



UVic Campus Communications

Report on 2014 Online Survey Research



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EXECUTIVE SUMMARY.





Executive Summary

Introduction

- This reports on the findings, conclusions and indicated actions from an online survey conducted by Strategic Initiatives (SII) on behalf of University Communications + Marketing (UC+M) at the University of Victoria (UVic) in December, 2014. UVic is seeking to improve internal communications and engagement amongst all faculty, librarians and staff. To inform this work going forward, SII was engaged by UC+M to conduct an internal, online survey of all members of UVic's faculty, librarians and staff.
- A total of 4,380 staff and faculty were invited to participate in the survey and 1,073 did so, for a response rate of 24.5%.

Internal Communications at UVic

- The majority of respondents agreed that internal communications at UVic are effective in: keeping them up to date on news, events and success stories (63.5%); providing important/urgent news swiftly (60.6%); being inclusive and respecting and reflecting diversity (60.4%); and providing them with important information (51.9%). They were least likely to agree that internal communications at the University: helped them understand decisions and how they are made (23.6%); provide opportunities for 2-way communications about campus activities (25.4%); or share news around and between departments effectively (30.6%).
- Among a variety of types of information, survey-takers indicated that information about: UVic's plans for the future (81.0%); new/revised university policies or programs (75.7%); and challenges and trends affecting UVic (72.6%) would be most important in enhancing their feelings of engagement with the University. Least important was information about: success stories (62.3%); new research initiatives (64.4%); and UVic's overall financial picture (68.3%). The majority of respondents, however, rated receiving each of the various types of information listed in the survey questionnaire either somewhat important or very important.
- Fewer than half of respondents were satisfied with various aspects of the way academic/administrative leaders deliver internal communications to their staff/department, including: clarifying key university messages appropriately (40.7%); distilling key university messages effectively (40.8%); and ensuring people receive information that applies to them (40.4%). They were least satisfied with the way these communications encourage 2-way communications (35.9% were either somewhat or very satisfied).

Online/Electronic Communications Channels

- Among a variety of online/electronic internal communications channels, roughly two thirds of respondents said they regularly read/access Featured Stories at the top of the UVic.ca homepage (66.5%) or campus-wide email broadcasts from the President or VP (61.1%). About two fifths indicated they read/access Bi-weekly Campus Checklist email newsletters (43.7%), department-specific websites (41.6%), the Current Faculty/Staff page (37.5%) and Featured News on the Uvic.ca homepage (37.0%) regularly. MyPage announcements were reportedly accessed regularly by 29.3%. Respondents were least likely to indicate they regularly read/access: Digicaster (11.6%), the online Ring (17.0%) or the UVic news page (23.3%).
- The majority of those who read/access Featured Stories regularly agreed they are easy to access (79.4%), provide the right amount of information (72.5%), provide information on a timely basis (67.1%) and provide relevant information (62.5%).
- More than three quarters of faculty and staff accessing the Current Faculty/Staff Page agreed it is easy to access (68.8%), and the majority agreed it provides the right amount of information (58.9%), provides relevant information (55.4%) and provides information on a timely basis (54.7%).





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- About three quarters of those who said they access Campus Updates regularly agreed they are a credible source of information (72.6%), while about two thirds agreed they provide relevant information (66.8%) and provide the right amount of information (65.1%). Fewer than half, however, felt they provide information on a timely basis (48.4%) or provide opportunities for 2-way communications (42.6%).
- Two thirds of those reading/accessing MyPage regularly agreed it is easy to access (65.6%), while the majority also agreed it provides information on a timely basis (58.9%), provides relevant information (57.3%) and provides the right amount of information (58.0%).

Social Media Communications Channels

- Interestingly, more than one third of respondents indicated they do not access any of UVic's social media internal communications channels regularly (39.0%). Roughly one third indicated they read/access department-specific social media sites regularly (31.9%), while about one in five read/access the University's Facebook page (20.5%) or Twitter @UVic feed (20.3%) regularly. They were least likely to say they read/access the University Weibo (0.7%) or Pinterest (2.3%) sites regularly, along with the President's Instagram (2.0%).
- Regular users of the Twitter @UVic feed were most likely to agree it provides information on a timely basis (70.6%), is a credible source of information (69.3%) and provides relevant information (56.4%). Fewer than half felt it provides opportunities for 2-way communications (48.6%).
- Among those reading/accessing UVic's Facebook page regularly, agreement was highest that the page is a credible source of information (55.9%), provides information on a timely basis (55.5%) and provides relevant information (53.2%). A significant percentage agreed it provides opportunities for 2-way communications (45.0%).
- The majority of regular users of UVic's LinkedIn page agreed it is a credible source of information (54.6%), however, fewer than half agreed it provides relevant information (44.3%), provides the right amount of information (38.1%) or provides information on a timely basis (38.1%). Only about one third felt it provides opportunities for 2-way communications (30.9%).

Print Communications Channels

- About half of respondents said they read/access campus notice/poster boards (52.2%) or The Ring (50.2%) regularly, while roughly one in six said they read/access the online Ring on a regular basis (15.6%).
- Three quarters of those who indicated they read/access The Ring regularly agreed it is a credible source of information (75.3%). About two thirds of regular readers also agreed that The Ring provides the right amount of information (69.4%), provides relevant information (66.8%) and is published frequently enough (66.6%), while about half felt The Ring provides information on a timely basis (51.2%).
- About three quarters of those reading the online Ring regularly agreed that it provides relevant information (75.4%), provides the right amount of information (74.3%) and is a credible source of information (73.7%), while about two thirds agreed it provides information on a timely basis (64.1%) and is published frequently enough (64.1%).





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In-Person Communications Channels

- Three quarters (or more) of respondents reported that they regularly use in-person internal communications channels: 1-on-1 with colleagues (82.9%); staff/department/area meetings (81.3%); or 1-on-1 with people to whom they directly report (76.0%). Fewer than one third said they regularly access consultations/presentations on new campus initiatives such as the UVic Difference project and strategic planning (29.9%), and slightly more than one third access Campus Updates (37.4%).
- Two thirds of the respondents who indicated they access consultations/presentations on campus initiatives felt they are a credible source of information (65.4%), provide relevant information (59.5%) and provide the right amount of information (58.3%). Fewer than half agreed these consultations/presentations provide information on a timely basis (45.8%) or provide opportunities for 2-way communications.
- About three quarters of those accessing staff/department/area meetings agreed they are a credible source of information (76.5%), and almost the same proportion agreed they provide relevant information (71.3%). Roughly two thirds felt the meetings provide the right amount of information (68.6%) and provide opportunities for 2-way communications (67.3%); slightly fewer indicated they provide information on a timely basis (61.7%).

Overall Satisfaction with Internal Communications

- Fewer than half of all respondents said they were satisfied that internal communications at UVic provide them with the information they need to do their job (42.7%), including 7.0% who said they were very satisfied and 35.7% saying they were somewhat satisfied. Fewer than one fifth, however, expressed dissatisfaction (18.5%), with 5.3% saying they were very dissatisfied and 13.1% somewhat dissatisfied. More than one third (38.3%) rated their level of satisfaction as “neither satisfied nor dissatisfied”. On average, respondents rated their satisfaction 3.3 out of 5.
- When it comes to knowing how/where to access needed information if not directly provided to them, fewer than half of those taking part in the survey said they were satisfied (44.2%), including 11.2% who were very satisfied and 33.0% who were somewhat satisfied. Slightly less than one quarter expressed dissatisfaction (23.8%), with 6.6% saying they were very dissatisfied and 17.2% somewhat dissatisfied. Slightly under one third rated their level of satisfaction as “neither satisfied nor dissatisfied” (30.4%). Overall, respondents’ mean satisfaction score was 3.3 out of 5.
- About two fifths of respondents were satisfied with opportunities to provide feedback and input to their unit and leaders within the University and get answers to their questions (38.6%), including 11.6% who were very satisfied and 27.0% who were somewhat satisfied. Slightly more than one quarter expressed dissatisfaction (28.5%), with 8.8% very dissatisfied and 19.8% somewhat dissatisfied. About one third (31.5%) rated their level of satisfaction as “neither satisfied nor dissatisfied”. Overall, respondents’ average satisfaction score was 3.1 out of 5.
- Only slightly more than one third of survey-takers said they were satisfied overall with the quality of internal communications at UVic (36.4%), including 6.1% who were very satisfied and 30.4% who were somewhat satisfied. Slightly less than one quarter expressed dissatisfaction (22.4%), 6.7% being very dissatisfied and 15.7% somewhat dissatisfied. Two fifths of respondents (40.4%) rated themselves as “neither satisfied nor dissatisfied”. Respondents’ mean satisfaction with the overall quality of internal communications was 3.1 out of 5.





Executive Summary

Suggestions for Improvement

- Respondents provided many suggestions for improvements to existing internal communications channels, ranging from information-related suggestions (more relevant information, less hype, more openness/honesty/transparency, more timely information), to suggestions about the types of communications employed (more emails/emails with links, ability to filter information/have it targeted to them, and an internal intranet to share ideas/concerns/information), more opportunities for involvement and consultation around policy decisions, more senior leadership visibility and better communications between departments. A small percentage expressed concern that faculty/staff feedback/input seems to be ignored or is not acknowledged. Some indicated their appreciation of President Cassels' communications initiatives.
- Suggestions for additional topics/content or additional opportunities for engagement/feedback included an interest in topics such as budget/financial information, information on long-term strategic planning/goals, policy/procedure, research initiatives, departmental initiatives, personnel matters, and more details about how/why decisions are made. A number suggested more opportunities for engagement via forums/blogs/interdepartmental communication, campus events/topics that build a sense of community, faculty/staff stories/profiles and more celebratory/positive/success stories. Finally, there were requests that communications be cut back or simplified, and for the ability to select the communications one receives.
- Respondents also provided a number of suggestions to enhance their satisfaction with internal communications at UVic. Many of these related to ways to facilitate discussion, especially 2-way discussion/conversations. A small number felt the University could do better in terms of being more willing to listen or being more open to suggestions. Some suggested a central source for news/information, to provide a single access point for information. A few felt they would like UC+M to reduce the number of channels used, as they thought there was information on too many platforms; others requested that information be filtered (or targeted) so they only receive information that is directly relevant to them. Some improvements to the website were also suggested.





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INTRODUCTION, BACKGROUND AND METHODOLOGY





Introduction and Background

This document reports on the findings, conclusions and indicated actions from a quantitative online survey conducted by Strategic Initiatives (SI) on behalf of University Communications + Marketing (UC+M) at the University of Victoria (UVic) in December, 2014.

UVic is seeking to improve internal communications and engagement amongst all faculty, librarians and staff. An advisory committee has been formed to examine and refine existing communications tools, and guide the establishment of new tools and strategies that will improve internal communications and assist engagement. To inform this work going forward, Strategic Initiatives was engaged by UC+M to conduct an internal, online survey of all members of UVic's faculty, librarians and staff.

The specific objectives of the online survey research were to:

- Identify and assess the effectiveness of UVic's current methods of communication within the campus community;
- Identify the preferred methods and style of communication within the campus community, and the types of information employees require in order to do their jobs and feel part of the university community; and
- Within the context of internal communications, assess the level of engagement within the campus community (how much faculty and employees feel part of the community as a whole, whether they feel they are informed about policies, initiatives and developments that impact their areas, and whether they feel their work is recognized and valued).





Research Methodology



The online survey was conducted among 1,073 staff and faculty at UVic between December 1 and December 15, 2014. A total of 4,380 staff and faculty were invited to participate in the survey. With 1,073 completions, this translates to a response rate of 24.5%.

With a sample of 1,073, survey results are accurate to within an estimated margin of error of $\pm 2.99\%$ at a 95% level of confidence (i.e. 19 times out of 20) and an estimated margin of error of $\pm 2.51\%$ at a 90% level of confidence (i.e. 18 times out of 20). Caution is required when interpreting results for smaller segments within the larger sample, however, as a smaller respondent base will introduce a higher margin of error.

The online survey was conducted according to a survey instrument developed by Strategic Initiatives in close collaboration with UC+M.

The online survey was hosted by Strategic Initiatives. Respondents were directed to the online survey via a clickable link in broadcast emails sent by UVic Systems. Because SII licenses its survey software from a third party whose server is located in Ireland, and because the provider's software captures respondents' computer IP addresses (considered personal information), respondents were advised of this in the body of the invitation email. Those clicking through to the survey website were required to provide their consent to the collection of this personal information in order to start the survey. Anyone wishing to complete the survey without disclosing their computer's IP address was advised that they might request a paper version of the survey from UC+M and return it anonymously via campus mail. Only 16 respondents completed the survey in hard copy.

In order to maximize response rates, respondents were provided with the option of entering a random draw to win one of five \$200 MasterCard gift cards. Those completing the online survey who wished to enter the contest clicked through to a separate website where they provided their email address (thus preventing linking of survey responses to email addresses). Those completing the survey in paper form were provided with a separate sheet of paper on which to write their email address for manual entry into the draw. A total of 900 individuals entered the draw. The five winners were selected by UC+M, using random number generator software. Contest winners were notified by UC+M on December 18, 2014.

Once data collection was complete, the raw data were cleaned and tabulated and the data was deleted from the server. Responses to open-ended questions were coded and tabulated. Cross-tabulations were run to calculate responses to each question in the online survey by role/position at UVic, department size, number of direct reports, length of employment at UVic, gender and age. Additional cross tabulations were run to calculate responses to channel usage questions by those who had indicated they used each particular channel, and to calculate responses to open-ended questions based on respondents' overall satisfaction with the quality of internal communications at UVic.

Significance tests were performed at the 95% confidence level (described in the report as "significantly more likely") and at the 90% confidence level ("somewhat more likely"). With the exception of the four questions related to overall satisfaction, cross-tabulations are presented in a separate section at the end of the report. Statistically significant differences across subsets of respondents have been called out. Otherwise, the reader may assume that no statistically significant differences were observed.



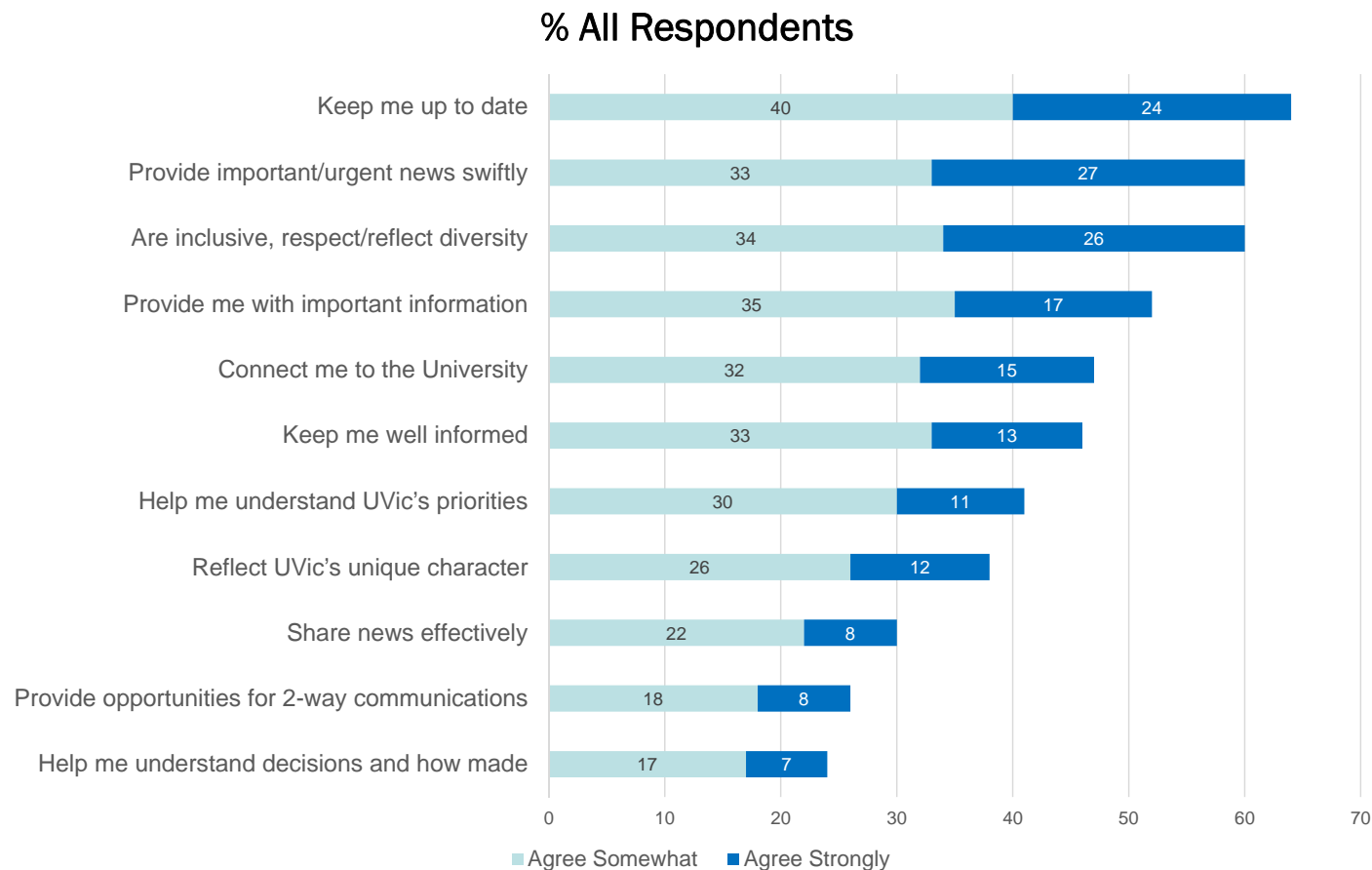


DETAILED SURVEY FINDINGS





Effectiveness of Internal Communications at UVic



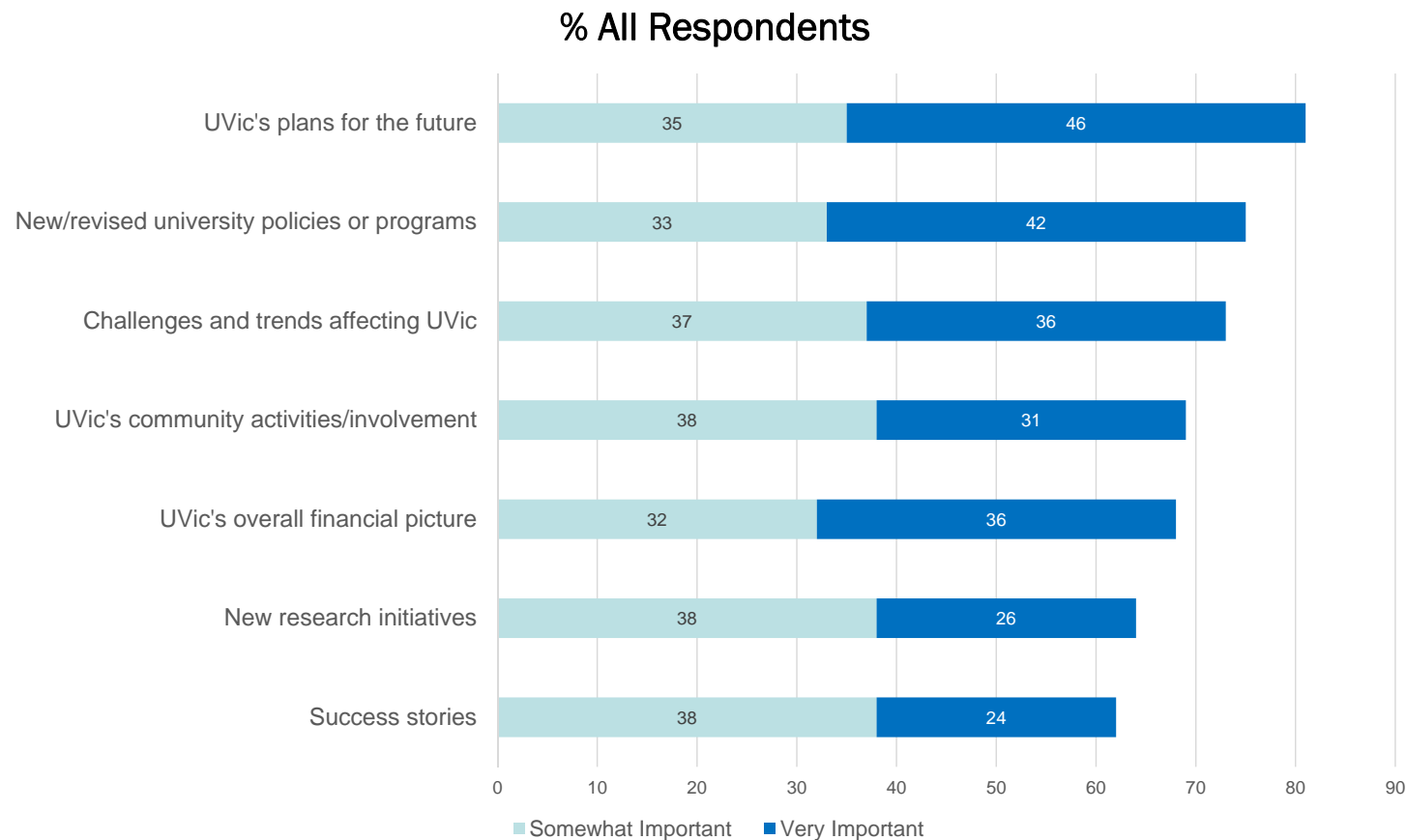
Q1 Please indicate your level of agreement with each of the following statements about the effectiveness of internal communications at UVic.

The majority of respondents to the survey agreed that internal communications at UVic are effective in: keeping them up to date on news, events and success stories (63.5%); providing important/urgent news swiftly (60.6%); being inclusive and respecting and reflecting diversity (60.4%); and providing them with important information (51.9%). They were least likely to agree that internal communications at the University: help them understand decisions and how they are made (23.6%); provide opportunities for 2-way communications about campus activities (25.4%); or share news around and between departments effectively (30.6%).





Importance of Various Types of Information



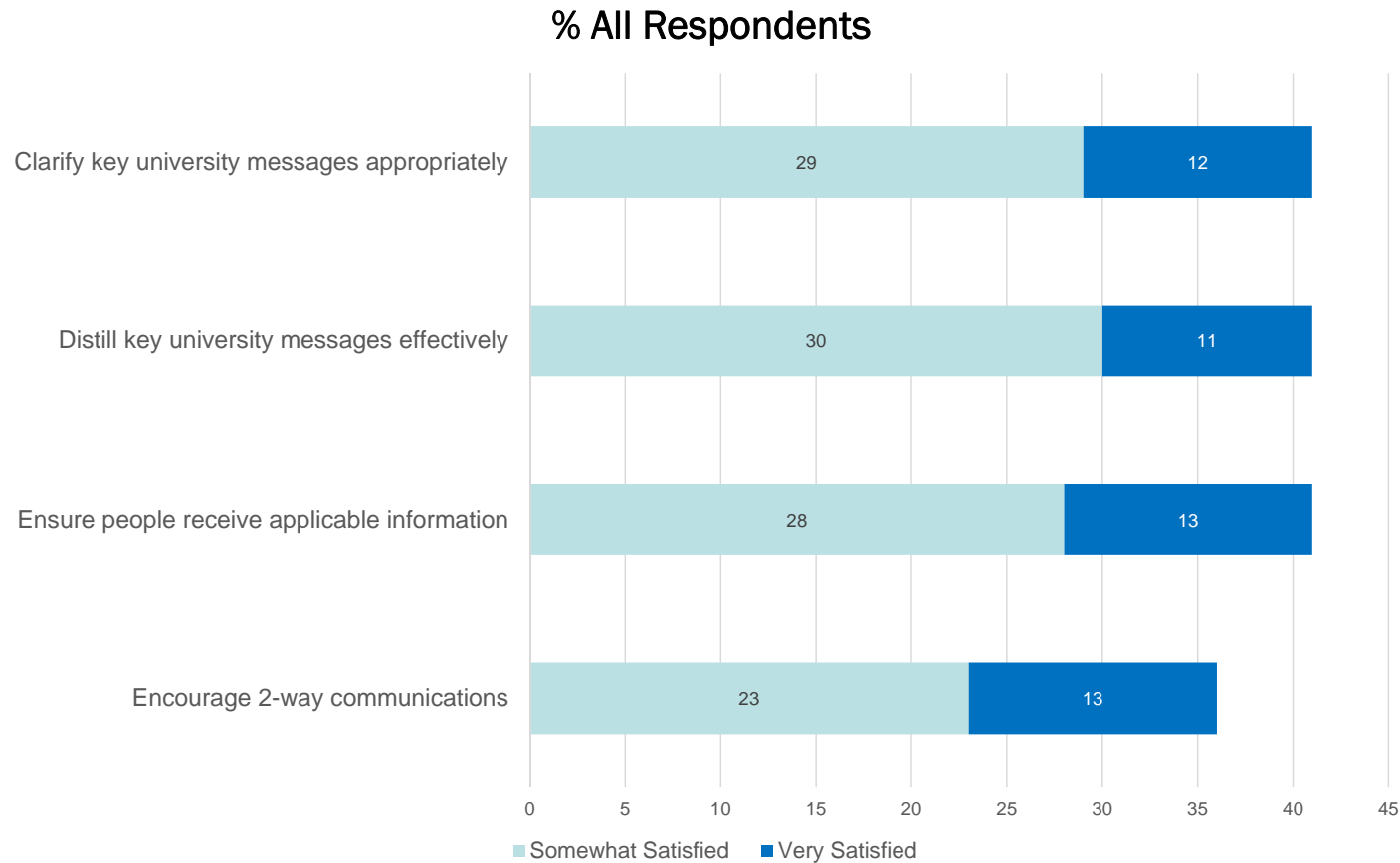
Q2 Please rate the importance to you of receiving each of the following types of information, when it comes to enhancing your feeling of engagement with the University.

Among a variety of types of information, survey-takers indicated that information about: UVic's plans for the future (81.0%); new/revised university policies or programs (75.7%); and challenges and trends affecting UVic (72.6%) would be most important in enhancing their feelings of engagement with the University. Least important in this regard were information about: success stories (62.3%); new research initiatives (64.4%); and UVic's overall financial picture (68.3%). It should be noted, however, that the majority of those responding to the survey rated the importance of receiving all of the various types of information listed either somewhat important or very important.





Communications from Academic/Administrative Leaders



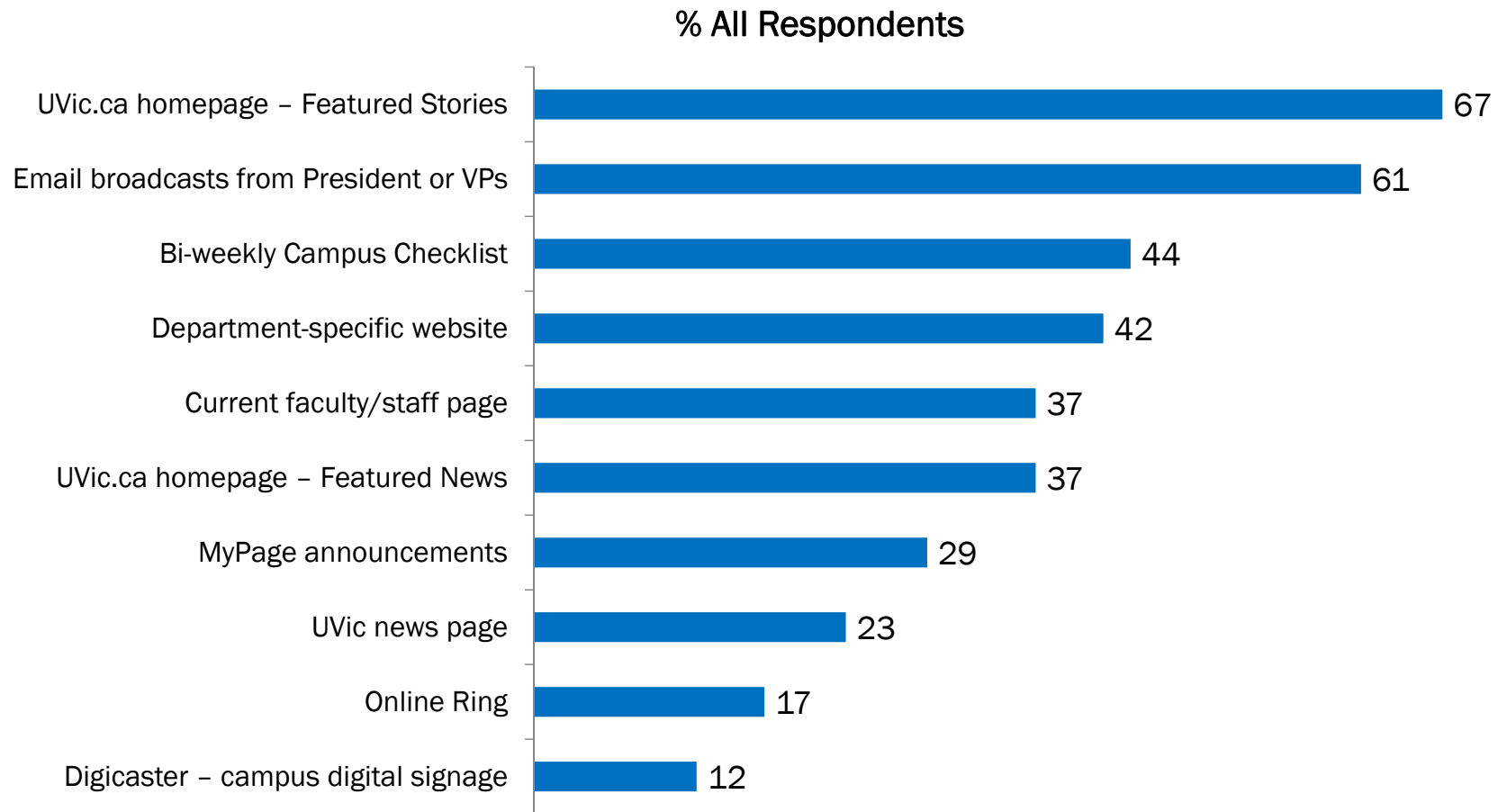
Q3 Please indicate your level of satisfaction with the way academic and administrative leaders (e.g. directors/deans/chairs, etc.) overall deliver effective internal communications to their staff/department.

Fewer than half of respondents indicated they were satisfied with the way academic/administrative leaders deliver internal communications to their staff/department, based on the specific criteria in the question., including: clarifying key university messages appropriately (40.7%); distilling key university messages effectively (40.8%); and ensuring people receive information that applies to them (40.4%). They were least satisfied with the way these communications encourage 2-way communications (35.9% were either somewhat satisfied or very satisfied).





Online/Electronic Channels Accessed Regularly



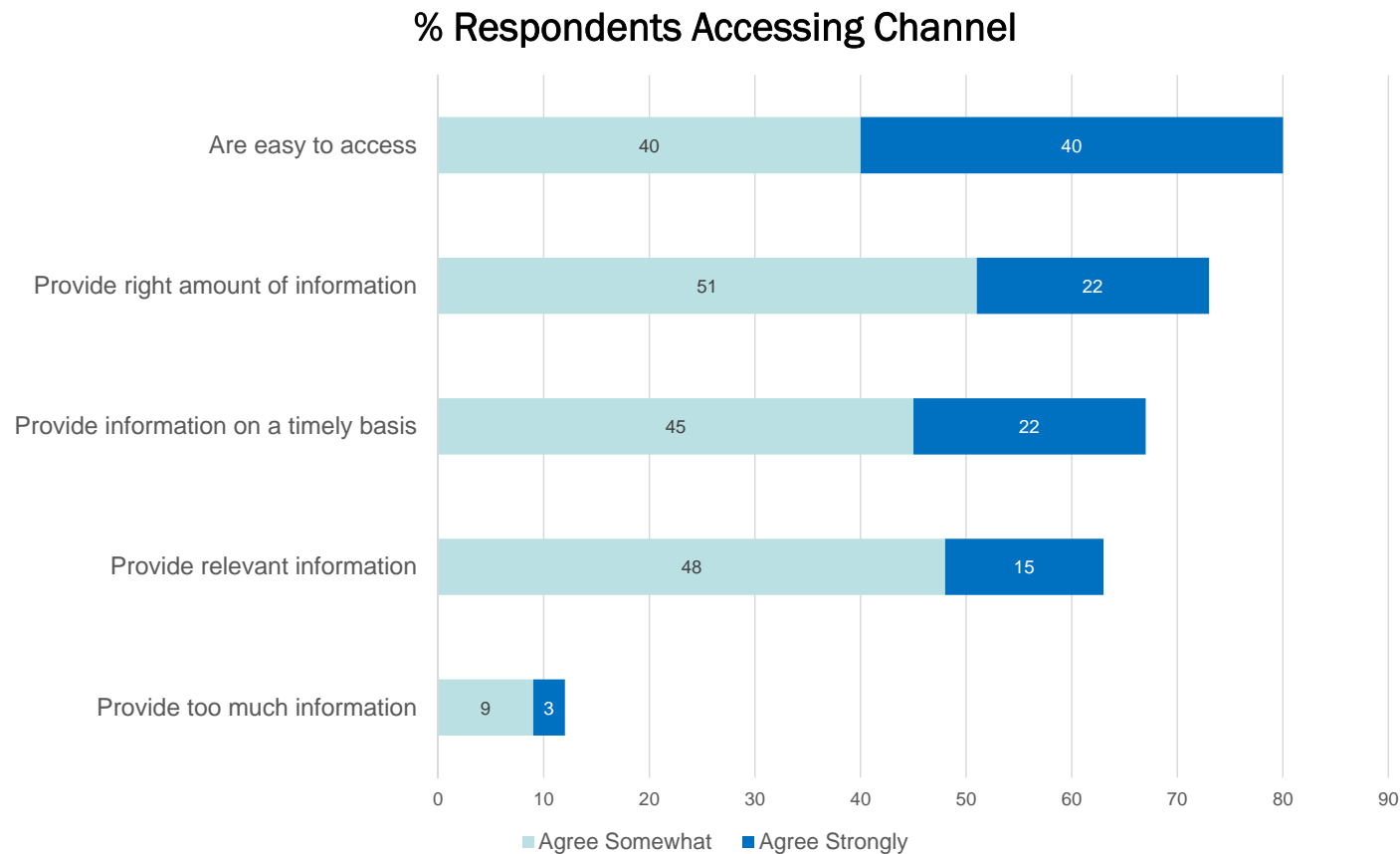
Q4 Which of the following online/electronic internal communications channels do you read/access regularly. Please select all that apply.

Roughly two thirds of those responding to the survey said they read/access Featured Stories at the top of the UVic.ca homepage (66.5%) or campus-wide email broadcasts from the President or VP (61.1%) regularly. About two fifths indicated they read/access Bi-weekly Campus Checklist email newsletters (43.7%), department-specific websites (41.6%), the Current Faculty/Staff page (37.5%) and Featured News on the Uvic.ca homepage (37.0%) regularly. MyPage announcements were reportedly accessed regularly by 29.3%. Respondents were least likely to indicate they read/accessed regularly: Digicaster (11.6%), the online Ring (17.0%) or the UVic news page (23.3%).





Attributes of UVic.ca Homepage – Featured Stories



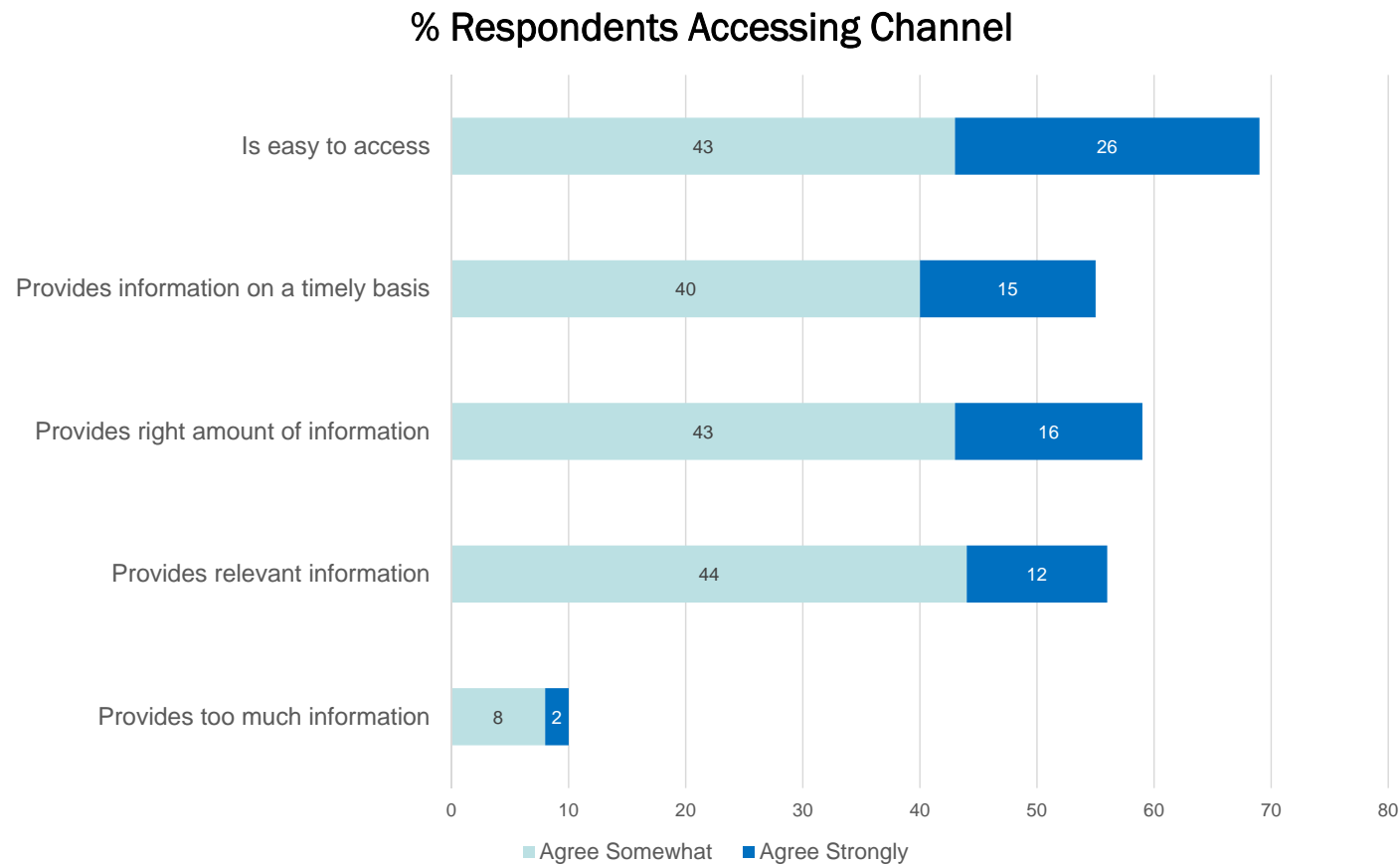
Q5 Please indicate your level of agreement with the following statements about UVic.ca homepage – featured stories at top of page.

The majority of those who indicated they read/access Featured Stories on the UVic homepage regularly agreed that all of the attributes about which they had been queried applied, with the exception of providing too much information (12.0%). Respondents were most likely to agree that Featured Stories on the UVic homepage are easy to access (79.4%), provide the right amount of information (72.5%), provide information on a timely basis (67.1%) and provide relevant information (62.5%).





