

STAFF TWO-MINUTE SURVEY REPORT

SPRING 2025

VCU HUMAN RESOURCES



OBJECTIVES, SURVEY POPULATION, RESPONSE RATE

The objective of VCU HR's two-minute survey is to collect continued staff feedback on topics related to culture of care & appreciation, sense of belonging, career development, civility and respect.

The target group for this survey includes **Classified staff and University and Academic Professional staff**. It excludes senior leaders, faculty, postdocs, and other staff types such as hourly or student workers.

The Spring 2025 survey was distributed on April 2, 2025 and remained open through April 16, 2025. During this time the survey received 1377 responses (32.8% response rate).

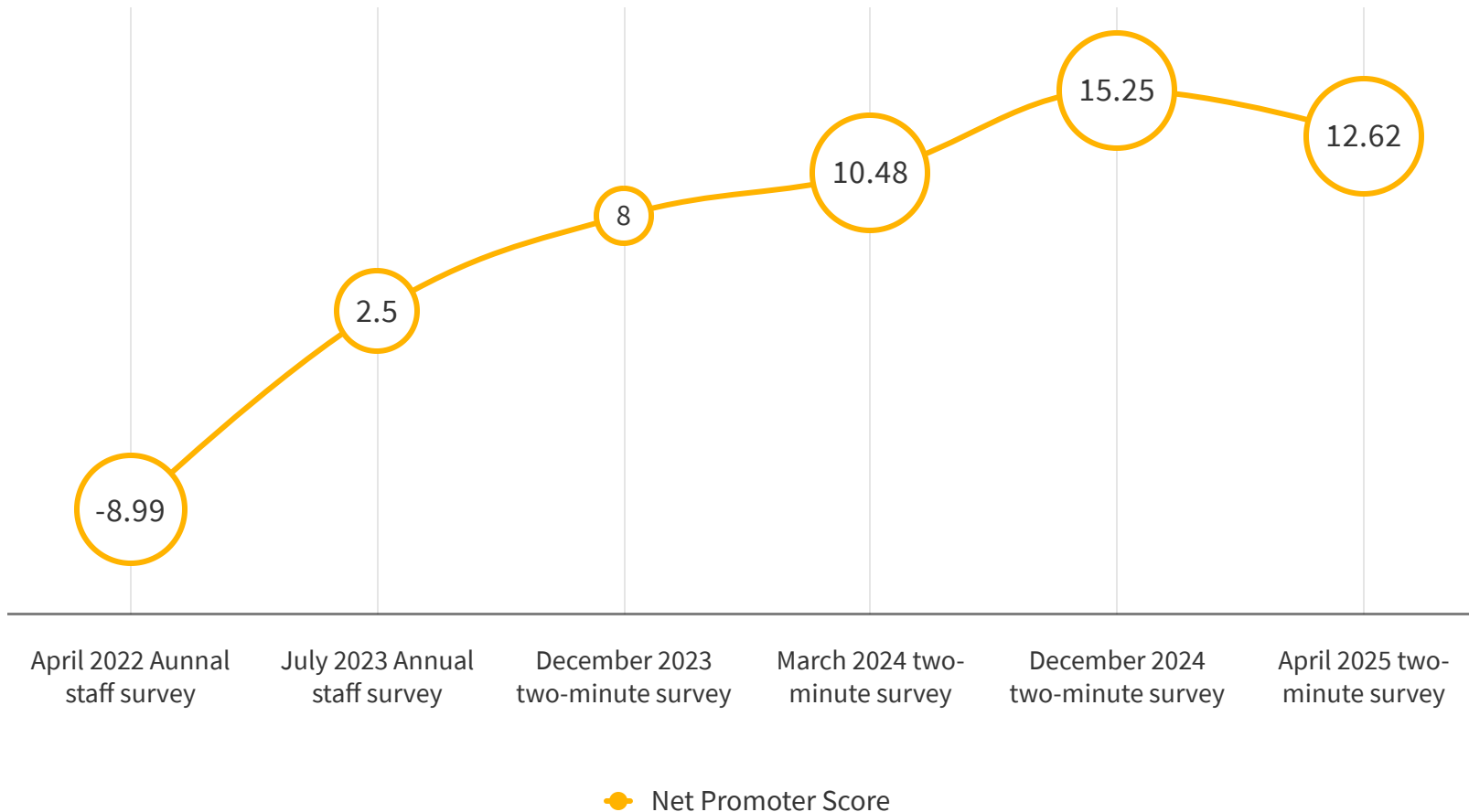
SURVEY ANALYSIS & RESULTS

SUMMARY OF FINDINGS:

