

2025 GREAT COLLEGES TO WORK FOR®

BY THE NUMBERS

1,586,248

FACULTY AND STAFF SURVEYED

1,197

COLLEGES SURVEYED

41-45%

AVERAGE ANNUAL RESPONSE RATE

60

SURVEY STATEMENTS

20

BENEFIT SATISFACTION QUESTIONS

8

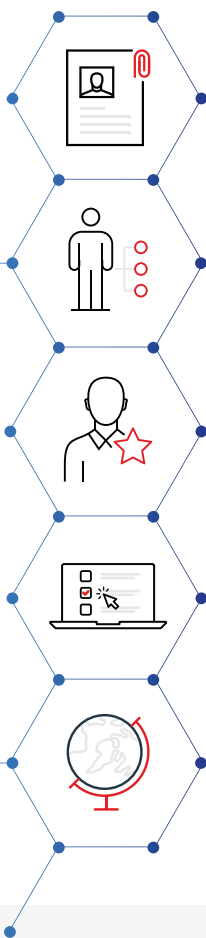
DEMOGRAPHICS

2

OPEN-ENDED QUESTIONS

A FREE Program That Doesn't Cost You Quality.

▶ Enroll your institution today at GreatCollegesProgram.com



“Comprehensive Participation Reports”

Four reports that include external and year-over-year benchmarks

“Simple Process”

You upload your sample of up to 600 faculty and staff emails - we take care of the rest

“Great Customer Service”

94% of Great Colleges participants reported they were Satisfied or Very Satisfied with their experience

“Comprehensive Survey”

Covers 10 key drivers of engagement (plus Faculty Experience) in 60 statements

“National Recognition”

Recognized colleges are published annually in a September issue of *The Chronicle of Higher Education*

What Do You Get For FREE?

- ✓ Faculty-specific statements
- ✓ Faculty-specific report
- ✓ Higher Education-specific Best Practices
- ✓ Confidential Feedback
- ✓ Engagement Survey Designed for Higher Education
- ✓ Free Use of Logos for Promotion
- ✓ Strategic Planning Support
- ✓ Data for Accreditation
- ✓ KPIs
- ✓ Talent Retention and Recruitment
- ✓ Student Experience Impact
- ✓ Faculty and Staff Engagement
- ✓ HR Policy Feedback

REGISTER for the March 2025 survey at
GreatCollegesProgram.com/Registration

DEADLINE FEBRUARY 17, 2025



What is the Great Colleges to Work For® Program?

The Great Colleges to Work For® program is designed to recognize higher education institutions that have created exceptional work environments. The program is similar to the popular Fortune 100 Best Companies to Work For issue – with one big difference. Instead of ranking institutions in one big list, the program recognizes institutions in specific areas of excellence such as Mission & Pride, Faculty & Staff Well-being and Job Satisfaction & Support.

Who can participate?

The survey is open to both two-year and four-year, not-for-profit institutions in the U.S. with at least 500 students.

What does it cost?

There is no fee to participate since ModernThink underwrites the program. Free participation includes administration of the full ModernThink Higher Education Insight Survey to a sample of up to 600 of your faculty and staff, real-time response rate monitoring, up to seven emailed survey reminders (sent to non-respondents only), and a series of four Participation Reports that include external benchmarks and year-over-year benchmarks (if applicable).

When do I need to decide?

Registration closes February 17, 2025, but we encourage institutions to consider participation now so they can have plenty of time to maximize employee involvement and buy-in from senior leaders.

Why participate?

Institutional Pride: The survey provides senior-level administrators and academic leaders with insights on the quality of the workplace experience and its competitiveness.

Competitive Advantage: Institutions use the recognition distinction to enhance recruiting efforts not just for faculty and staff but also for students.

Employee Feedback Reports: Included with participation are Topline Reports, which detail your employee responses, as well as national benchmarks customized to your institution.

When is the next survey?

The 2025 Great Colleges program survey will be administered from March 3 – 28, 2025. You can survey outside of that timeframe for a customization fee – see below.

How are recognized institutions announced?

These institutions are revealed with the release of the Recognized Institutions List and published as a special insert in *The Chronicle of Higher Education*. Those that do not receive recognition will not be made public.

What does this process involve?

There are two surveys administered to gather data about each participating institution. ModernThink facilitates the surveys, analyzes the data and determines the recognition.

Part I – Institution Questionnaire:

An online form for each institution to detail some of its HR policies, best practices, and differentiating qualities.

Part II – Faculty and Staff Engagement Survey:

A validated online survey designed specifically for a higher education workplace. It consists of 60 questions with a five-point agreement scale, a 20-item benefit satisfaction component, eight demographic questions and two open-ended questions.

Can we customize the survey or include more than a sample of faculty and staff?

While free participation does provide valuable data and strategic insights, you are certainly able to include more, or all, of your employees to the survey. You can also add specific questions or modify demographics to better meet your data needs. Please contact us at solutions@modernthink.com or 888.684.4658 to learn more about pricing for these options.

Who would best be responsible for executing this on our campus?

Generally, our point of contact at each institution is the person with oversight of Human Resources or Institutional Research/Effectiveness or someone in the President's office.



2025
**GREAT
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Need more information or want to register?

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