

VCU STAFF TWO-MINUTE SURVEY REPORT

DECEMBER 2024

WE ARE THE UNCOMMON.



NOVEMBER 2024 TWO-MINUTE SURVEY SUMMARY

1 Survey objectives and goals:
Collect continued staff feedback on topics related to of culture of care & appreciation, belonging and career development.

2 Survey timing and response:
Distributed on November 11, 2024 and remained open through November 22, 2024, receiving **1682 responses for a 38.27% response rate**

3 Survey target population:
Disseminated to all VCU Classified and University and Academic Professionals. Senior leaders and faculty were not included in the survey distribution list.

4 Addition of new survey question:
In the November 2024 survey, a fourth question was added to the survey instrument: "My workplace environment supports a culture of civility & respect."

SURVEY ANALYSIS & RESULTS

NOVEMBER 2024 SURVEY RESPONSE

- **Schools/units with greatest number of responses**

School of Medicine - 150 Responses

Development and Alumni Relations - 99 Responses

Facilities Management - 87 Responses

Massey Cancer Center - 85 Responses

Student Affairs - 69 Responses

- **Schools/units with highest response rates (# of responses / # of staff in MBU)**

Safety and Risk Management (84%)

Human Resources (80%)

VCU Online and Professional and Continuing Education (75%)

School of the Arts (75%)

Finance and Budget (73%)

NOVEMBER 2024 SURVEY ANALYSIS & RESULTS

KEY SURVEY FINDINGS:

- 1** **65.51% 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.”
- 2** **78.08% of staff strongly agreed or agreed with the statement:**
“My workgroup is a place where I am welcomed and where I belong.”
- 3** **69.42% of staff strongly agreed or agreed with the statement:**
“My personal and professional growth is supported at VCU.”
- 4** **77.94% of staff strongly agreed or agreed with the statement:**
“My workplace environment supports a culture of civility and respect.”
- 5** The overall **Net Promoter Score (NPS)** was **15.25** in response to the question, “How likely would you be to recommend that a friend or colleague work at VCU?”

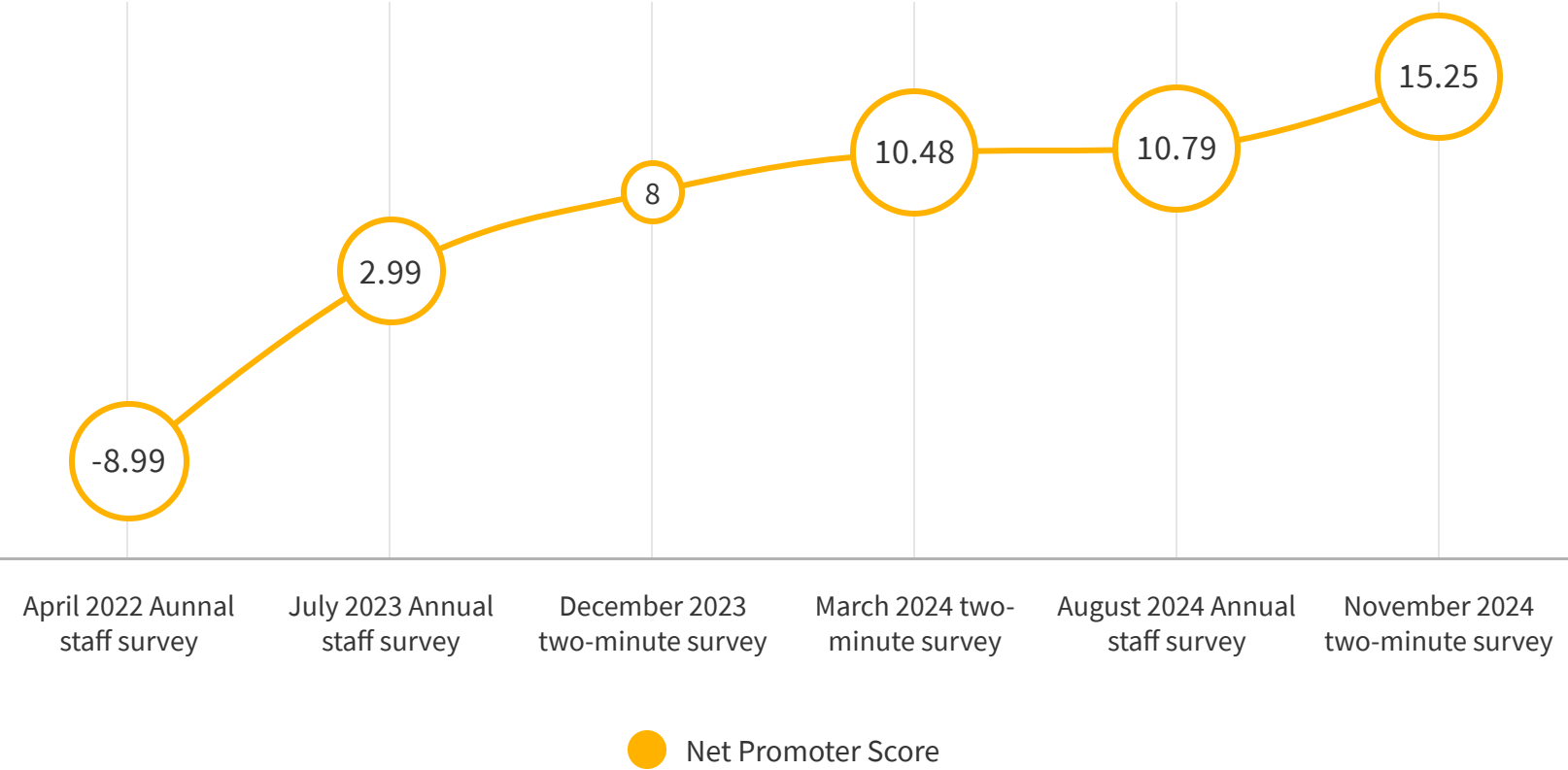
COMPARISON OF 2024 SURVEY RESULTS

KEY FINDINGS: MARCH 2024 - NOVEMBER 2024

- 1 Consistent response rate with 38% of staff responding.
- 2 Higher rating on 1 of 3 questions since last measured.
 - **69.42%** strongly agreed or agreed with the statement, “My personal and professional growth is supported at VCU.”
Higher than March 2024 (68.54%)
- 3 The Net Promoter Score (NPS) increased to **15.25**, representing a positive increase since last measured at 10.79 during the annual staff survey in July 2024.