- **70.22% of staff strongly agreed or agreed with the statement:**
“Within the last three months, I have been shown appreciation for my unique skill sets, how I conduct myself as a member of the VCU community, and/or my personal or professional accomplishments.”
- **80.87% of staff strongly agreed or agreed with the statement:**
“My workgroup is a place where I am welcomed and where I belong.”
- **70.31% of staff strongly agreed or agreed with the statement:**
“My personal and professional growth is supported at VCU.”
- **79.71% of staff strongly agreed or agreed with the statement:**
"My workplace environment supports a culture of civility and respect."
- The overall **Net Promoter Score (NPS) was 12.62** in response to the question, “How likely would you be to recommend that a friend or colleague work at VCU?”

VCU STAFF OVERALL NET PROMOTER SCORE

"How likely would you be to recommend that a friend or colleague work at VCU?"

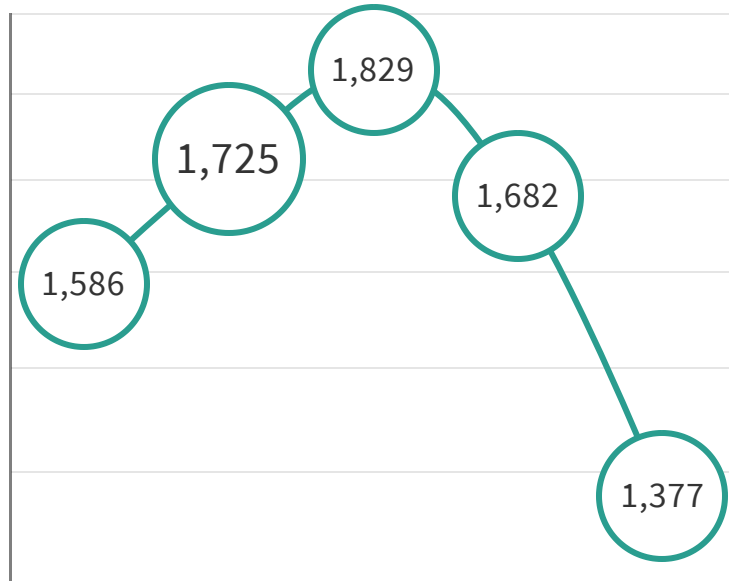


22 POINT

positive shift in the
NPS Scale between
2022 - 2025

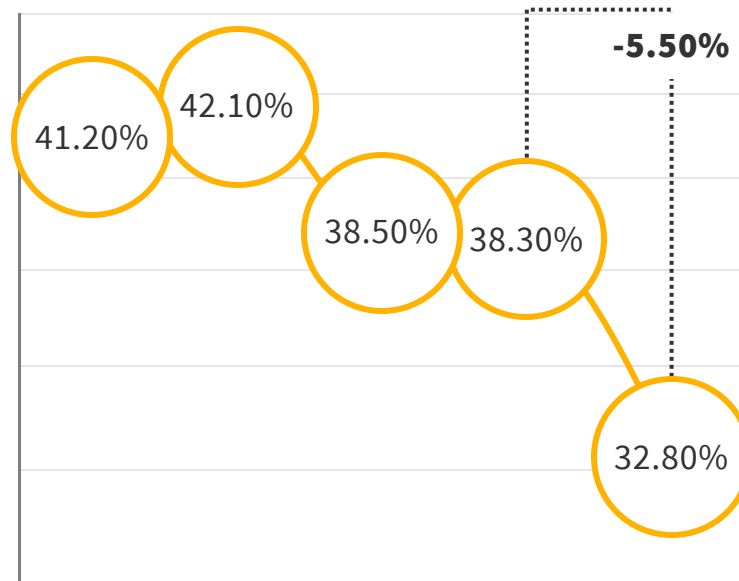
scale is -100 to +100

NUMBER OF STAFF RESPONSES & RESPONSE RATE



March 2023 two-minute survey December 2023 two-minute survey March 2024 two-minute survey December 2024 two-minute survey April 2025 two-minute survey