Attributes of UVic.ca Homepage – Featured News



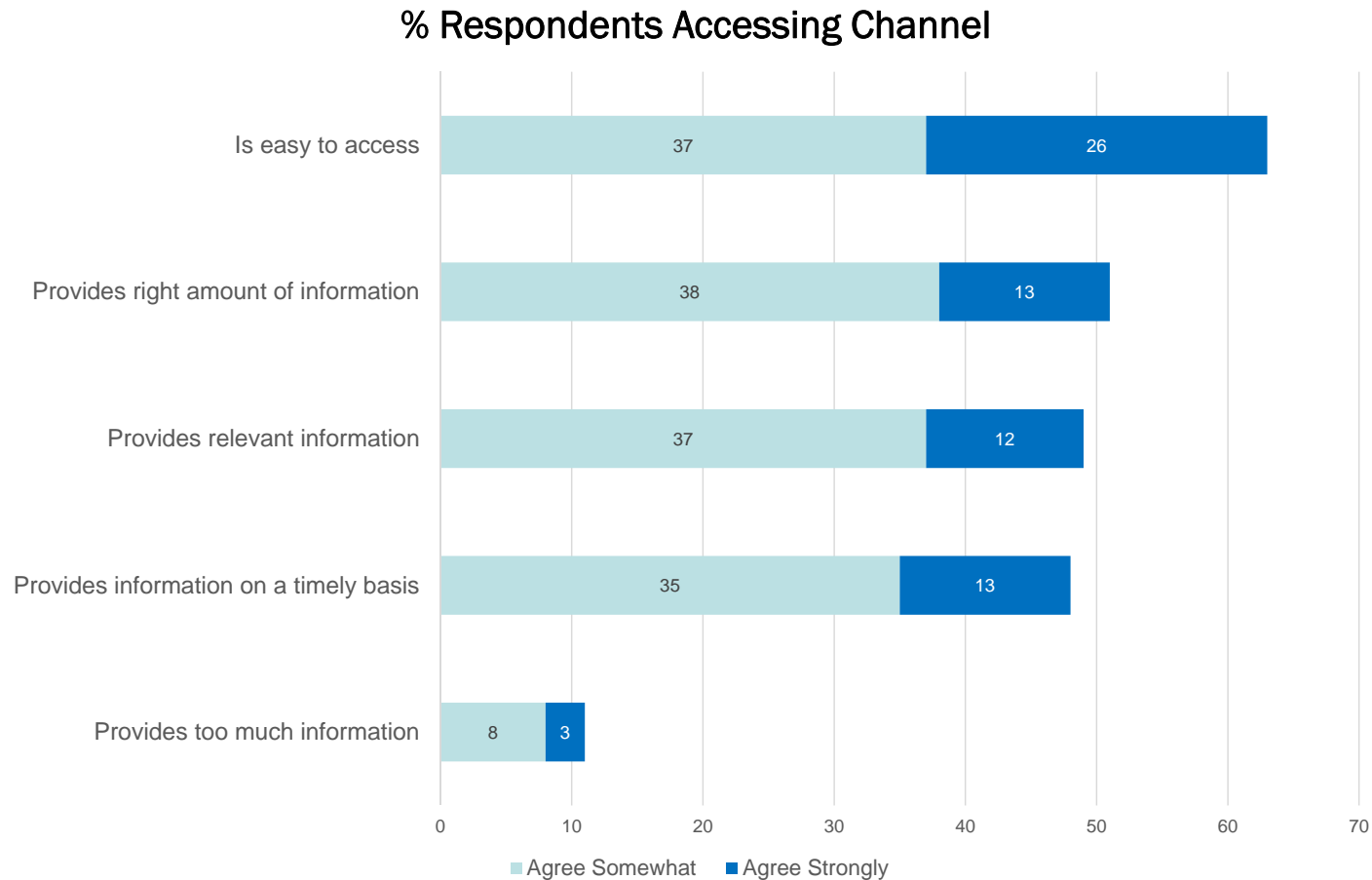
Q6 Please indicate your level of agreement with the following statements about UVic.ca homepage – Featured News section.

The majority of those who indicated they read/access the Featured News section of the Uvic.ca homepage agreed that the information was easy to access (68.8%), provides the right amount of information (58.9%), provides information on a timely basis (54.7%), and provides relevant information (55.4%). Less than one in ten (9.8%) felt the Featured News section provides too much information.





Attributes of Current Faculty/Staff Page



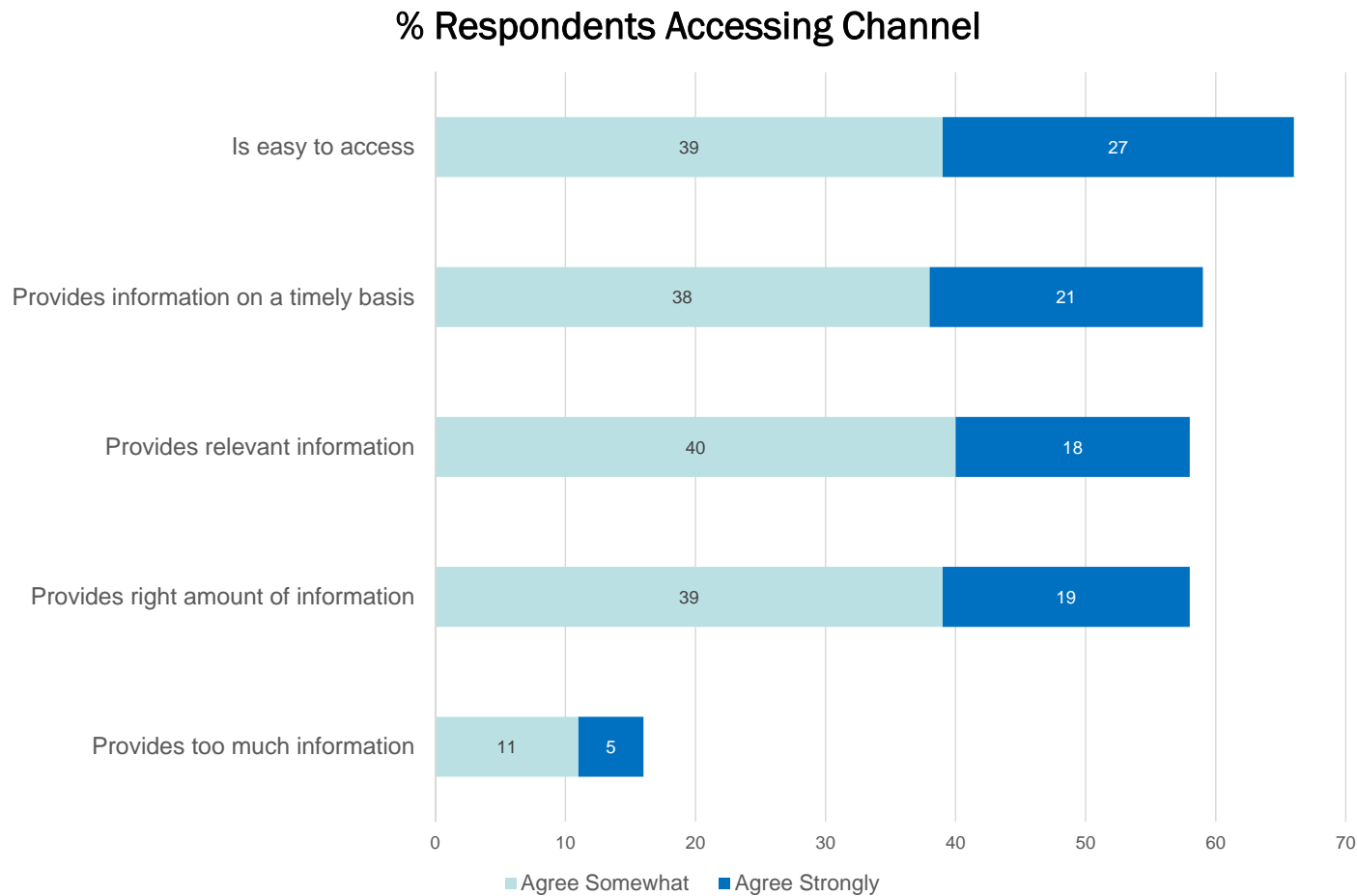
Q7 Please indicate your level of agreement with the following statements about Current Faculty/Staff page.

About two thirds of faculty and staff accessing the Current Faculty/Staff Page regularly agreed it is easy to access (63.7%), and the majority also agreed it provides the right amount of information (51.2%), provides relevant information (49.5%) and provides information on a timely basis (47.8%). Only the minority of these respondents felt the page provides too much information (11.7%).





Attributes of MyPage



Q8 Please indicate your level of agreement with the following statements about MyPage.

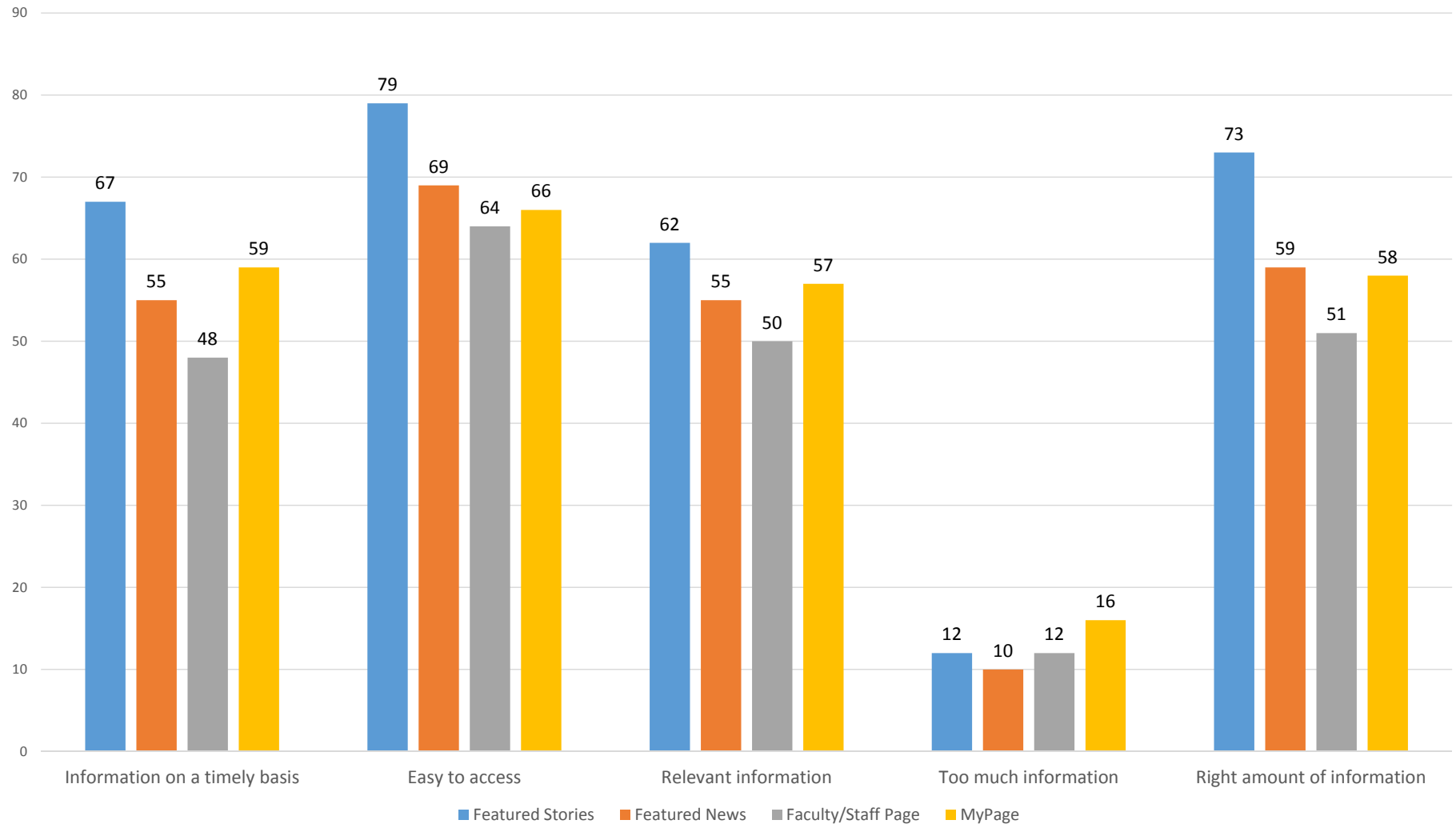
Two thirds of those reading/accessing MyPage regularly agreed it is easy to access (65.6%), while the majority also agreed it provides information on a timely basis (58.9%), provides relevant information (57.3%) and provides the right amount of information (58.0%). A relatively small number felt the page provides too much information (15.9%).





Attributes of Online/Electronic Channels - Summary

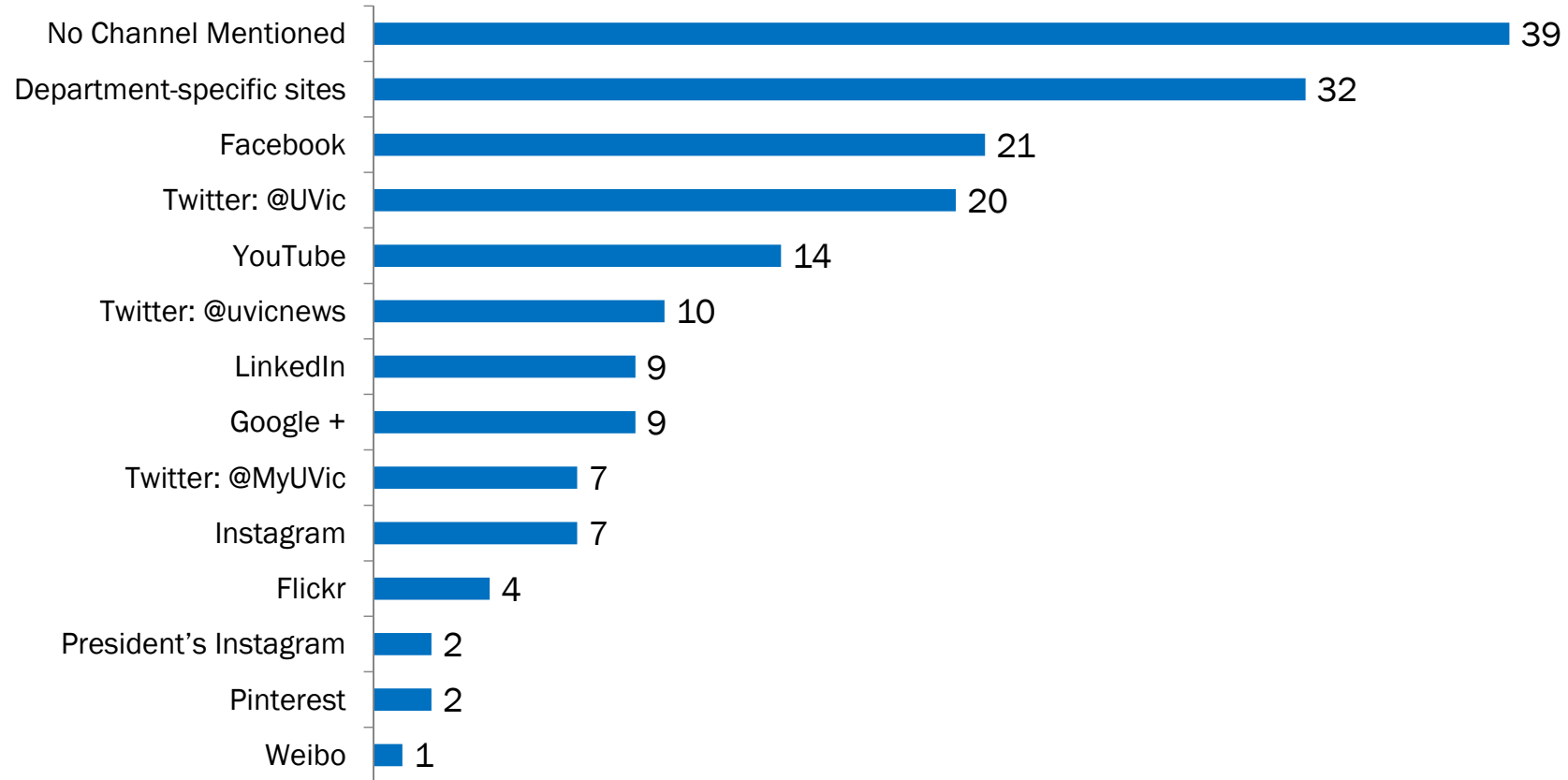
% Respondents Accessing Channels – Top 2 Box Agreement





Social Media Channels Accessed Regularly

% All Respondents



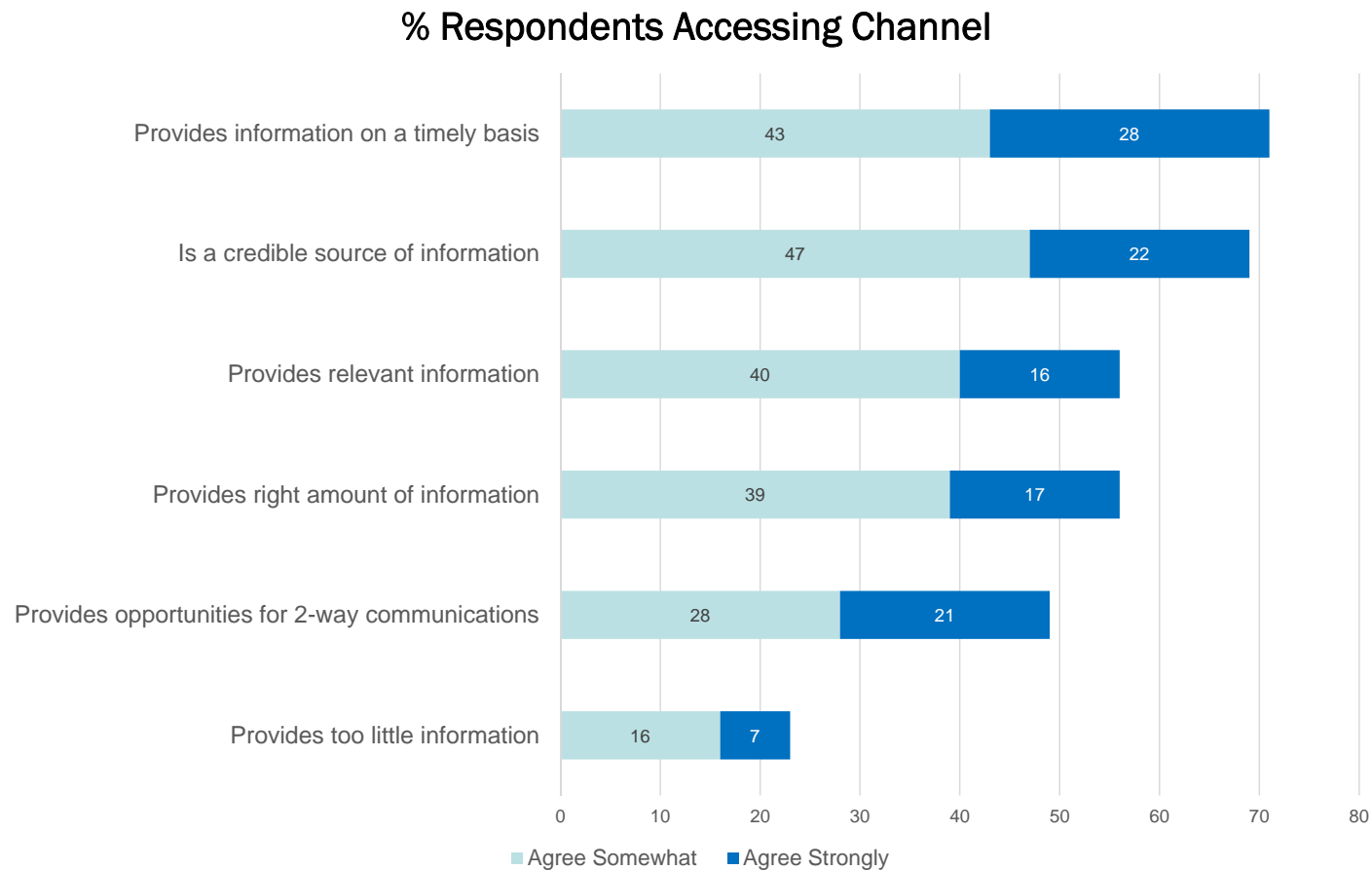
Q9 Which of the following social media internal communications channels do you read/access regularly? Please select all that apply.

Interestingly, more than one third of survey respondents indicated that they do not access any of the social media internal communications channels regularly (39.0%). Roughly one third of respondents indicated they read/access department-specific social media sites regularly (31.9%), while about one in five read/access the University's Facebook page (20.5%) or Twitter (@UVic) feed (20.3%) regularly. Respondents were least likely to say they read/accessed the University Weibo (0.7%) or Pinterest (2.3%) sites regularly, along with the President's Instagram (2.0%).





Attributes of Twitter: @UVic



Q10 Please indicate your level of agreement with the following statements about Twitter: @UVic.

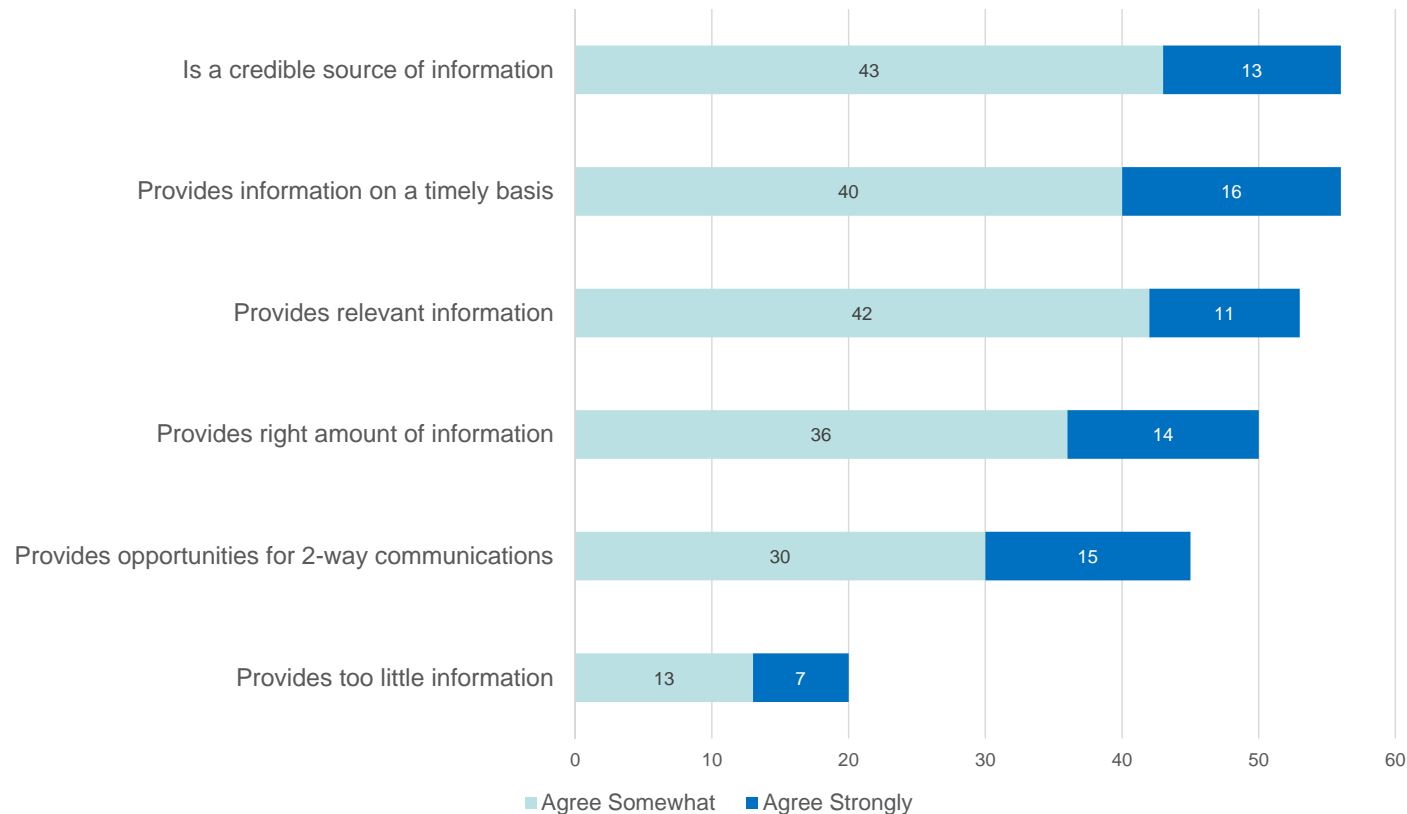
Regular users of the Twitter @UVic feed were most likely to agree that it provides information on a timely basis (70.6%), is a credible source of information (69.3%) and provides relevant information (56.4%). They were least likely to agree that it provides too little information (22.9%) and provides opportunities for 2-way communications (48.6%).





Attributes of Facebook: facebook.com/universityofvictoria

% Respondents Accessing Channel



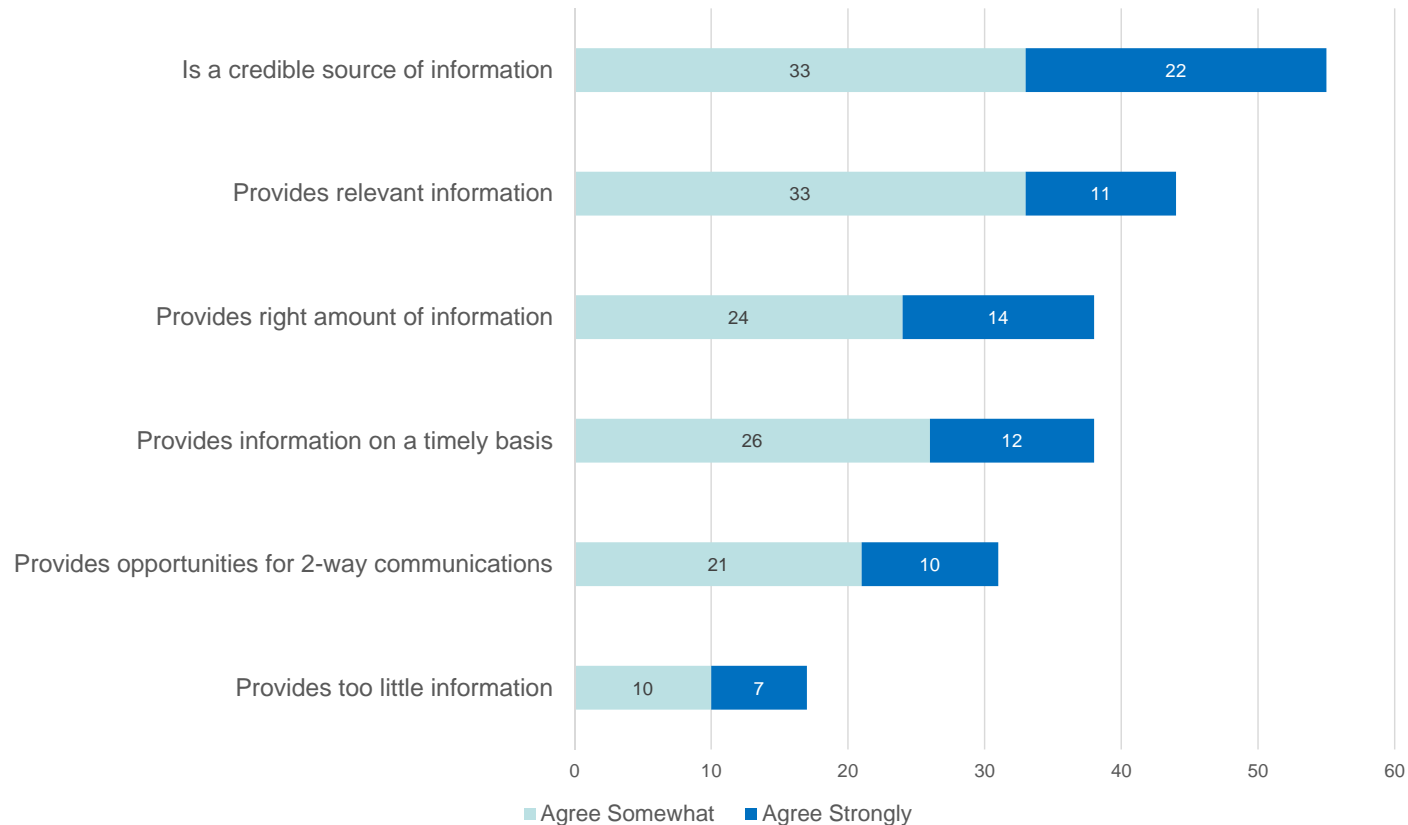
Q11 Please indicate your level of agreement with the following statements about Facebook: facebook.com/universityofvictoria.

Among those saying they read/access UVic's Facebook page regularly, agreement was highest that the page is a credible source of information (55.9%), provides information on a timely basis (55.5%) and provides relevant information (53.2%). Relatively few of those using the channel regularly felt it provides too little information (20.5%). A significant percentage agreed it provides opportunities for 2-way communications (45.0%).





% Respondents Accessing Channel



Q12 Please indicate your level of agreement with the following statements about LinkedIn: [linkedin.com/edu/school?id=10808](https://www.linkedin.com/edu/school?id=10808).

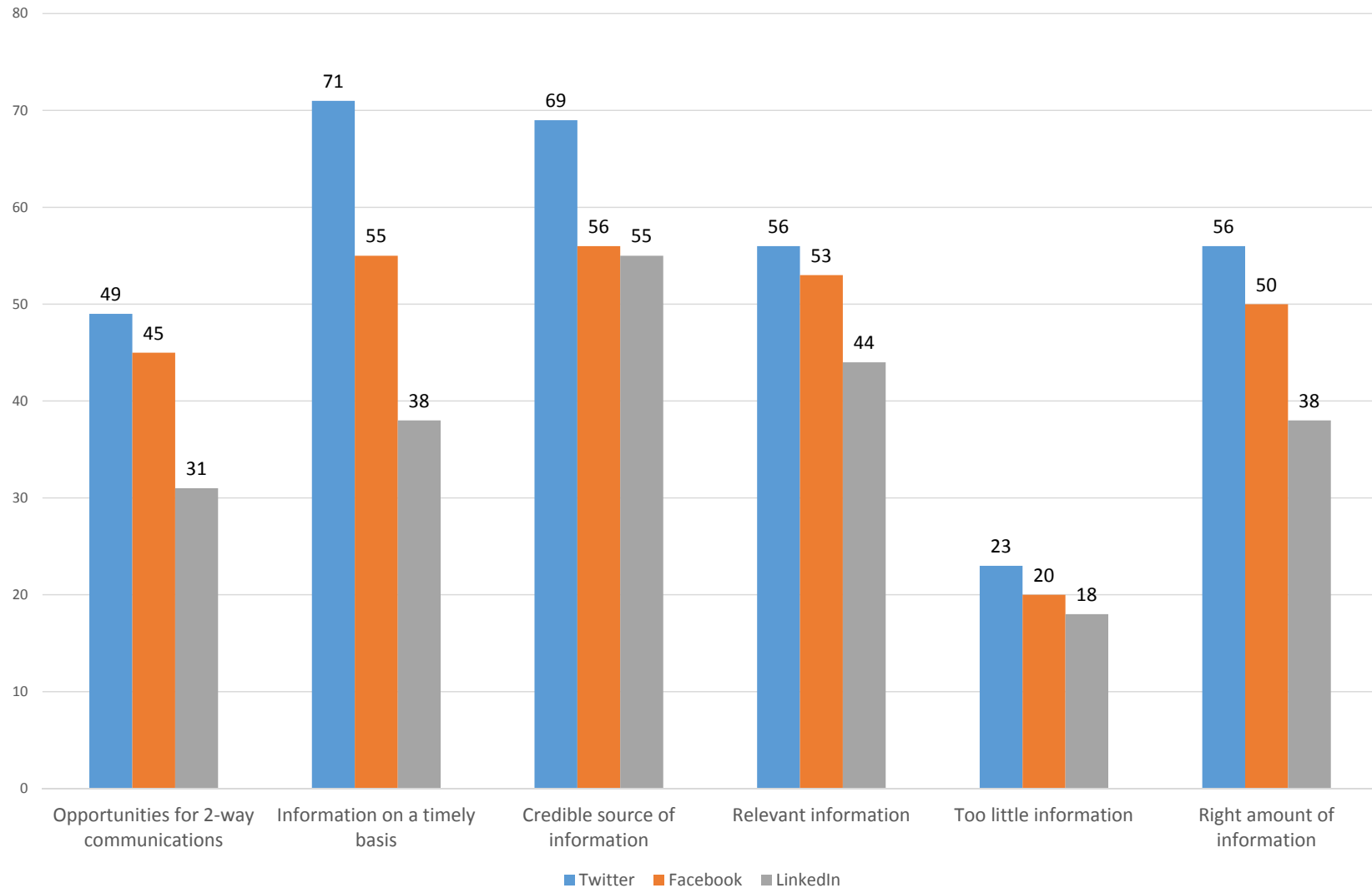
The majority of regular users of UVic's LinkedIn page agreed the page is a credible source of information (54.6%), however, fewer than half of regular users felt it provides relevant information (44.3%), provides the right amount of information (38.1%) or provides information on a timely basis (38.1%). Fewer than one quarter agreed the page provides too little information (17.5%), and only about one third agreed it provides opportunities for 2-way communication (30.9%).





Attributes of Social Media Channels - Summary

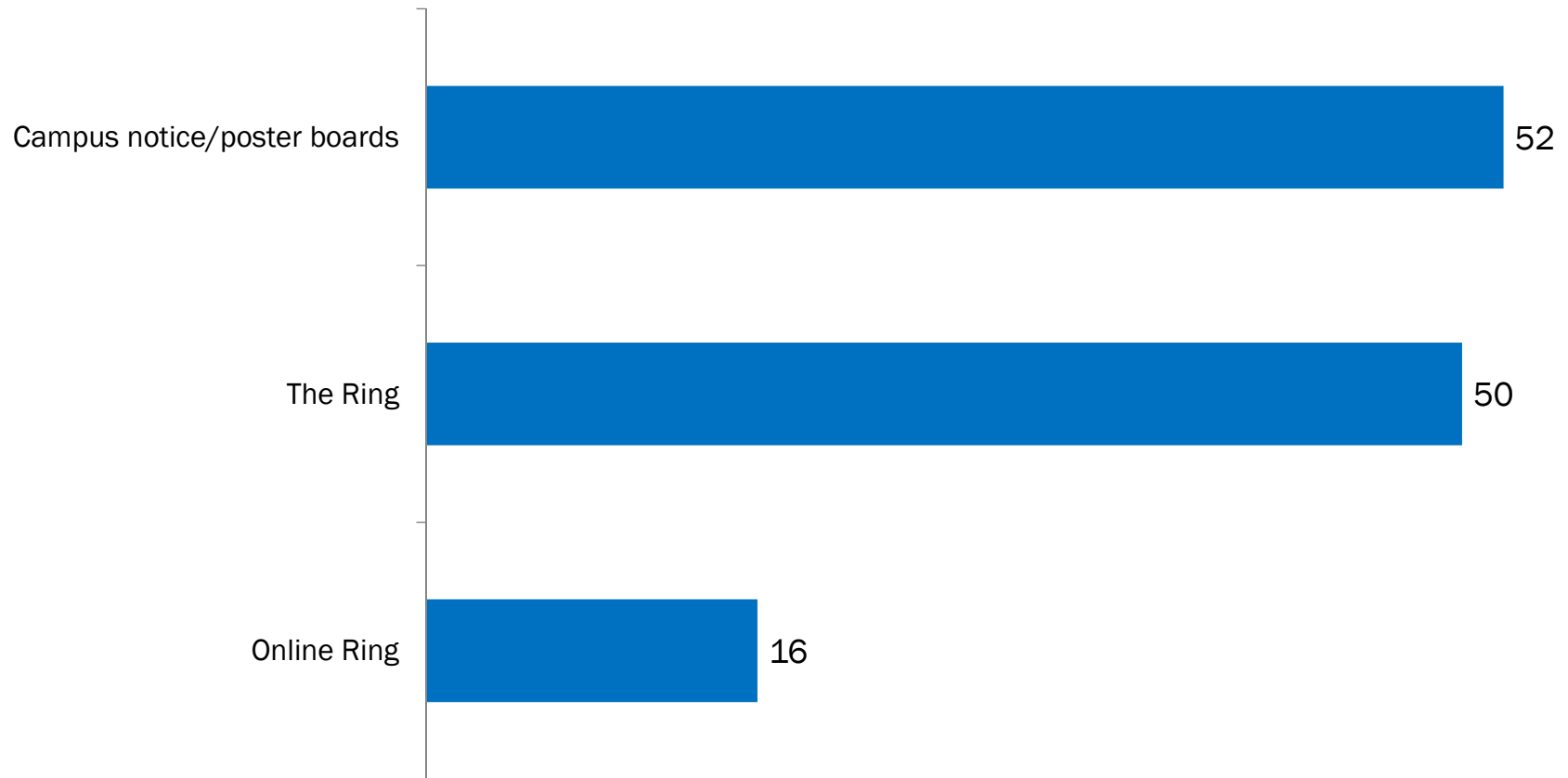
% Respondents Accessing Channels – Top 2 Box Agreement





Print Channels Accessed Regularly

% All Respondents



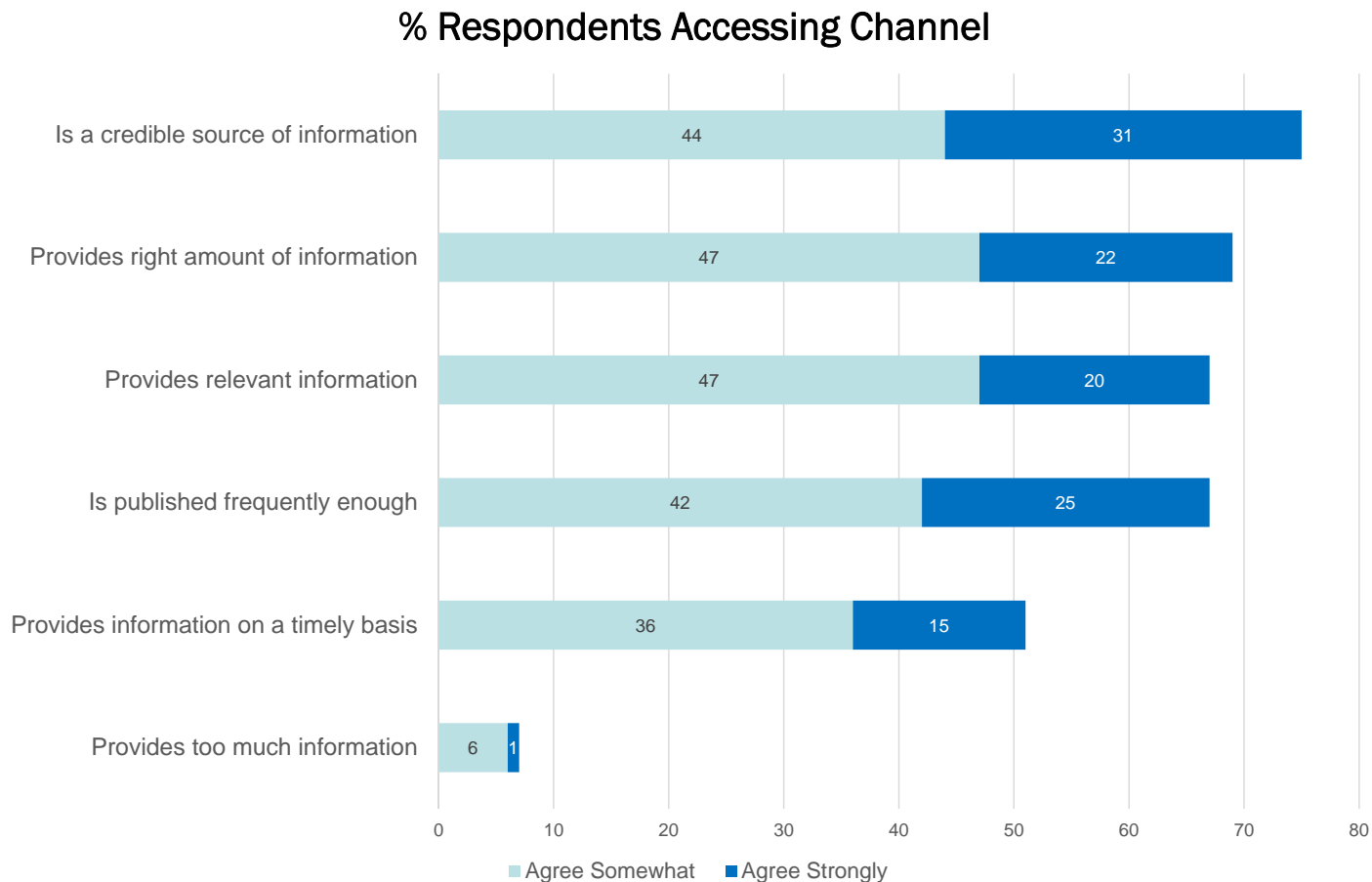
Q13 Which of the following print internal communications channels do you read/access regularly? Please select all that apply.

About half of the survey respondents said they read/access campus notice/poster boards (52.2%) or The Ring (50.2%) regularly, while roughly one in six indicated they read/access the online Ring (15.6%) on a regular basis.





