

Illinois State University COACHE Faculty Job Satisfaction Survey

Communications Plan 2021-2022

Faculty members are the hallmark of our institution and identifying ways to support faculty is important to our institution's mission. The Office of the Provost wants to be intentional in learning what is working well so we may improve our efforts to welcome, recruit, and retain faculty. Hearing from faculty is vital to the success of our mission and our efforts to create a community in which all members are valued, supported, and respected.

As part of our effort to help improve faculty job satisfaction, well-being, and success, the Office of the Provost has initiated a partnership with the Collaborative on Academic Careers in Higher Education (COACHE) based in the Harvard Graduate School of Education. Through their Faculty Job Satisfaction Survey administration, COACHE helps institutions study the work lives of faculty, assess the academic workplace broadly, and provide data to support decision-making related to faculty members' professional lives and performance. Studies are conducted in partnership with college and university leaders (both faculty and administrative) using the data collected to improve the academic workplace. This partnership will help inform the programs and practices we develop to support faculty.

Vision for Communications

Beginning with the end in mind, the vision for this campaign is to create top of mind awareness of the COACHE Faculty Job Satisfaction Survey by sharing discussion points widely throughout influential faculty networks. Faculty will be encouraged to participate through multiple messages from a variety of influential voices and media.

Communication Goals

- a. Create top of mind awareness of the COACHE Faculty Job Satisfaction Survey and its release in February.
- b. Encourage survey participation by all faculty segments
- c. Reinforce the confidentiality and anonymity of responses
- d. Convey understanding of Harvard Graduate School of Education connection to COACHE
- e. Achieve a greater than 40% survey completion rate

Target Audiences

The Primary audience include all tenured and non-tenured track faculty at Illinois State. Overlapping audiences include those of influencers such as deans, chairs/directors, Associate Vice President for Research and Graduate Studies; Interim Assistant to the President for Diversity and Inclusion, affinity groups, Center for teaching Learning and Technology (CTLT), and members of the Academic Senate. These individuals and groups play an important role reinforcing the messages to their faculty constituents.

Messages

The central message is an appeal to: "Help improve faculty job satisfaction, well-being, and success"

The messages are part of a five point "elevator speech" that answer the questions What?, Who?, Why?, How?, and What's Next?

What? Illinois State has partnered with the Harvard Graduate School of Education on a **Faculty Job Satisfaction Survey** that will launch in early February.

Who? Their **Collaborative on Academic Careers in Higher Education** group known by the acronym COACHE (pronounced coach) will administer the survey.

Why? Faculty success is crucial to Illinois State's mission. Your feedback is important to help us make data-informed changes to policies and practices to better **recruit, support, and retain** outstanding faculty.

How? COACHE will send you the survey from the email address coachefaculty@opinioncast.com with the subject line: " Help Illinois State University assess the academic workplace." The survey will take about 25 minutes to complete. Confidentiality and [anonymity](#) are assured in all COACHE analyses and reports. Survey results will be available in the fall of '22

What's next? Watch for your survey coming spring of '22. We must have broad participation for the COACHE survey results to be meaningful and for us to create action that reflects faculty feedback. The survey is only the first step in a multi-year process designed to make data-informed changes to policies and practices affecting faculty. Ultimately, we are committed to identify ways to better **recruit, support, and retain** outstanding scholars and teachers.

Communications timing

Pre-survey awareness will begin in November through the launch of the survey in February. Following the survey, a series of follow-up emails will be issued to faculty who have yet to complete the survey.

Illinois State University Communication Plan

Stakeholder Group	Objectives (Action desired)	Message Content	Delivery Method/Venue	By When (frequency) And Who is responsible
All campus community	To inform the campus community about this initiative	<ul style="list-style-type: none"> • Brief introduction text explaining the initiative • Provide contact information • FAQ page 	Website	Updated after each milestone is reached Person responsible for updating website: Dr. Cuenca-Carlino (AVP Faculty Development, Diversity, and Learning)
Deans and Provost Staff	To inform and ask for support of this initiative	<ul style="list-style-type: none"> • Request: - Ask that you to help us champion this project, especially in Spring prior and during survey launch • Ideas: <ul style="list-style-type: none"> ○ Mention COACHE initiative in college newsletter and ○ Link to ISU COACHE webpage • Resources to support you sharing this message: <ul style="list-style-type: none"> ○ Elevator speech ○ ISU Webpage ○ PPT slides provided ○ We will give you response rates while the survey is open to let your know the status of your college 	Deans and Provost Staff Nov/Dec 2021 meeting	Responsible for sharing the message: Dean from Milner and Dr. Cuenca-Carlino Champions Deans for each college Dean CAS Dean COB Dean MCN Dean Milner Dean COE Miller- Dean WKFA
Academic Chairs and Directors	To inform and ask for support of this initiative	<ul style="list-style-type: none"> • Request: Ask that C/D help us champion this project, especially in Spring prior and during survey launch • Ideas for support: <ul style="list-style-type: none"> ○ Share information about COACHE in a departmental meeting 	Chairs and Directors Council Meeting	Nov 2021 – informational item to share information about COACHE February 2022 C/D council meeting reminder