● Number of staff responses



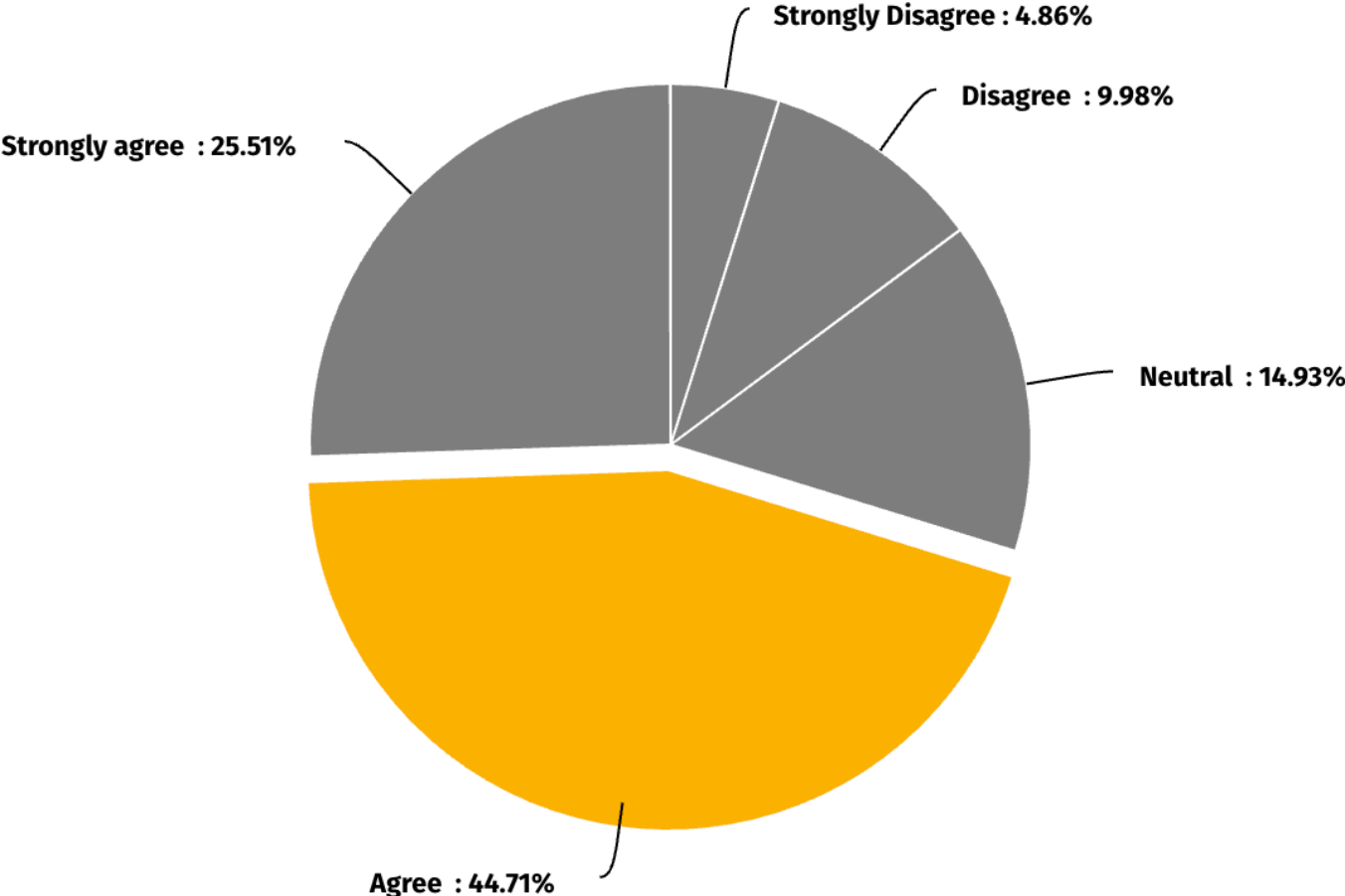
March 2023 two-minute survey December 2023 two-minute survey March 2024 two-minute survey December 2024 two-minute survey April 2025 two-minute survey