Attributes of The Ring



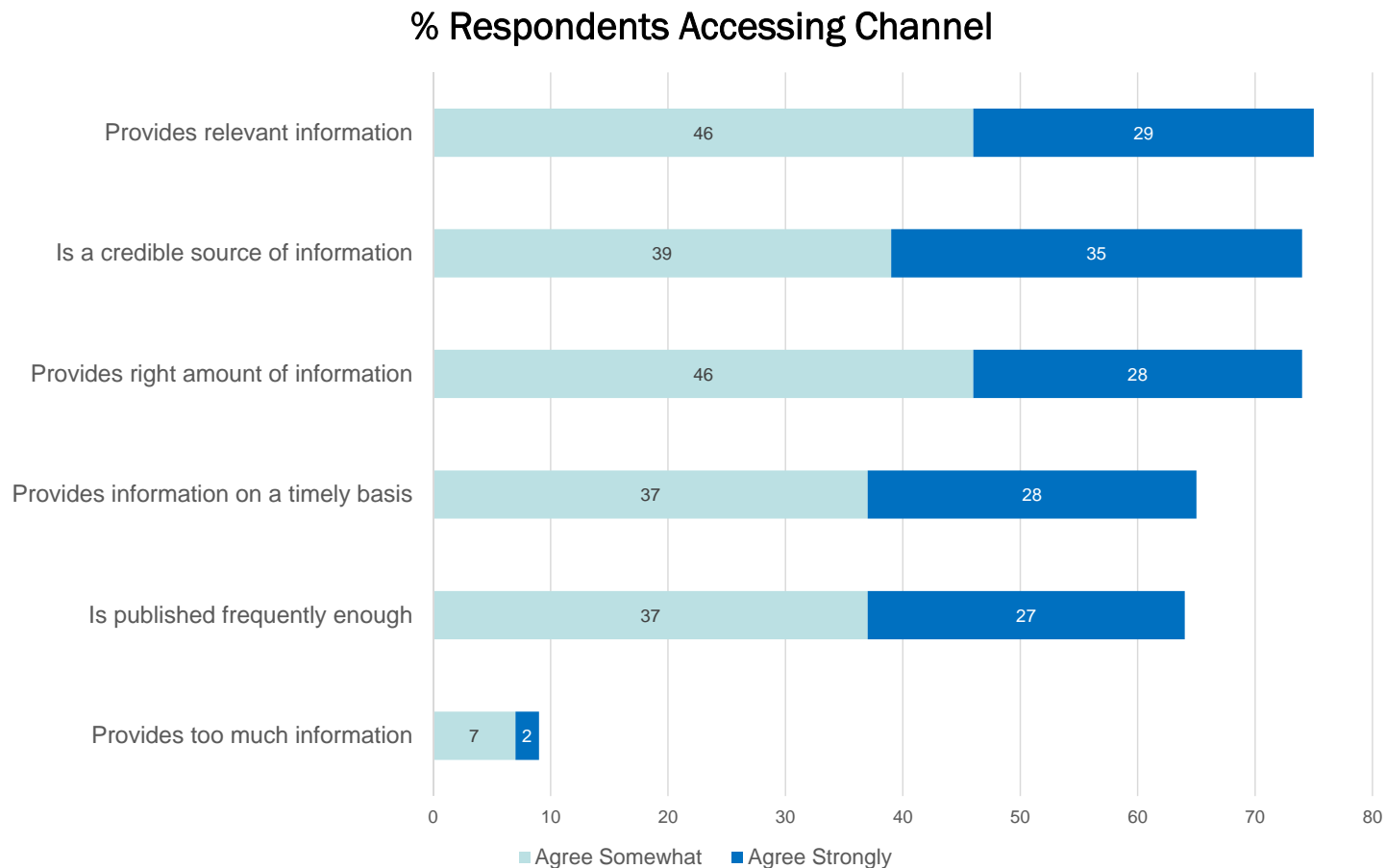
Q14 Please indicate your level of agreement with the following statements about The Ring.

Three quarters of those who indicated they read The Ring regularly agreed it is a credible source of information (75.3%). About two thirds of regular readers also agreed that The Ring provides the right amount of information (69.4%), provides relevant information (66.8%) and is published frequently enough (66.6%), while about half felt The Ring provides information on a timely basis (51.2%). Fewer than one in ten indicated they thought The Ring provides too much information (7.6%).





Attributes of the online Ring



Q15 Please indicate your level of agreement with the following statements about the online Ring.

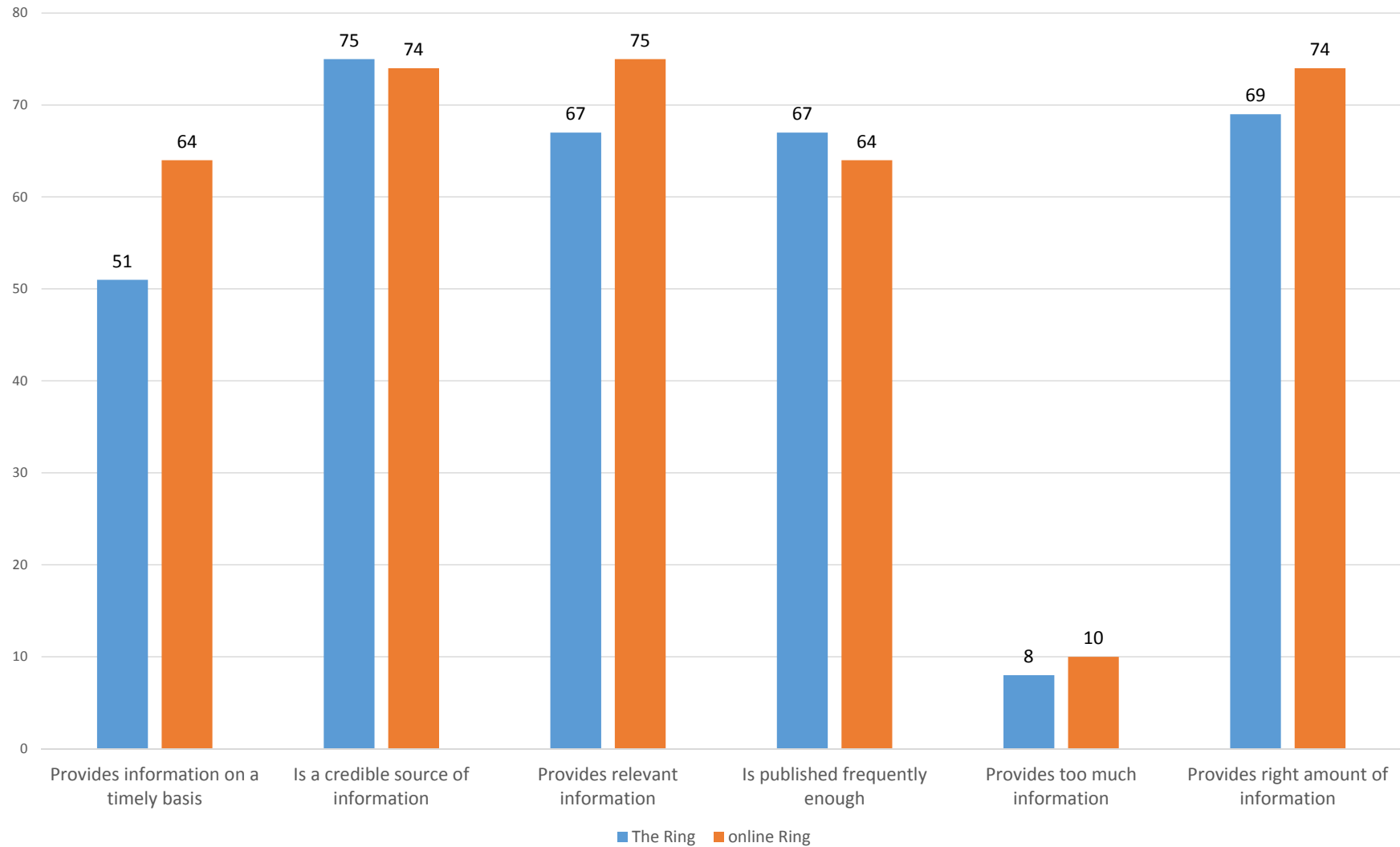
About three quarters of those reading the online Ring regularly agreed that it provides relevant information (75.4%), is a credible source of information (73.7%) and provides the right amount of information (74.3%), while about two thirds agreed it provides information on a timely basis (64.1%) and is published frequently enough (64.1%). Fewer than 10 percent agreed with the statement “provides too much information” in regard to the online Ring (9.6%).





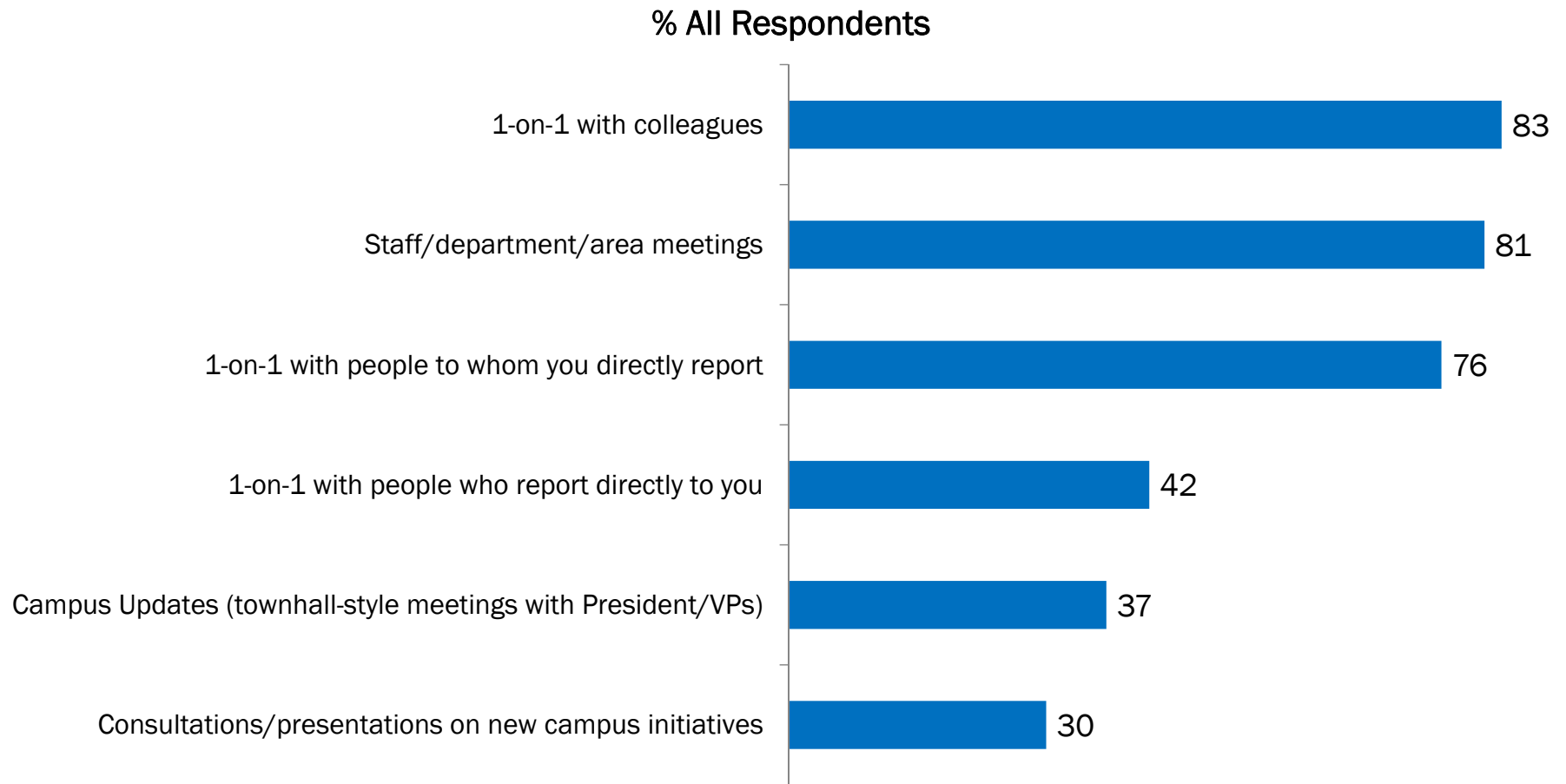
Attributes of Print Channels - Summary

% Respondents Accessing Channels – Top 2 Box Agreement





In-Person Channels Accessed Regularly



Q16 Which of the following in-person internal communications channels do you use regularly? Please select all that apply.

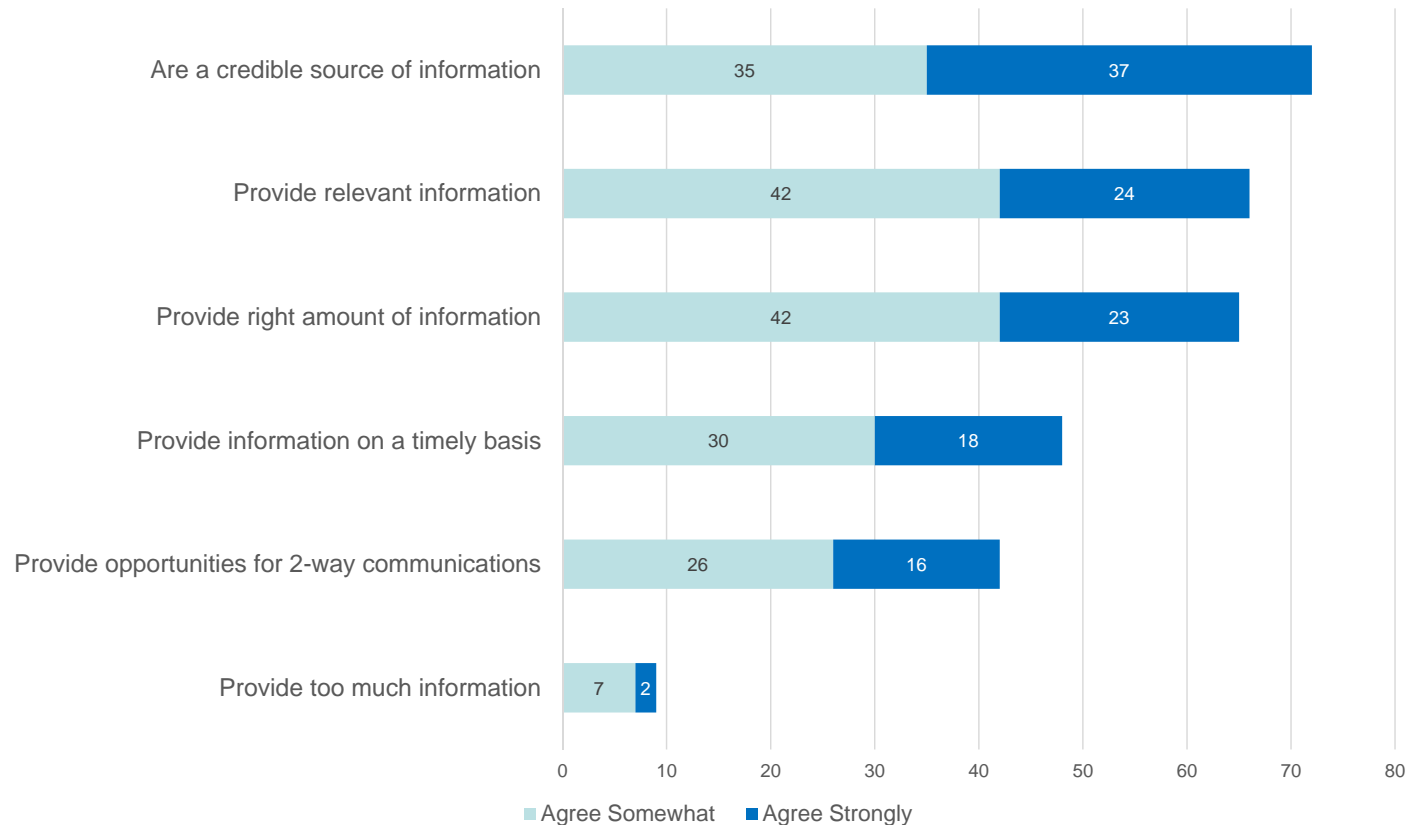
Three quarters (or more) of all those taking the survey reported that they regularly use several in-person internal communications channels: 1-on-1 with colleagues (82.9%); staff/department/area meetings (81.3%); or 1-on-1 with people to whom they directly report (76.0%). Fewer than one third said they regularly access consultations/presentations on new campus initiatives such as the UVic Difference project and strategic planning (29.9%), and slightly more than one third access Campus Updates (37.4%).





Attributes of Campus Updates (President/VPs)

% Respondents Accessing Channel



Q17 Please indicate your level of agreement with the following statements about Campus Updates (President/VPs).

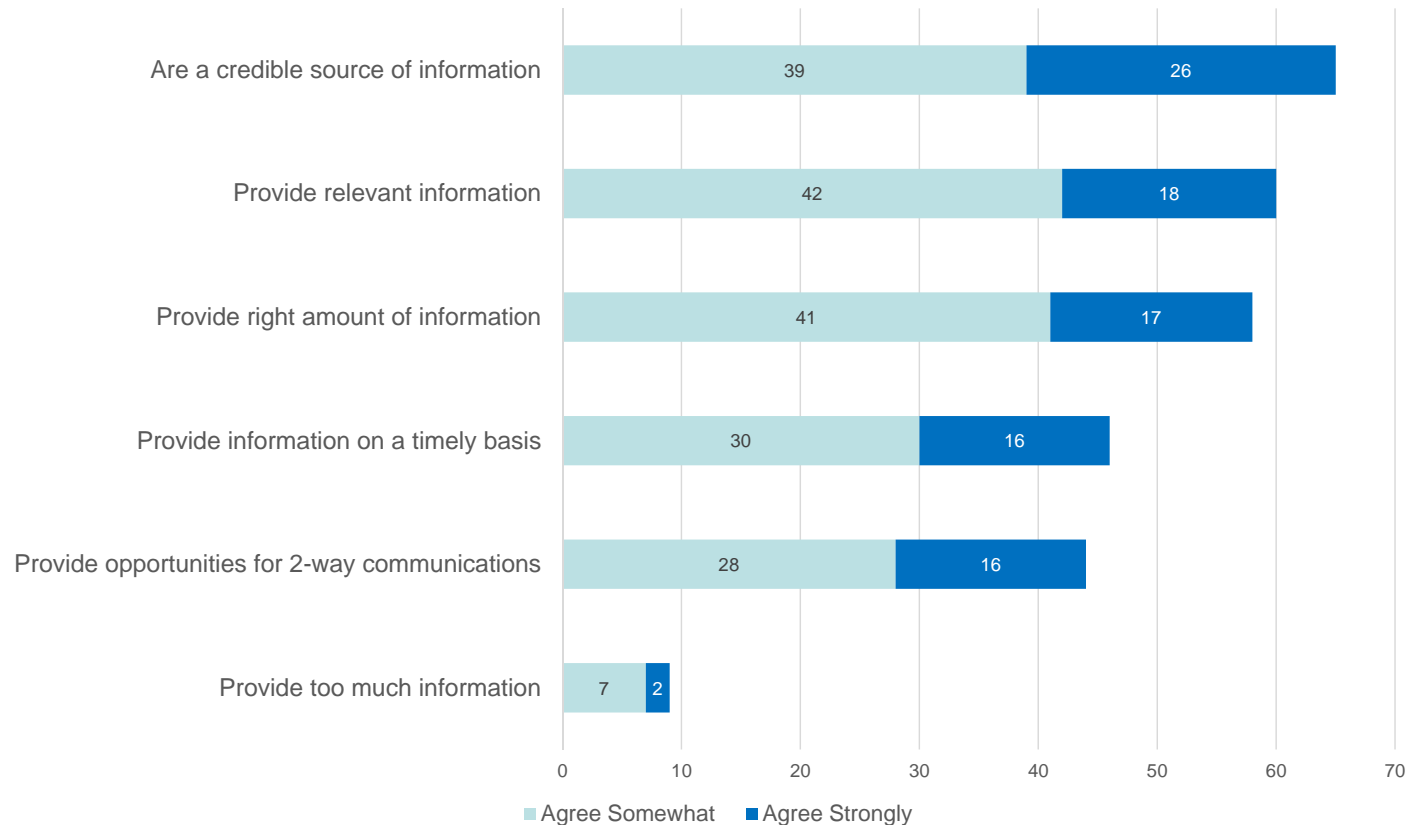
About three quarters of those who said they access Campus Updates regularly agreed they are a credible source of information (72.6%), while about two thirds agreed they provide relevant information (66.8%) and provide the right amount of information (65.1%). Fewer than half, however, felt they provide information on a timely basis (48.4%) or provide opportunities for 2-way communications (42.6%). Fewer than one in ten agreed with the statement “provide too much information” (8.5%).





Consultations/Presentations – New Campus Initiatives

% Respondents Accessing Channel



Q18 Please indicate your level of agreement with the following statements about consultations/presentations on new campus initiatives.

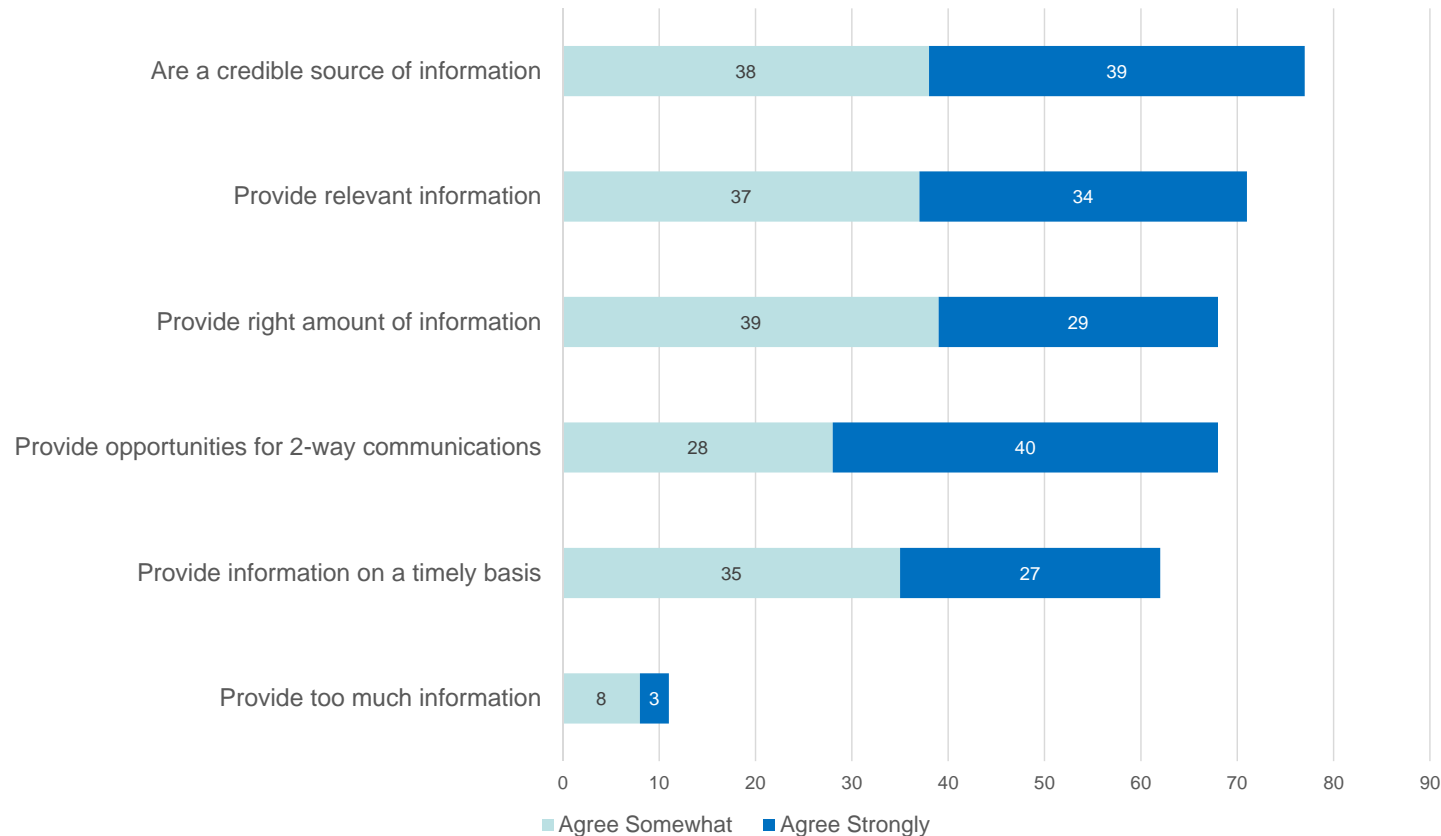
Two thirds of the respondents who indicated they access consultations/presentations on new campus initiatives felt they are a credible source of information (65.4%), provide relevant information (59.5%) and provide the right amount of information (58.3%). Fewer than half agreed that these consultations/presentations provide information on a timely basis (45.8%) or provide opportunities for 2-way communications (43.9%). Fewer than ten percent of respondents accessing this channel agreed the consultations/presentations provide too much information (8.4%).





Attributes of Staff/Department/Area Meetings

% Respondents Accessing Channel



Q19 Please indicate your level of agreement with the following statements about staff/department/area meetings.

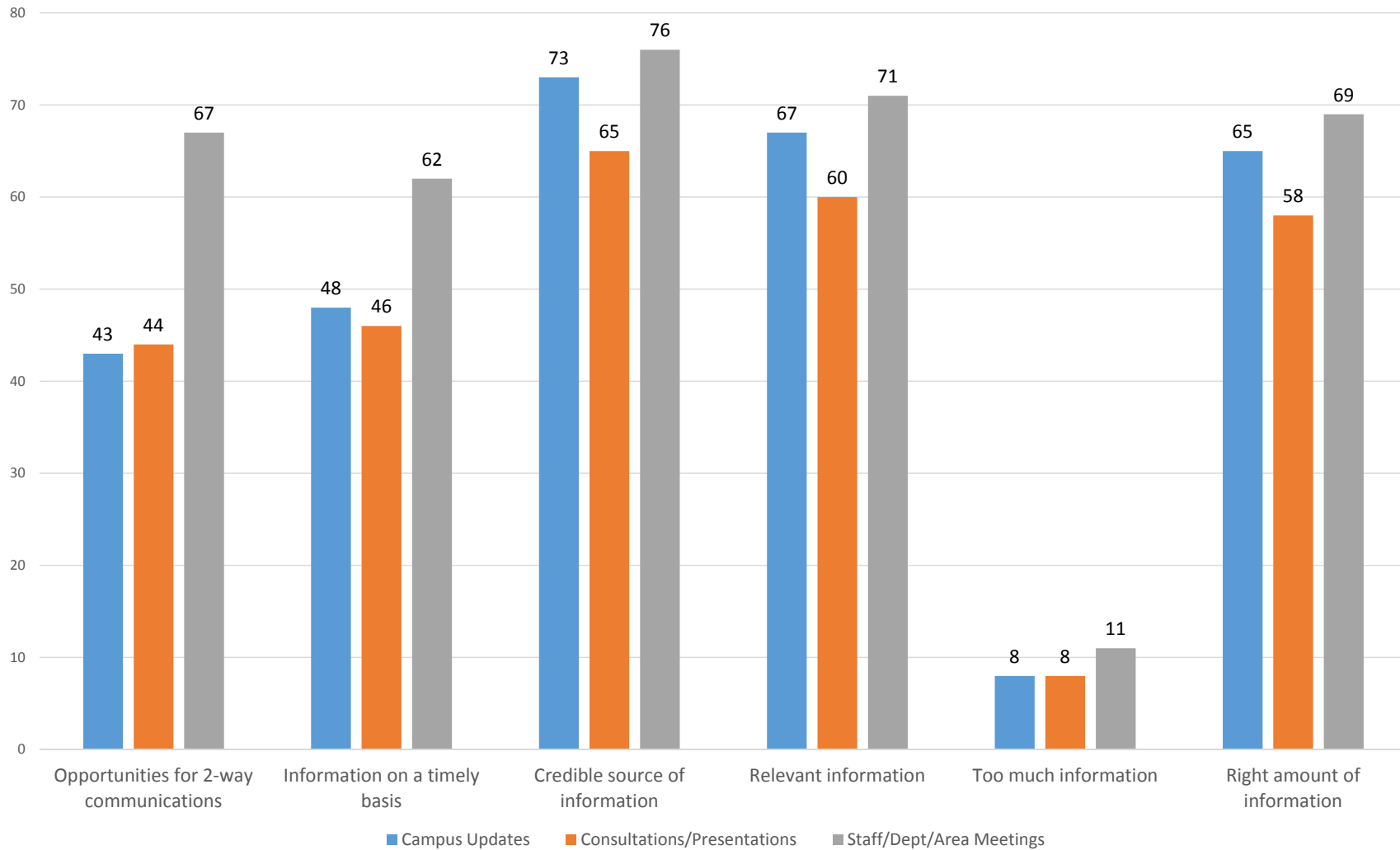
About three quarters of those regularly accessing staff/department/area meetings indicated they agreed that these meetings are a credible source of information (76.5%), and almost the same proportion agreed they provide relevant information (71.3%). Roughly two thirds of these respondents felt that the meetings provide the right amount of information (68.6%) or provide opportunities for 2-way communications (67.3%) and slightly fewer indicated they provide information on a timely basis (61.7%). Very few respondents felt the meetings provide too much information (11.2%).





Attributes of In-Person Channels - Summary

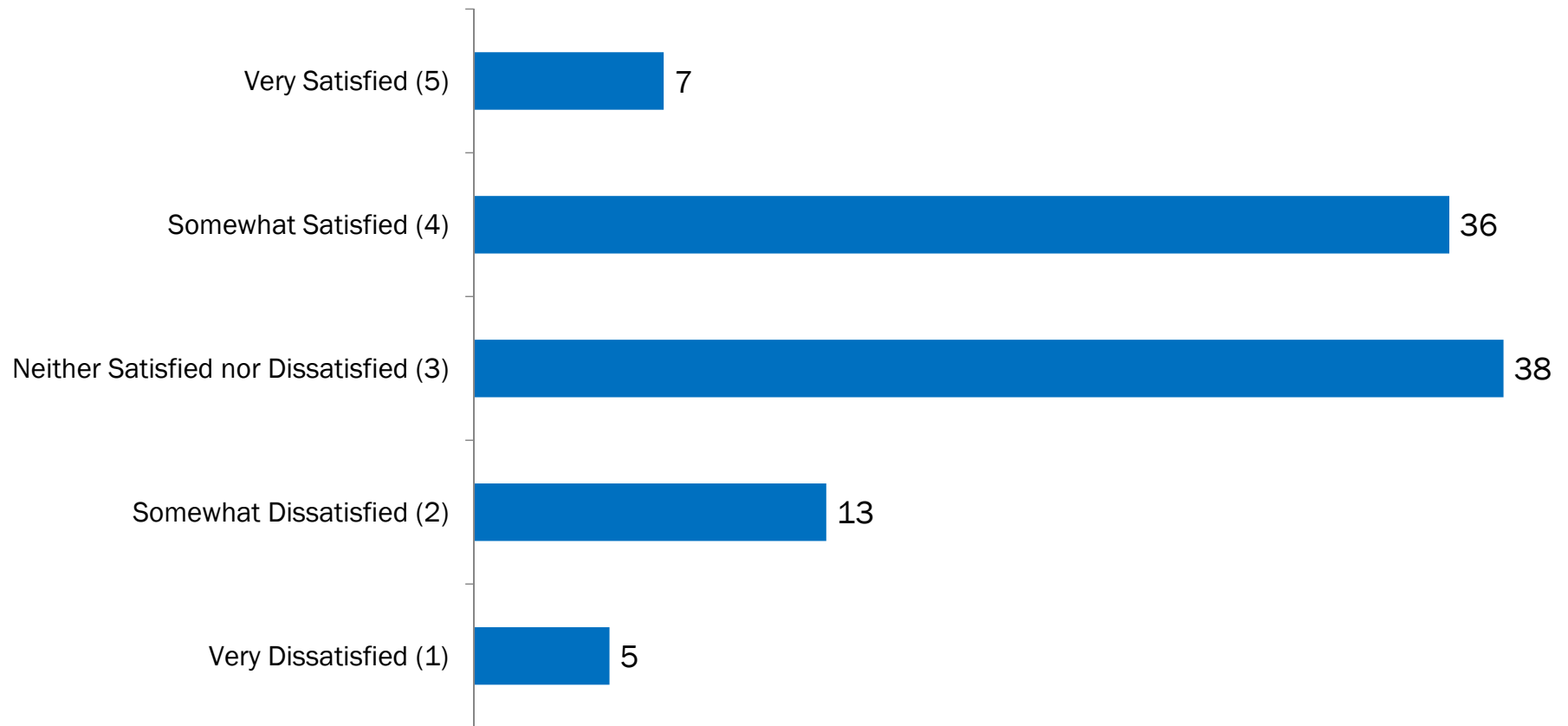
% Respondents Accessing Channels – Top 2 Box Agreement





Internal Communications Provide Information I Need to Do My Job

All Respondents (% Satisfaction)



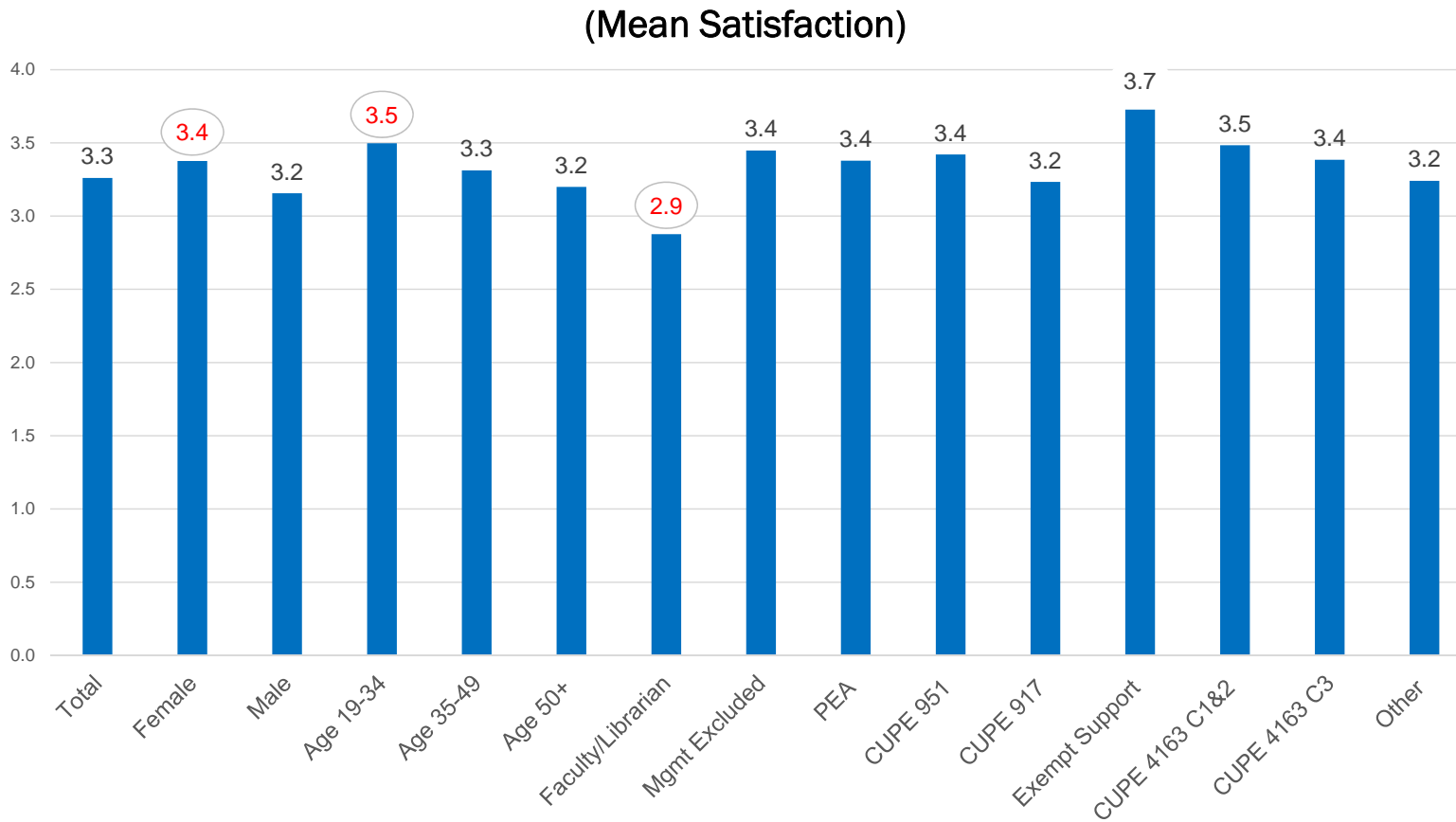
Q22 How satisfied are you that internal communications at UVic provide you with the information you need to do your job?

Fewer than half of all respondents to the survey said they were satisfied that internal communications at UVic provide them with the information they need to do their job (42.7%), including 7.0% who said they were very satisfied and 35.7% saying they were somewhat satisfied that this is the case. Fewer than one fifth of respondents, however, expressed dissatisfaction (18.5%), with 5.3% saying they were very dissatisfied and 13.1% somewhat dissatisfied. More than one third (38.3%) rated their level of satisfaction as “neither satisfied nor dissatisfied”. On average, respondents rated their satisfaction 3.3 out of 5.





Internal Communications Provide Information I Need to Do My Job



Q22 How satisfied are you that internal communications at UVic provide you with the information you need to do your job?

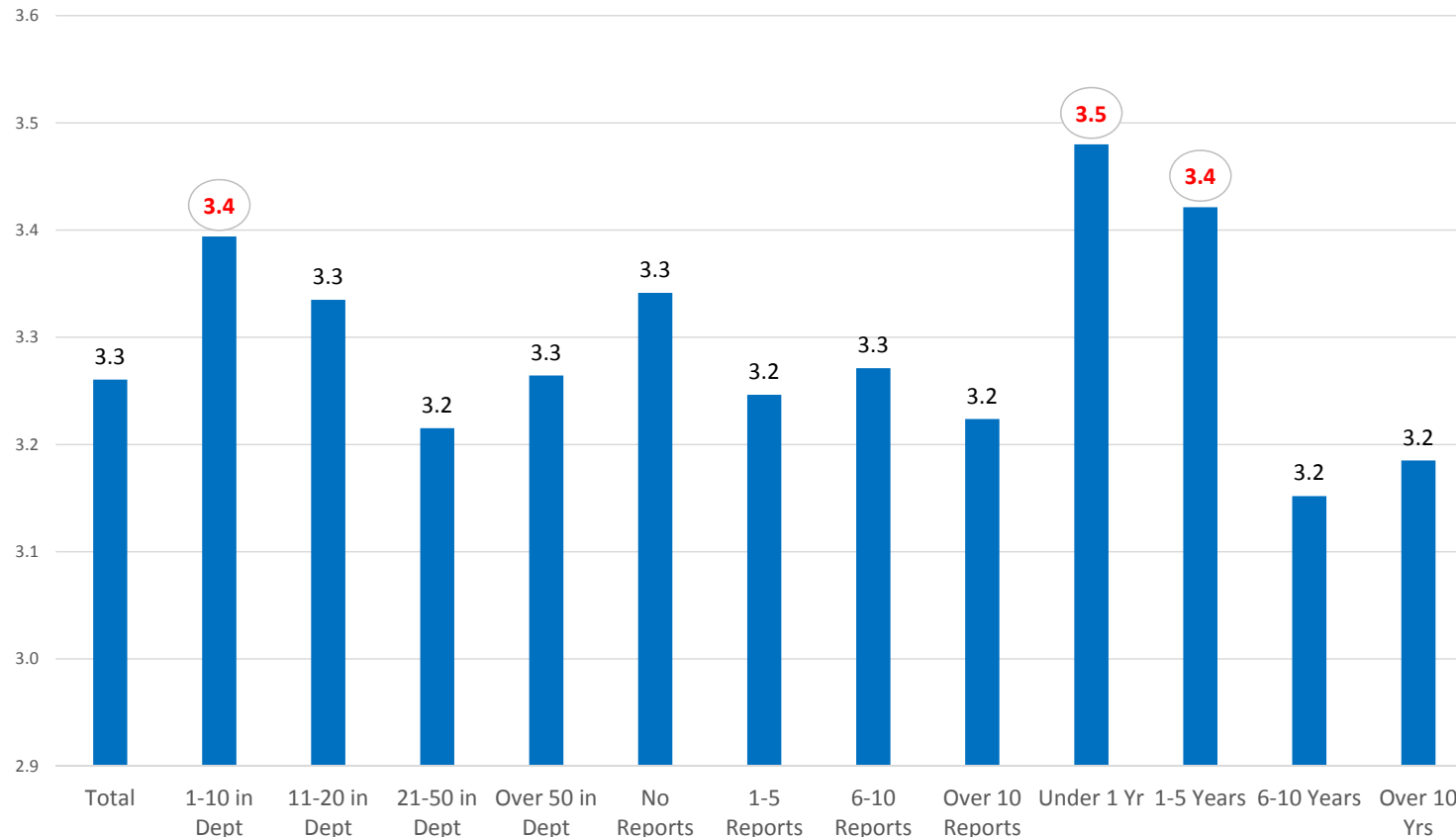
Overall, respondents scored their satisfaction 3.3 out of 5. Female respondents were significantly more satisfied than male respondents in this regard, and younger respondents (ages 19 to 34) were significantly more satisfied than older respondents. Faculty/librarians were significantly less satisfied than respondents in any other role/position.