VCU STAFF OVERALL NET PROMOTER SCORE OVER TIME

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

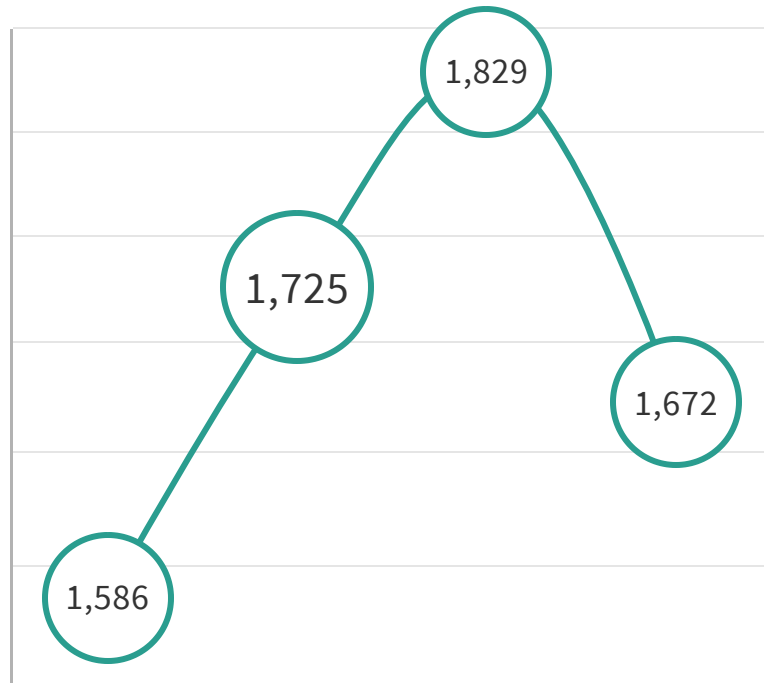


24 POINT

Positive shift in the
NPS Scale
(2022 - 2024)

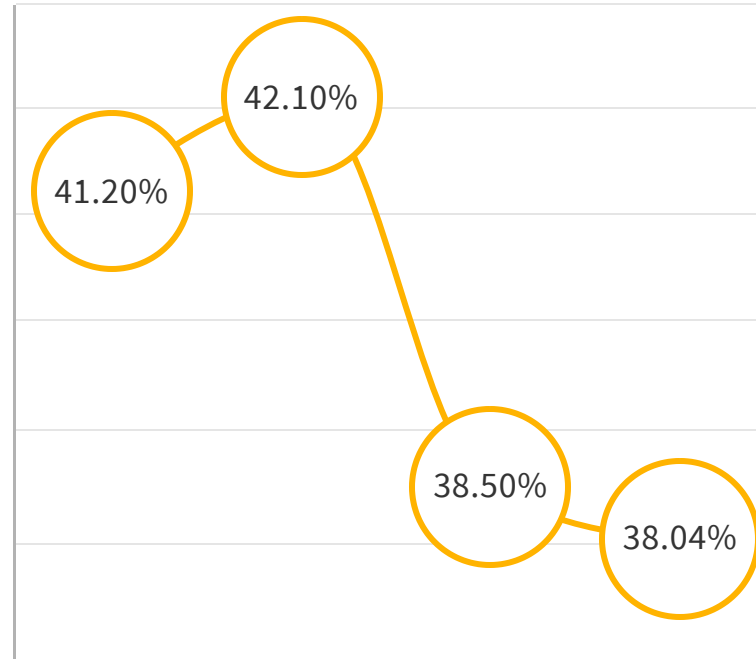
-100 to +100

NUMBER OF STAFF RESPONSES & RESPONSE RATE



March 2023 two-minute survey December 2023 two-minute survey March 2024 two-minute survey November 2024 two-minute survey