— Response Rate

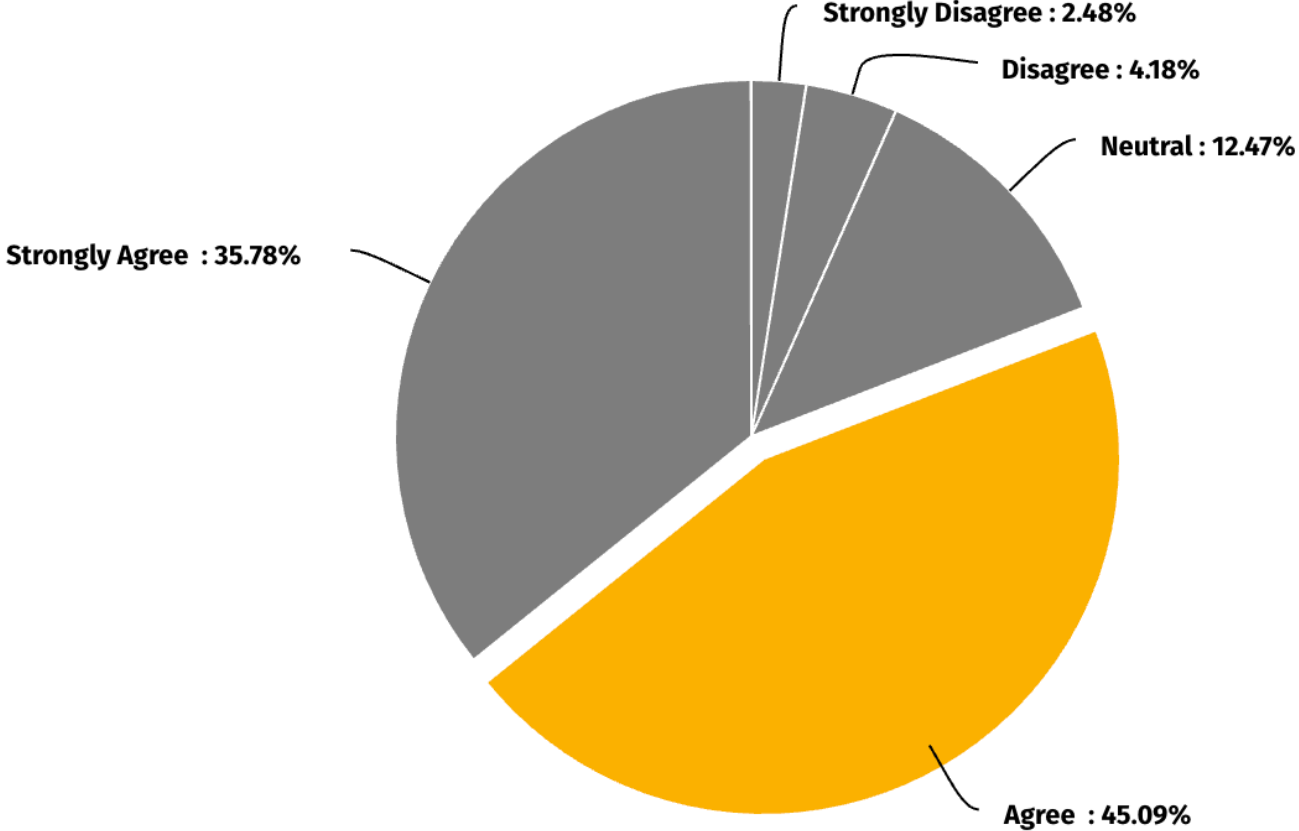
**LOWER OVERALL
RESPONSE RATE**

decreased # of
respondents
compared to prior