Internal Communications Provide Information I Need to Do My Job

(Mean Satisfaction)



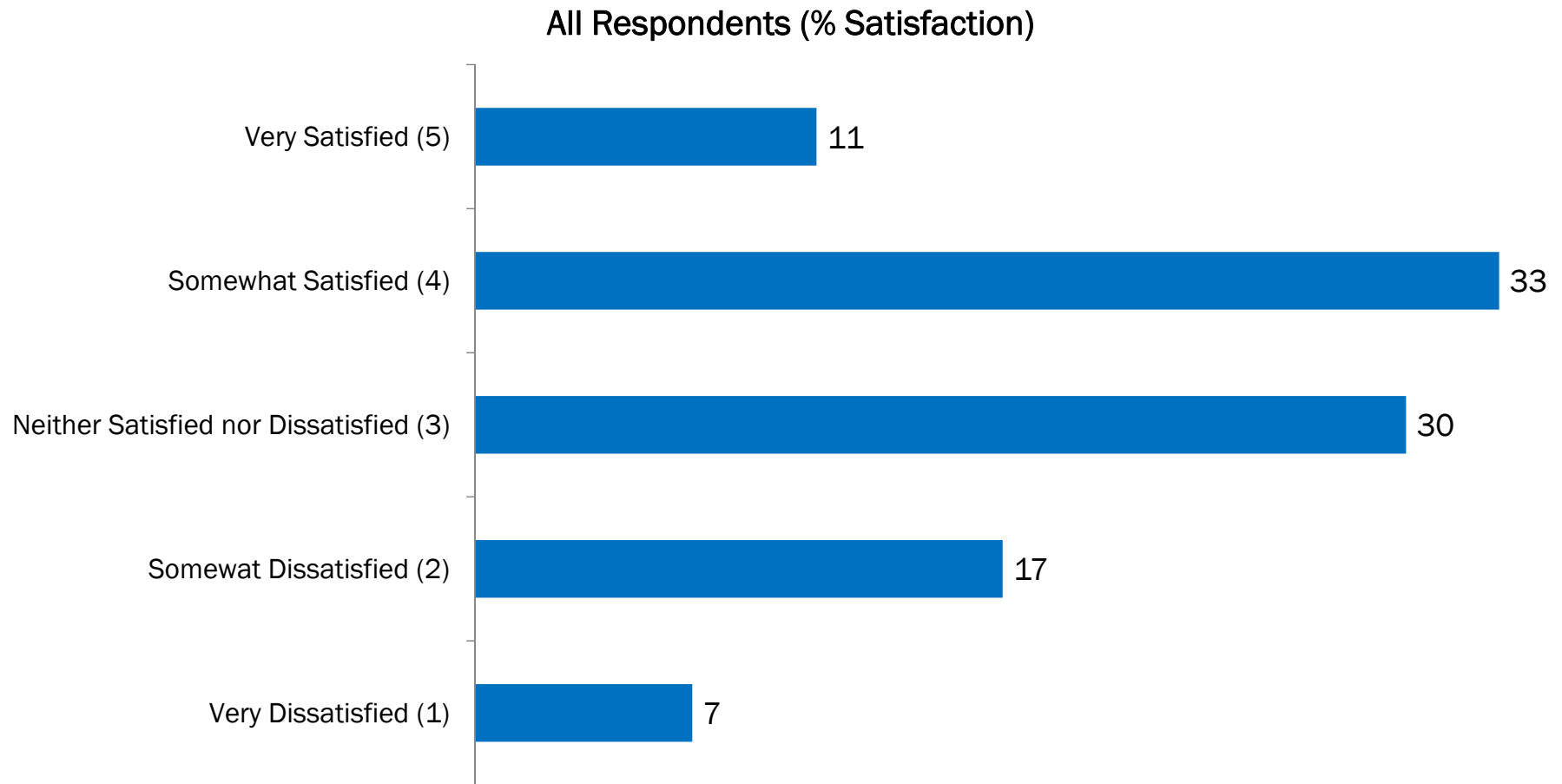
Q22 How satisfied are you that internal communications at UVic provide you with the information you need to do your job?

Respondents working in departments of 1 to 10 people were somewhat more likely than those in departments of 21 to 50 people to be satisfied that internal communications at UVic provide them with the information they need to do their jobs. Those with shorter tenures at UVic (under 1 year and 1 to 5 years) were significantly more satisfied in this regard than respondents with longer tenures (6 to 10 years and over 10 years).





Know How/Where to Access Information if Not Provided



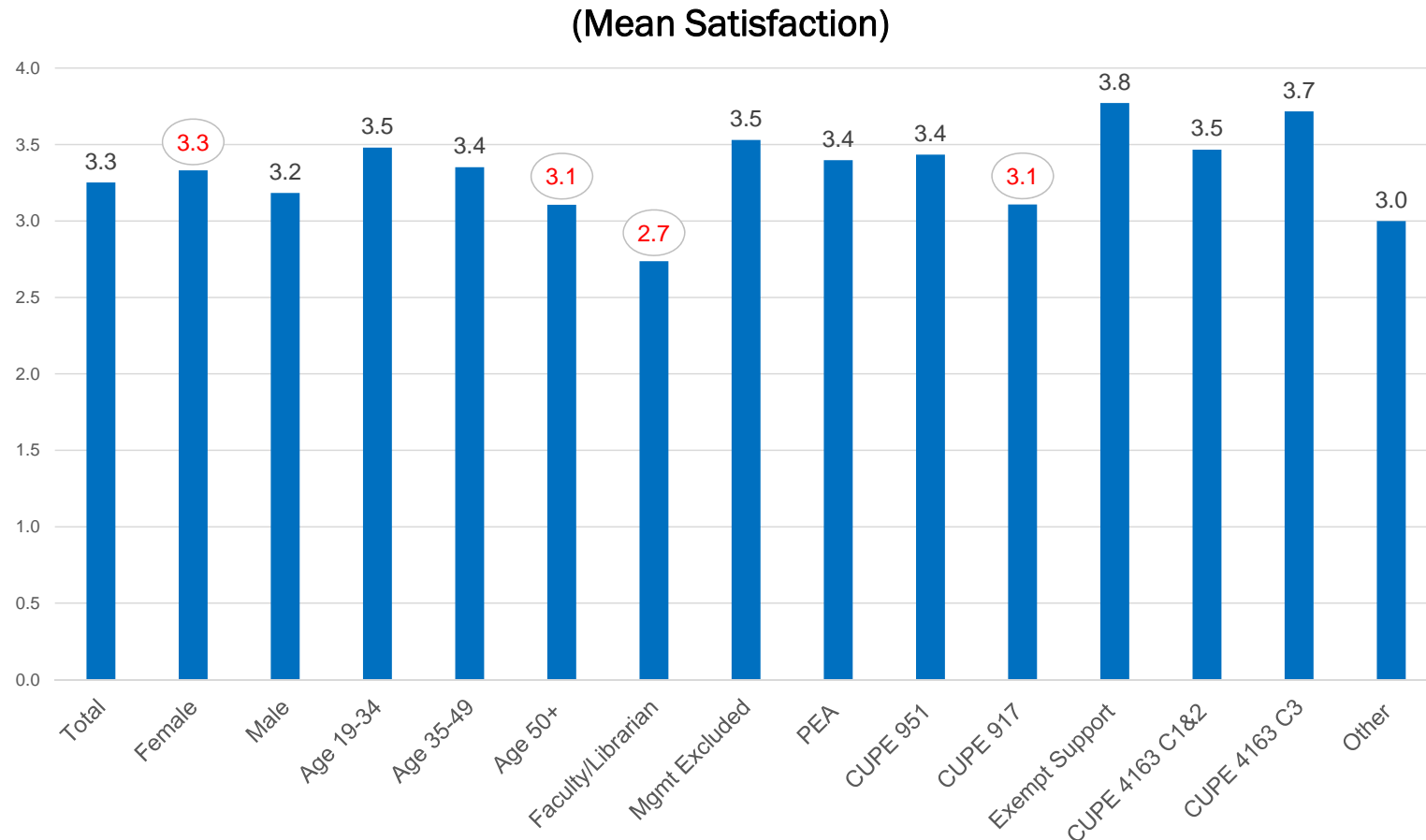
Q23 How satisfied are you that you know how and where to access the information you need if it is not provided to you directly?

Fewer than half of those taking part in the survey said they were satisfied that they know how/where to access needed information if it is not directly provided to them (44.2%), including 11.2% who said they were very satisfied and 33.0% saying they were somewhat satisfied in this regard. Slightly less than one quarter of respondents expressed dissatisfaction (23.9%), with 6.6% saying they were very dissatisfied and 17.2% saying they were somewhat dissatisfied. Slightly under one third (30.4%) rated their level of satisfaction as "neither satisfied nor dissatisfied". Overall, respondents' mean satisfaction score was 3.3 out of 5.





Know How/Where to Access Information if Not Provided



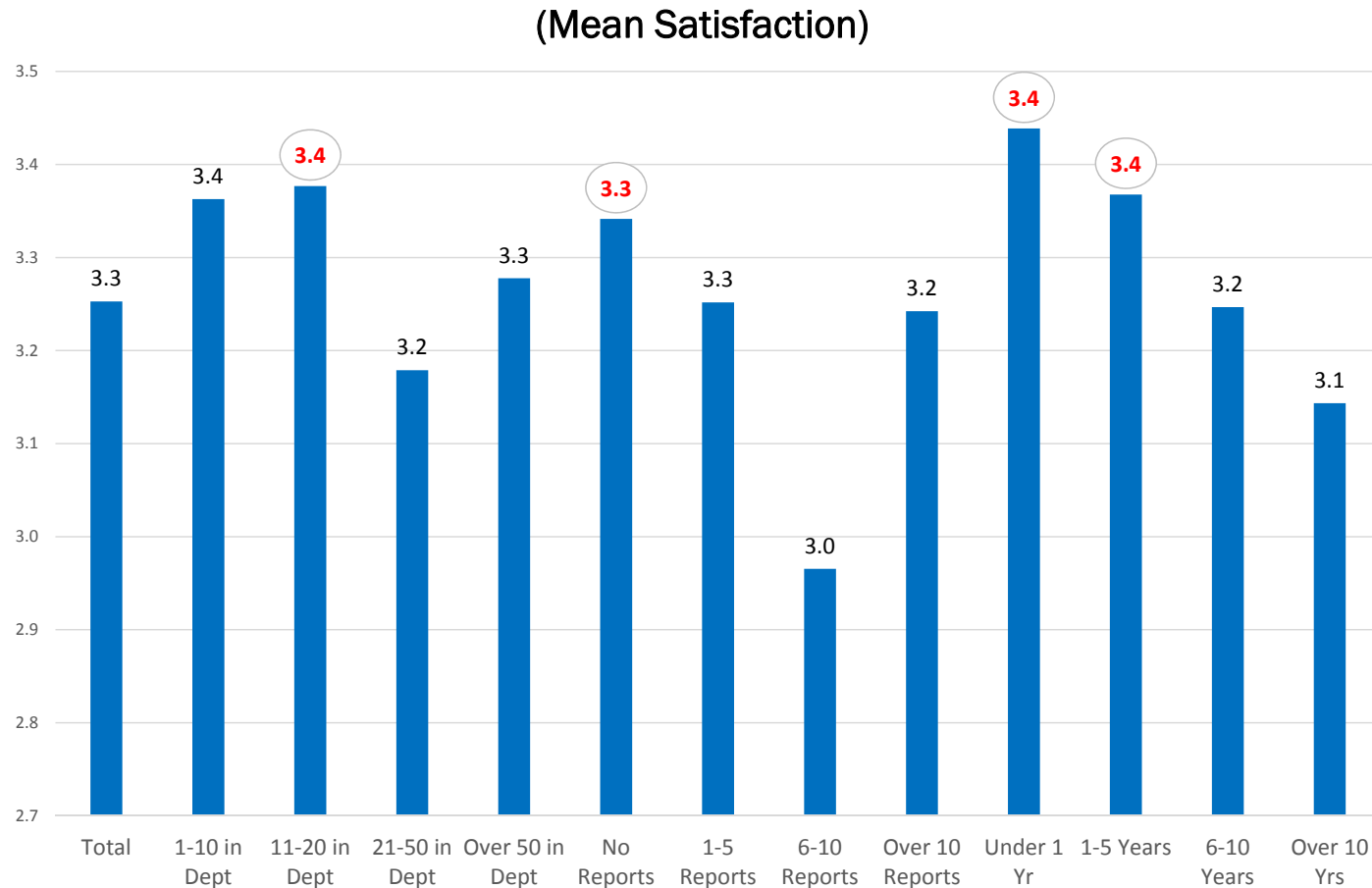
Q23 How satisfied are you that you know how and where to access the information you need if it is not provided to you directly?

Female respondents were significantly more satisfied than male respondents, on average, that they know how/where to access needed information if it is not provided directly to them. Older respondents (ages 50+) were significantly less satisfied than those younger than they that this was the case, as were faculty/librarians compared to other roles/positions. Members of CUPE 917 were less satisfied than those in other roles/positions (except faculty/librarians and those classifying themselves in “other” roles/positions) that they know how/where to access needed information.





Know How/Where to Access Information if Not Provided



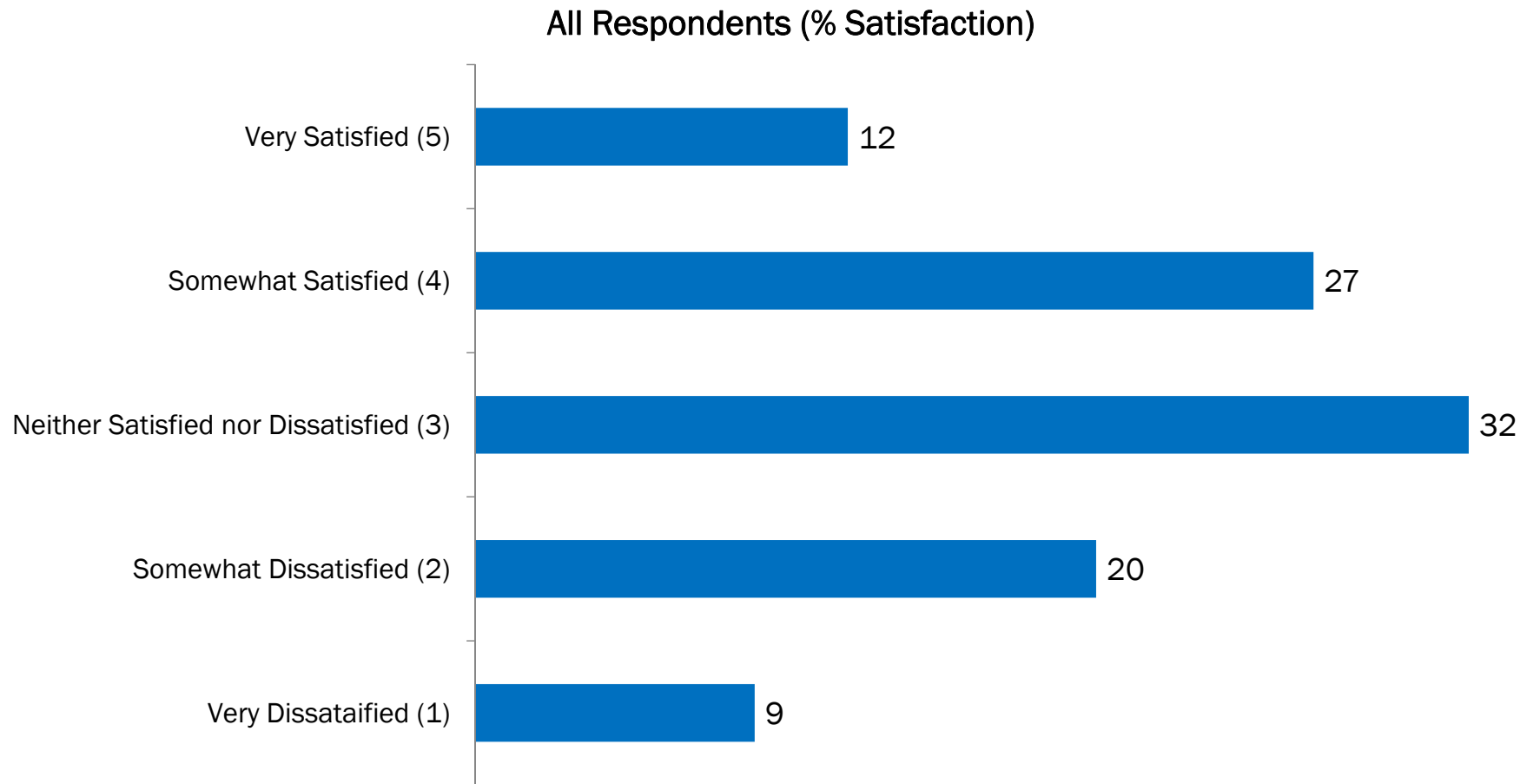
Q23 How satisfied are you that you know how and where to access the information you need if it is not provided to you directly?

Individuals in departments of 11 to 20 people rated their satisfaction significantly more highly than those in departments of 21 to 50 people, however, the difference in their mean satisfaction score was not statistically significantly different than people working in departments of 1 to 10 or over 50 people. People with no one reporting directly to them were significantly more satisfied than people with 6 to 10 direct reports. Those with less time at UVic (under 1 year and between 1 and 5 years) rated their satisfaction significantly more highly than people who had worked at UVic for more than 10 years.





Opportunities to Provide Feedback/Input to Unit/Leaders



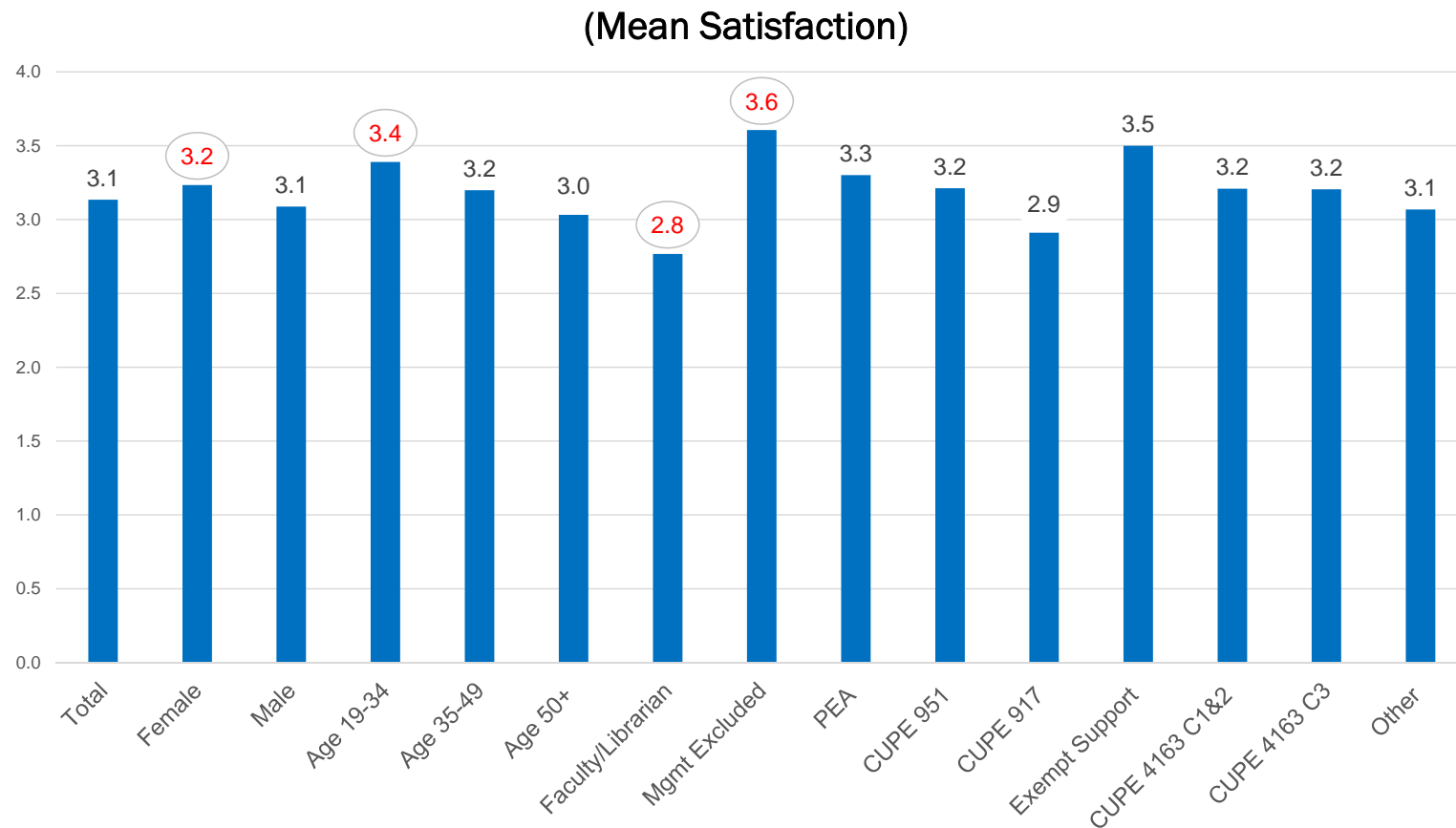
Q24 How satisfied are you with the opportunities available to you to provide your feedback and input to your unit and leaders within the University, and get answers to your questions?

Fewer than half of those taking part in the survey said they were satisfied with opportunities to provide feedback and input to their unit and leaders within the University (38.6%), including 11.6% who were very satisfied and 27.0% who were somewhat satisfied. Slightly more than one quarter of respondents expressed dissatisfaction (28.5%), with 8.8% very dissatisfied and 19.8% somewhat dissatisfied. About one third (31.5%) rated their level of satisfaction as “neither satisfied nor dissatisfied”. Overall, respondents’ average satisfaction score was 3.1 out of 5.





Opportunities to Provide Feedback/Input to Unit/Leaders



Q24 How satisfied are you with the opportunities available to you to provide your feedback and input to your unit and leaders within the University, and get answers to your questions?

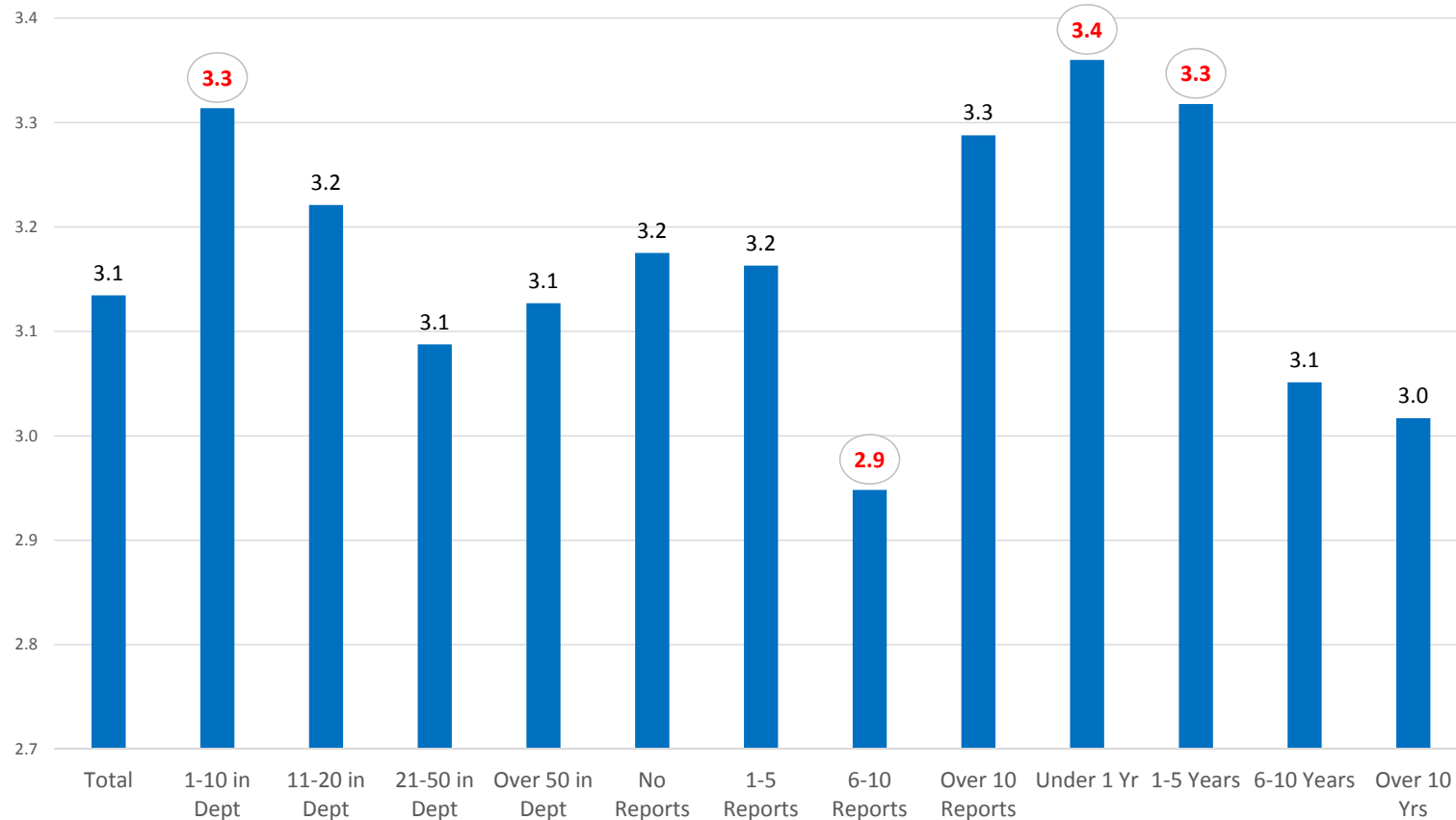
Females rated their satisfaction somewhat higher than male respondents. The youngest group of respondents (19 to 34 years) rated their average satisfaction significantly higher than those in the older age groups (35 to 49 and more than 50 years). Faculty/librarians recorded significantly lower mean satisfaction scores compared to all other roles/positions except members of CUPE 917. Mean satisfaction scores among the Management Excluded group were significantly higher than all other groups except Exempt Support, CUPE 4163 C3 and "other".





Opportunities to Provide Feedback/Input to Unit/Leaders

(Mean Satisfaction)



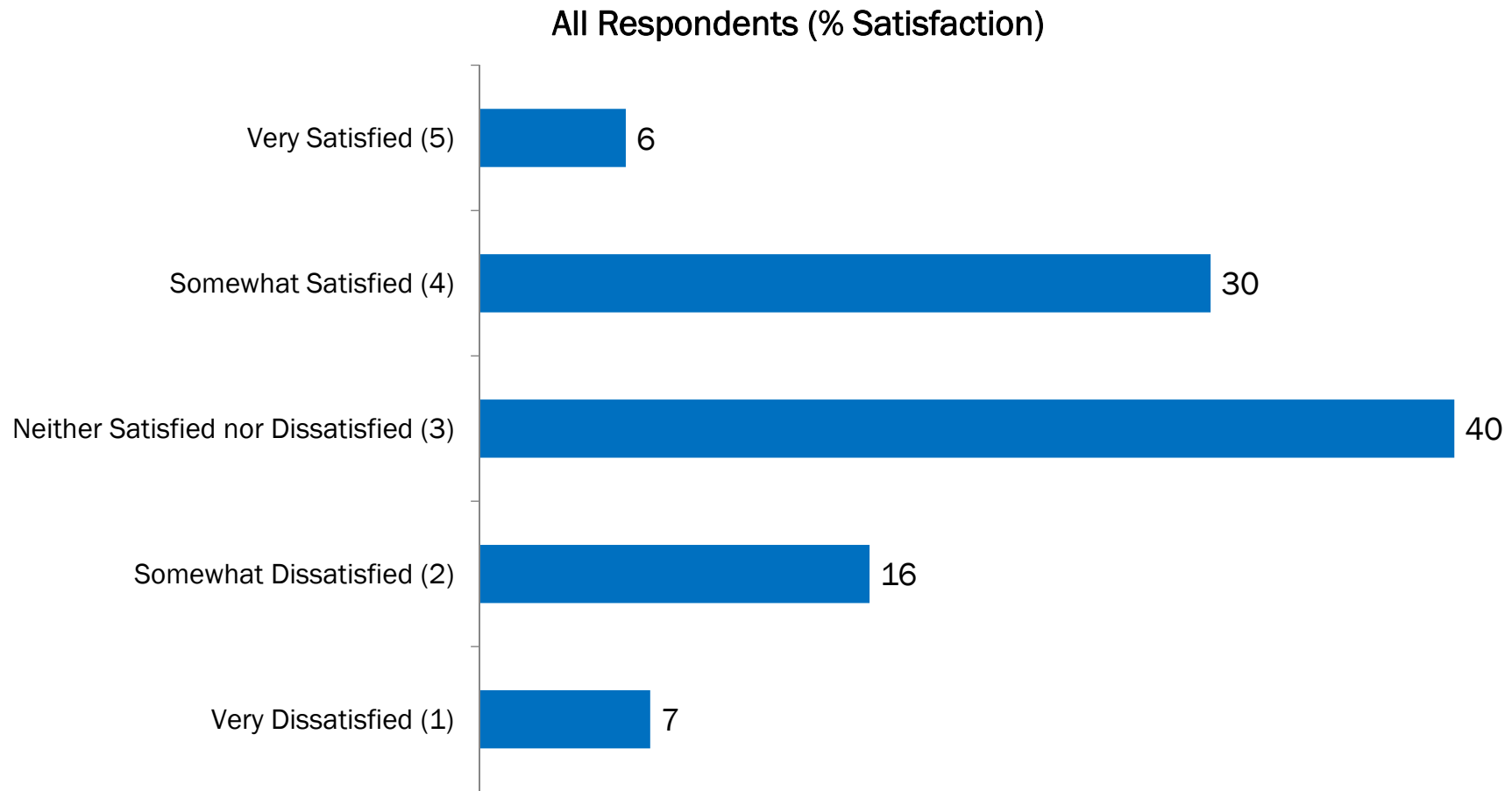
Q24 How satisfied are you with the opportunities available to you to provide your feedback and input to your unit and leaders within the University, and get answers to your questions?

Respondents in smaller departments (1 to 10 people) rated their satisfaction significantly higher on average than those working in departments of 21 to 50 people. Those with 6 to 10 direct reports expressed somewhat lower satisfaction than those with more than 10 people reporting directly to them. People who had worked at UVic the shortest time (under 1 year and 1 to 5 years) were significantly more likely to be more satisfied than those who had been at the University longer (6 to 10 years and more than 10 years).





Overall Quality of Internal Communications at UVic



Q25 Overall, how satisfied are you with the quality of internal communications at UVic?

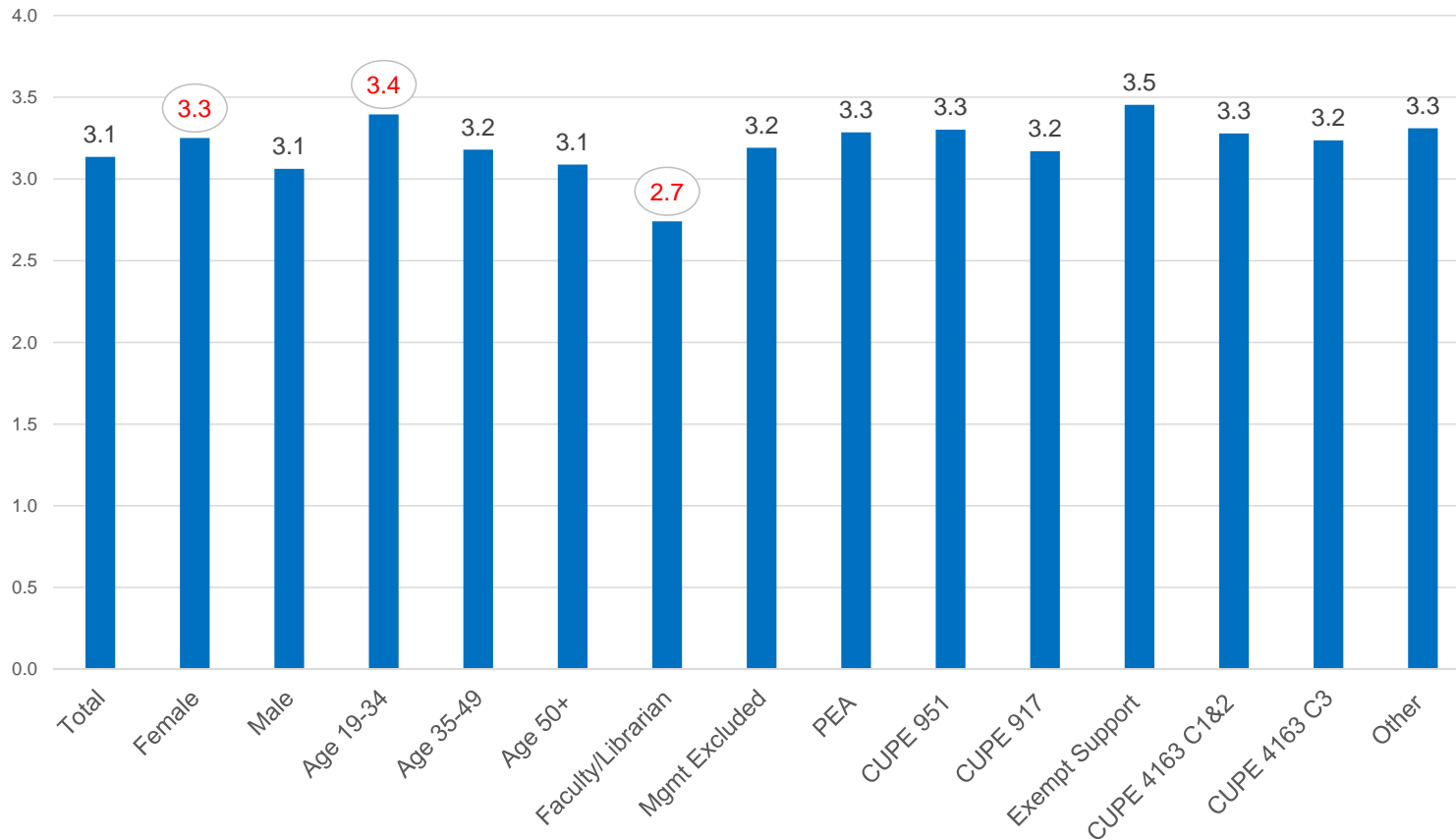
Only slightly more than one third of those taking part in the survey said they were satisfied with the quality of internal communications at UVic (36.4%), including 6.1% who were very satisfied and 30.4% who were somewhat satisfied. Slightly fewer than one quarter of respondents expressed dissatisfaction (22.4%), with 6.7% very dissatisfied and 15.7% somewhat dissatisfied. Two fifths of respondents (40.4%) rated their level of satisfaction as “neither satisfied nor dissatisfied”. On average, respondents rated their satisfaction with the overall quality of internal communications at UVic 3.1 out of 5.





Overall Quality of Internal Communications at UVic

(Mean Satisfaction)



Q25 Overall, how satisfied are you with the quality of internal communications at UVic?

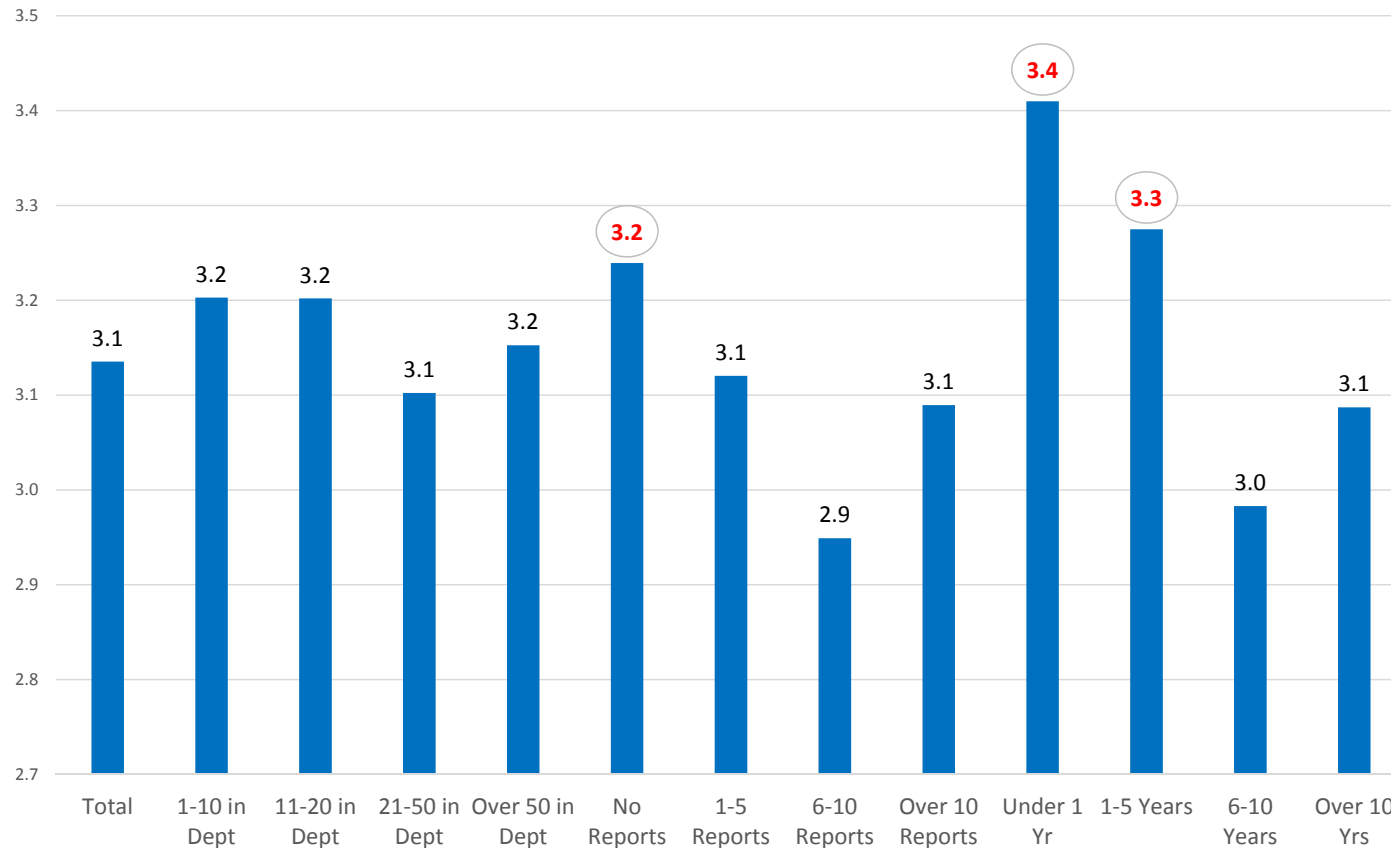
When it comes to the overall quality of internal communications at UVic, female respondents were significantly more satisfied on average than male respondents, as were the youngest respondents (ages 19 to 34) compared to older respondents (ages 35 to 49 and 50+), and all other roles/positions compared to faculty/librarians.





Overall Quality of Internal Communications at UVic

(Mean Satisfaction)



Q25 Overall, how satisfied are you with the quality of internal communications at UVic?

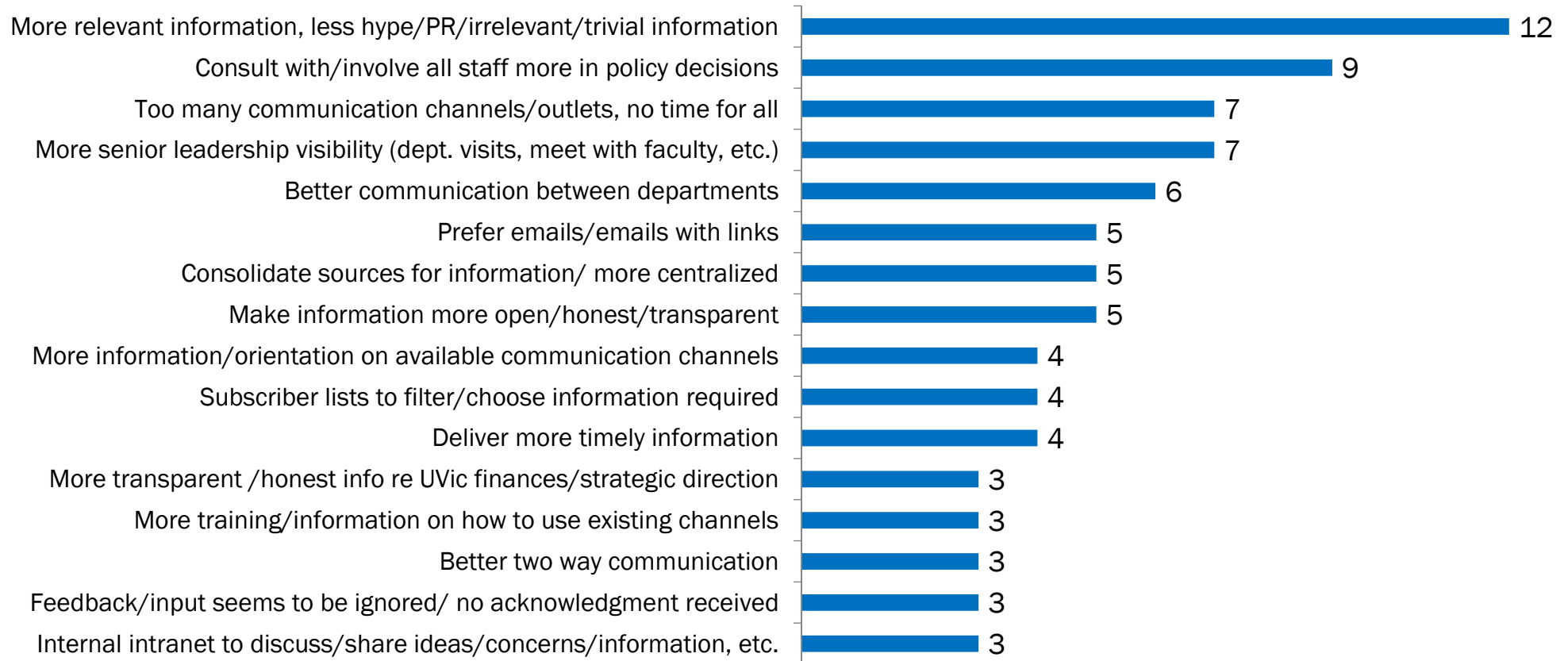
Respondents without people reporting directly to them rated their satisfaction on average significantly higher than those with 6 to 10 direct reports, and somewhat higher than those with 1 to 5 people reporting directly. Respondents with shorter tenures at UVic (under 1 year or 1 to 5 years) rated their satisfaction significantly higher than those who had been at UVic longer 6 to 10 years and over 10 years).