		<ul style="list-style-type: none"> ○ Reminder email to encourage faculty to participate in COACHE via email ● Resources to support C/D share this message: <ul style="list-style-type: none"> ○ Elevator speech ○ Sample emails ○ ISU Webpage ○ PPT slides provided 		Responsible champion: Chair representative
Academic Senate	To inform and encourage survey participation	<ul style="list-style-type: none"> ● Request: - Ask that you to help us champion this project, especially in Spring prior and during survey launch ● Ideas for support <ul style="list-style-type: none"> ○ Item Agenda at senate meeting <ul style="list-style-type: none"> ▪ Announce at the December and January meeting- send language to Martha ● Resources to support you sharing this message: <ul style="list-style-type: none"> ○ Elevator speech and sample email ○ ISU Webpage ○ PPT slides provided 	Academic Senate Meeting	December 2021 /January 2022 Responsible champion: Chair Academic Senate
Academic Senate	To inform and encourage survey participation	<ul style="list-style-type: none"> ● Request: Provost Tarhule will mention COACHE in his remarks during faculty senate meeting while the survey is being administered 	Academic Senate Meeting	Feb- March 2022
Diversity and Inclusion Advisory Council (DIAC)	To inform and encourage survey participation from BIPOC faculty	<ul style="list-style-type: none"> ● Request: Ask that you to help us champion this project, especially during a meeting with the DIAC ● Ideas for support <ul style="list-style-type: none"> ○ Item Agenda at DIAC meeting in the fall. Ask faculty to be champions and encourage BIOPC faculty participation. ○ Share information about COACHE in DIAC's website 	DIAC meeting	Responsible champion: Assistant to the President for Diversity and Inclusion DIAC member

		<ul style="list-style-type: none"> Resources to support you sharing this message: <ul style="list-style-type: none"> Elevator speech Sample email ISU Webpage PPT slides provided 		
Affinity Groups Champions	To inform and encourage survey participation from BIPOC faculty	<ul style="list-style-type: none"> Request: Ask that you to help us champion this project through the Affinity groups Ideas for support <ul style="list-style-type: none"> Item Agenda during an affinity group email Share information about COACHE in Affinity Group website Send an email to your listserv Resources to support you sharing this message: <ul style="list-style-type: none"> Elevator speech Sample email ISU Webpage PPT slides provided 		<p>Dr. Cuenca-Carlino will schedule a meeting with Affinity Group leaders in October to explain COACHE and ask for their support sharing this message through listserves or meetings in the fall 2021/ early Spring 2022</p> <p>Affinity Group Champions</p>
All faculty	To encourage survey participation	<p>Request: Ask that you to help us champion this project in one of your research newsletters.</p> <p>Sample talking points:</p> <ul style="list-style-type: none"> One of my priorities as Associate VP for Research is removing impediments to research productivity. This survey will provide data so that we can better understand the opportunities and challenges faculty face in the pursuit and production of scholarship. Survey provides a remarkable opportunity for faculty to communicate their needs in this area. 	Research Newsletter	<p>Responsible Champion:</p> <p>Dr. McLauchlan, Associate Vice President for Research and Graduate Studies</p>