surveys

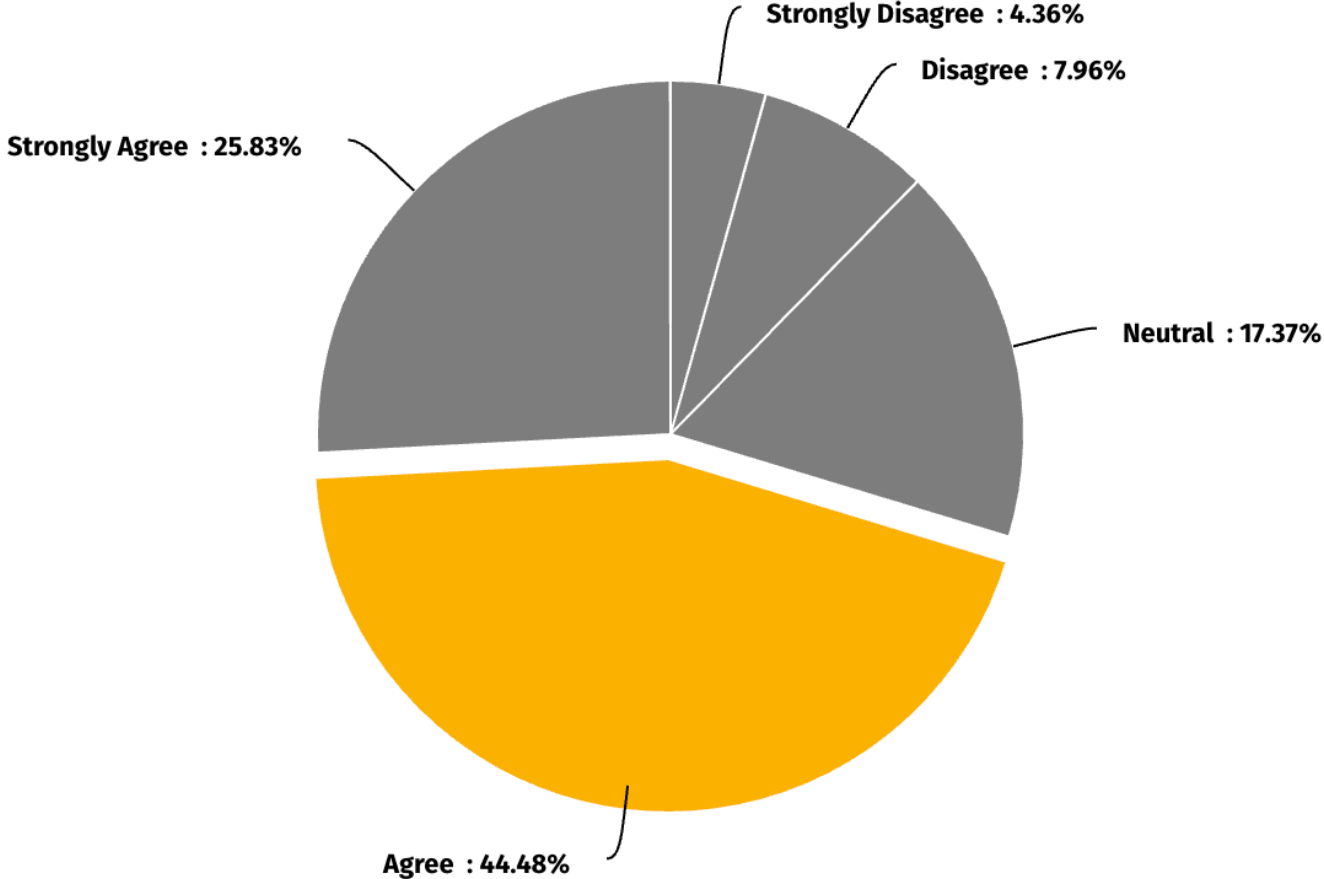
**"WITHIN THE LAST
THREE MONTHS I
HAVE BEEN SHOWN
APPRECIATION FOR
MY UNIQUE SKILL
SETS"**