Suggestions to Improve Existing Channels

% of Those Providing Response (n=493)



Q20 What suggestions do you have for the University in terms of how to improve existing internal communications channels? Please be as specific as possible.

Respondents provided many suggestions for improvements to existing internal communications channels, ranging from information-related suggestions (more relevant information, less hype, more openness/honesty/transparency, more timely information), to suggestions about the types of communications employed (more emails/emails with links, ability to filter information/have it targeted to them, an internal intranet to share ideas/concerns/information), more opportunities for involvement and consultation around policy decisions, more senior leadership visibility and better communications between departments. A small percentage expressed concern that faculty/staff feedback/input seems to be ignored or is not acknowledged. Some indicated their appreciation of President Cassels' communications initiatives.





Suggested Enhancements to Internal Communications



When the various suggestions received were cross-tabulated based on respondents' satisfaction scores in Q25 (overall satisfaction with the quality of internal communications at UVic), it became clear that respondents who were dissatisfied overall were significantly more likely to request more consistent/relevant information, less "hype"/public relations/irrelevant/trivial information, and more openness, honesty and transparency in internal communications at the University. In addition, dissatisfied respondents were significantly more likely to suggest subscriber lists or providing recipients of information with the ability to filter/choose the information they would like to receive (and to suggest that the contact list needs more regular updating). These respondents also were more likely to want more involvement and to indicate that the University should consult with/involve all staff more in policy decisions; further, they were more likely to feel that faculty/staff feedback/input may be solicited but seems to be ignored or left unacknowledged. Very dissatisfied respondents formed the group most likely to comment that they would like UVic to ensure information is "passed down" by all levels of management.

Those who had rated their satisfaction with the overall quality of internal communications as "neither satisfied nor dissatisfied" were significantly more likely to suggest that they would like to see more information regarding policy and procedures, as well as weekly/daily information bulletins.. Respondents with neutral satisfaction scores were significantly more likely to request "better" 2-way communication. They were also more likely to feel there are too many communications channels/outlets and that it is hard for them to keep up with all the internal communications available, as well as requesting more training/information on how to use the existing communications channels.

Those who were somewhat satisfied with the quality of UVic's internal communications, as well as those with neutral satisfaction scores, were significantly more likely to indicate that various improvements/enhancements/refinements to the UVic website were desirable.

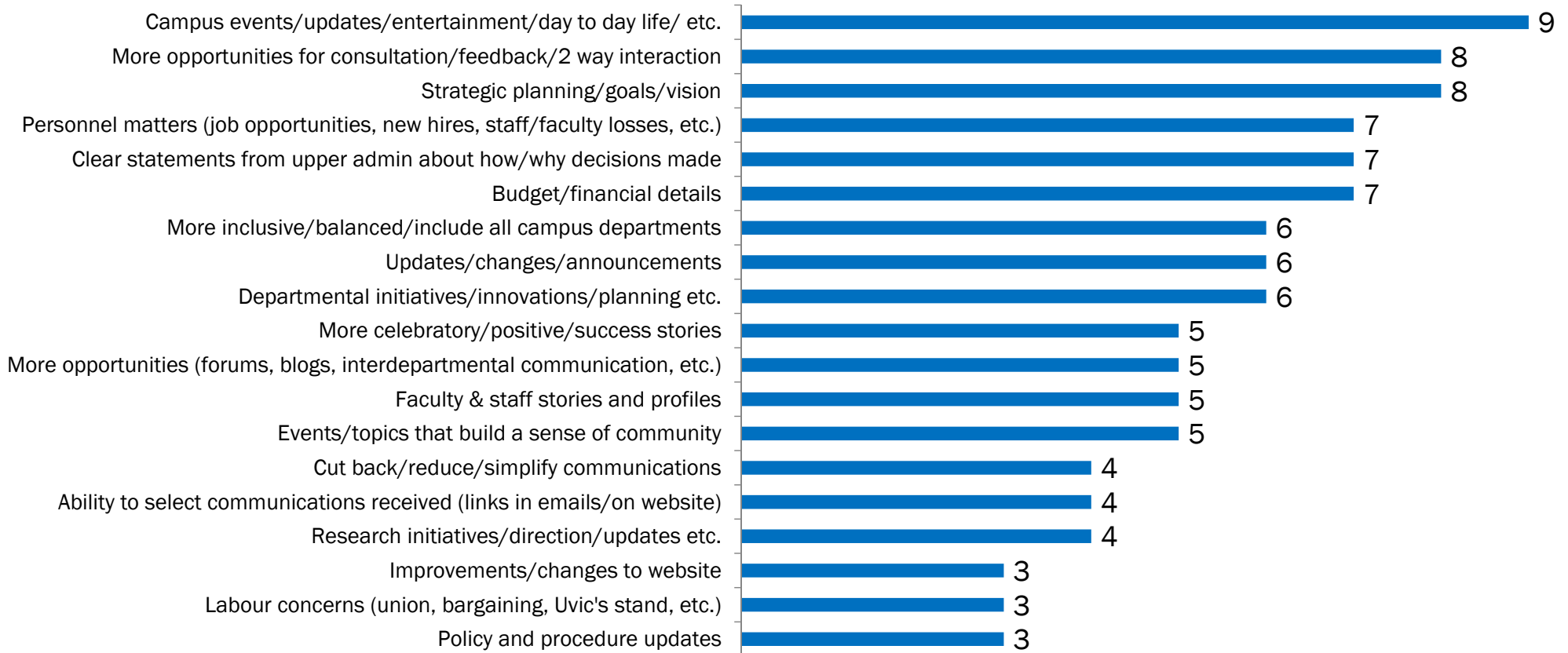
Perhaps not surprisingly, respondents who had said they are satisfied with the quality of internal communications overall were most likely to indicate they had no suggestions for improvement.





Suggested Topics/Content, Engagement/Feedback

% of Those Providing Response (n=412)



Q21 What topics or content, or additional opportunities for engagement or feedback, would you like to see included in UVic's internal communications? Please be as specific as possible.

Suggestions for additional topics/content or additional opportunities for engagement/feedback included an interest in topics such as budget/financial information, information on long-term strategic planning/goals, policy/procedure, research initiatives, departmental initiatives, personnel matters, and more details about how/why decisions are made. More opportunities for consultation, providing feedback and for 2-way interaction were made. A number suggested more opportunities for engagement via forums/blogs/interdepartmental communication, campus events/topics that build a sense of community, faculty/staff stories/profiles and more celebratory/positive/success stories. Finally, there were requests that communications be cut back or simplified, and for the ability to select the communications one receives.





Suggested Enhancements to Internal Communications

Cross-tabs by satisfaction with the overall quality of internal communications at UVic revealed that those with neutral satisfaction scores, or those who were dissatisfied, would like to see more information regarding budget/financial details and clear statements from UVic's administrative leaders as to how and why decisions are made. The dissatisfied group would like internal communications to be more inclusive, more balanced, and include all campus departments; this was the group that was significantly more likely to suggest more opportunities for consultation, feedback and 2-way interaction, opportunities for anonymous feedback, and simplified/reduced or cut back internal communications..

Satisfied respondents, as well as those rating their satisfaction as neutral, suggested that research initiatives and information about the University's strategic planning, goals, vision and long-term direction would be of interest, as would details about departmental initiatives, innovations and plans. Policy and procedure updates were also requested by this group.

Satisfied respondents were significantly more likely to request information about campus activities, updates, entertainment, and day-to-day life at UVic. Neutral respondents suggested that topics that build a sense of community would be those most likely to enhance engagement overall.

Respondents who were somewhat satisfied, those who fell into the neutral category, and those who were somewhat dissatisfied, suggested that information on personnel matters (job opportunities, new hires, staff and faculty losses, etc.) should be provided. This group also requested the ability to select the types of communications they receive.

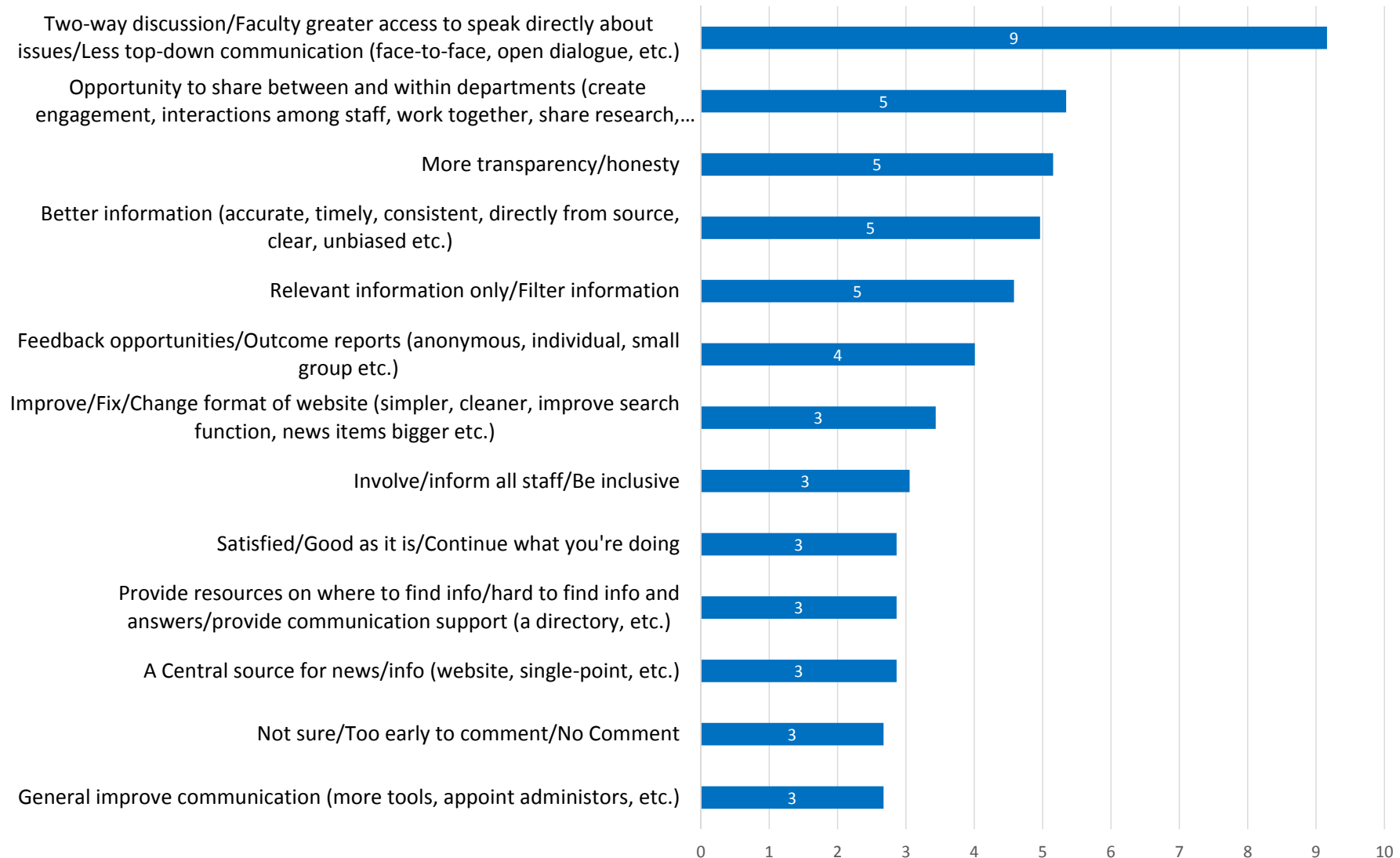
As had been the case with Q20, satisfied respondents (whether very satisfied or somewhat satisfied) were more likely than others to indicate they had nothing to suggest in response to Q21.





Suggested Enhancements to Internal Communications

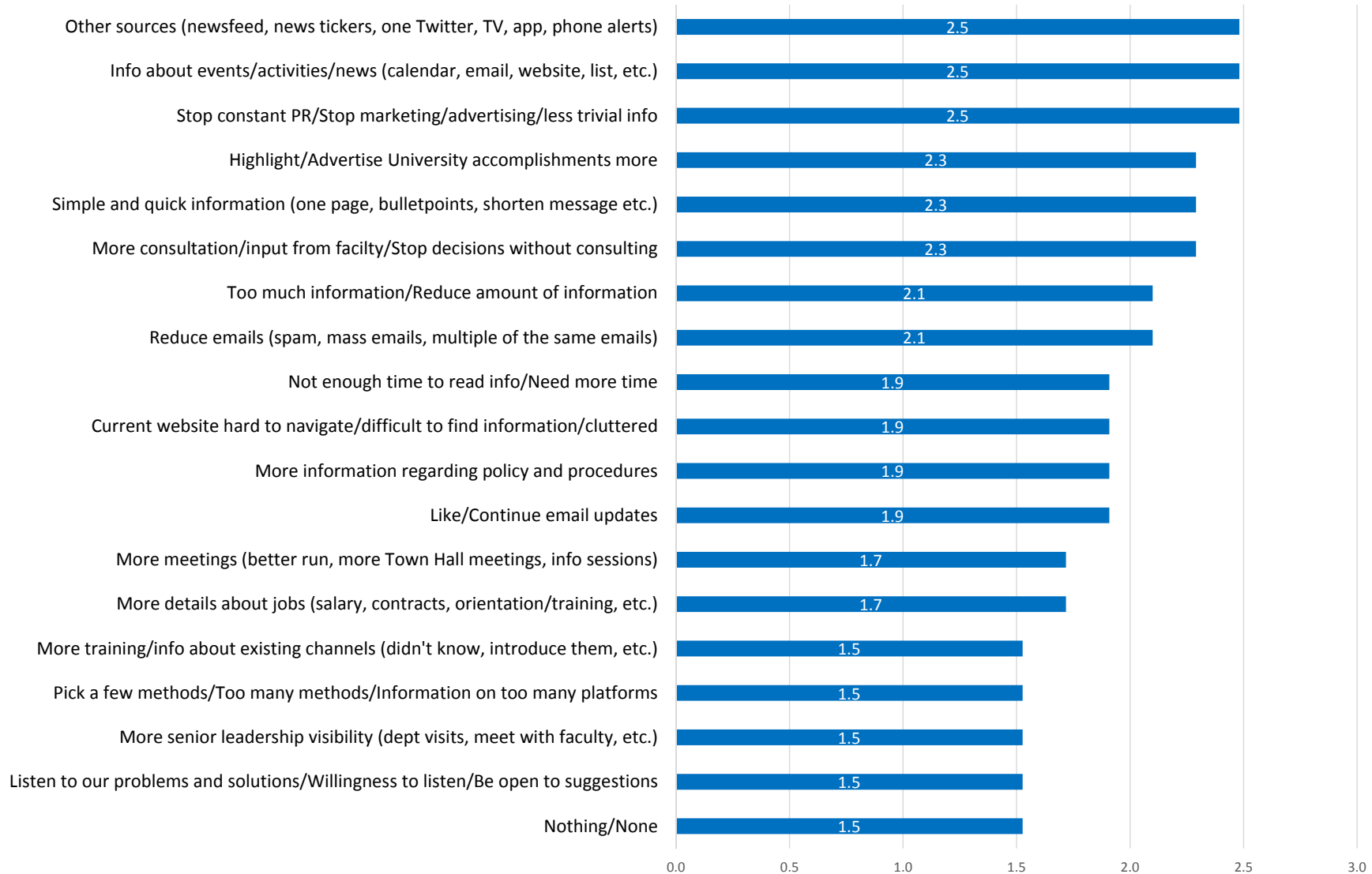
% Providing Response (n=524)





Suggested Enhancements to Internal Communications

% Providing Response (n=524)





Suggested Enhancements to Internal Communications

When they were asked what is the single most important thing that UC+M or the University could do to enhance their satisfaction with internal communications at UVic, respondents had a number of suggestions. Many of these related to ways to facilitate discussion, especially 2-way discussion/conversations, including providing less top-down communication and more face-to-face/open dialogue, increasing opportunities for sharing/interactions/collaboration between and within departments, providing feedback/outcome reports to faculty/staff (either individually or in small groups), adopting more consultative processes and seeking more input from faculty (or “stop making decisions without consulting everyone”).

A small number felt the University could do more to listen to their problems and solutions, be more willing to listen or be more open to suggestions. Some additional comments were received related to the perceived need for all staff to be involved, informed and included in internal communications.

Some respondents suggested a central source for news/information, to provide a single touch point for information. While some indicated that they would like the volume of emails reduced (as well as multiple emails on the same topic), others said they liked email updates and would like to see these continued. A few felt they would like UC+M to reduce the number of channels used, as they thought there was information on too many platforms.

In terms of the messaging of internal communications specifically, a number asked that UC+M “stop the constant PR”/stop marketing and provide less trivial information. There were requests for “better” information (more accurate, more timely, direct from “the source”, unbiased, etc.) and other sources of information, such as a newsfeed, news tickers, a single Twitter handle, TV, an app, phone, and alerts. Some respondents felt there was too much information, or the amount information should be reduced; others requested that information be filtered (or targeted) so they receive only information that is directly relevant to them.

Interestingly, there were suggestions received related to providing information and training about existing communications channels, as some said they did not know about them and others would like to be advised in advance of changes taking places. There were also requests for communications support/resources/a directory to assist in finding hard-to-find information and answers to questions.

There were also some more general comments related to the need to ensure information gets “passed down”, is simple and quick to read/access (one page, bullet points, shorter messages).

Finally, some suggestions related to the website were received (such as the current website is difficult to navigate, cluttered and information is hard to find) and that the website could be streamlined, better organized or easier to navigate.

Once responses to this question had been cross-tabulated by respondents’ levels of satisfaction with the overall quality of internal communications at UVic, it was apparent that dissatisfied respondents were significantly more likely to indicate that they would like UVic to listen to their problems and solutions, demonstrate more willingness to listen, and be more open to their suggestions.





Suggested Enhancements to Internal Communications

Dissatisfied respondents were significantly more likely to request more honesty/transparency in internal communications.

Respondents with neutral satisfaction (neither satisfied nor dissatisfied) were more likely to suggest more opportunities be created for sharing information between and within departments, creating engagement and interactions among staff and encouraging them to work together, share research, etc. Those in the neutral category also took advantage of the opportunity to suggest more consultative processes, more consultation before decisions are finalized, and more opportunities for faculty to provide input. Those with neutral satisfaction scores were significantly more likely to say they would like internal communications to be more inclusive, and to involve/inform all staff. Respondents who were neither satisfied nor dissatisfied overall were significantly more likely to include in their responses to Q26 references to stopping the “constant PR”, “marketing”, “advertising” and inclusion of “trivial information” in internal communications. It was the neutral group who were significantly more likely to also reiterate in response to this question that changes to the website were required.

The neutral group, as well as those who were somewhat satisfied and somewhat dissatisfied, specifically mentioned more opportunities to provide feedback, as well as more reports on the outcomes of feedback-gathering initiatives. This group was significantly more likely to request more meetings, whether town hall-style or information sessions.

As well as indicating they thought there was too much information and the amount should be reduced, somewhat satisfied respondents, as well as those with neutral satisfaction scores, were significantly more likely to suggest a central/single source for news/information and, interestingly, these two groups were significantly more likely to also suggest other sources of information, such as newsfeeds, a news ticker, a single Twitter “handle”, and the use of TV, an app, phone and alerts.

All respondents, with the exception of those who were very satisfied, said they would like to see “better” information in UVic's internal communications – more accurate, more timely, more consistent, and directly from the source, as well as clear and unbiased information.





CONCLUSIONS AND INDICATED ACTIONS





Conclusions and Indicated Actions

- Respondents were most likely to rate internal communications at UVic as effective in keeping them up to date on news, events and success stories, providing important/urgent news swiftly, being inclusive/respecting and reflecting diversity, and providing them with important information. That said, effectiveness ratings were lower than ideal, with only these three criteria being rated as effective by the majority of respondents. Clearly, there are also opportunities to enhance the ratings of the effectiveness of internal communications in three key areas: helping faculty/staff understand decisions and how they are made, providing opportunities for 2-way communications, and sharing news around and between departments, as fewer than one third of those taking the survey rated UVic's internal communications as effective in achieving these criteria.
- The majority of survey-takers said that it would be important to them to receive all of the various types of information listed in the survey instrument. Respondents' importance ratings varied substantially, however, by demographic – important learning when it comes to targeting different information to recipient's interest and needs. Female respondents' importance ratings were consistently higher than those of male respondents. Among the variety of types of information, survey-takers indicated that most important would be UVic's plans for the future, new/revised university policies or programs, and challenges and trends affecting UVic. Least important was information about success stories, new research initiatives, and UVic's overall financial picture. When it comes to UVic's plans for the future, challenges and trends affecting UVic, and success stories, individuals in management excluded, PEA and exempt support roles/positions were more likely to consider these topics important than employees in other roles/positions. Members of CUPE 917, CUPE 4163 Comp 1&2 and CUPE 4163 Comp 3 tended to attach higher importance to information about new/revised policies/programs, the University's overall financial picture and new research initiatives. Faculty/librarians rated the importance of information about new research initiatives more highly than others, along with members of CUPE 4163 Comp 1&2 and CUPE 4163 Comp 3.
- Of all of the internal communications channels about which the survey asked, in-person communications channels were by far the type of channels used by the highest percentage of UVic's faculty/staff, with three quarters (or more) reporting that they regularly use in-person channels, roughly two thirds reporting they use the most popular online/electronic channels, and about half reporting they regularly use print channels (except the online Ring, which is accessed by only about one in six faculty/staff). Surprisingly, more than one third of respondents said they do not access any of UVic's social media channels regularly – perhaps an opportunity to increase awareness of the existence of these channels as well as how to access them. Interestingly, a higher percentage of female respondents than male respondents were more likely to indicate they use all internal communications channels at UVic, regardless of whether these channels are online/electronic, social media, print or in-person. UC+M has some clear opportunities to increase channel usage in key areas, while continuing to leverage the strength and popularity of in-person channels, especially staff/department/area meetings, and using in-person channels to enhance 2-way communications.
- Most internal communications channels are seen to provide the right amount of information, and most are highly rated for being easy to access. In addition, many are generally regarded as credible sources of information. There is, however, an opportunity in many cases to improve the timeliness with which information is delivered, as well as the relevance of the information provided and, importantly, opportunities for 2-way communications.





Conclusions and Indicated Actions

- There seems to be a perception that there are too many internal communications channels, and also (in some cases), the perception that there is too much internal communication. Despite an apparent appetite for information, as evidenced by the high importance scores attaching to various types of information and the fact that very few respondents felt that any of the channels provided too much information, there is clearly an opportunity to target messaging or to allow allowing users to filter or select the types of channels and messaging they would like to receive.
- Overall satisfaction scores related to internal communications at UVic seem relatively low, with fewer than half of respondents saying they were satisfied that internal communications provide them with the information they need to do their jobs or knowing how/where to access needed information if not directly provided to them. About two fifths were satisfied with opportunities to provide feedback and input to their unit and leaders within the University and get answers to their questions, while only slightly more than one third said they were satisfied overall with the quality of internal communications at UVic. All of that said, however, the percentages of respondents expressing dissatisfaction in any of these areas were relatively small. By far the largest segment of respondents rated themselves neither satisfied nor dissatisfied. This “neutral” group will be an important short-term focus as UVic works to enhance and improve faculty/staff satisfaction with internal communications, as it is judged easier to shift this group to “satisfied” than those who placed themselves further down the satisfaction scale in the “dissatisfied” category.
- In general, female respondents rated their satisfaction with internal communications at UVic higher than males, as did those who had worked at UVic for shorter lengths of time (under 5 years) compared to those with longer employment with the University. To a lesser degree, younger respondents and those without individuals reporting directly to them also tended to demonstrate higher levels of overall satisfaction with internal communications. Faculty/librarians demonstrated consistently lower levels of satisfaction compared to those with other roles/positions; when it comes to opportunities to provide feedback/input and get answers to their questions, members of CUPE 917 also seemed to be less satisfied. Management excluded, PEA, exempt support and members of CUPE 951 had generally higher satisfaction scores with internal communications than other roles/positions, however, in most cases the differences were not statistically significant.
- Respondents describing themselves as neither satisfied nor dissatisfied with internal communications at UVic (and this, as discussed above, was in many cases the largest single segment of respondents) appeared more engaged than those who were dissatisfied, in that their suggestions for improvements or enhancements were more likely to be focussed on constructive suggestions to improve internal communication at the University, including improvements to the website, and it was this group that was most likely to suggest they would like more information regarding policy and procedures, budget/financial decisions, and topics that would build a sense of community, as well as weekly/daily information bulletins, and “better” 2-way communications. They were also more likely to feel there are too many communications channels/outlets and that it is hard for them to keep up with all the internal communications available, as well as requesting more training/information on how to use the existing communications channels.





Conclusions and Indicated Actions

- Individuals who were dissatisfied (either somewhat dissatisfied or very dissatisfied) were generally more likely than respondents whose satisfaction levels were higher to suggest that UC+M, and the University's administrative leaders, could do better at both providing opportunities for faculty and staff to provide feedback/input and for consultation with all staff during policy decision-making. These respondents were also more likely to feel that even when their feedback/input had been provided it was, at worst, not listened to or seriously considered or, at best, was not acknowledged or responded to. Further, dissatisfied respondents tended to be more likely to indicate that they felt information should include less "hype"/public relations and more openness, honesty and transparency. In addition, dissatisfied respondents were significantly more likely to suggest subscriber lists be created by channel, or that recipients have the ability to filter/choose the information they would like to receive, as well as to suggest that the contact lists need more regular updating. Some of these concerns could be addressed with modifications to UVic's internal communications, however, (and it is impossible to know for certain from the data collected in this survey), the dissatisfaction described here may well be driven by more deeply rooted attitudes, perceptions and beliefs, and shifting these may require more cultural changes than can be accomplished by addressing the suggestions for improvement to internal communications articulated in response to the survey.





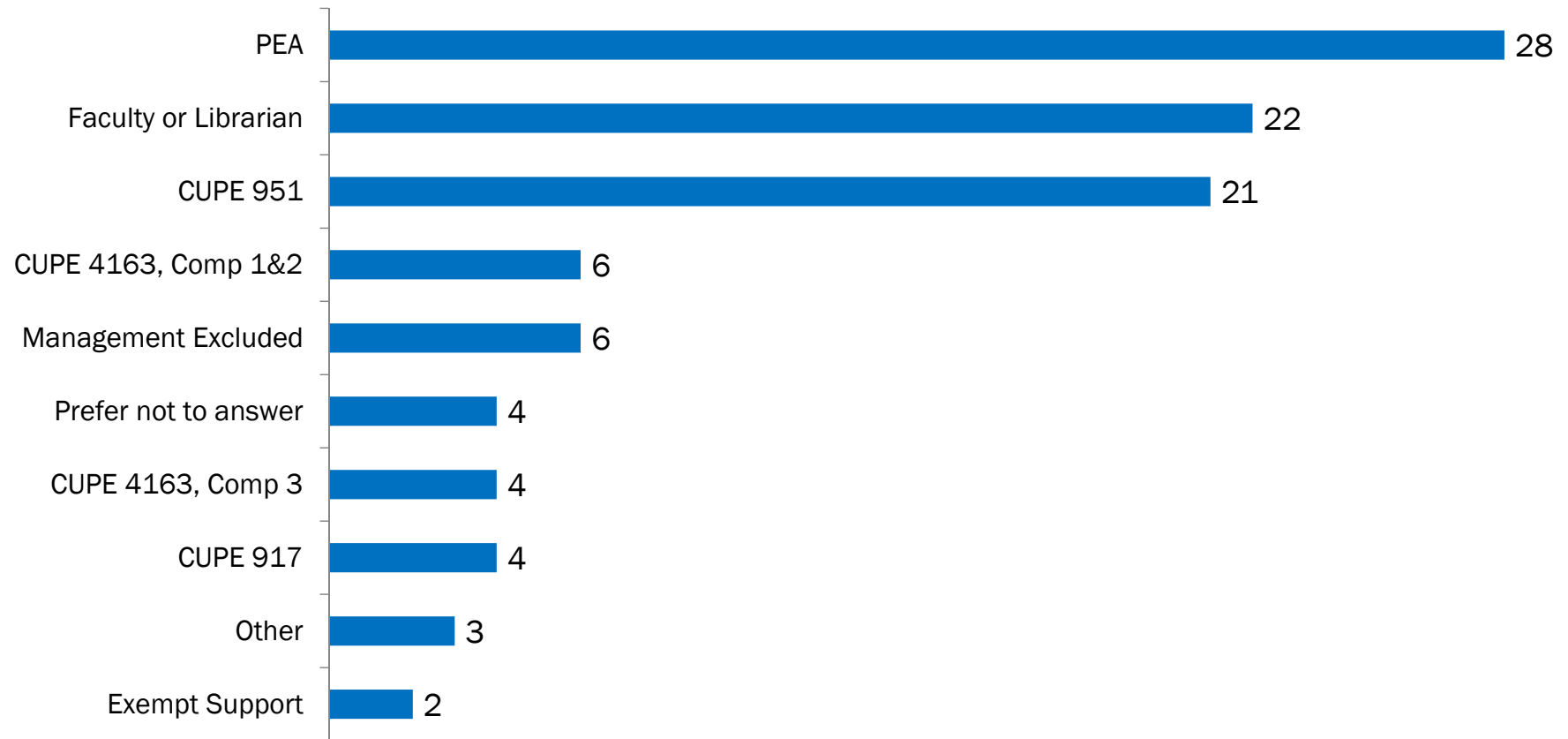
RESPONDENT DEMOGRAPHICS





Role/Position at UVic

% All Respondents



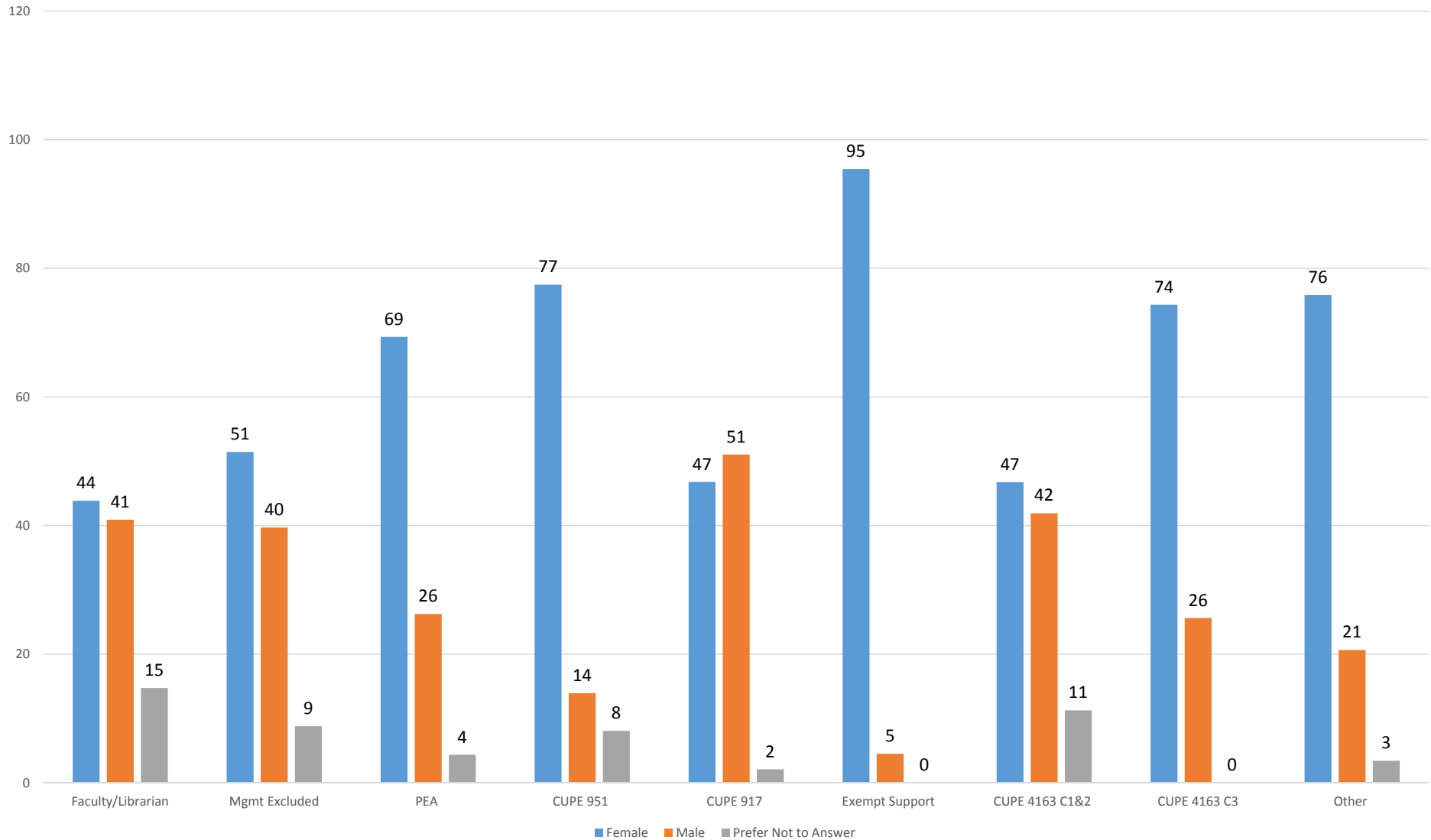
Q27 Which of the following best describes your role/position at UVic?





Role/Position at UVic by Gender

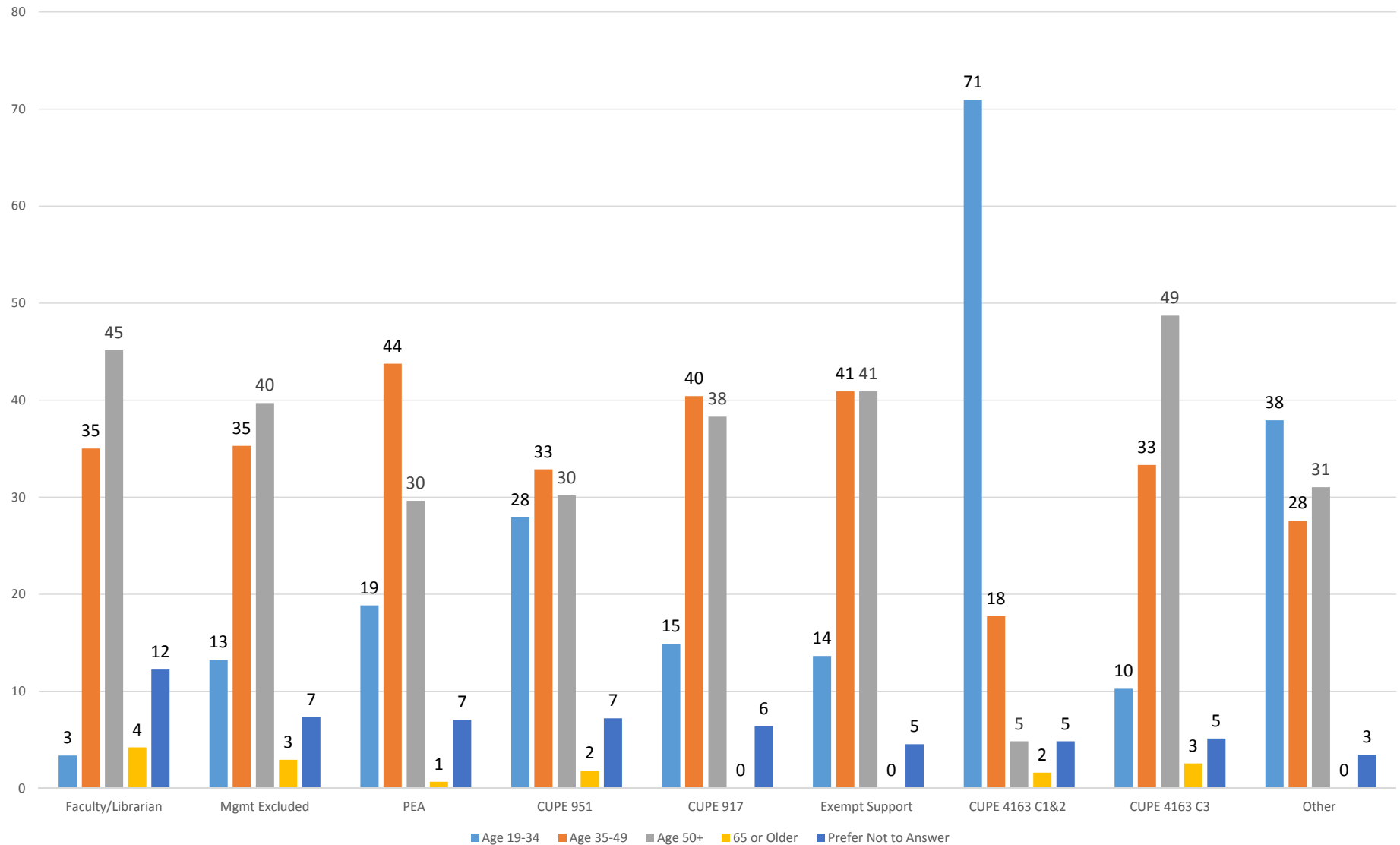
% All Respondents





Role/Position at UVic by Age

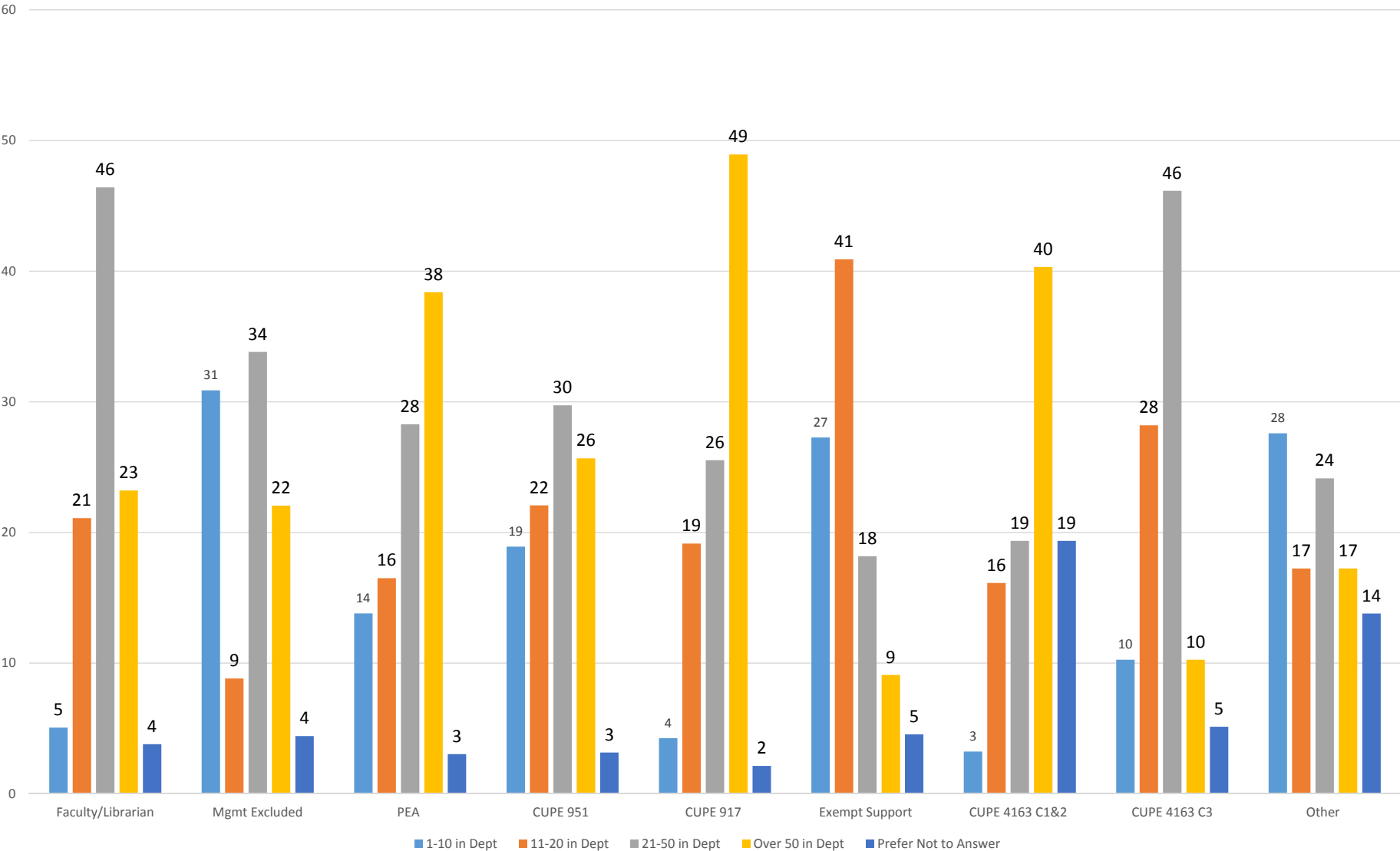
% All Respondents





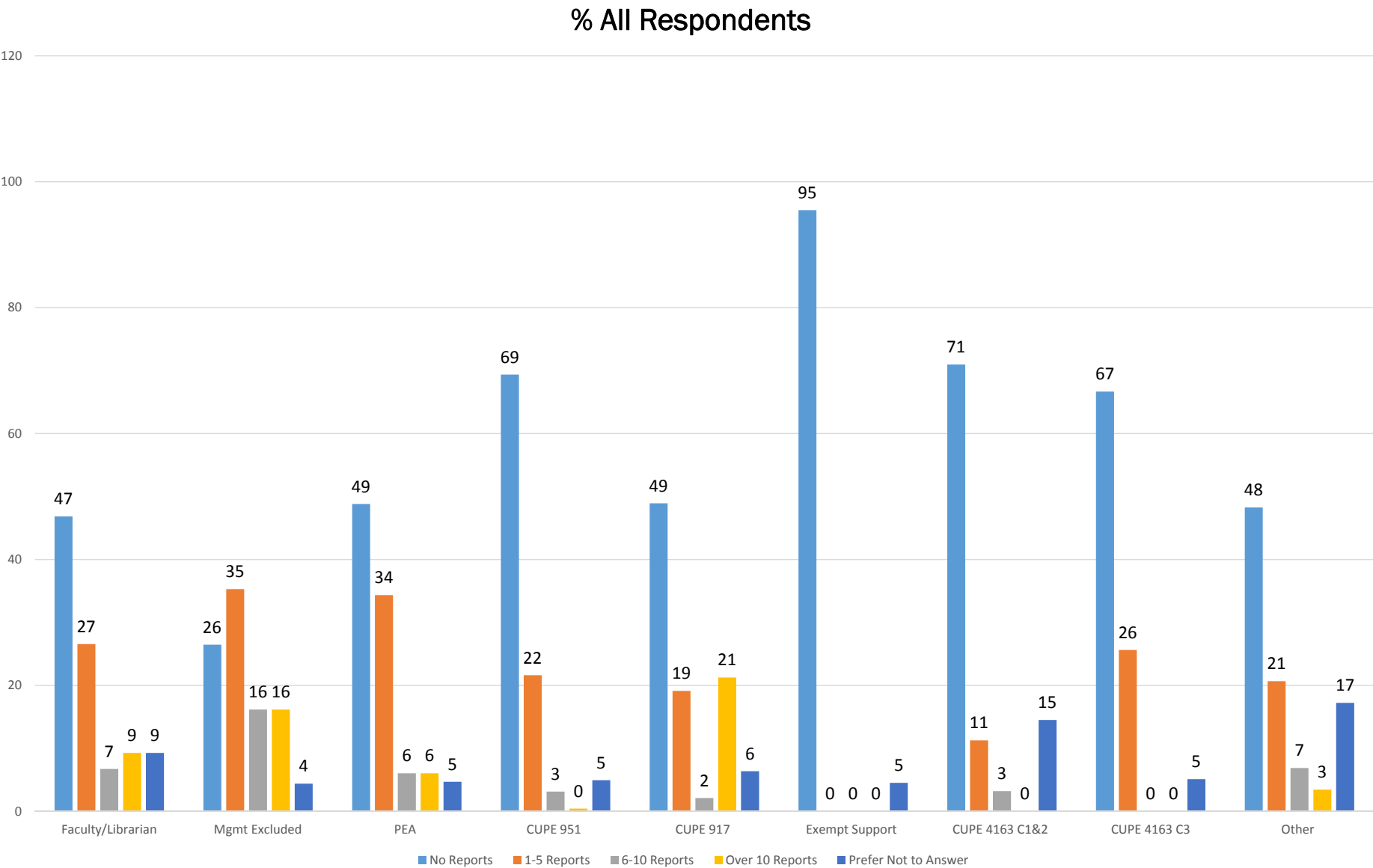
Role/Position at UVic by Number in Department