● Number of staff responses



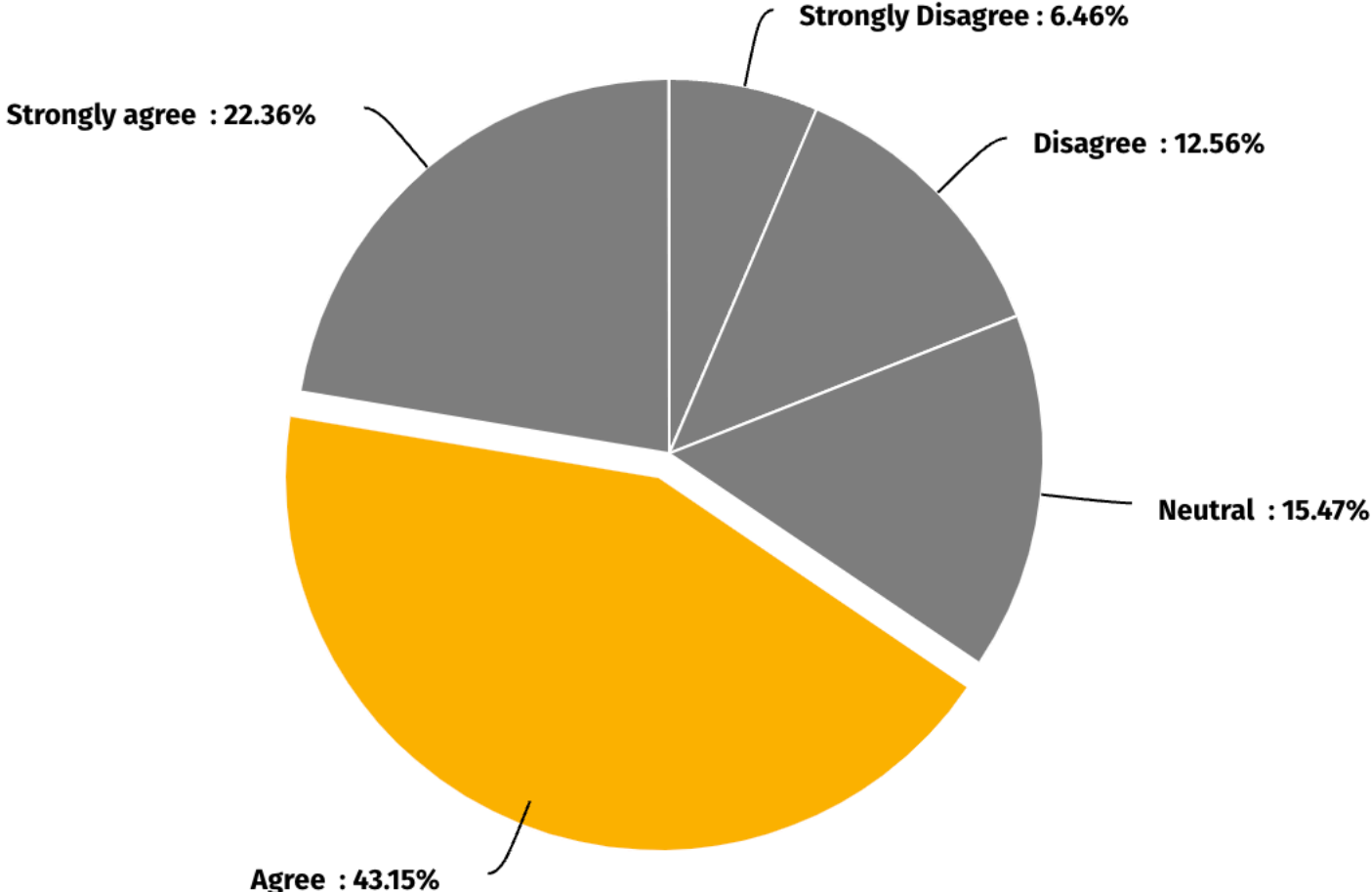
March 2023 two-minute survey December 2023 two-minute survey March 2024 two-minute survey November 2024 two-minute survey