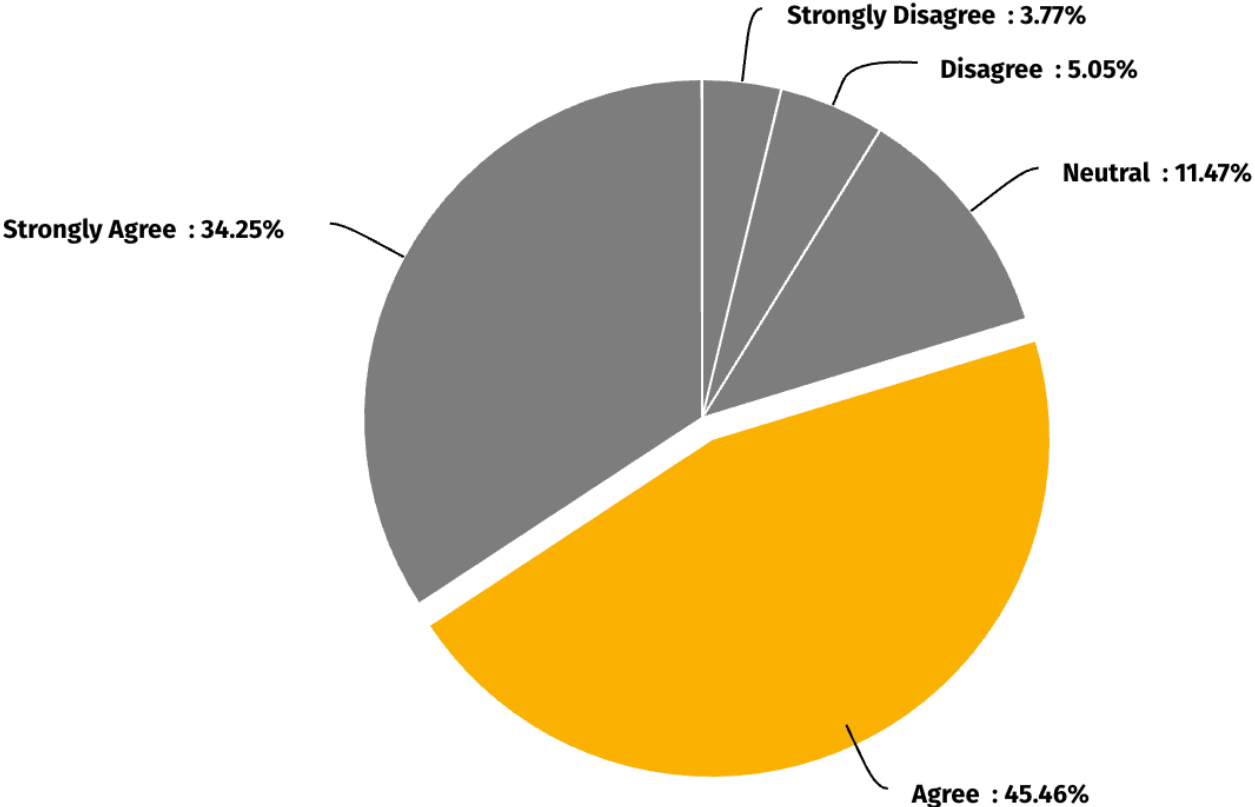
**"MY WORKGROUP
IS A PLACE I AM
WELCOMED AND
WHERE I BELONG"**



"MY PERSONAL AND PROFESSIONAL GROWTH IS SUPPORTED AT VCU"



"MY WORKPLACE ENVIRONMENT SUPPORTS A CULTURE OF CIVILITY AND RESPECT"