% All Respondents





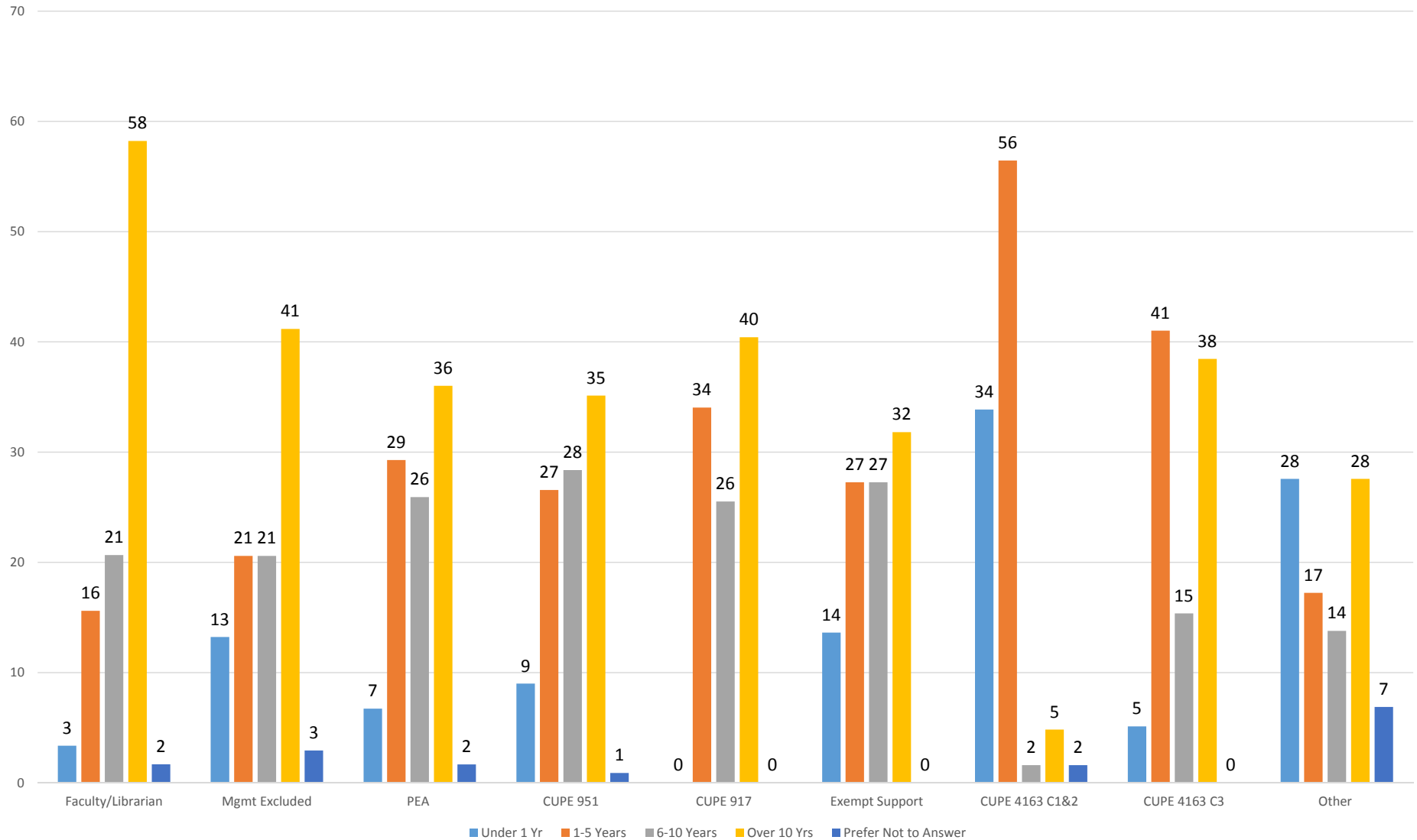
Role/Position at UVic by Number of Direct Reports





Role/Position at UVic by Length of Employment

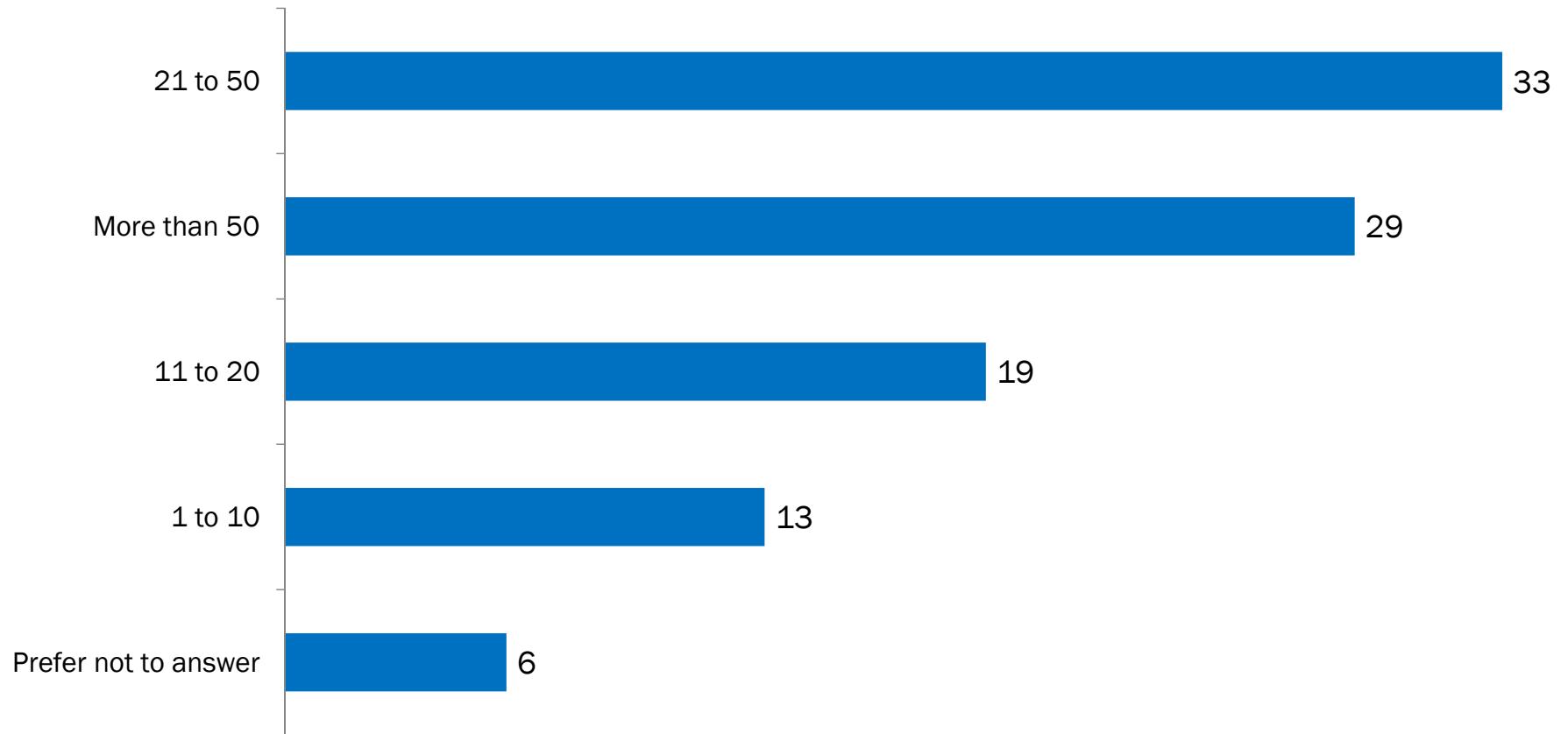
% All Respondents





Number of People in Department

% All Respondents

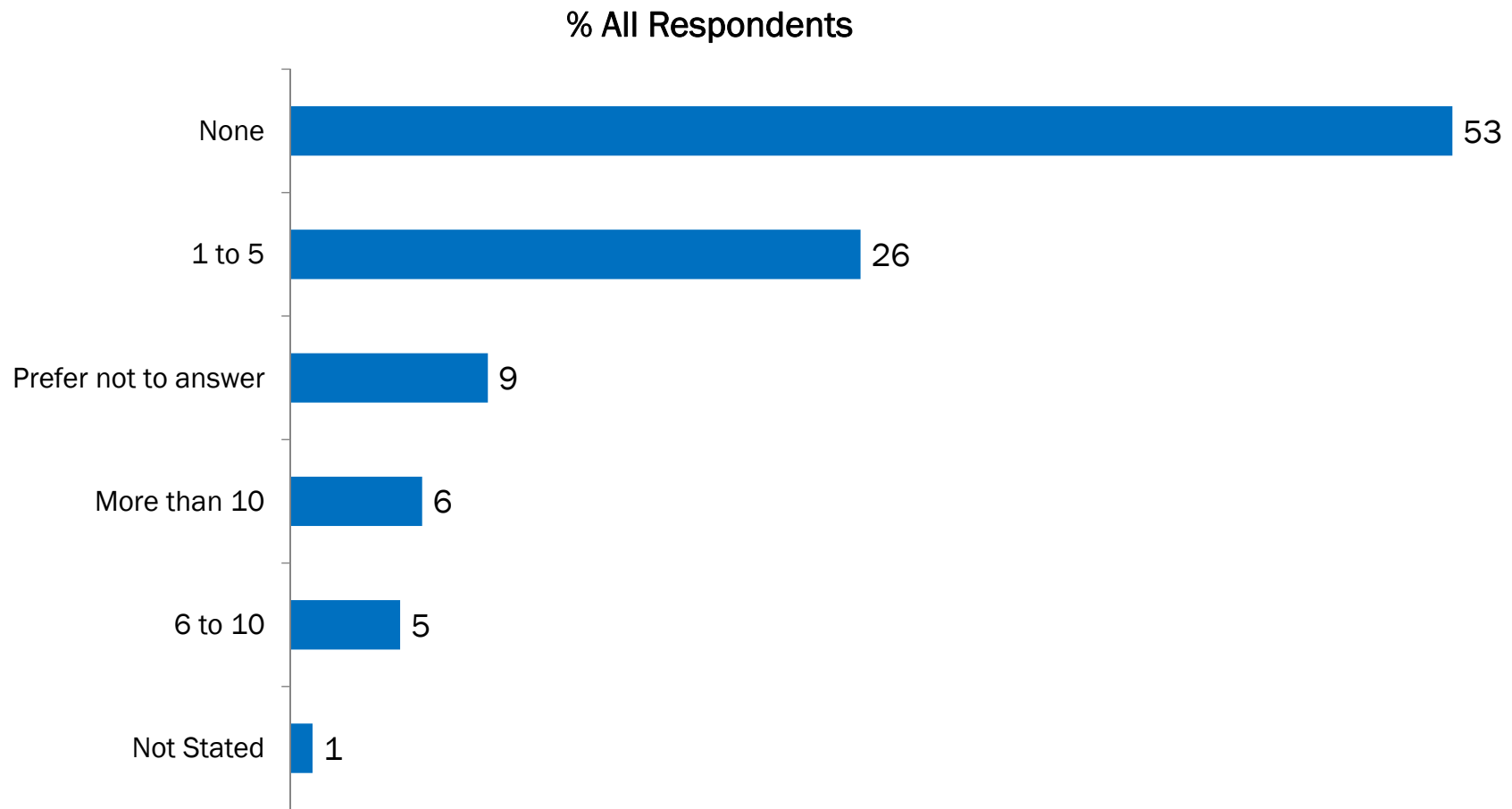


Q28 How many people work in your department?





Number of Direct Reports

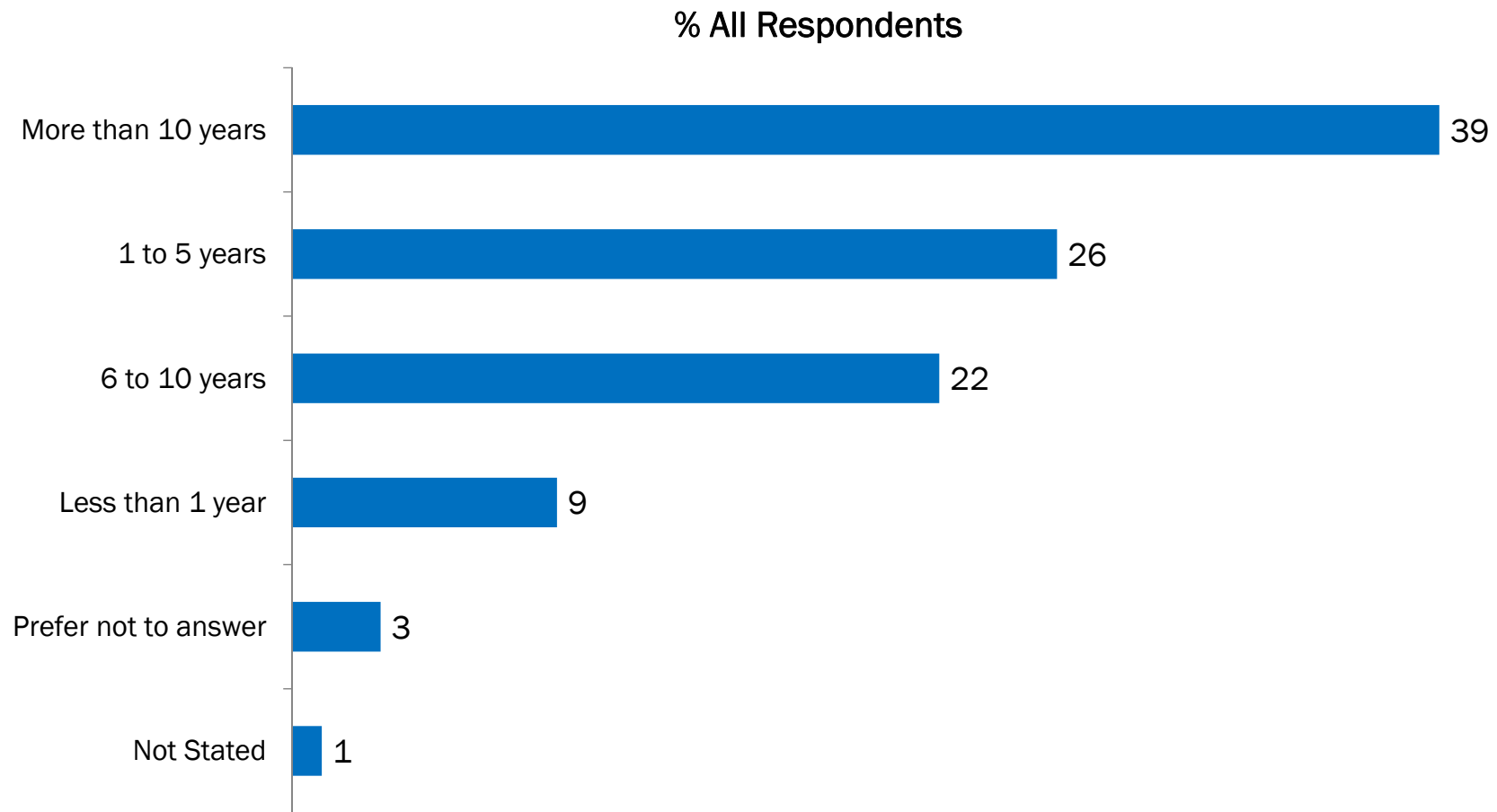


Q29 How many people report to you directly?





Length of Time at UVic



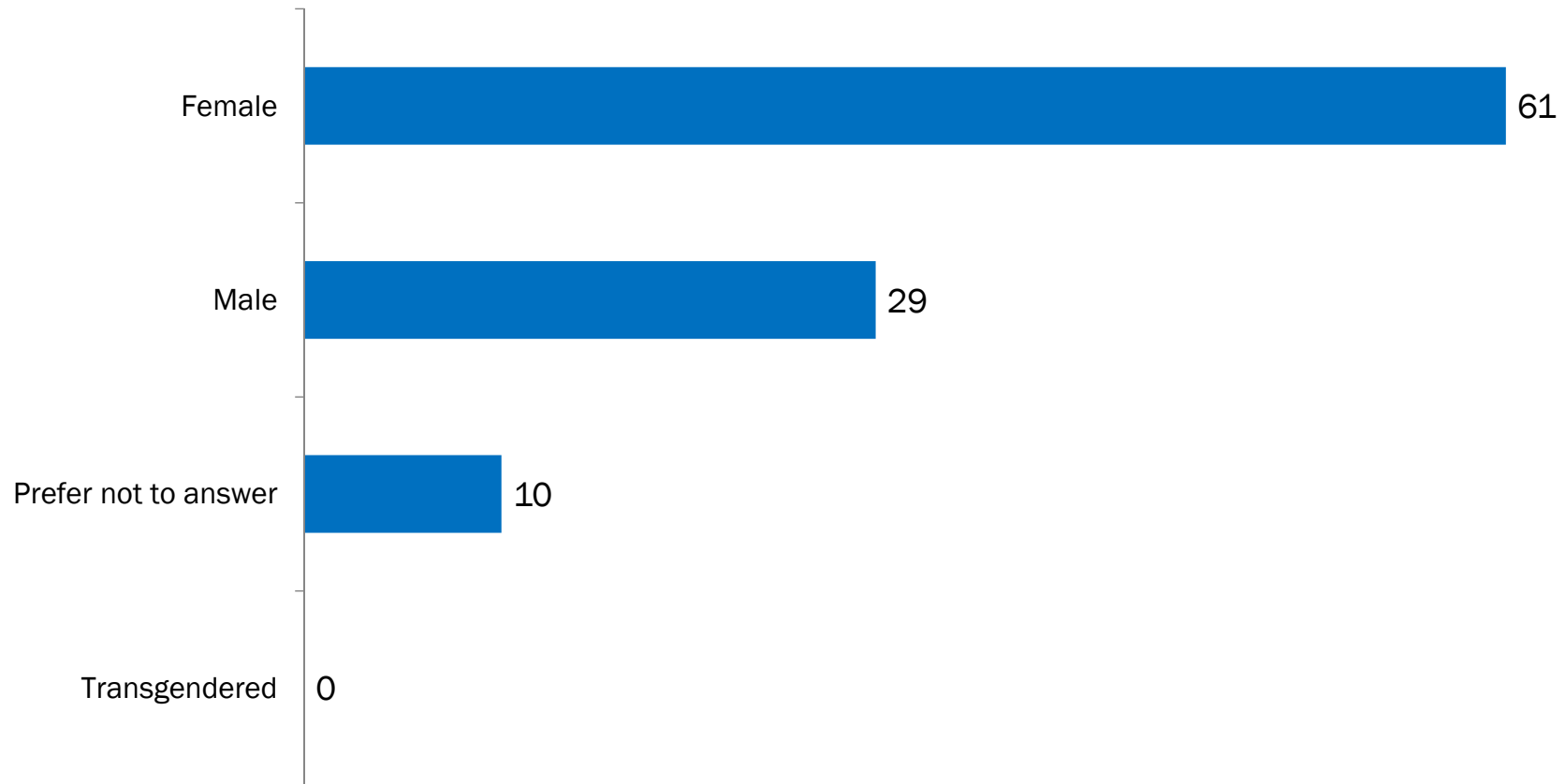
Q30 How long have you worked at UVic?





Gender

% All Respondents



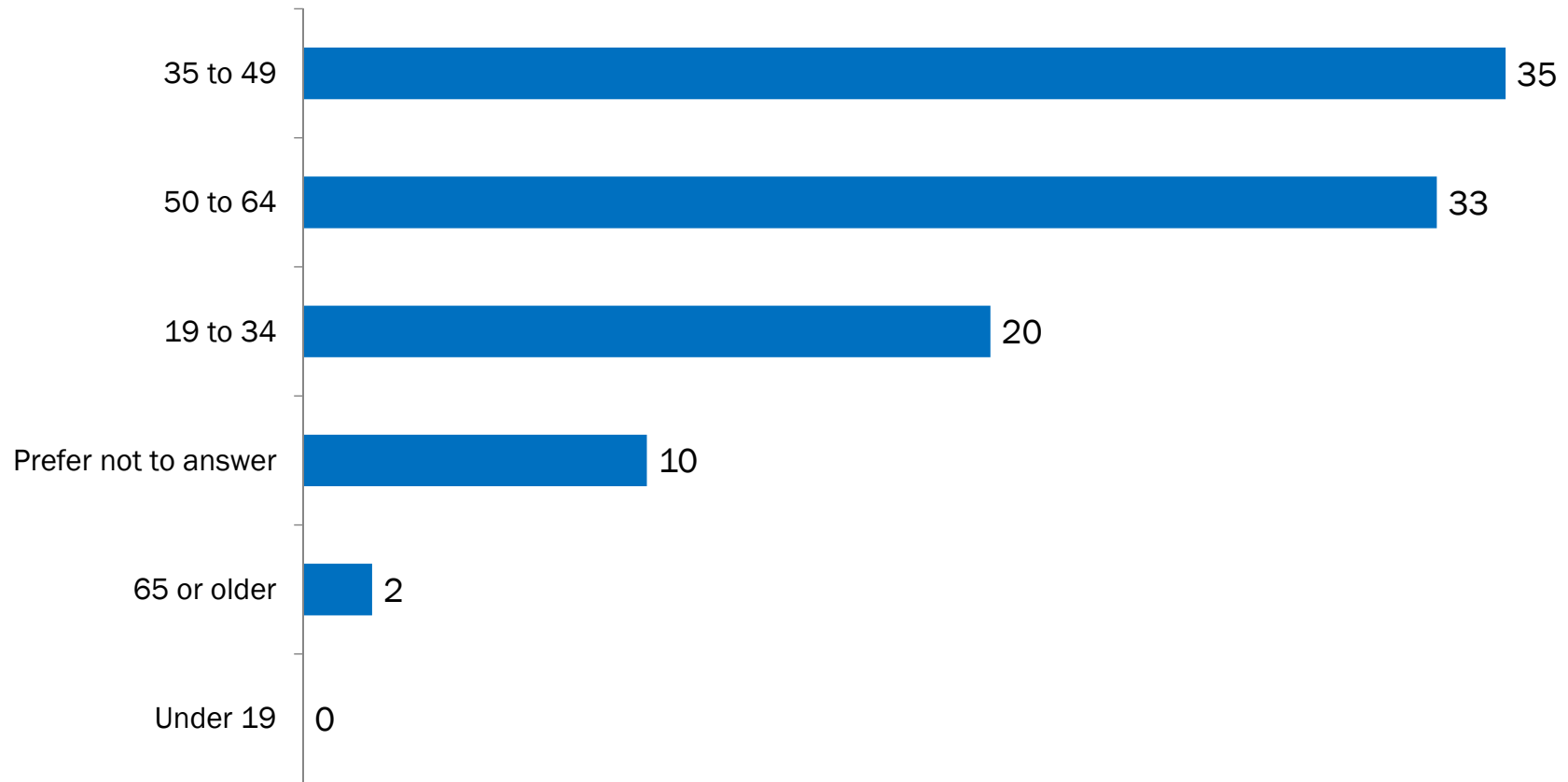
Q31 Which gender do you identify with?





Age

% All Respondents



Q32 What is your age?



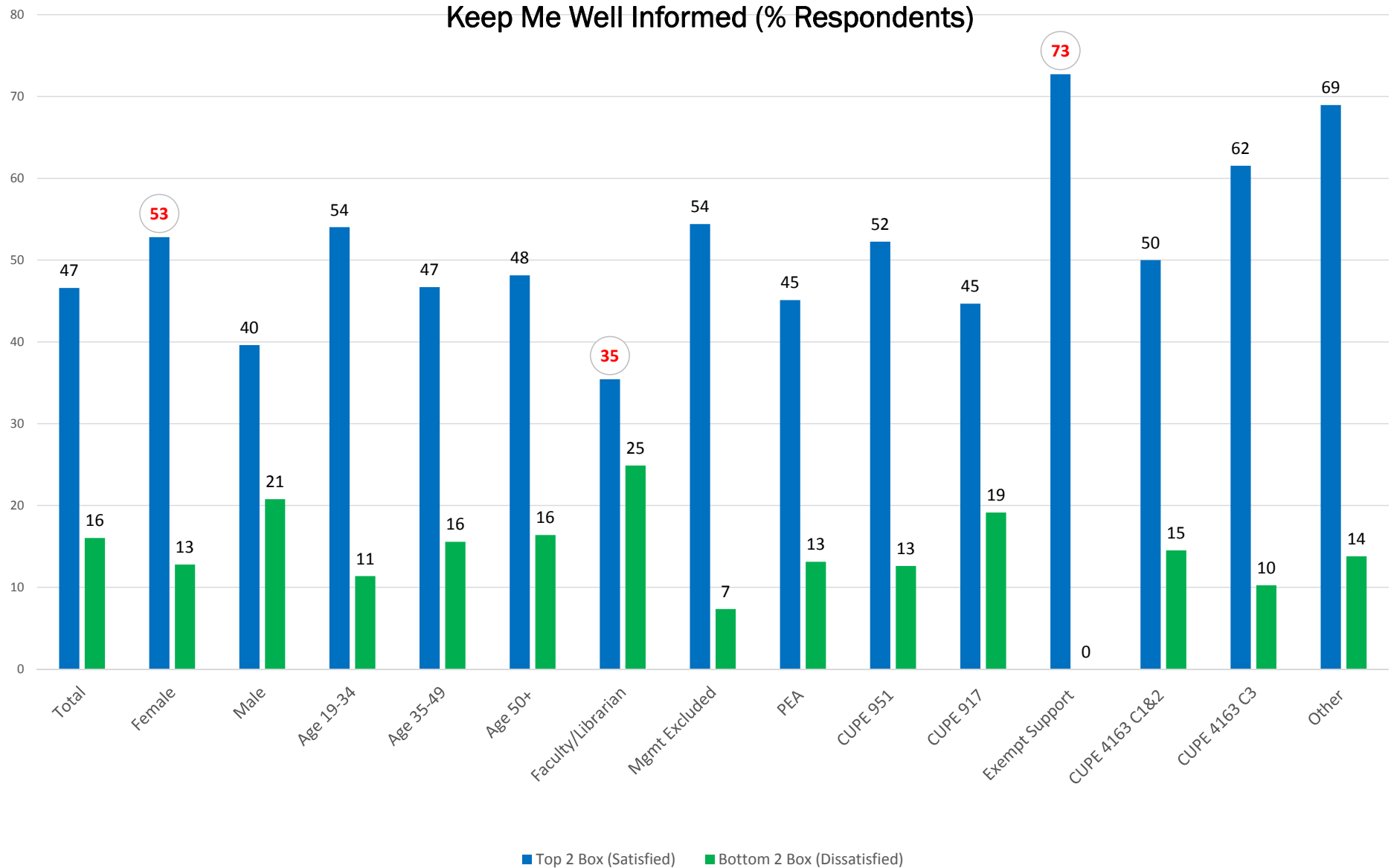


CROSS TABS





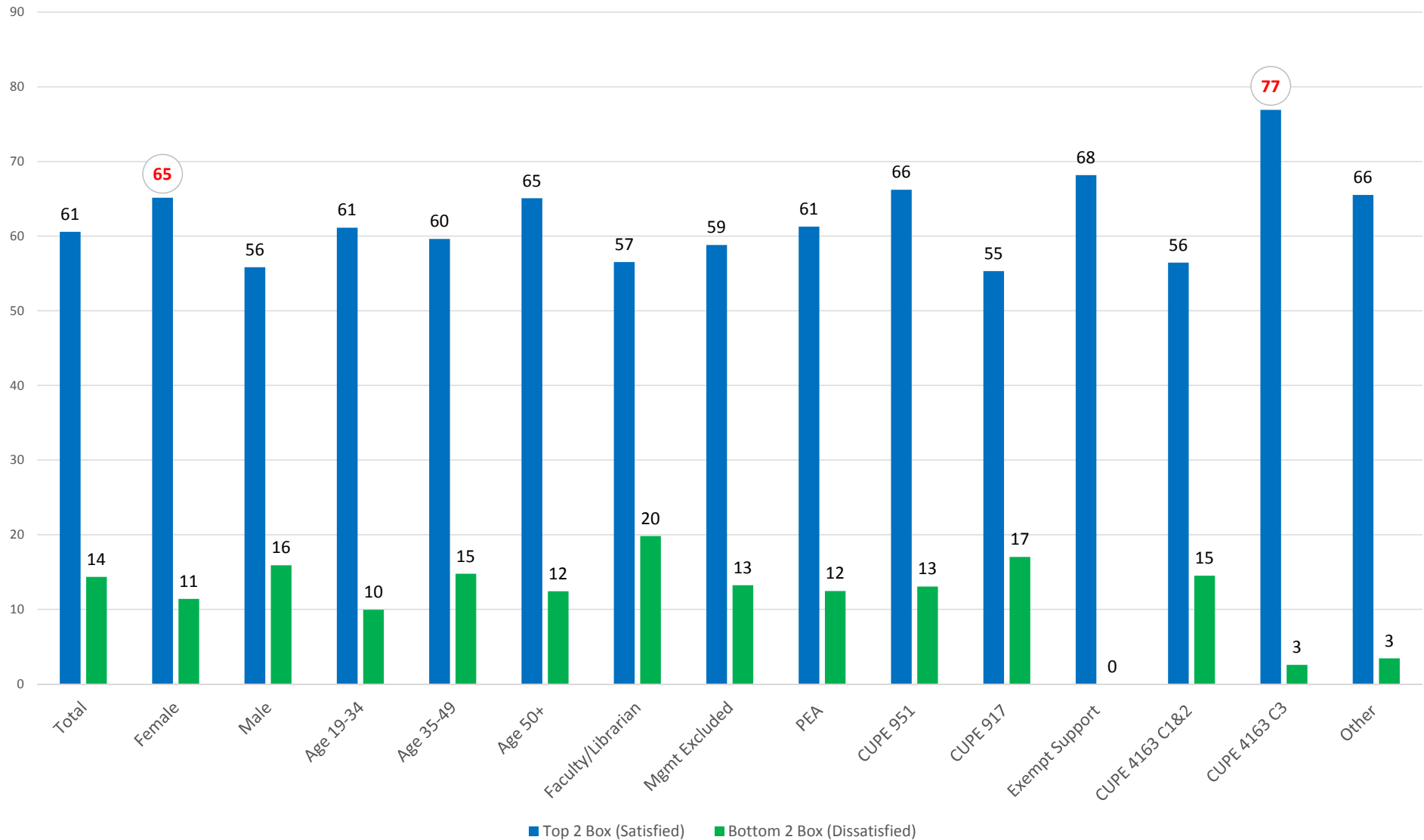
Effectiveness of Internal Communications at UVic





Effectiveness of Internal Communications at UVic

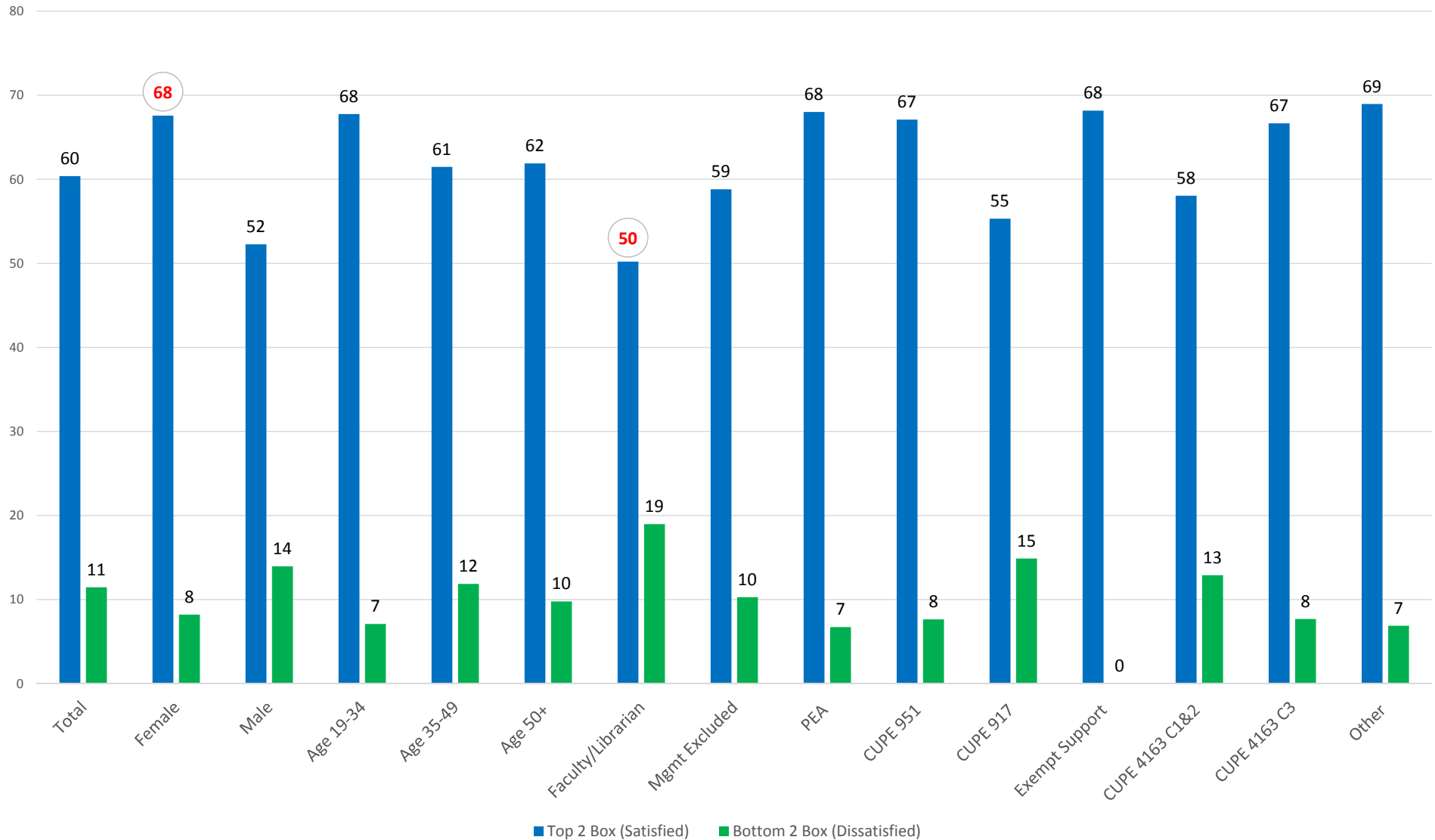
Provide Important/Urgent News Swiftly (% Respondents)