● Response Rate

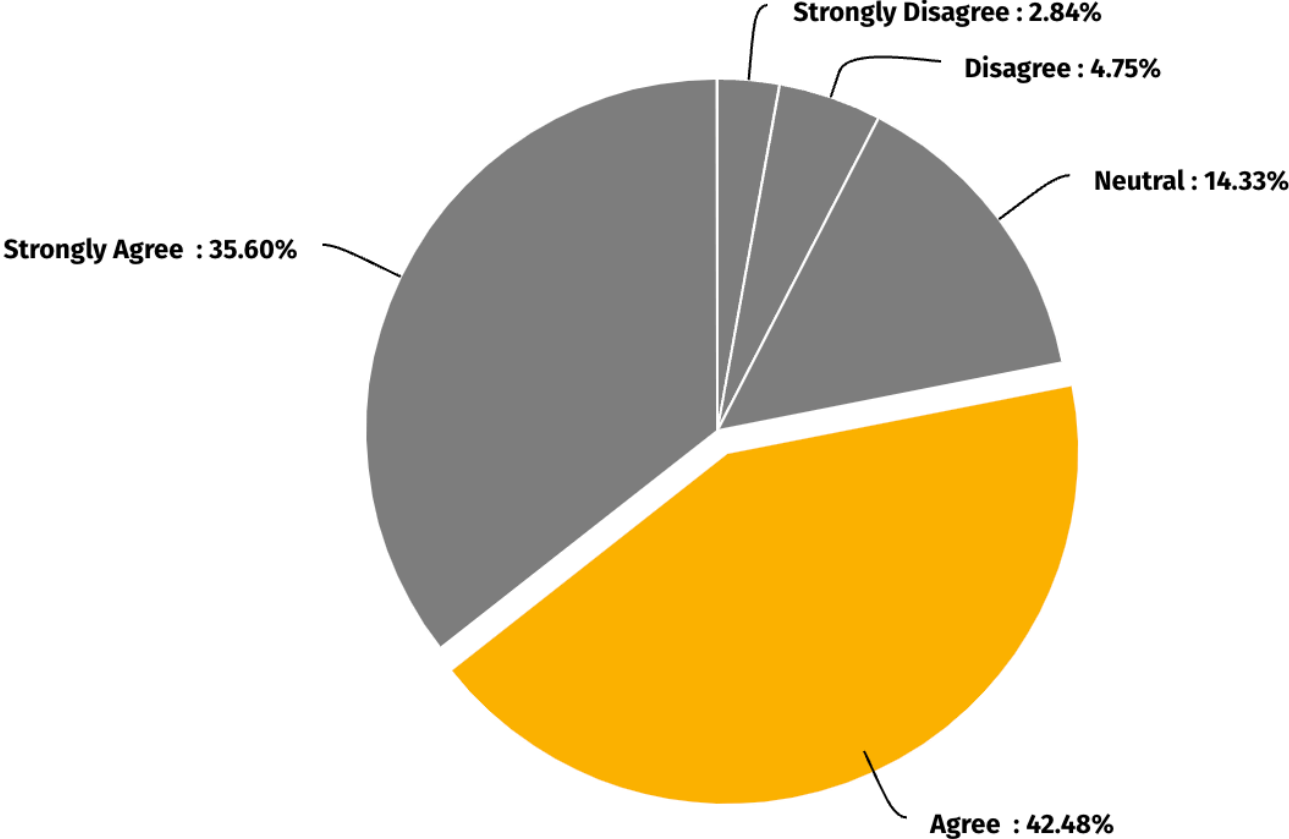
CONSISTENCY IN THE OVERALL RESPONSE RATE AS ELIGIBLE STAFF GROUP GROWS

minor decrease in total # of respondents

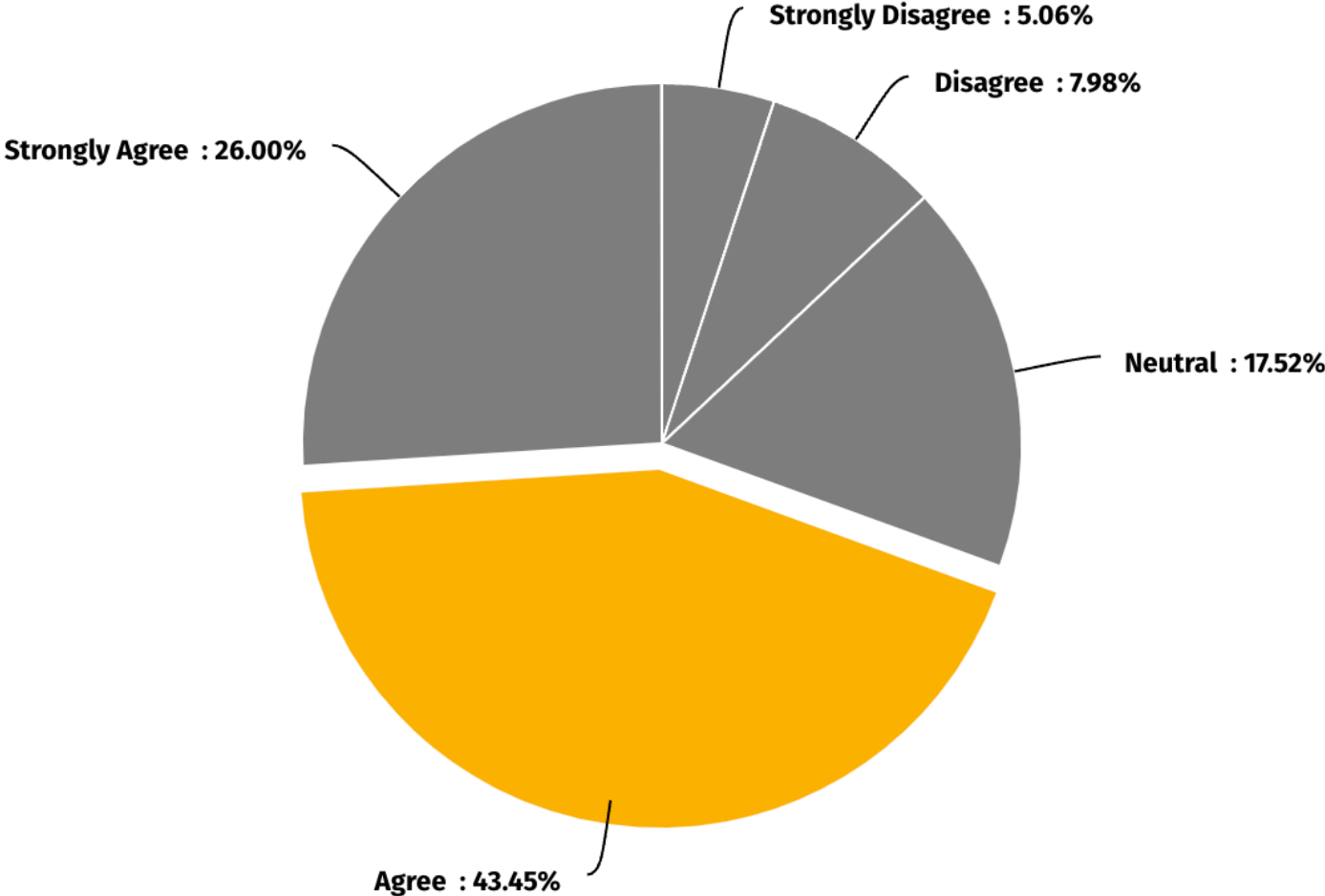
**WITHIN THE LAST
THREE MONTHS I
HAVE BEEN SHOWN
APPRECIATION
FOR MY UNIQUE
SKILL SETS**



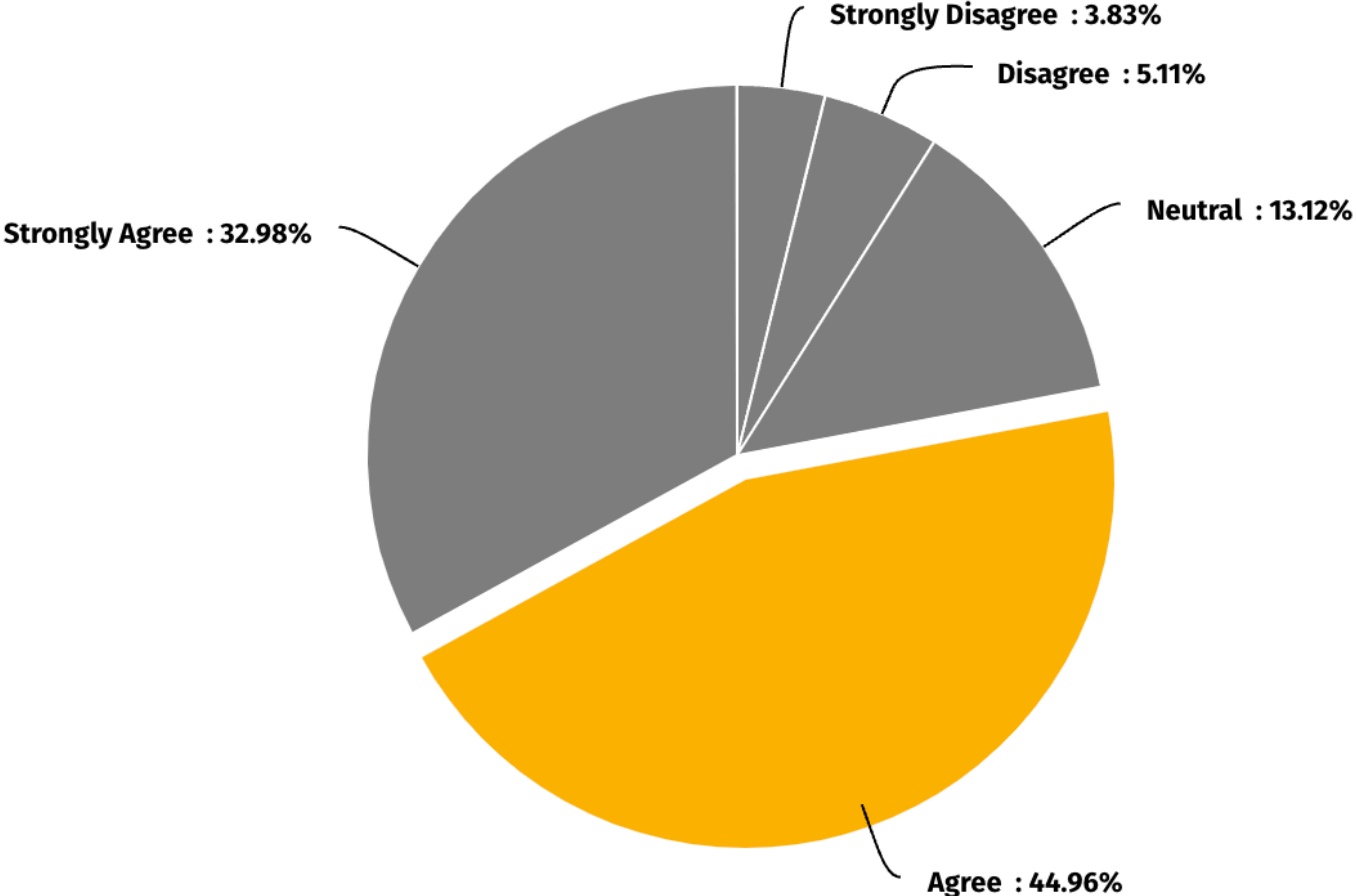
**MY WORKGROUP
IS A PLACE I AM
WELCOMED AND
WHERE I BELONG**