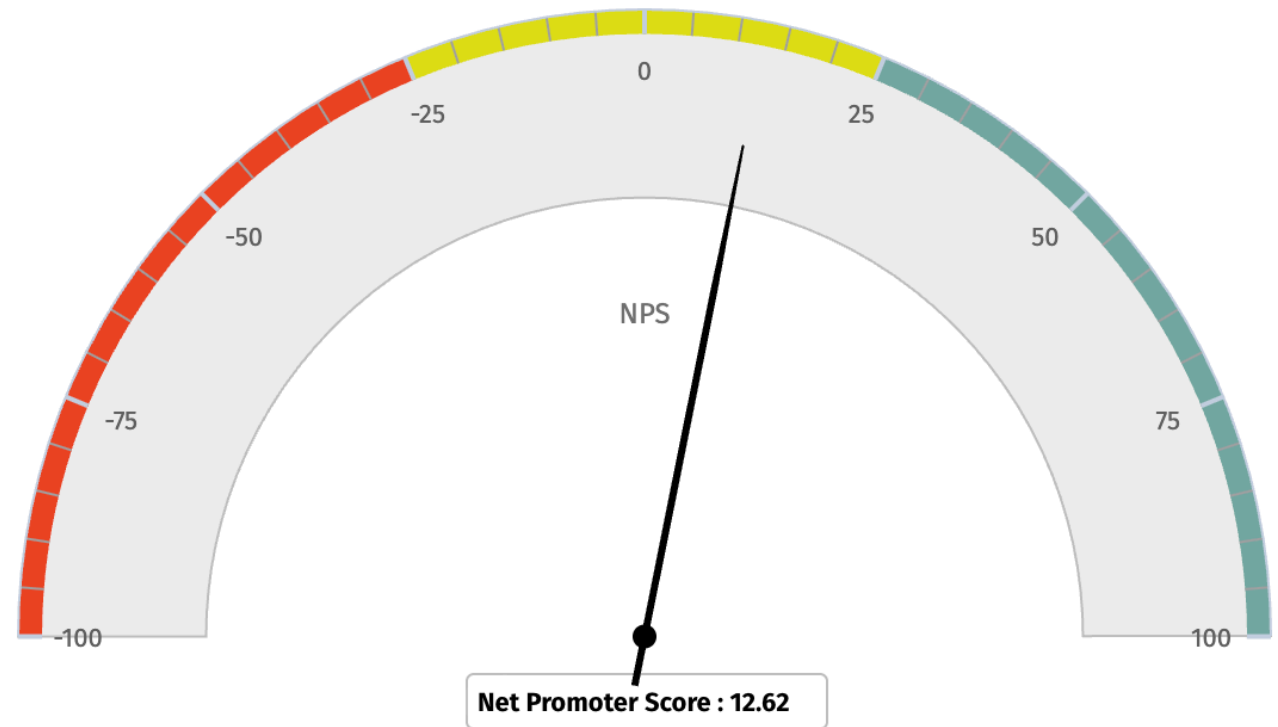
"HOW LIKELY IS IT THAT YOU'D RECOMMEND WORKING AT VCU TO A FRIEND OR COLLEAGUE?"

The Net Promoter Score (NPS) is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. The NPS is being used in this context for helping HR gauge the staff's overall satisfaction and loyalty to the VCU brand.

'Promoters' respond with a score of 9 or 10.

'Passives' respond with a score of 7 or 8.