All instructors University wide conference	To encourage survey participation	<p>Request: - Ask that you to help us champion this project during the Teaching and Learning Symposium and CTLT website</p> <ul style="list-style-type: none"> • Resources to support you sharing this message: <ul style="list-style-type: none"> ○ Elevator speech ○ ISU timeline – COACHE administration ○ ISU Webpage ○ PPT attached 	Teaching and Learning Symposium Welcome	<p>Responsible Champion: Interim Director Center for Teaching, Learning, and Technology</p> <p>Teaching and Learning Symposium- January 4th</p>
All instructors	To inform and encourage survey participation	<p>Goals of news articles</p> <p>Talking points</p> <ol style="list-style-type: none"> 1. Why the COACHE partnership, 2. Areas assessed by the survey 3. Need to highlight faculty voices 4. Initiative aligned with faculty recruitment and retention strategies 5. COACHE partnership was a recommendation from the Faculty Success workgroup 6. COACHE aligns with EDI initiatives 	News articles and endorsement emails	<ul style="list-style-type: none"> • Nov/December 2021- Article highlighting COACHE- • https://news.illinoisstate.edu/2021/12/finger-on-the-pulse/ • End of January 2022 <ul style="list-style-type: none"> ○ Endorsement email from Provost at the end of January, one week before survey launch ○ Social media announcement launched concurrently January 2022 <p>February 2022-</p> <ul style="list-style-type: none"> • Reminder email sent
All instructors	To encourage survey participation	<p>Announcement Posted on My Illinois state portal’ – Faculty portal</p> <p>We encourage you to participate in the survey sent by COACHE to all full-time tenure-track and non-tenure track faculty at ISU during the week of February 7th, 2022. The survey will remain open until April 11th, 2022. Faculty</p>	My ilstu portal	<ul style="list-style-type: none"> • Executive Director Office of Advanced Technologies • While the survey is open

		feedback is important to us to make improvements to faculty work-life. If you believe you should have received a survey link from COACHE, but you haven't yet received it, please contact Harvard's COACHE administration team at coachefaculty@abtassoc.com .		
Campus Community	To encourage survey participation	Request: to encourage survey participation https://ctl.illinoisstate.edu/podcast/2022/ep072.shtml	Podcast	<ul style="list-style-type: none"> • Dr. Cuenca-Carlino
Campus Community	To encourage survey participation	Request: to encourage survey participation https://www.youtube.com/watch?v=g6kfxqcpl2w	Video message	<ul style="list-style-type: none"> • Provost Tarhule

Sample email the ISU COACHE team champions can use:

I am writing to you today as a colleague and partner in an important endeavor for **Illinois State University (ISU)**. A few days ago, you were sent an invitation to participate in the COACHE Faculty Job Satisfaction Survey. As you may already be aware, this survey is designed to enhance our understanding about faculty member experiences at **ISU**.

The survey is only the first step in a three-year process designed to transform data into actionable policies and practices. COACHE is the first major faculty job satisfaction survey undertaken at this university, and more than ever, faculty feedback is important to make improvements to faculty work-life. Your participation will help guide priority-setting and planning for the future.

Other institutions have used COACHE data to identify areas of strength and concern related to policies and practices and we plan to do the same. When the COACHE results are in hand, findings will be shared broadly, and multiple teams will be formed to work with faculty to build a concrete action plan to improve on our weaknesses and build on our strengths.

You should have already received a link to take the 25-minute survey, sent from coachefaculty@opinioncast.com, featuring “Help Illinois State University assess the academic workplace” in the subject line. If you can’t find it, information to request a new link and more details can be found at [ISU COACHE Faculty Job Satisfaction webpage](#). I appreciate your consideration, and the work you do for ISU.

Sample email for Chairs/Directors and others can send as a follow-up

A few days ago, you were sent an invitation to participate in the COACHE Faculty Job Satisfaction Survey. As you may already be aware, this survey is designed to enhance our understanding about your experience as a faculty member at **Illinois State University**. The survey is only the first step in a three-year process designed to transform data into actionable policies and practices. COACHE is the first major faculty job satisfaction survey undertaken at this university, and faculty feedback is important to ISU leadership to make improvements to faculty work-life.

Other institutions have used COACHE data to identify areas of strength and concern related to policies and practices, and Illinois State plans to do the same. COACHE works with participating institutions to disseminate the results to faculty. Then, teams will be formed to identify best practices for improving on our weaknesses and building on our strengths and develop concrete action plans.

You should have already received a link to take the 25-minute survey, sent from coachefaculty@opinioncast.com featuring “Help Illinois State University assess the academic workplace” in the subject line. If you can’t find it, information to request a new link and more details can be found at [ISU COACHE Faculty Job Satisfaction webpage](#). I appreciate your consideration, and the work you do for ISU

Illinois State University FAQ- to be posted on the ISU [website](#)

Why is Illinois State University participating in the COACHE Survey?

ISU seeks to create a community in which all members are valued, supported, and respected. Faculty feedback is important to us to make improvements to faculty work-life, and we are committed to recruit and retain outstanding scholars and teachers. The survey is only the first step in a multi-year process designed to make data-informed changes to policies, procedures, and practices affecting faculty.

Why should I participate?

The survey provides us with a unique opportunity to hear directly from faculty and center faculty voices as we develop a plan for the future. This is the first major faculty satisfaction survey of its kind conducted on this campus. Led by an independent research team at Harvard Graduate School of Education, the COACHE survey instrument gives us benchmarking capabilities, lending important context to the data. Your responses will provide evidence of things that we do well and things that we need to improve. Ultimately, your participation will help guide priority-setting and planning for the future.