MY PERSONAL AND PROFESSIONAL GROWTH IS SUPPORTED AT VCU



MY WORKPLACE ENVIRONMENT SUPPORTS A CULTURE OF CIVILITY AND RESPECT



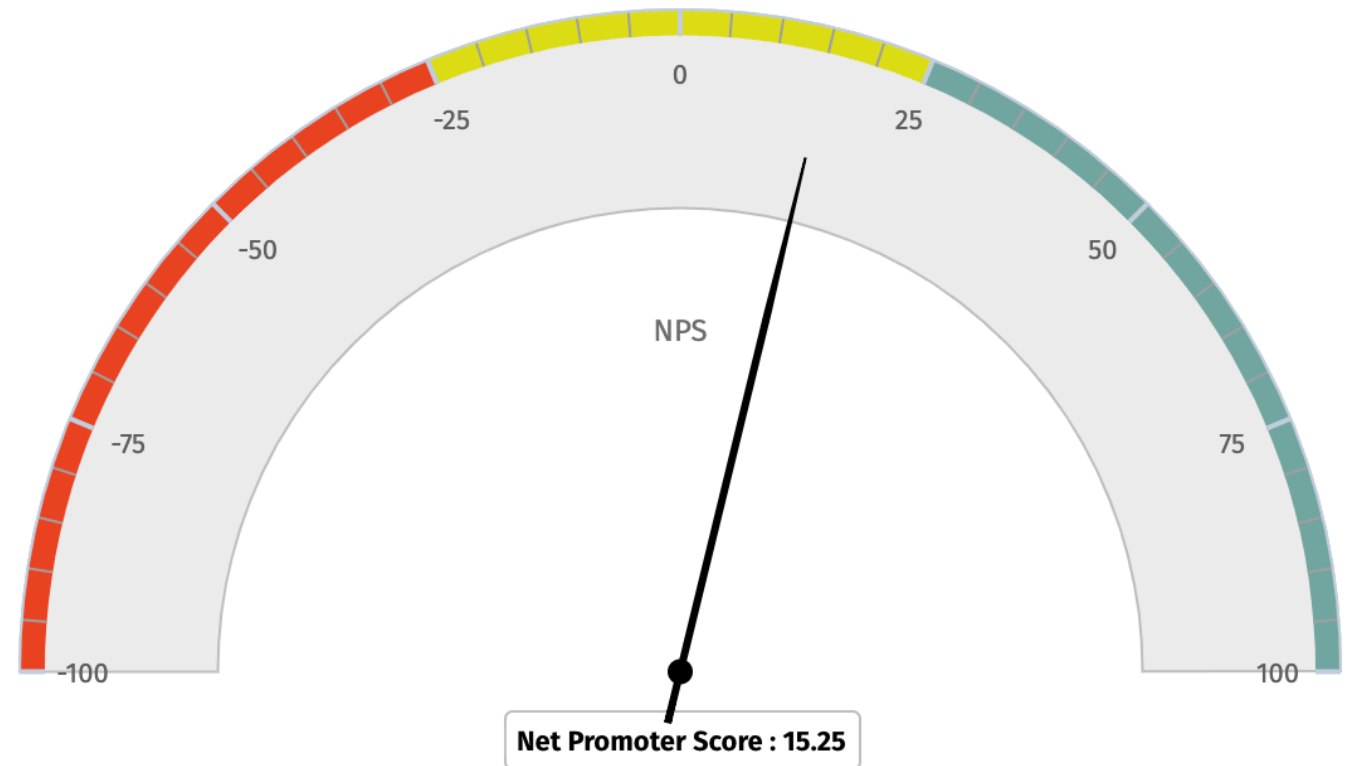
HOW LIKELY IS IT THAT YOU'D RECOMMEND WORKING AT VCU TO A FRIEND OR COLLEAGUE?

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.



NOVEMBER 2024 OPEN COMMENT SUMMARY

Sentiment analysis based on text responses

**674 (40.2% of respondents)
submitted open comments**

Comments are grouped into two major themes: “continue” or “improve”

44 “CONTINUE” COMMENTS

A sample of survey comments is shown below.

VCU at large is a place where I feel welcomed and like I belong. I've also felt appreciated for my work on VCU-wide collaborations.