Effectiveness of Internal Communications at UVic

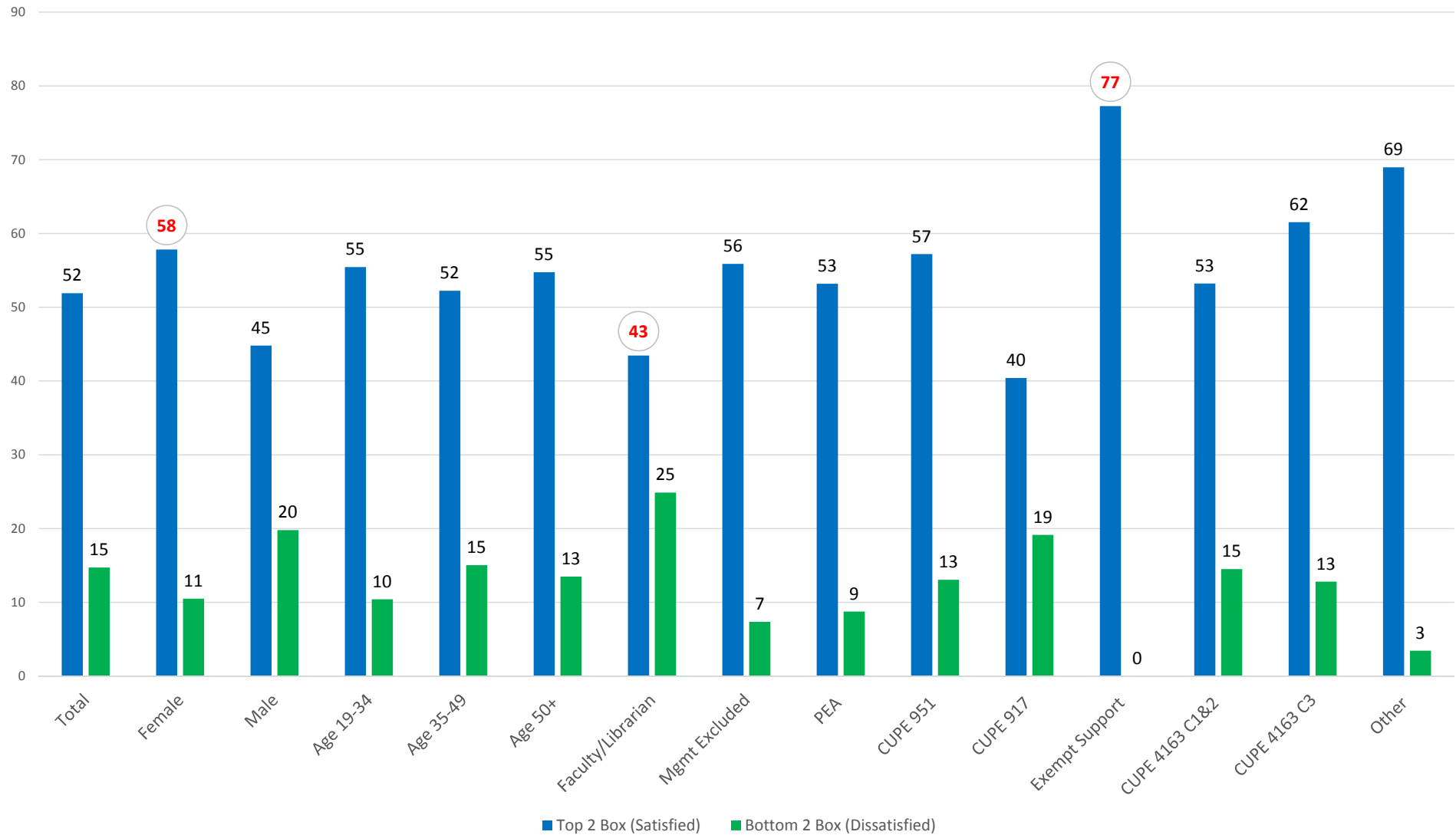
Are Inclusive, and Respect and Reflect Diversity (% Respondents)





Effectiveness of Internal Communications at UVic

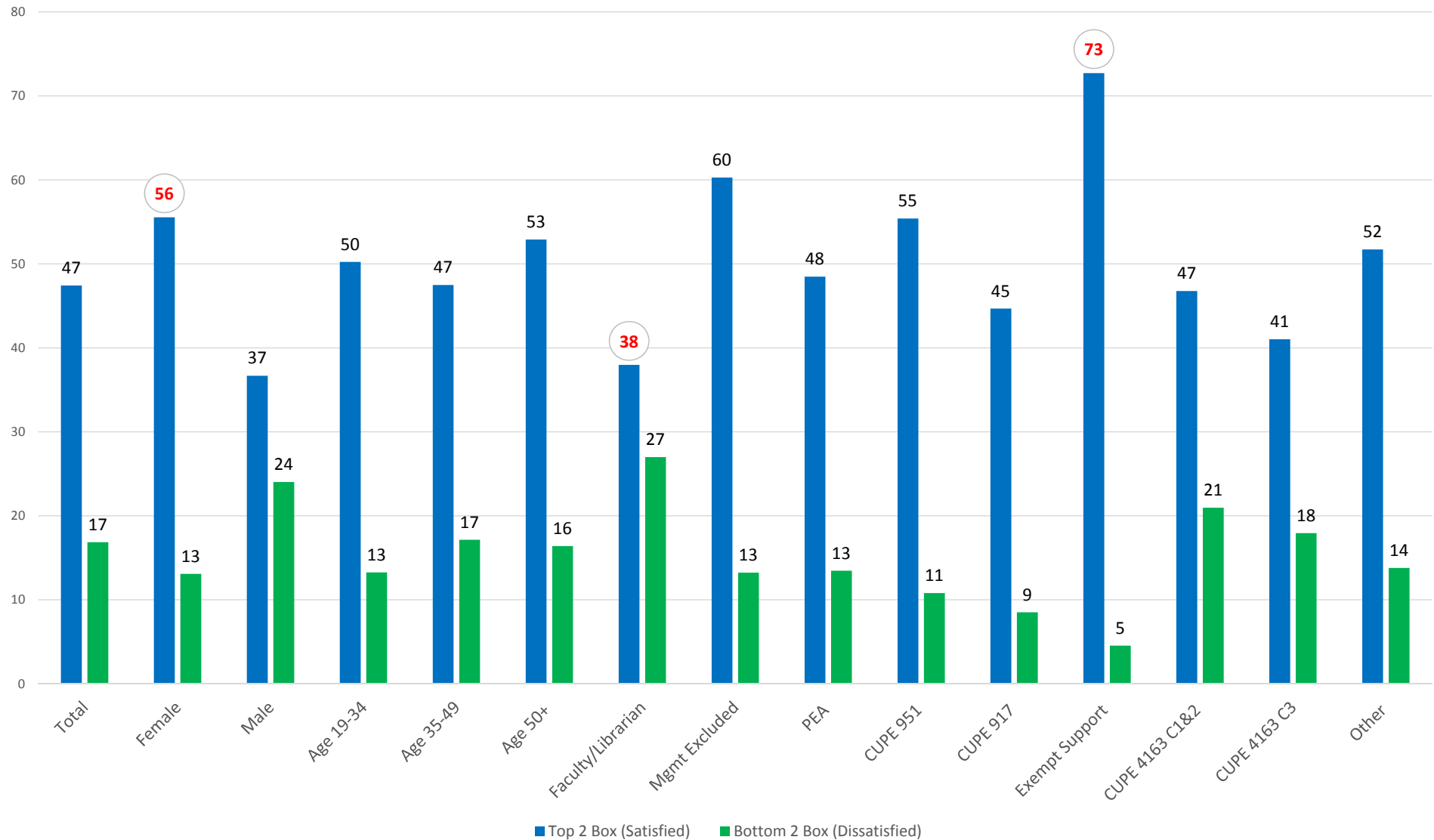
Provide Me with Important Information (% Respondents)





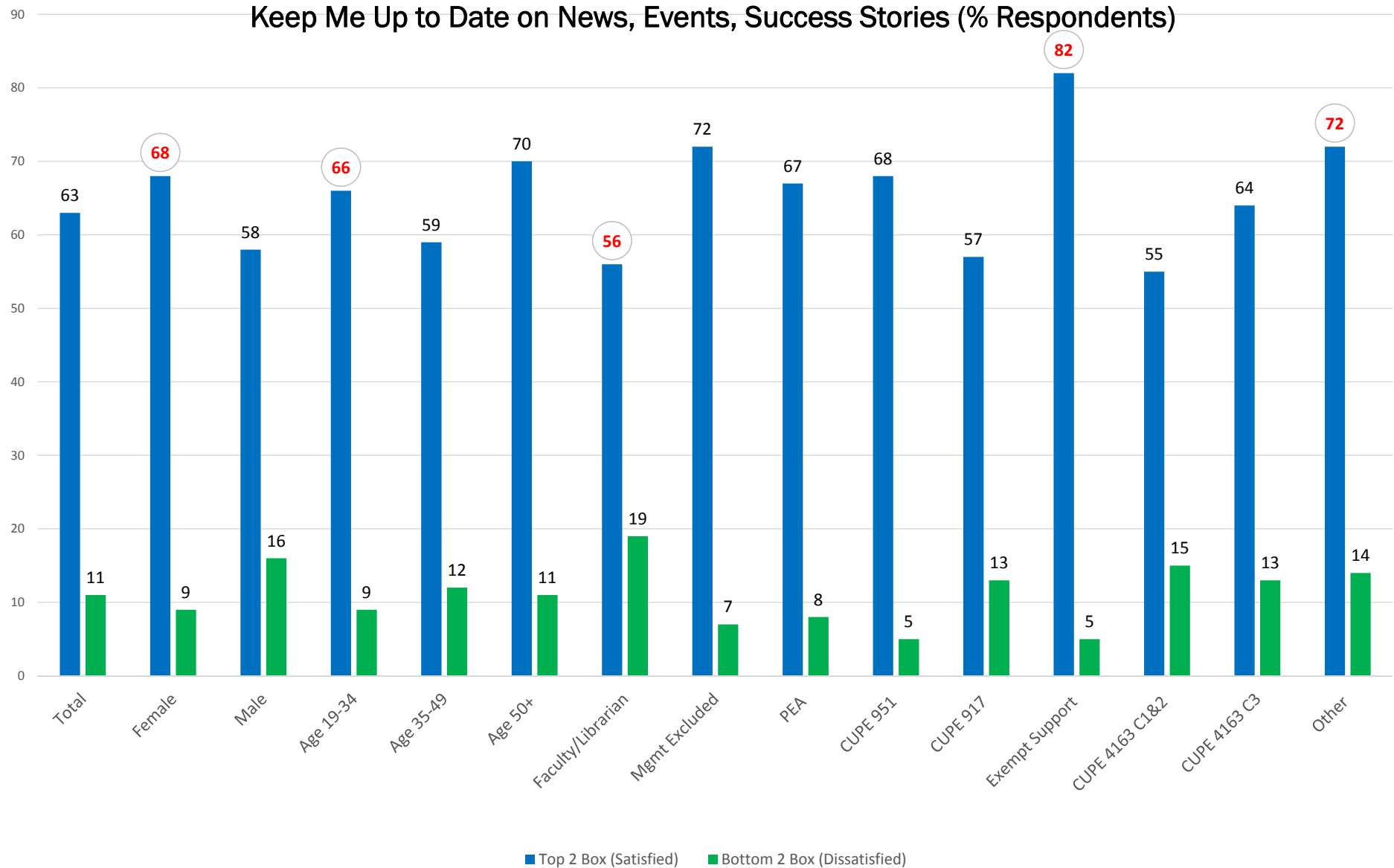
Effectiveness of Internal Communications at UVic

Connect Me to the University (% Respondents)





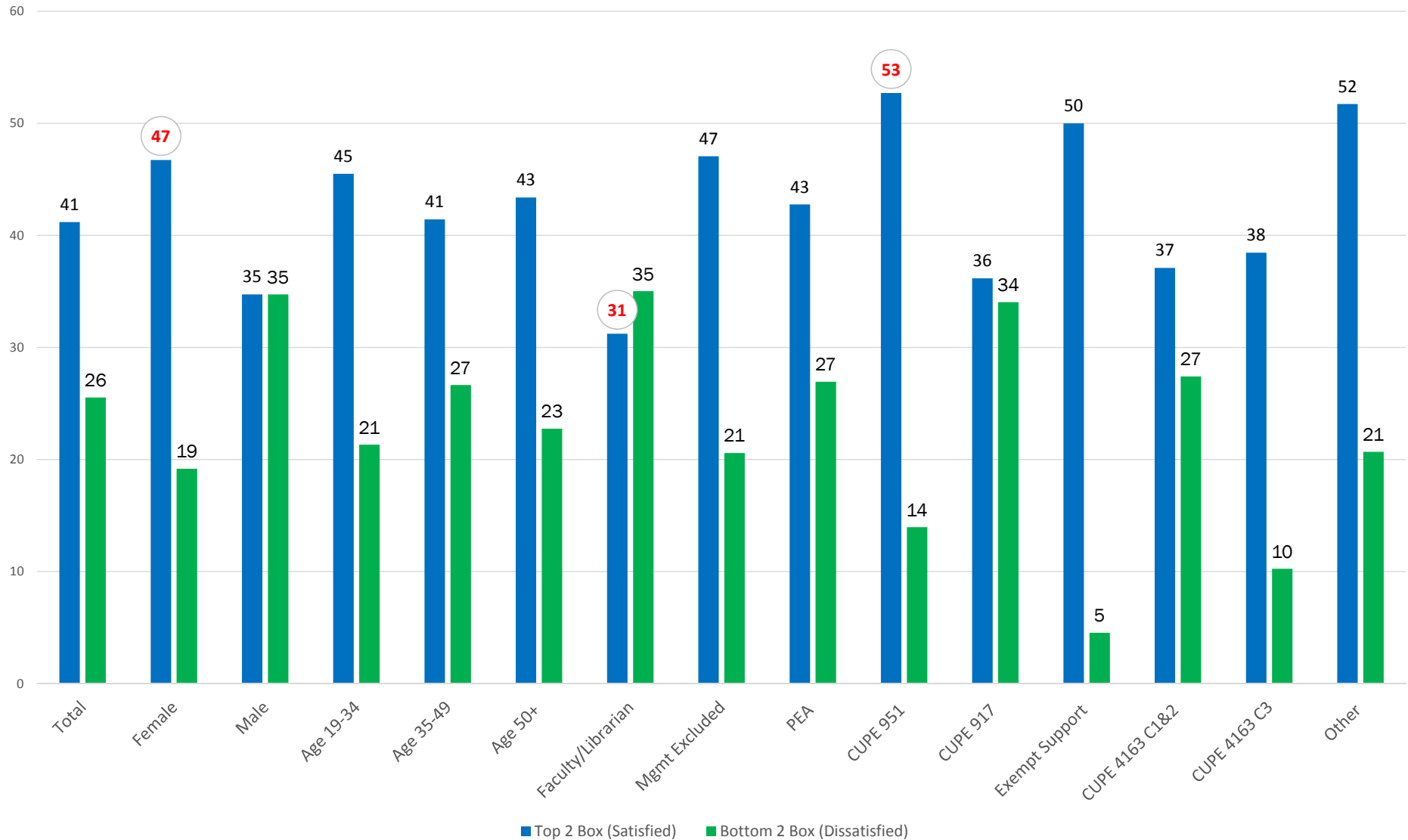
Effectiveness of Internal Communications at UVic





Effectiveness of Internal Communications at UVic

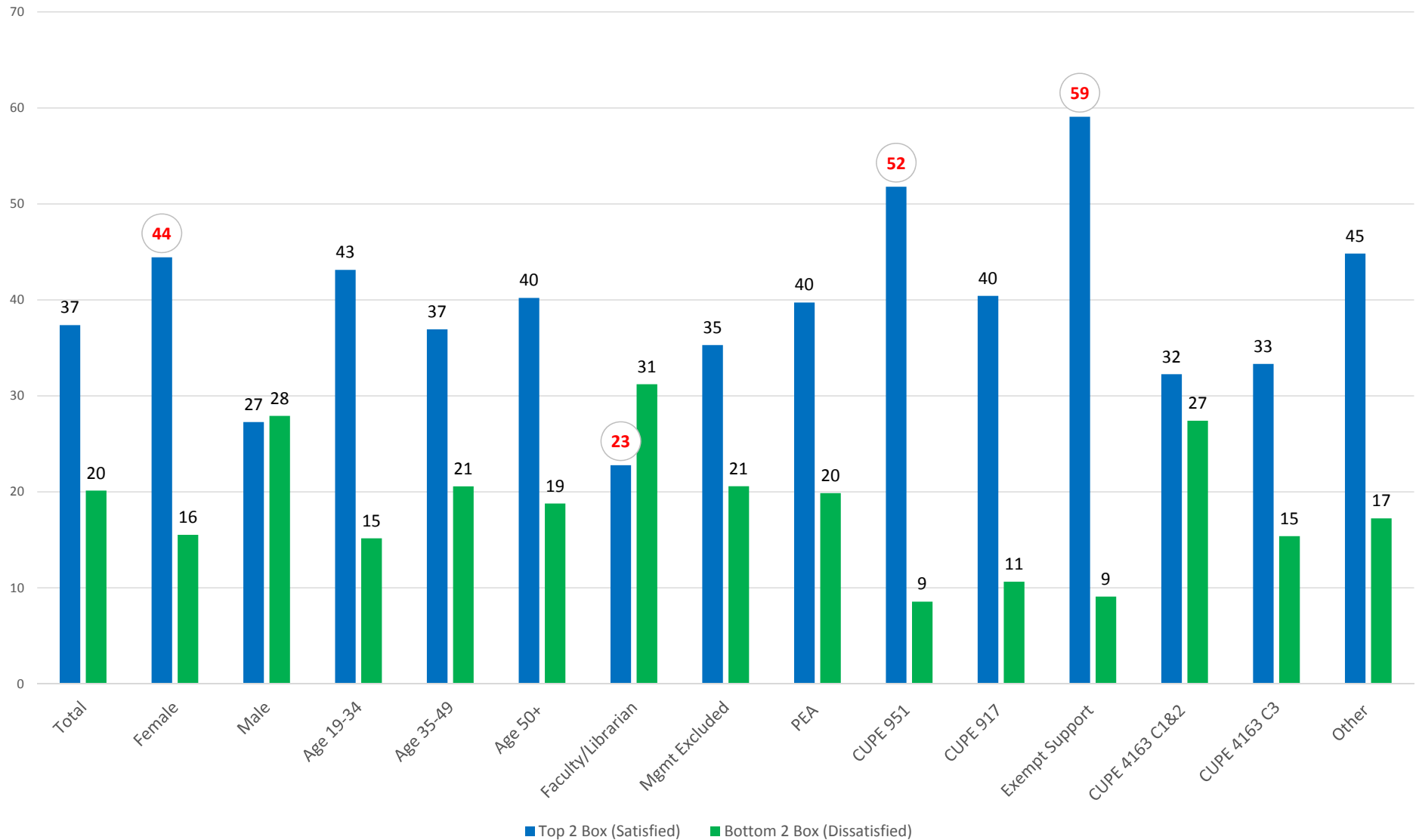
Help Me Understand UVic's Priorities (% Respondents)





Effectiveness of Internal Communications at UVic

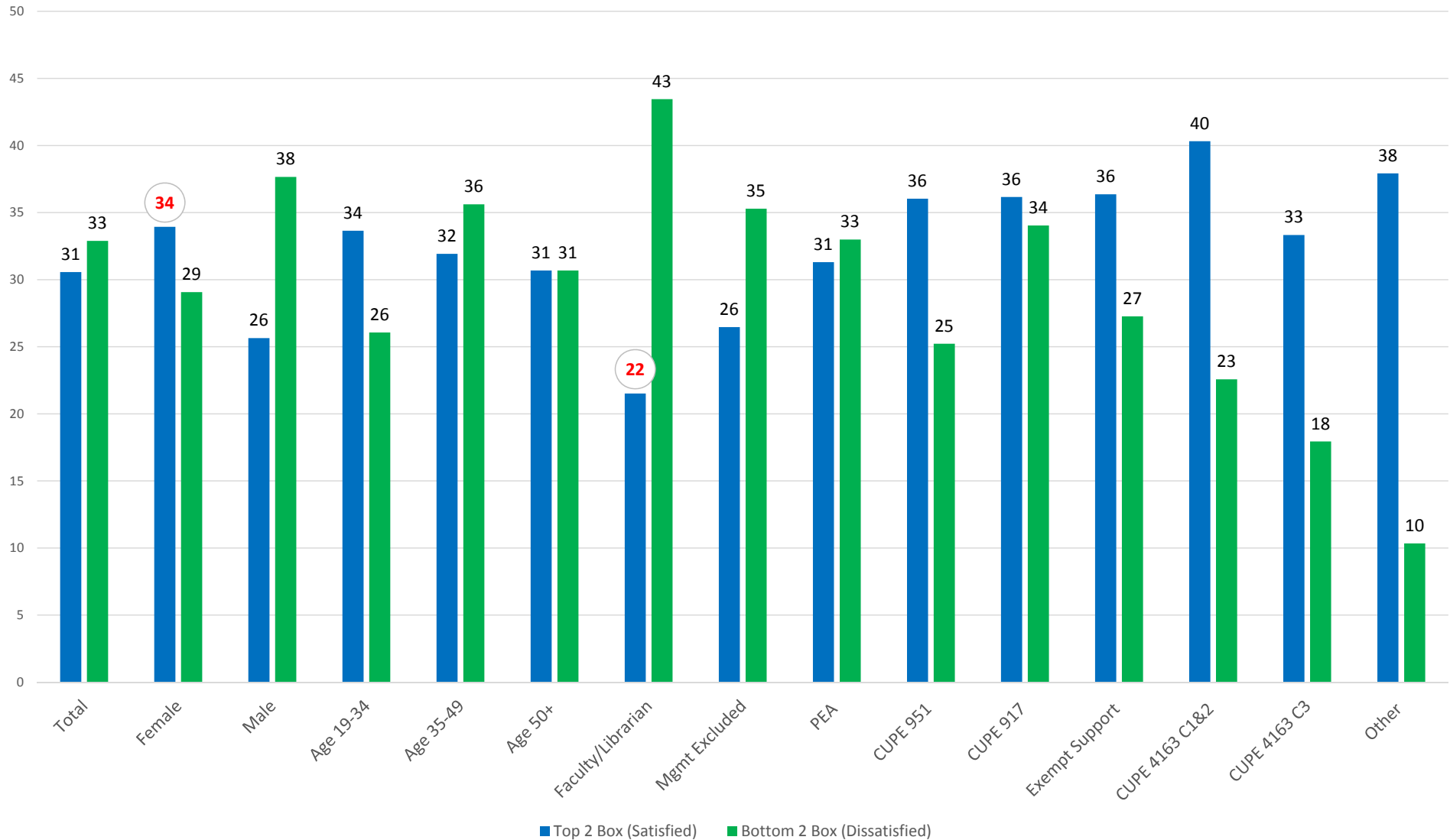
Reflect UVic's Unique Character (% Respondents)





Effectiveness of Internal Communications at UVic

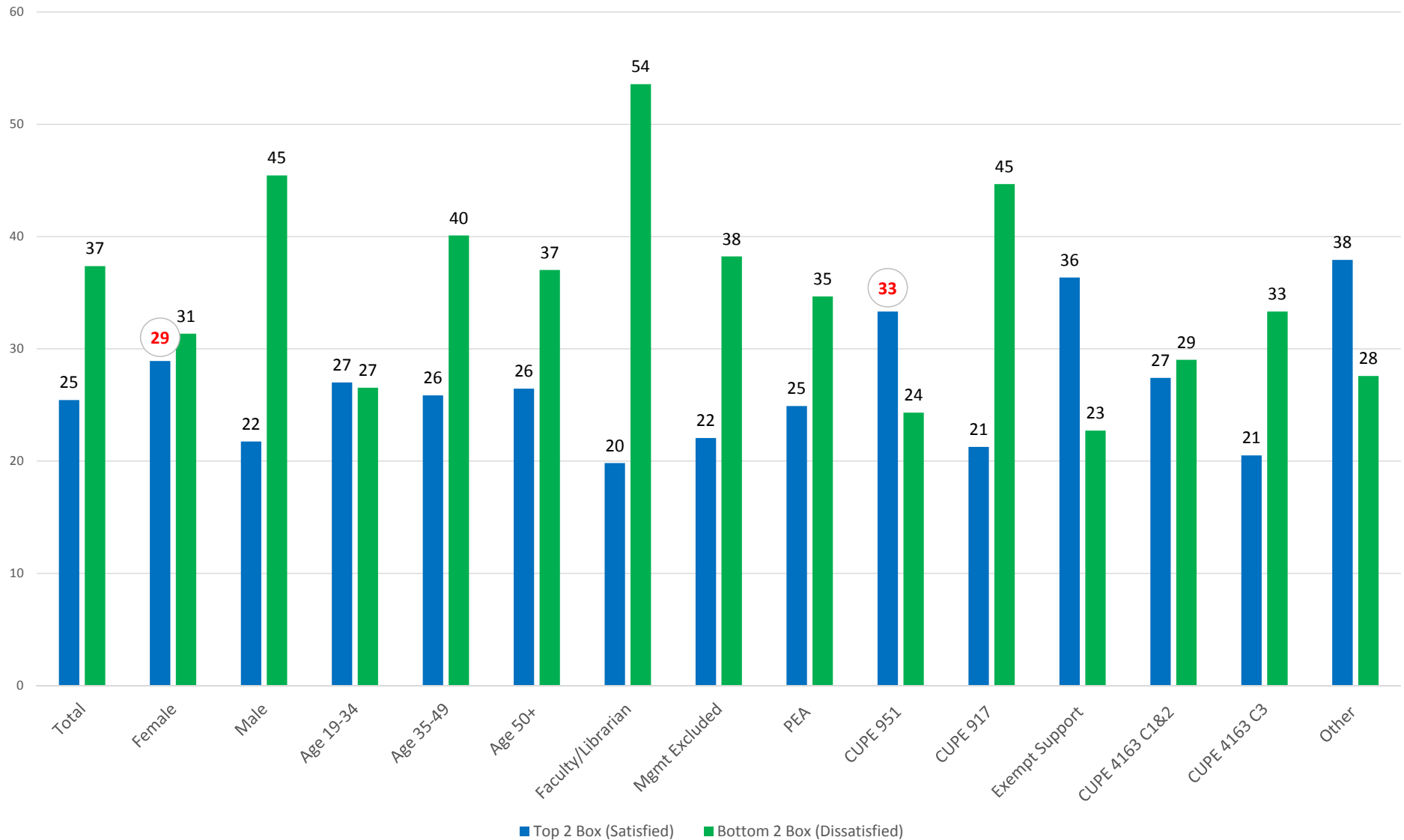
Share News Around and Between Departments Effectively (% Respondents)





Effectiveness of Internal Communications at UVic

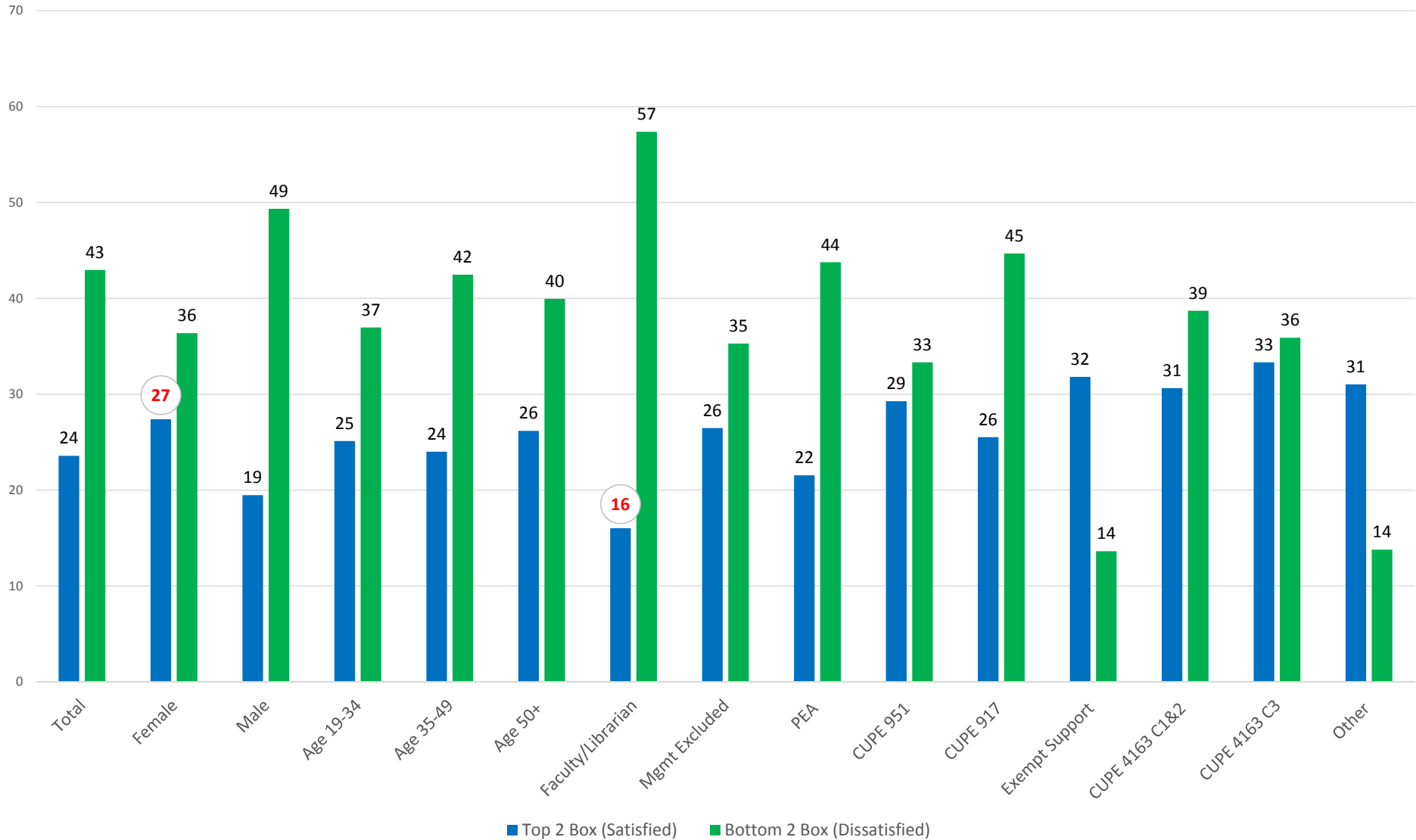
Provide Opportunities for 2-Way Communications (% Respondents)





Effectiveness of Internal Communications at UVic

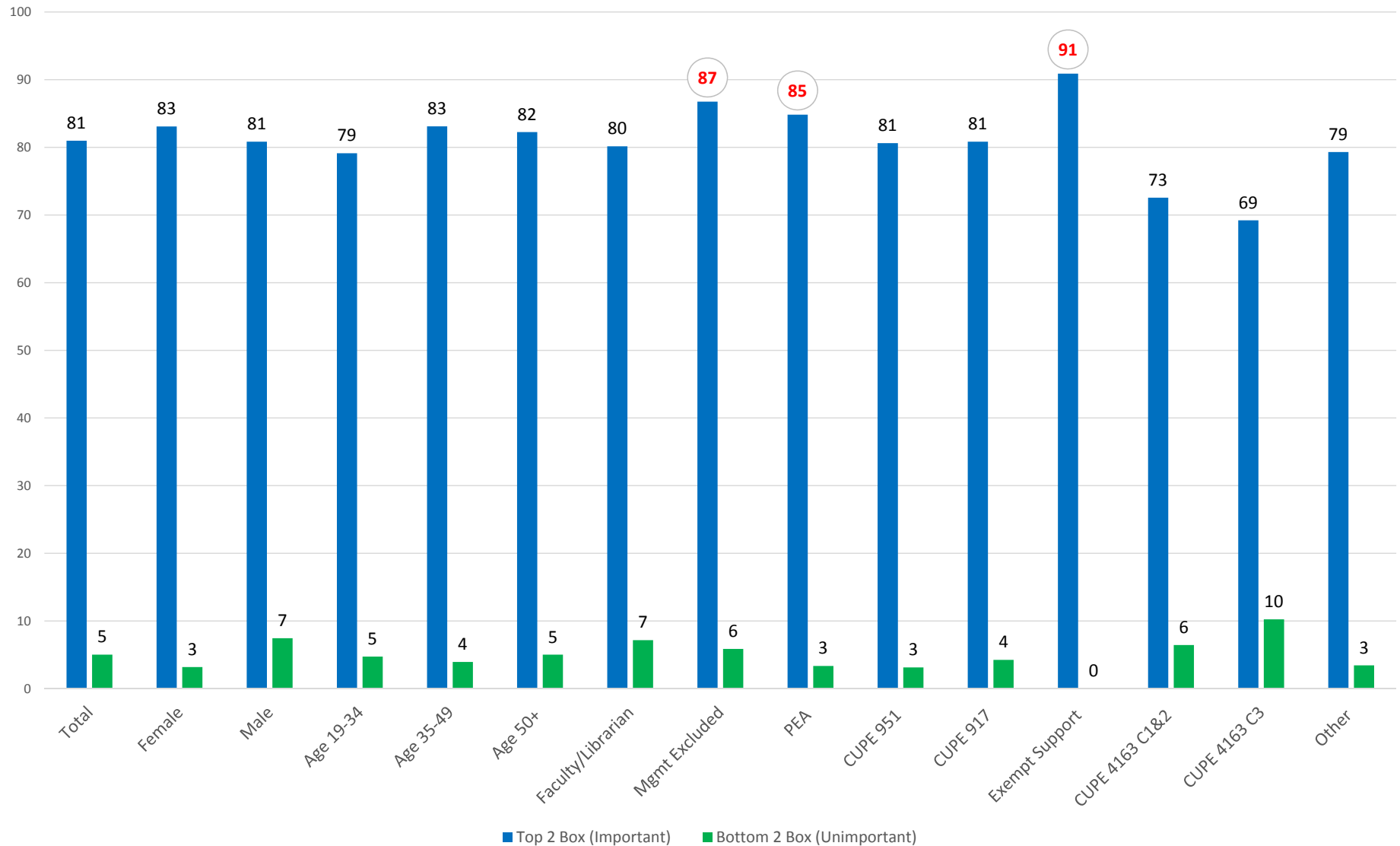
Help Me Understand Decisions and How They Are Made (% Respondents)





Importance of Various Types of Information

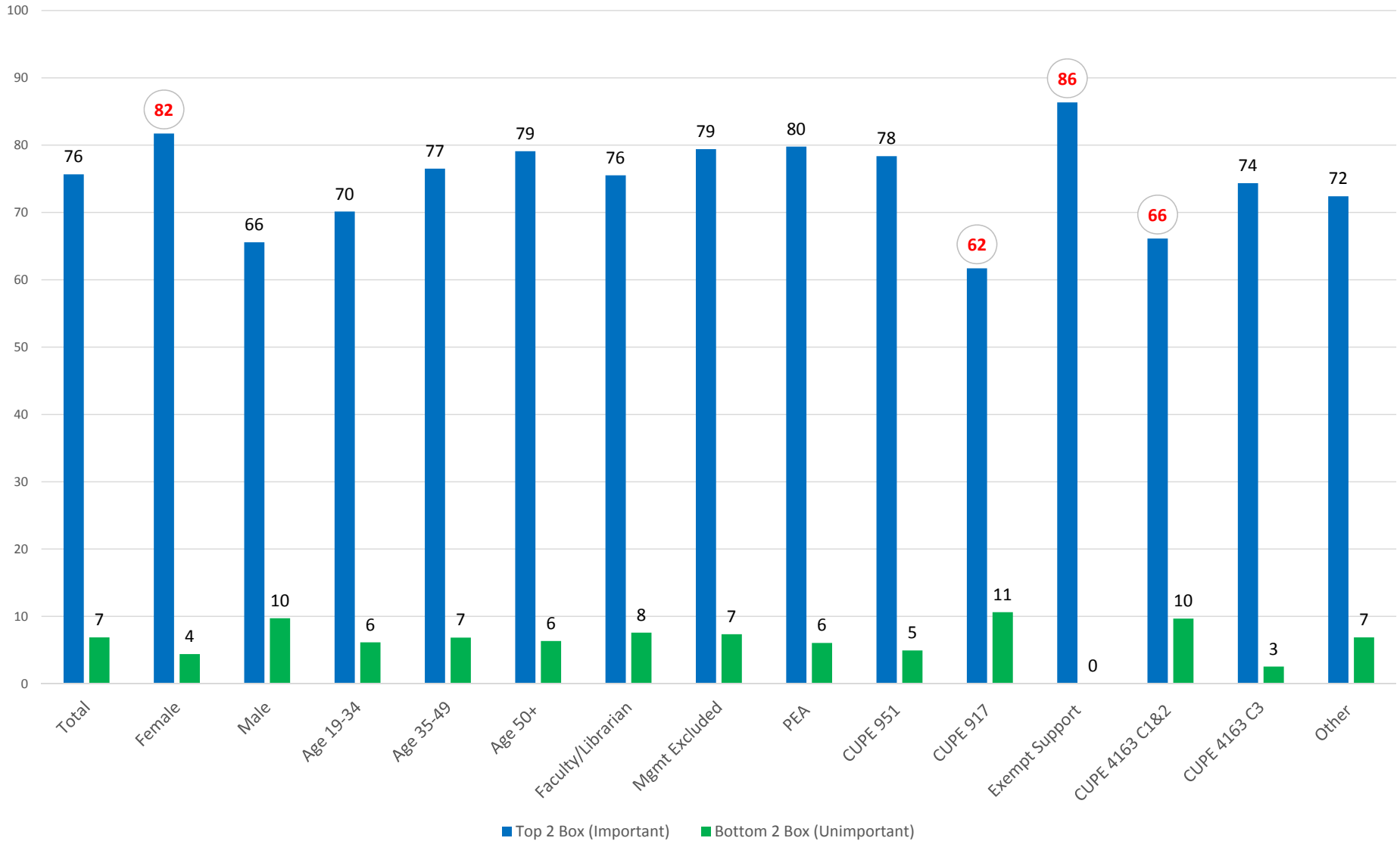
UVic's Plans for the Future (% Respondents)





Importance of Various Types of Information

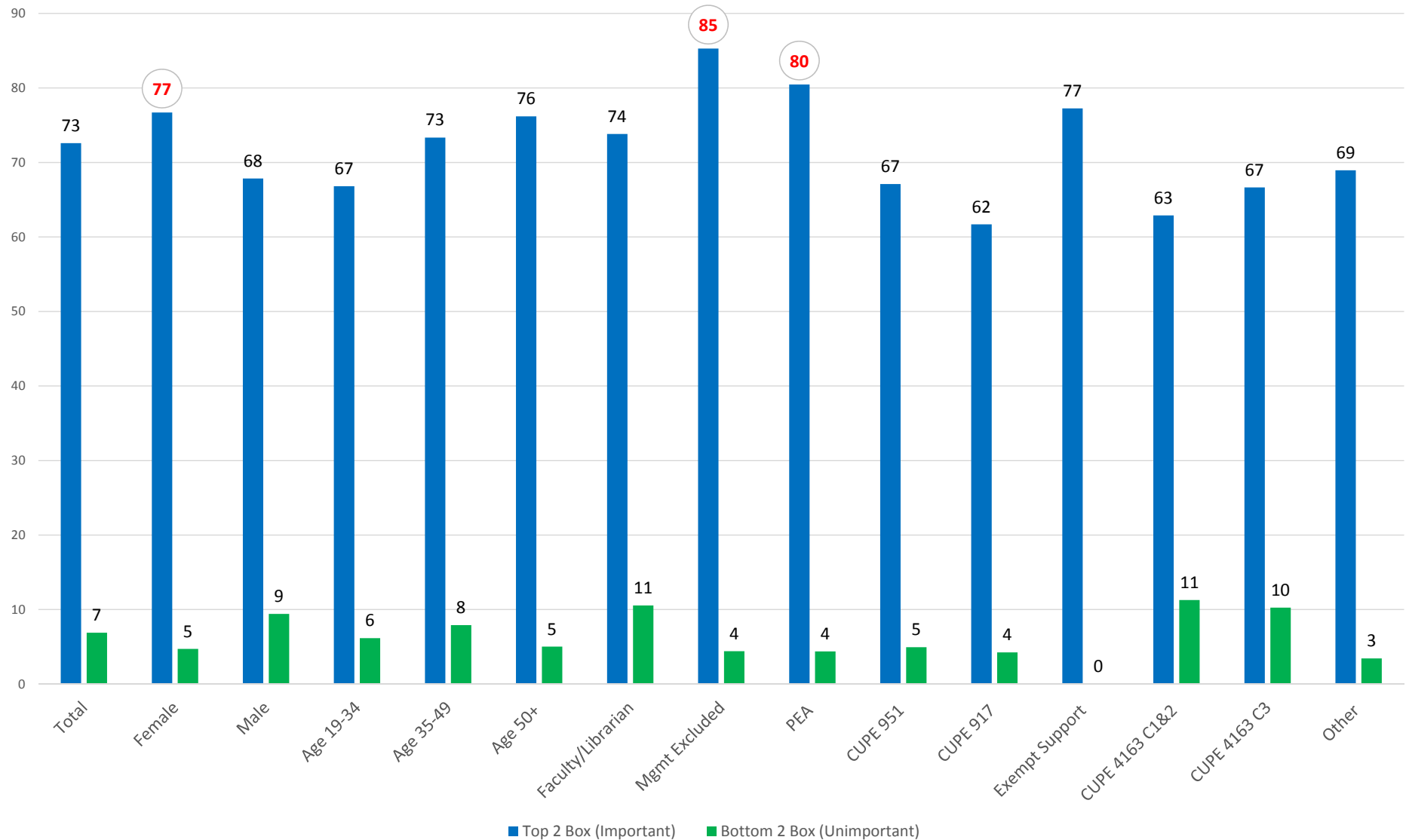
New/Revised University Policies or Programs (% Respondents)