How long will the survey take to complete?

The survey will take 25 minutes to complete.

Who takes the survey?

The survey is sent by COACHE to all full-time tenure-track and non-tenure track faculty at ISU.

Is the survey confidential?

Yes. In a process approved by Harvard's and ISU's institutional review board, COACHE will provide our campus with their summary analysis, as well as the confidential unit-record database, stripped of names and e-mail addresses. The data provided to ISU will be received and kept on a secure server by Angela Engel, Director [Planning, Research, and Policy Analysis](#) (PRPA). No other administrator, staff or faculty member outside PRPA will have access to the unit-record data. The PRPA staff will explore and analyze broad patterns in the data to assist with planning and developing improved academic policies and practices across campus. To protect the confidentiality and guarantee that the results of this survey cannot influence personnel decisions about individual faculty members, staff will disseminate survey results only with data aggregated in cells of five respondents or more, so that individual faculty and individual departments cannot be identified. [Learn more](#)

What if I don't get the email from COACHE with the link to my survey?

The Office of the Provost has worked with IT to ensure that COACHE emails with the survey do not get caught up in spam filters. If you believe you should have received a survey link from COACHE, but you haven't yet received it, please contact Harvard's COACHE administration team at coachefaculty@abtassoc.com.

Which universities across the country participate in the survey?

The survey has a national scope and ISU joins more than 300 colleges and universities from different parts of the country that have partnered in the survey. You may view the colleges and universities that have participated in the COACHE survey [here](#).

More FAQ from [COACHE](#)

News Articles Examples/ Drafts:

November/December 2021-

- Article highlighting COACHE- (why the partnership, areas assessed, our goals)
- Quotes from:
 - Provost Tarhule
 - Yojanna Cuenca-Carlino
 - Martha Horst (Chair of the Senate)
 - 1-2 Faculty members (TT and NTT) from the ISU COACHE team TBD

Social Media Announcements/Videos:

January 2022

ISU will soon administer the COACHE faculty job satisfaction survey – and we want you to know that your responses will be used to improve faculty life.

This survey research is part of a national program, [Collaborative on Academic Careers in Higher Education](#) (COACHE), which has been operating from the Harvard Graduate School of Education since 2003. [COACHE has obtained IRB approval](#). Confidentiality and anonymity are assured in all COACHE analyses and report. You can read more about the protections in place [here](#). In the next two weeks, COACHE will send you the survey from the email address coachefaculty@opinioncast.com It will take about 25 minutes to complete.

We want Illinois State University to be one of the best places to work, and your feedback helps to reach that goal. In this stressful time, it is more important than ever for us to hear from you. We must have broad participation for the COACHE survey results to be meaningful and for us to create action that reflects faculty feedback.

If you have questions, please email _____ There's also an [FAQ here](#).

Thank you in advance for participating.

February 22, 2021- social media

The COACHE survey was emailed to you on February ___ with a subject line that reads: " Help Illinois State University assess the academic workplace ". It was sent from Collaborative Academic Careers in Higher Education, coachefaculty@opinioncast.com

We realize this may look like spam or an advertisement, but it is your personalized link to take the COACHE survey.

If you did not receive this email or cannot locate it in your inbox, you can email coachefaculty@abtassoc.com, and the link will be resent to you.

To learn more about the COACHE survey, visit [here](#)
Thank you for your participation.

COACHE Survey: Last chance to share your perspective

Dear Colleague,

The [Collaborative on Academic Careers in Higher Education](#) (COACHE) survey is the first major faculty satisfaction survey of its kind conducted on this campus. It closes in just a few days. This project, a partnership with the Harvard School of Graduate Education, will help us to identify what ISU does well, and what it can do better, in supporting you and your colleagues.

COACHE will send an email with a link to faculty members who haven't yet completed the survey on April 4. If you have already completed the survey, thank you! If not, please keep an eye on your inbox and set aside time between now and April 11 to give us feedback.

I appreciate how precious your time is. Even the idea of spending 25 minutes to complete this survey can feel like a lot. But a brief commitment now will pay larger dividends in the months and years to come.

The COACHE survey is the pivotal first step in a multi-year initiative to make data-informed changes to policies, procedures, and practices affecting the work-life balance, careers, and ultimately, the success and happiness of Illinois State faculty.

Please consider lending your voice to this important effort by Monday, April 11.

Sincerely,

Aondover Tarhule, Ph.D.
Vice President for Academic Affairs and Provost

(Insert Office of the Provost logo)