VCU supports my professional growth, and I am treated very well by my supervisors and colleagues. Having a hybrid schedule greatly improves my work-life balance, and I am leveraging the tuition waiver benefit each semester.

Keep offering flexible work arrangements. More flexibility greatly increases employee morale and saves us time & money.

VCI is good place to work. The staff is diverse, respectful of each other and seem to welcome collaboration when needed, and are generally supportive of each other.

Keep providing opportunities for growth and learning such as workshops, career advancement, & cross-training.

I have a great work environment at VCU. Our office is diverse and we work hard, having fun and supporting one another in many ways.

Keep doing what you are doing. It has been the most pleasant onboarding and warm welcoming experience as a new employee.

The importance of work/life balance and focus on professional development in my current role and within VCU is greatly appreciated.

630 “IMPROVE” COMMENTS

A sample of survey comments is shown below.

More training for managers. It should be mandatory to train new employees for the job and set a 1-on-1 meeting with manager each week.

It would be nice to see more programs and mentors to foster leadership advancement for women.

More availability for professional development that involves certificates and trainings offered outside of VCU or are not available.

Meaningfully address salary gaps and workload gaps as too many people are stretched thin and working for below-market salaries.

More opportunities for career growth and upward mobility. I would like to be able to get the experience I need to move forward inside VCU.

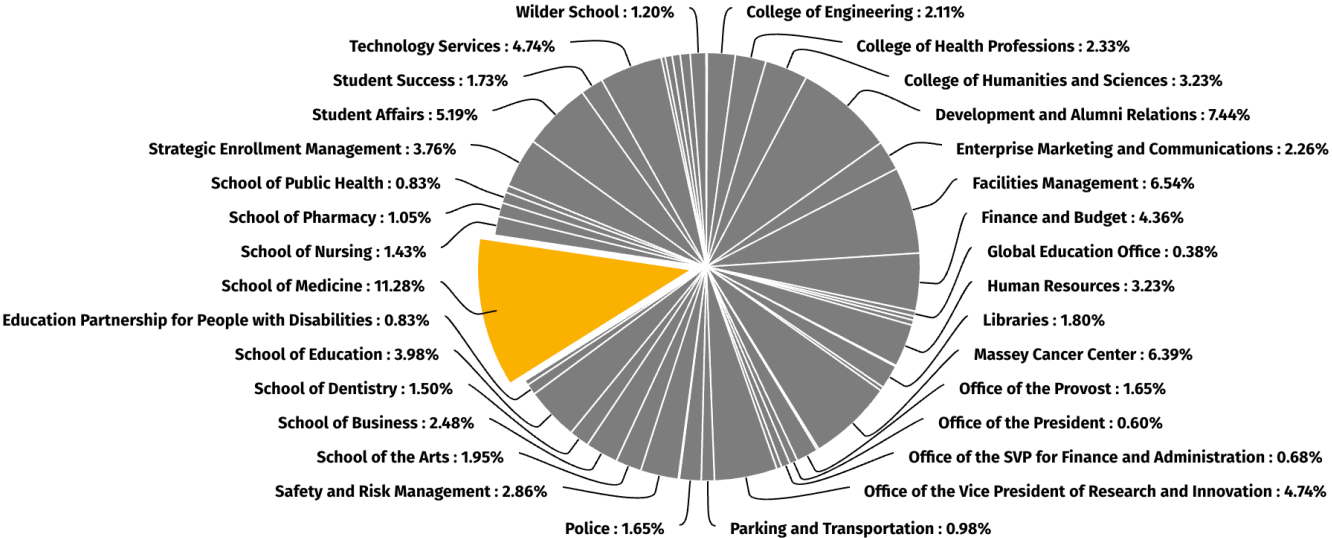
Make parking subscription rates based on income/salary. Parking is not affordable for trades workers.

Provide more tangible ways to utilize the career development plan for promotion in place and make it a viable option.

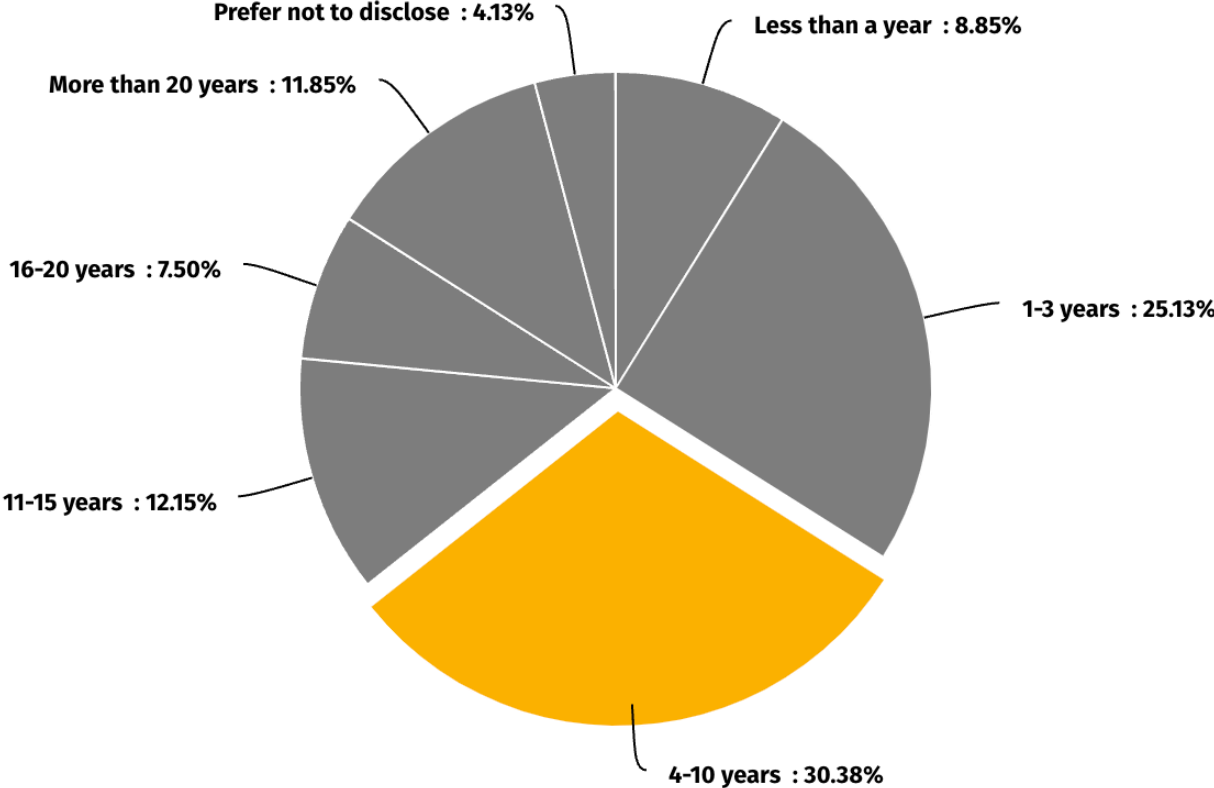
Offer more virtual events for off-site/remote staff.