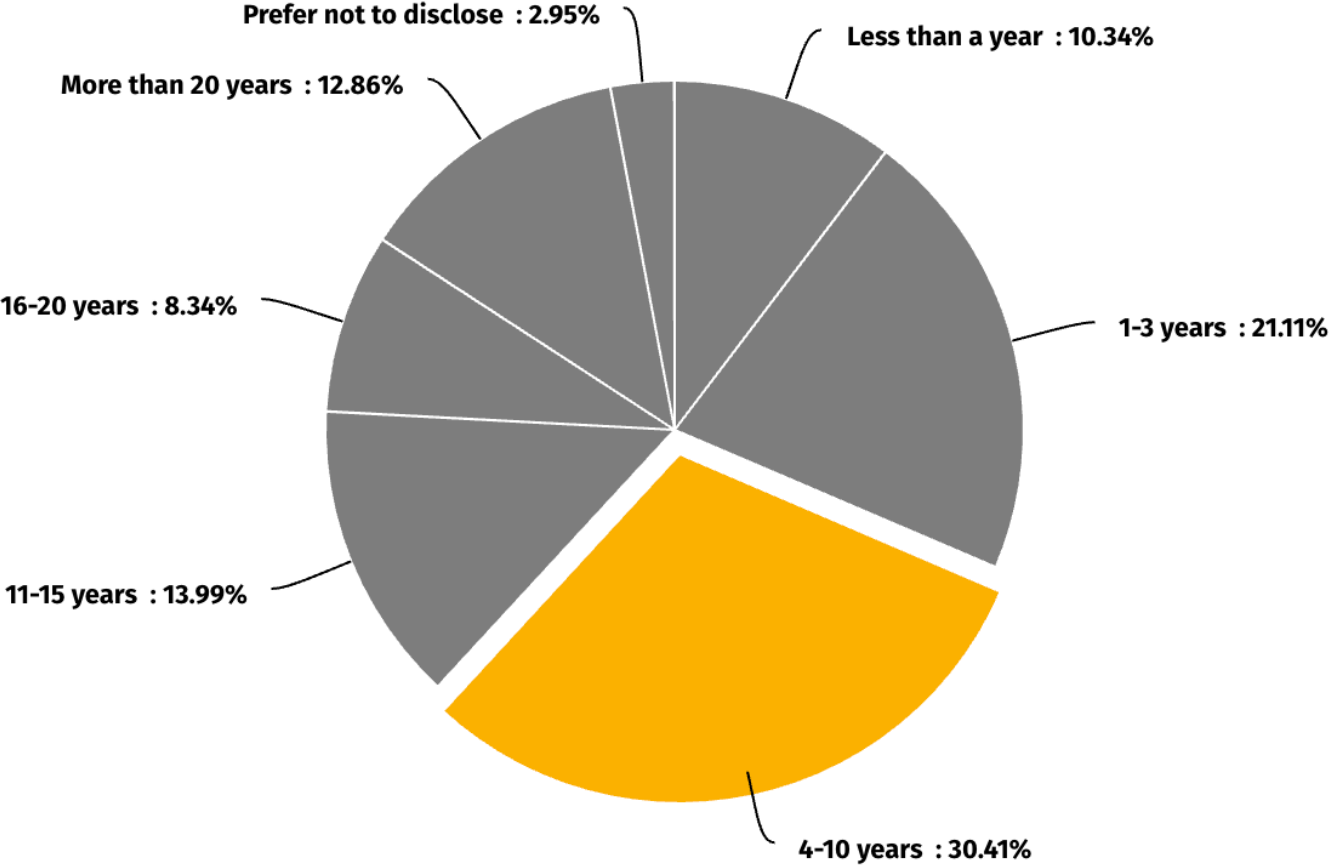
'Detractors' respond with a score of 0 to 6.



WITHIN WHICH SCHOOL OR UNIT DO YOU WORK?

- Occupational Health and Safety (formerly SRM) (33) 73.33%
- Audit and Compliance Services (11) 55.00%
- Finance and Budget (39) 48.75%
- Human Resources (25) 44.64%
- School of Business (31) 41.33%
- Enterprise Marketing and Communications (24) 39.34%
- School of Dentistry (23) 37.10%
- Office of the Provost (22) 36.07%
- Development and Alumni Relations (55) 33.95%
- College of Health Professions (21) 32.81%
- School of Pharmacy (14) 32.56%
- College of Engineering (25) 32.47%
- Student Success (23) 31.94%
- School of the Arts (20) 29.85%
- Libraries (20) 29.41%
- Strategic Enrollment Management (39) 28.89%
- Office of the Vice President for Health Sciences (12) 26.67%
- VCU Online and Professional and Continuing Education (6) 25.00%
- Massey Cancer Center (62) 24.51%
- College of Humanities and Sciences (34) 22.97%
- Student Affairs (59) 22.96%
- School of Nursing (12) 22.64%
- Technology Services (47) 22.60%
- Parking and Transportation (10) 21.28%
- Wilder School(12) 20.69%
- Facilities Management (56) 20.51%
- Office of the Vice President of Research and Innovation (41) 17.01%
- School of Medicine (107) 15.57%
- School of Education (28) 14.36%
- Police (14) 12.17%
- Athletics (8) 6.78%
- School of Social Work (2) 5.56%

WHAT BEST DESCRIBES YOUR TENURE AT VCU?



NEXT STEPS

These university-level results have been shared online with the university community.

Results for each Major Business Unit (MBU) have been shared with school/unit leadership and HR Professionals, along with recommendations for using these results to cultivate a conversation among staff based on identified areas of strength and opportunity.

WE ARE THE UNCOMMON.