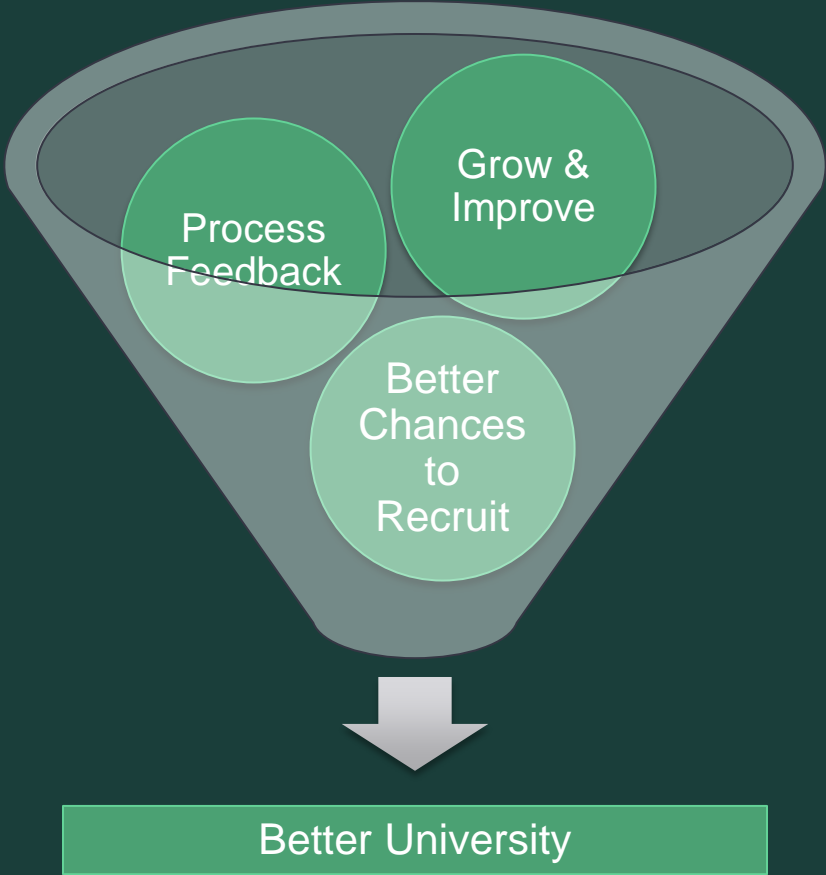
50%

Every 11 years...

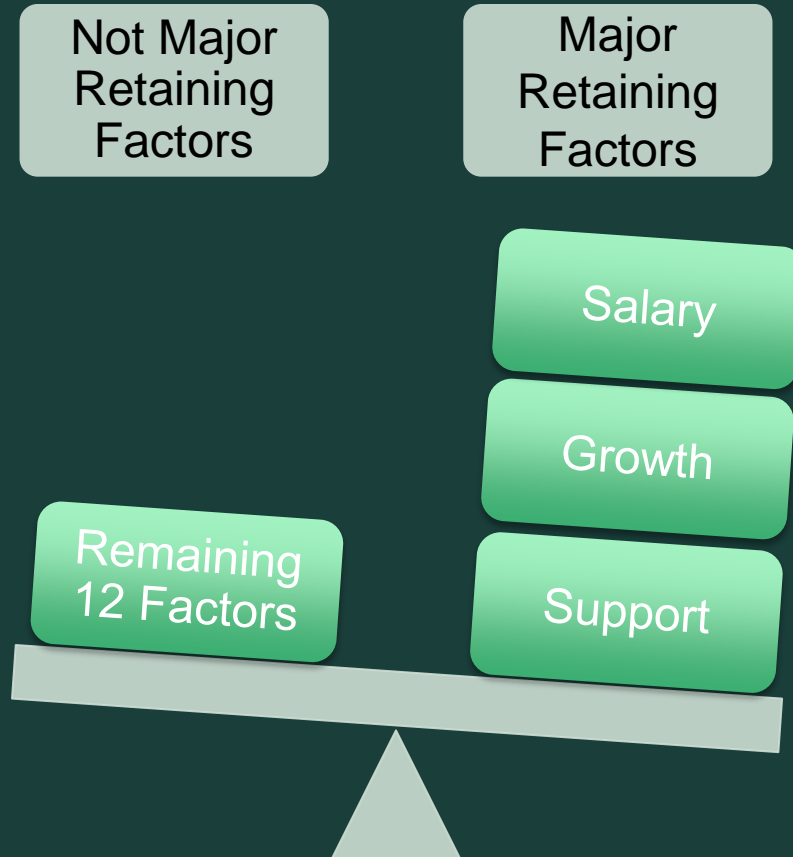
Impact on Students

- ❑ 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

Benefits



Results



Future Participation

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

The screenshot shows the 'Participation' page on the website 'THE CHRONICLE OF HIGHER EDUCATION'. The page features a navigation bar with links for 'HOME', 'REGISTRATION', 'TIMELINE', 'PARTICIPATION', 'REPORTS & SERVICES', and 'REGISTERED INSTITUTIONS'. A red banner at the top of the main content area reads 'Participation' and 'Chronicle Great Colleges To Work For - Participation'. Below this, the section 'Gain National Exposure' describes how participating institutions are featured in various publications and digital platforms. To the right, a list of benefits includes 'Free to participate', 'Online and completely confidential', and 'Benchmarking Data'. At the bottom, there are buttons for 'Register Now' and 'Order Reports', and a list of reports available to participants, such as 'Program Background', 'Program Methodology', and 'Survey Instrument'.

Recognized Institutions | FAQs | About Us | Contact Us

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THE CHRONICLE OF HIGHER EDUCATION
in partnership with ModernThink

Participation

Chronicle Great Colleges To Work For - Participation

Gain National Exposure

Those institutions that are deemed to be "Great Colleges To Work For" will be showcased in The Chronicle's July issue, [The Academic](#), [WebSource](#) supplement. The Chronicle attracts the largest audience of any recruiting service in higher education, with more than 2.1 million unique visitors monthly online at Chronicle.com and 270,000 print and digital readers weekly. [The Academic](#), [WebSource](#) supplement and the Great Colleges to Work For survey receive extensive media coverage, consistently making the supplement one of the most popular sections on The Chronicle's site.

- ✓ Free to participate
- ✓ Online and completely confidential
- ✓ Benchmarking Data

[Register Now](#)

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[Survey Instrument](#)

Leverage your survey results to understand your institution's competitive edge

ALL institutions who participate in the process receive:

- A free inclusive survey of a random sample of your full-time Faculty, Administrators, Emergent Professional Staff, and Non-emergent Staff. Learn more about the [Survey Program](#).
- Three complementary high-level [Participation Reports](#).
- The opportunity to partner with a ModernThink survey expert to take a more in-depth look at...

Future Career

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



Questions?