DEMOGRAPHICS

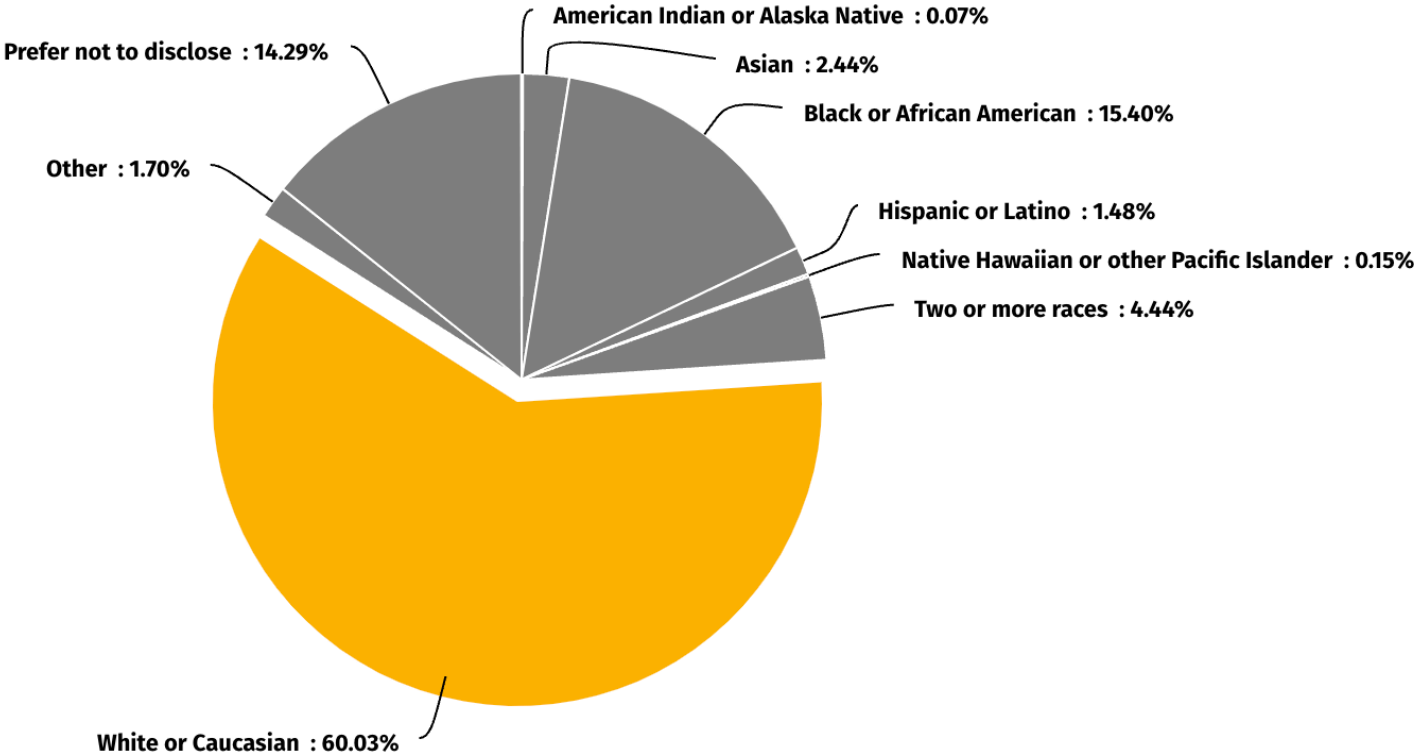
WITHIN WHICH SCHOOL OR UNIT DO YOU WORK?



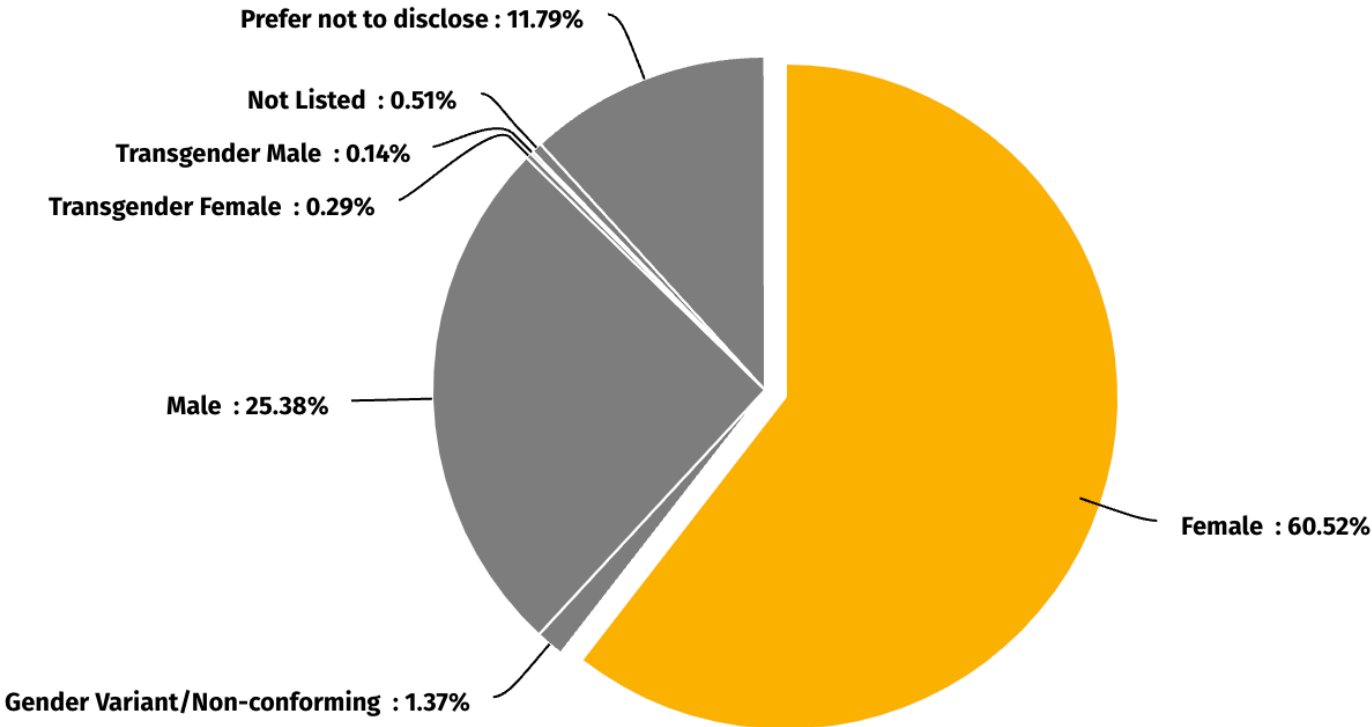
WHAT BEST DESCRIBES YOUR TENURE AT VCU?



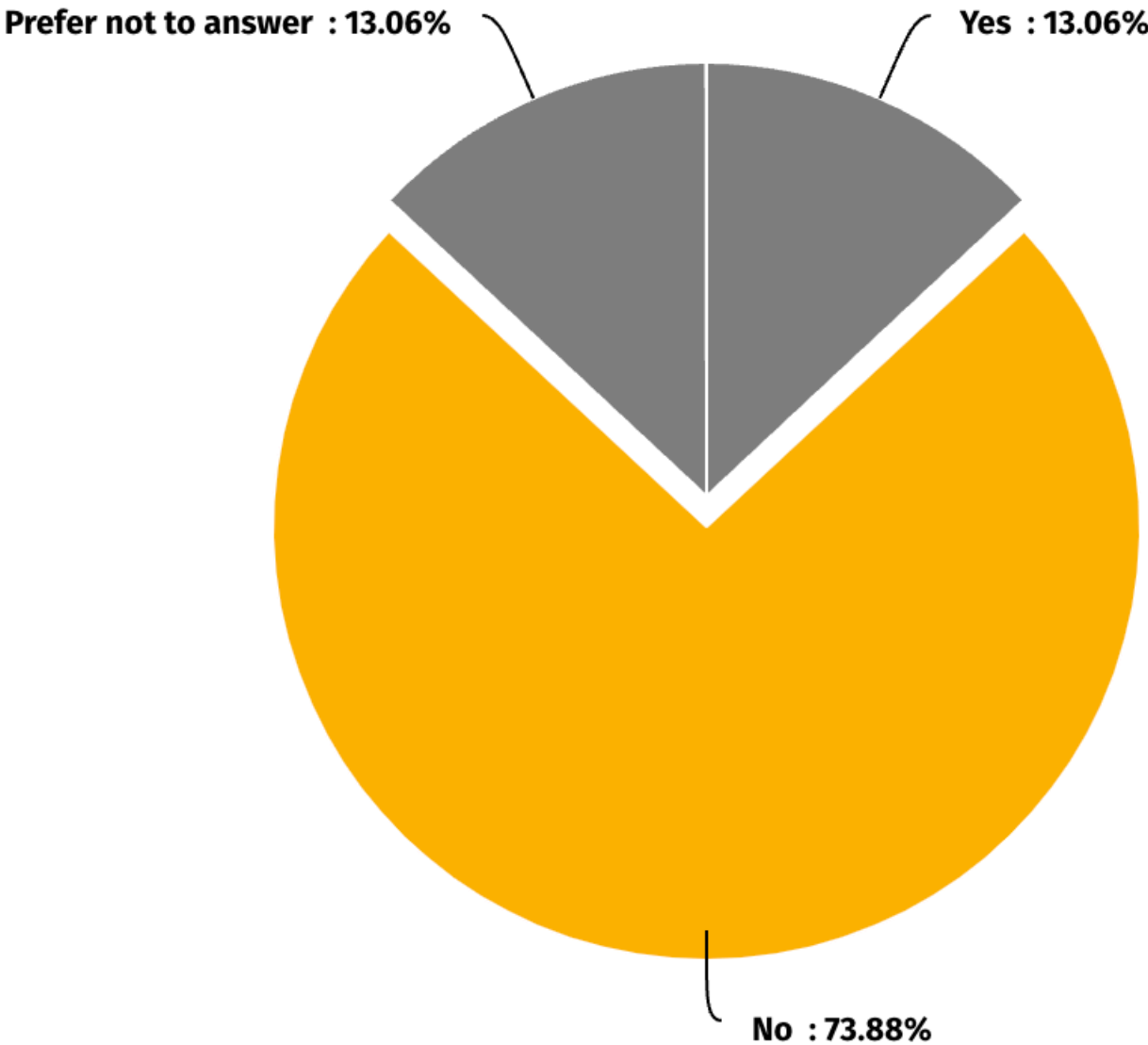
WHAT BEST DESCRIBES YOUR RACE/ETHNICITY?



WITH WHICH GENDER DO YOU MOST CLOSELY IDENTIFY?



**DO YOU IDENTIFY
AS LGBTQIA+?**





NEXT STEPS

University level results posted on the [HR website](#).

MBU level results shared with school/unit leadership and HR Professionals for review and 2025 action planning.

Administer the next two-minute survey in March 2025 and the Annual staff survey in July 2025.