Importance of Various Types of Information

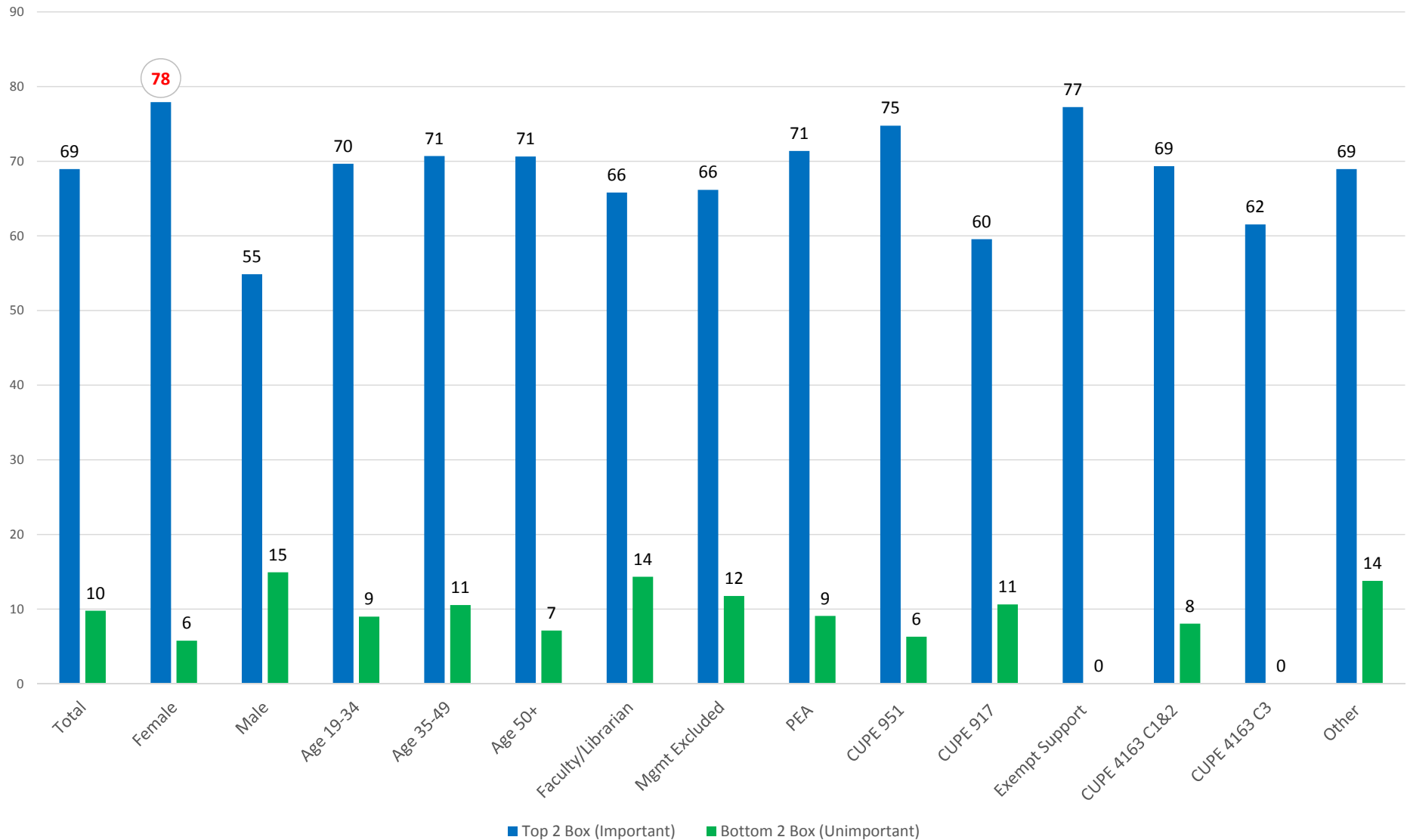
Challenges and Trends Affecting UVic (% Respondents)





Importance of Various Types of Information

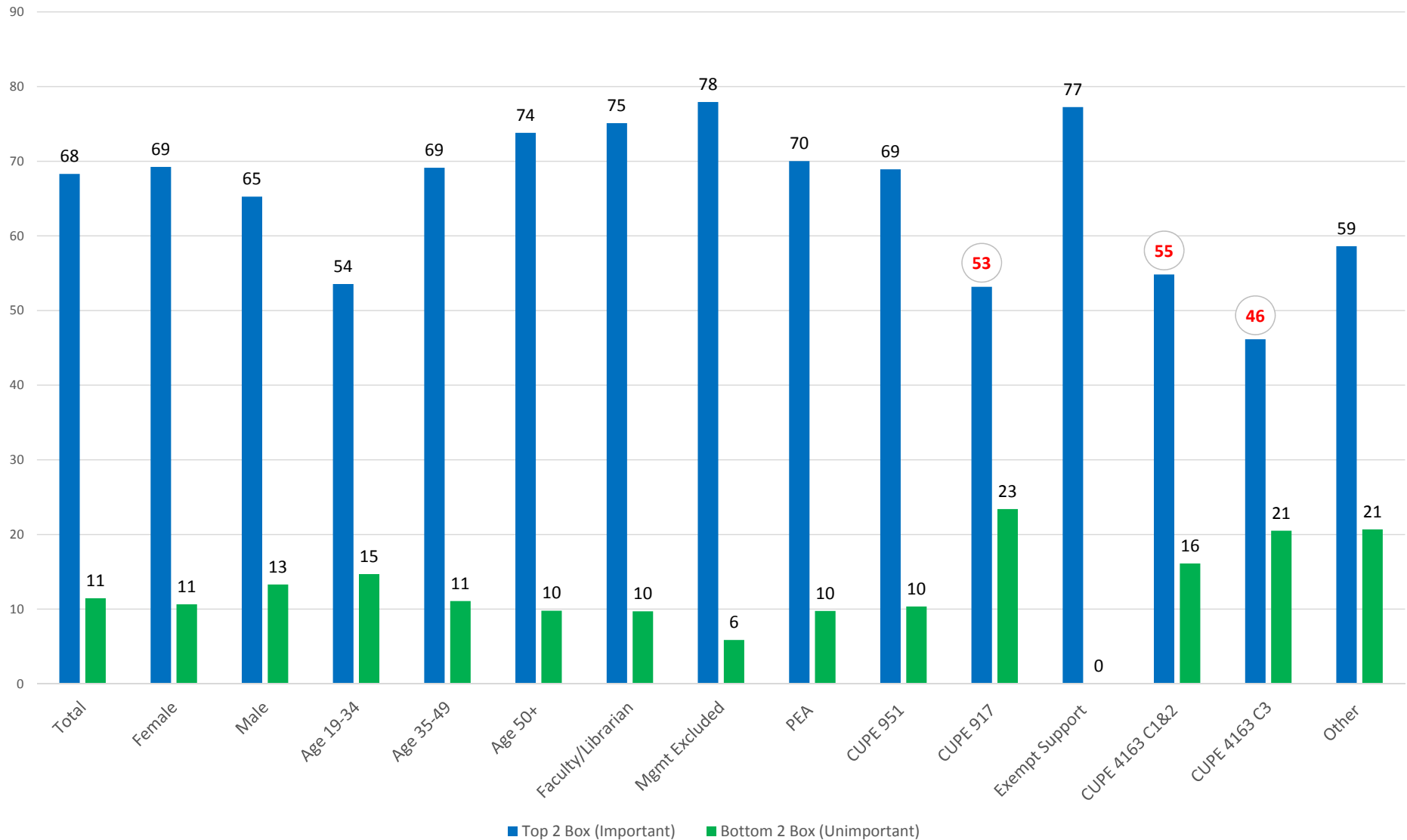
UVic's Activities/Involvement in the Surrounding Community (% Respondents)





Importance of Various Types of Information

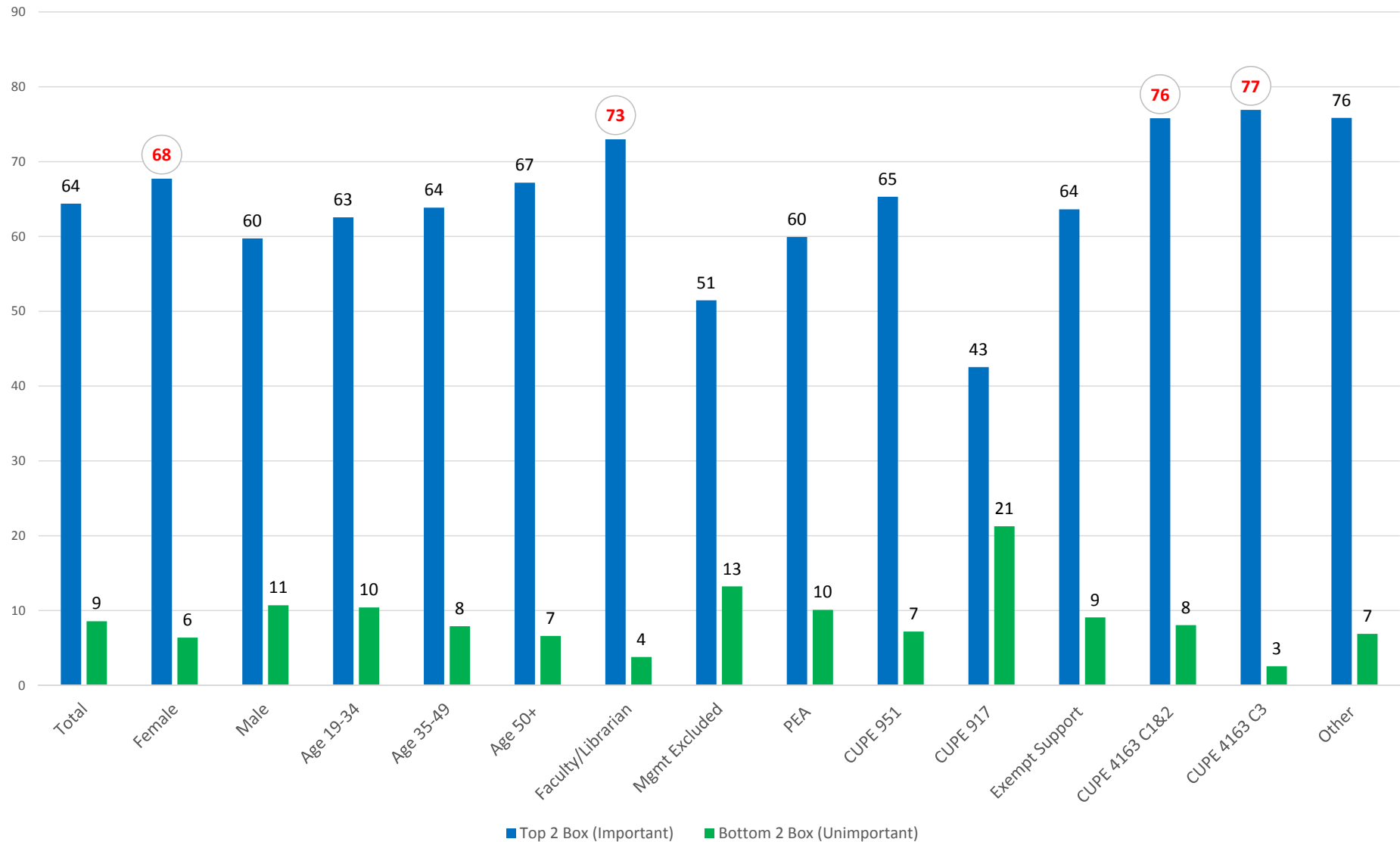
UVic's Overall Financial Picture (% Respondents)





Importance of Various Types of Information

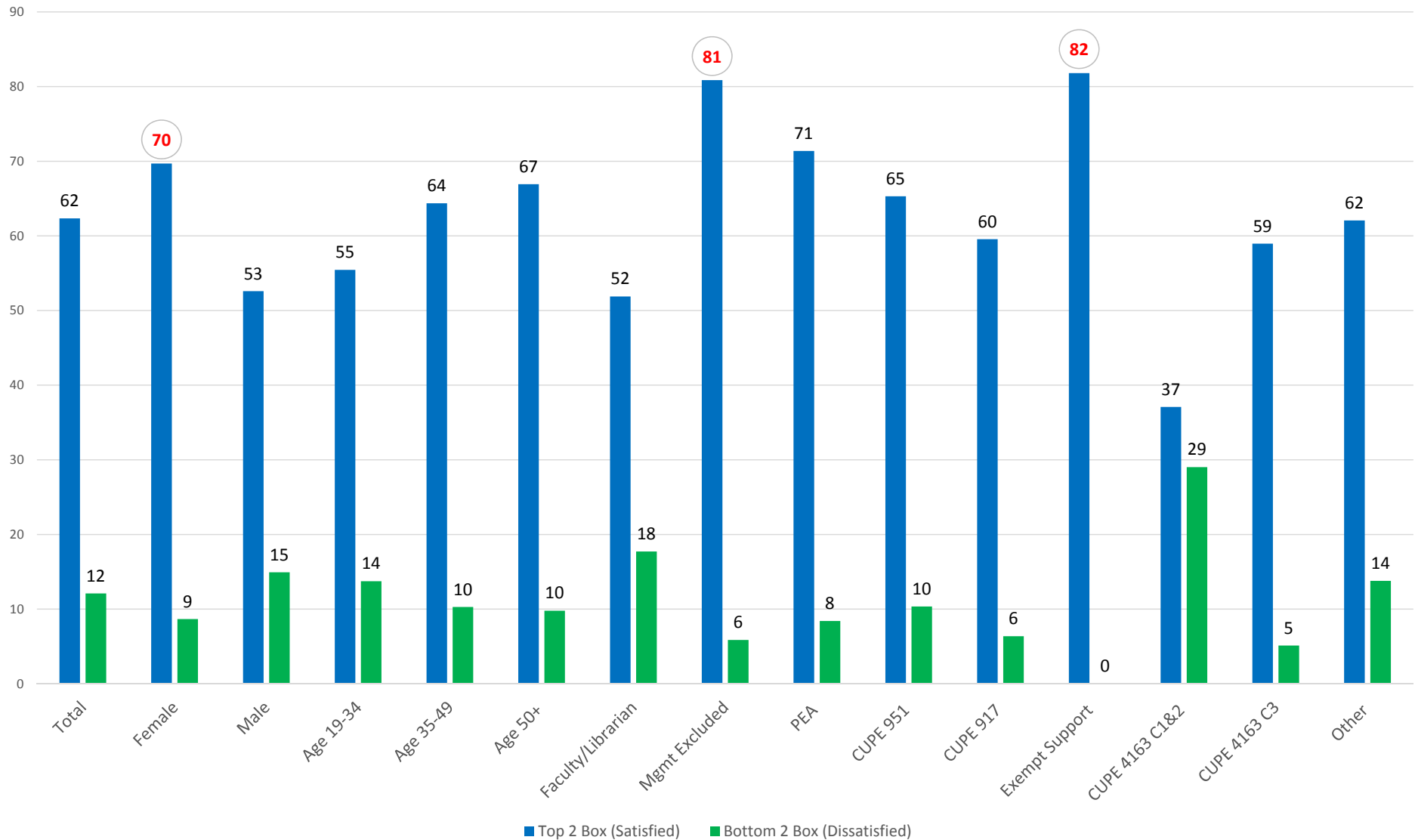
New Research Initiatives (% Respondents)





Importance of Various Types of Information

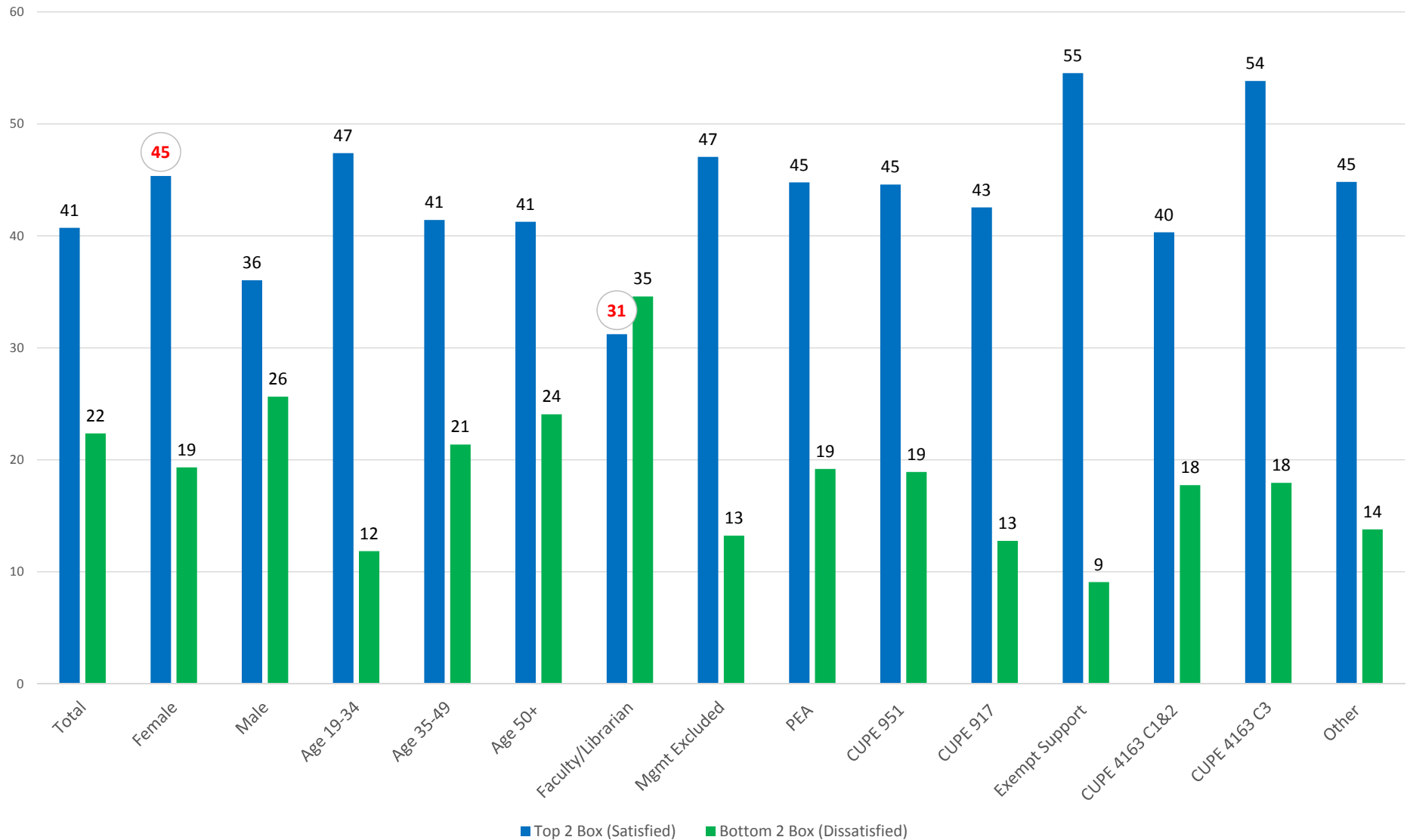
Success Stories (% Respondents)





Communications from Academic/Administrative Leaders

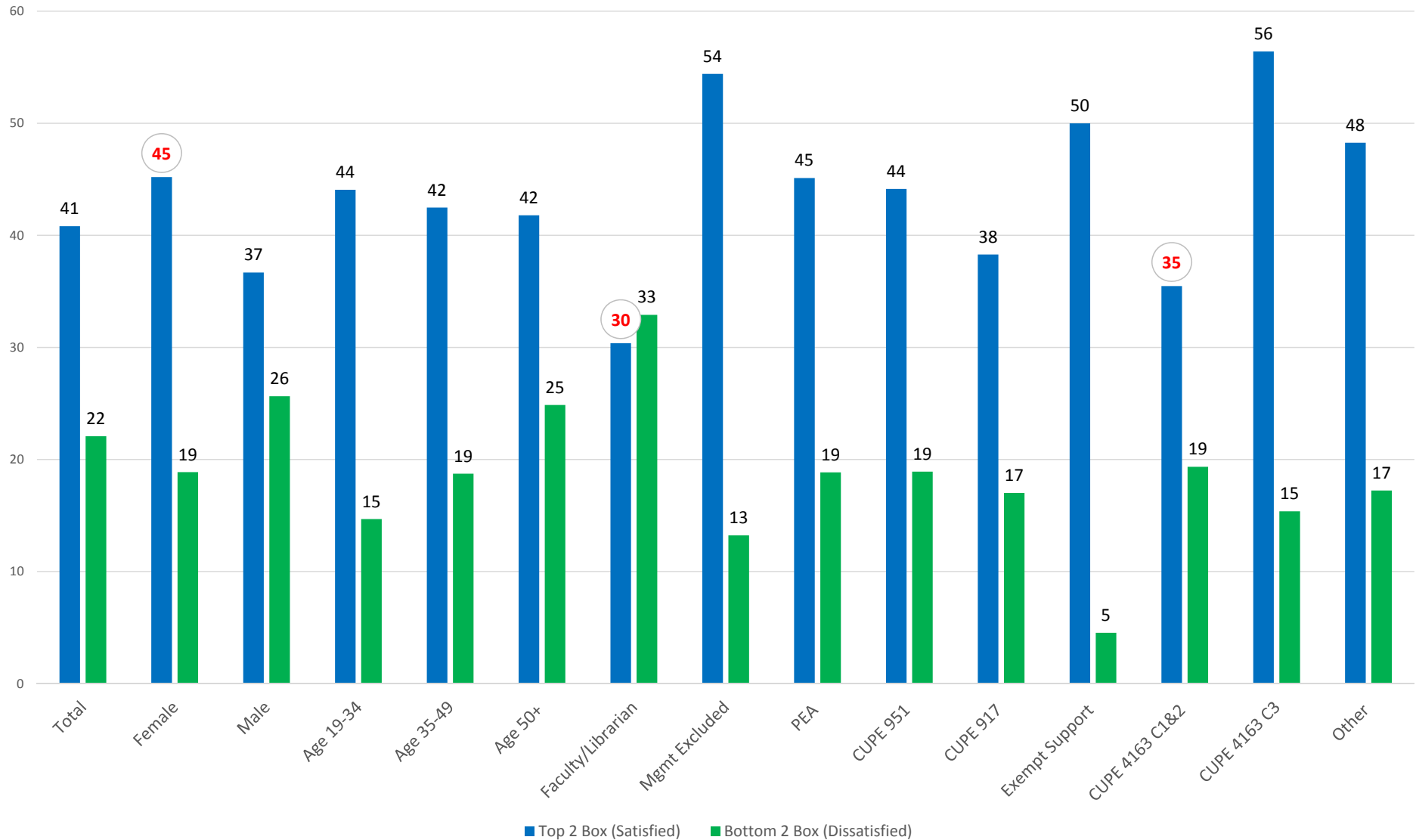
Clarify Key University Messages Appropriately (% Respondents)





Communications from Academic/Administrative Leaders

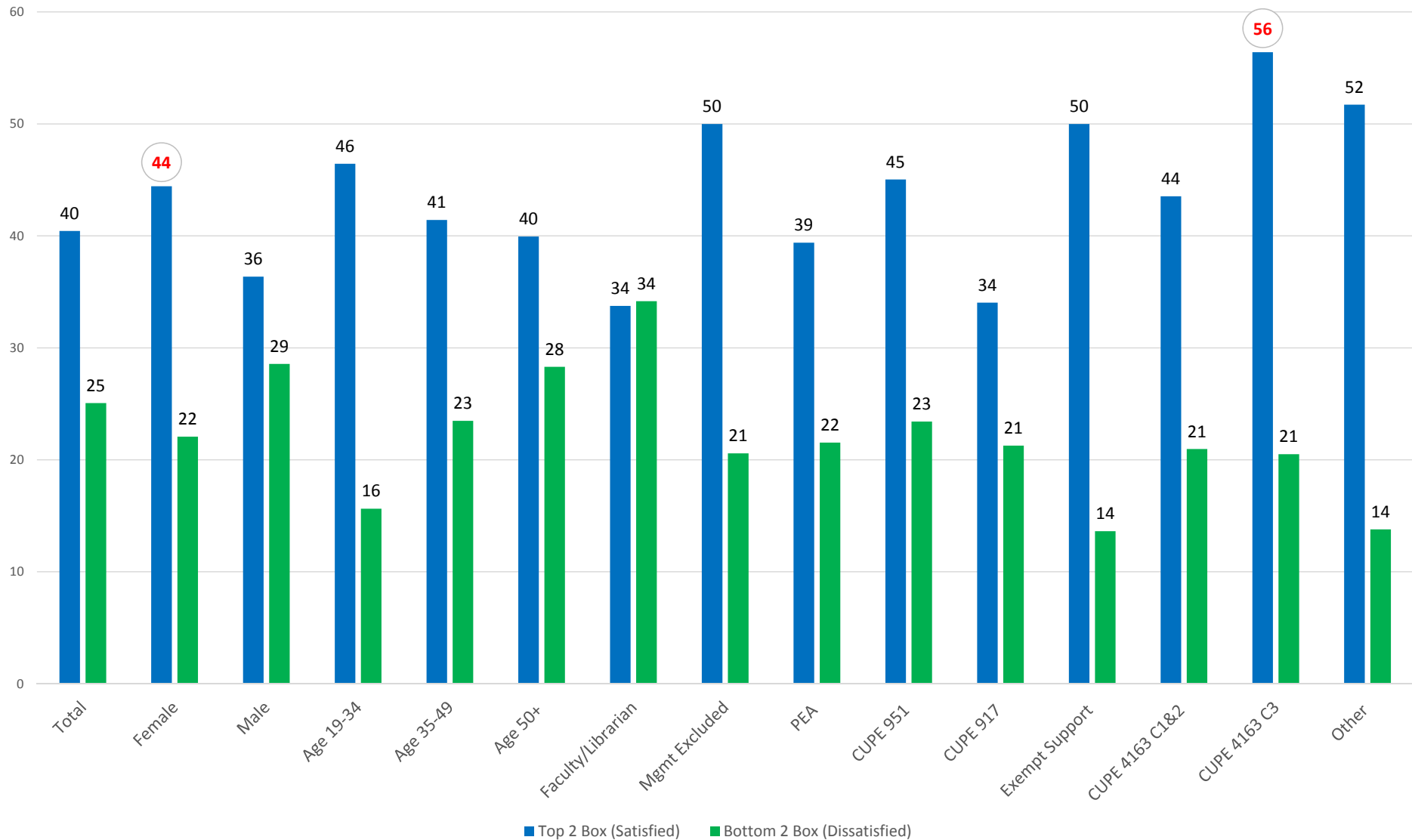
Distill Key University Messages Effectively (% Respondents)





Communications from Academic/Administrative Leaders

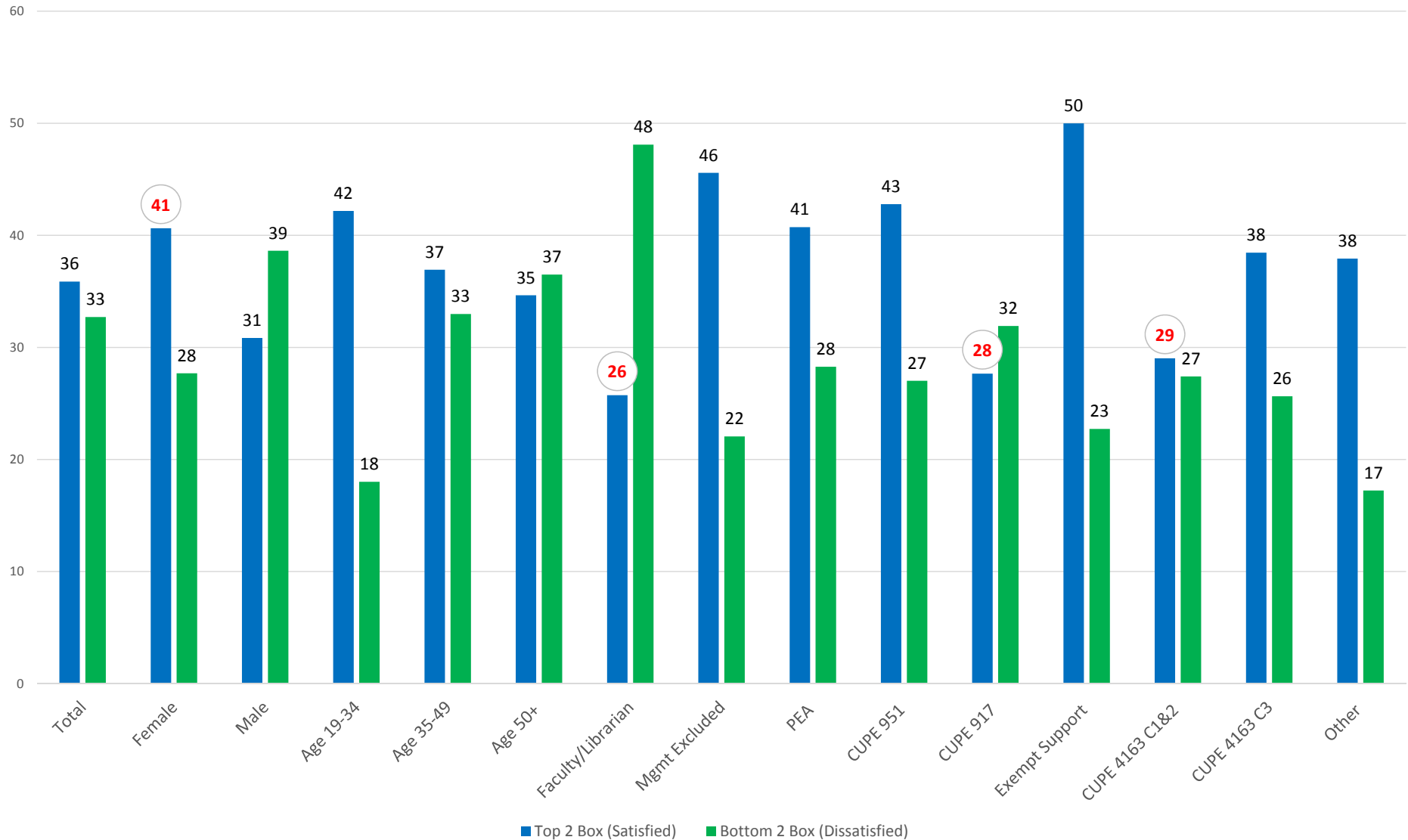
Ensure People Receive Information that Applies to Them (% Respondents)





Communications from Academic/Administrative Leaders

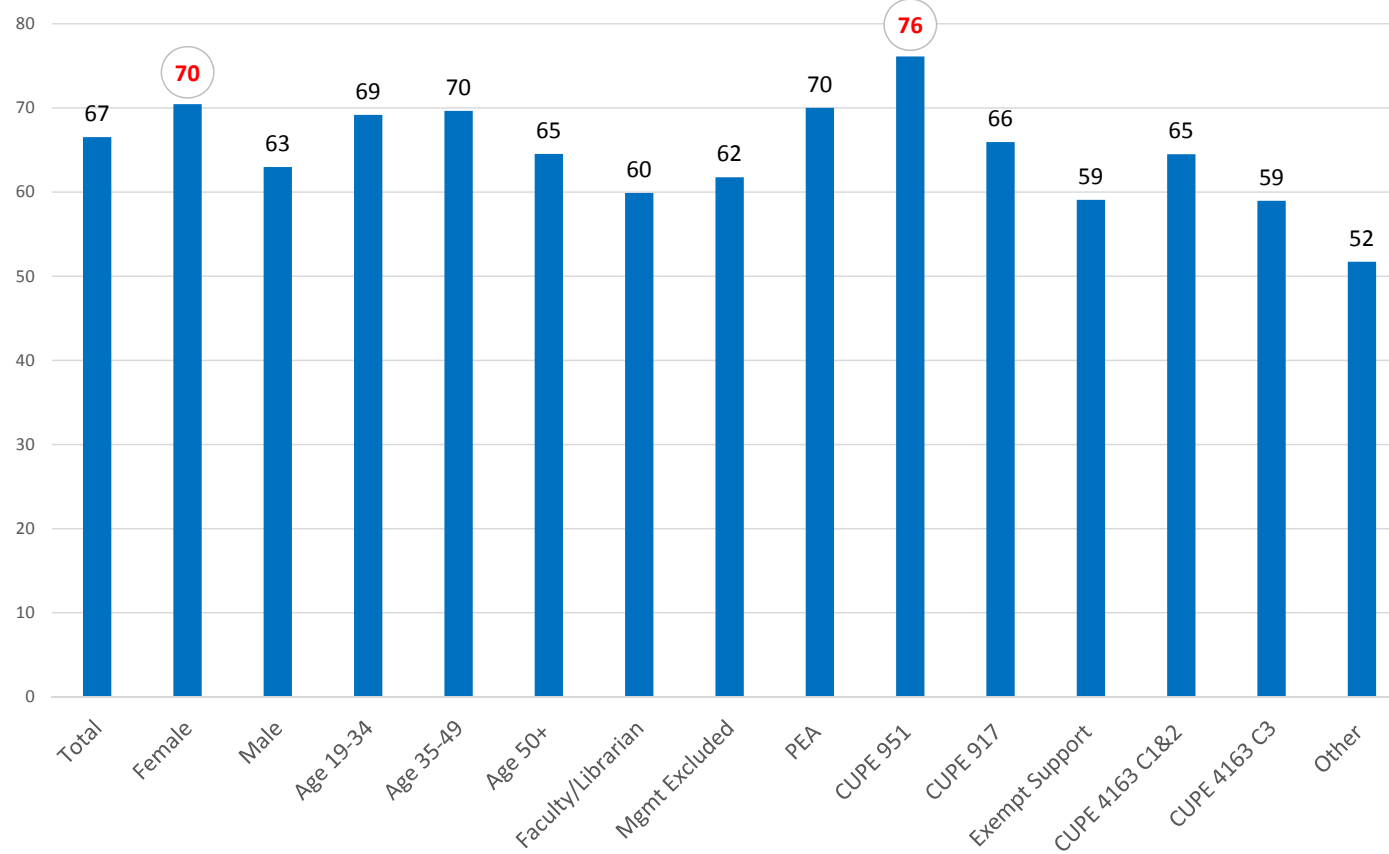
Encourage 2-Way Communication (% Respondents)





Online/Electronic Channels Accessed Regularly

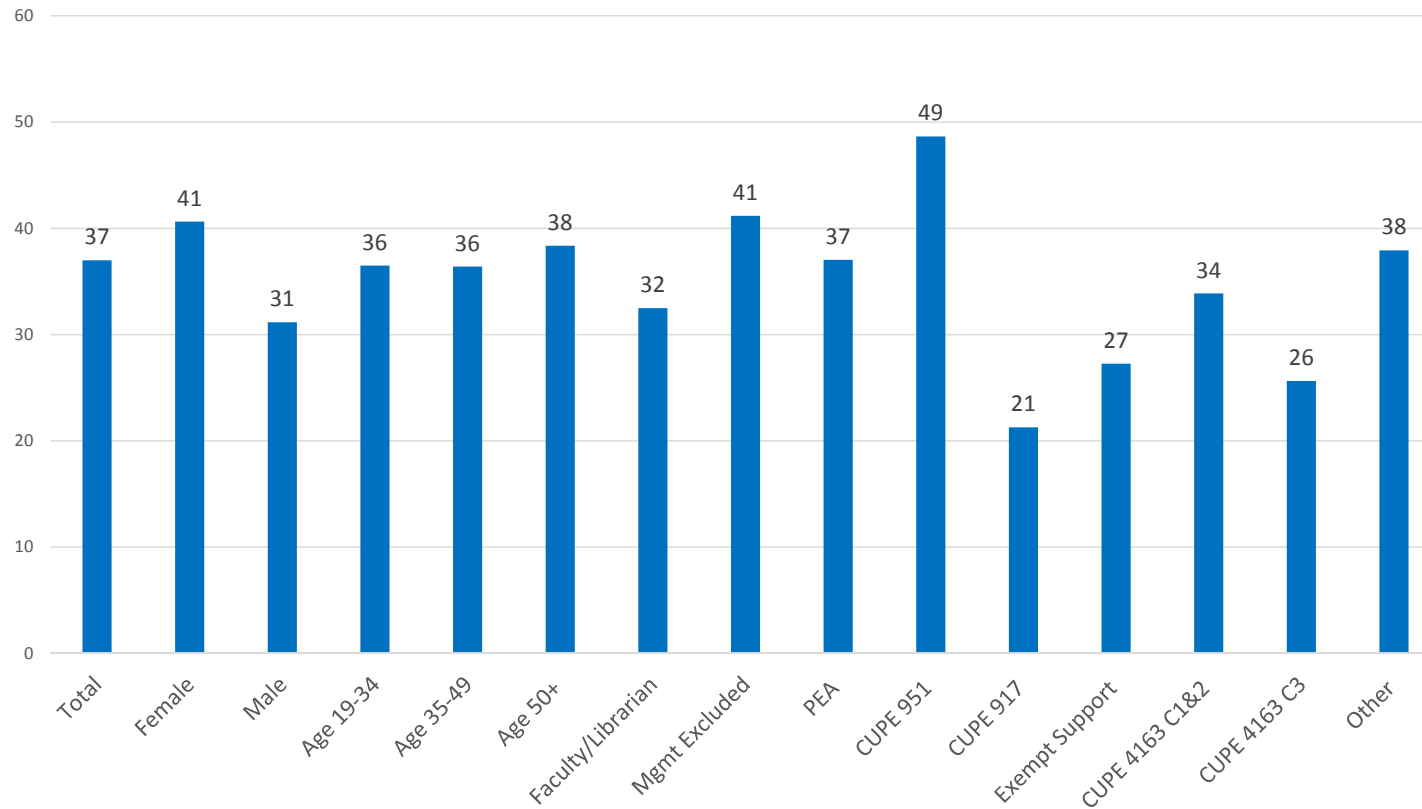
UVic.ca homepage – Featured Stories (% Respondents)





Online/Electronic Channels Accessed Regularly

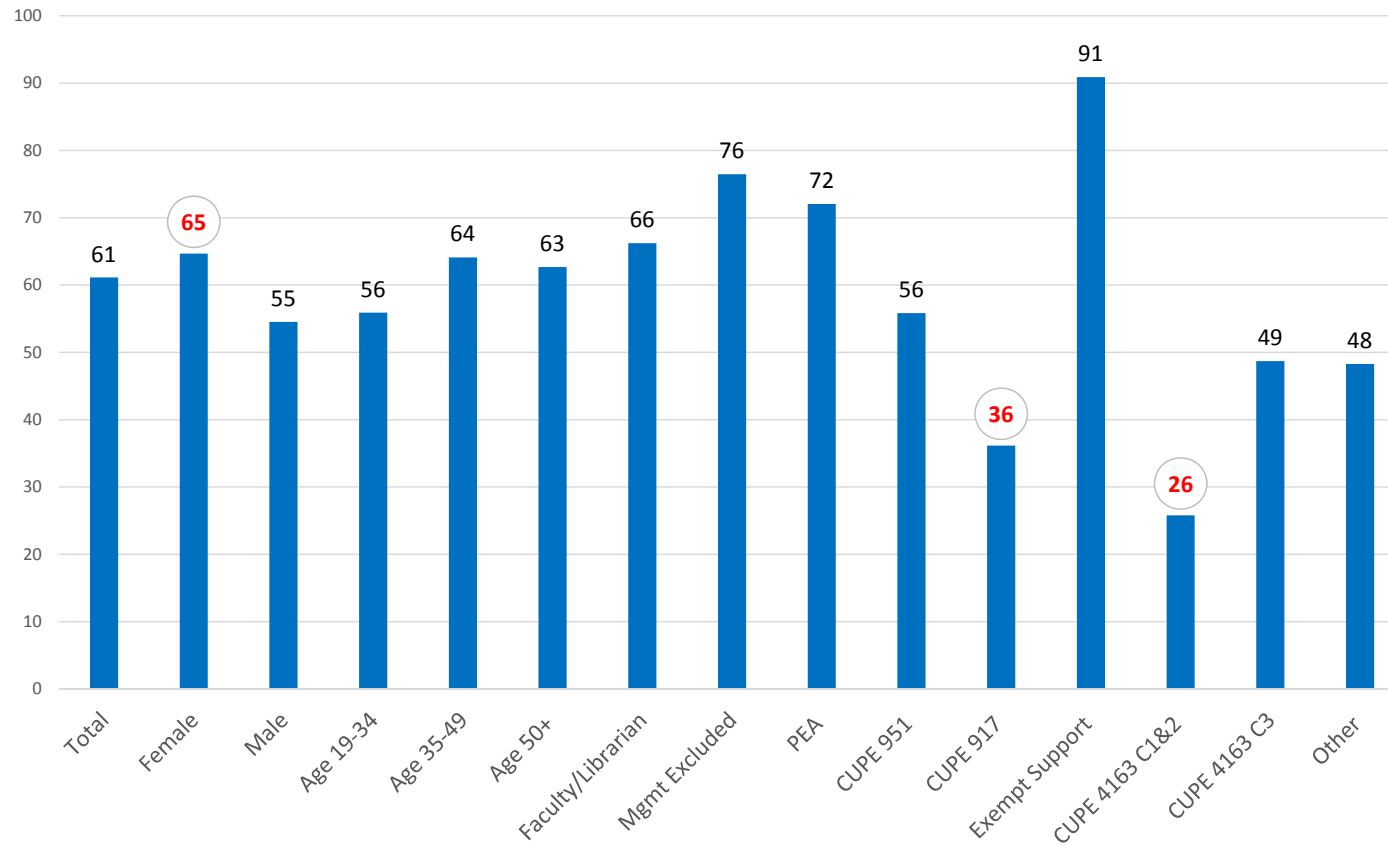
UVic.ca homepage - Featured News (% Respondents)





Online/Electronic Channels Accessed Regularly

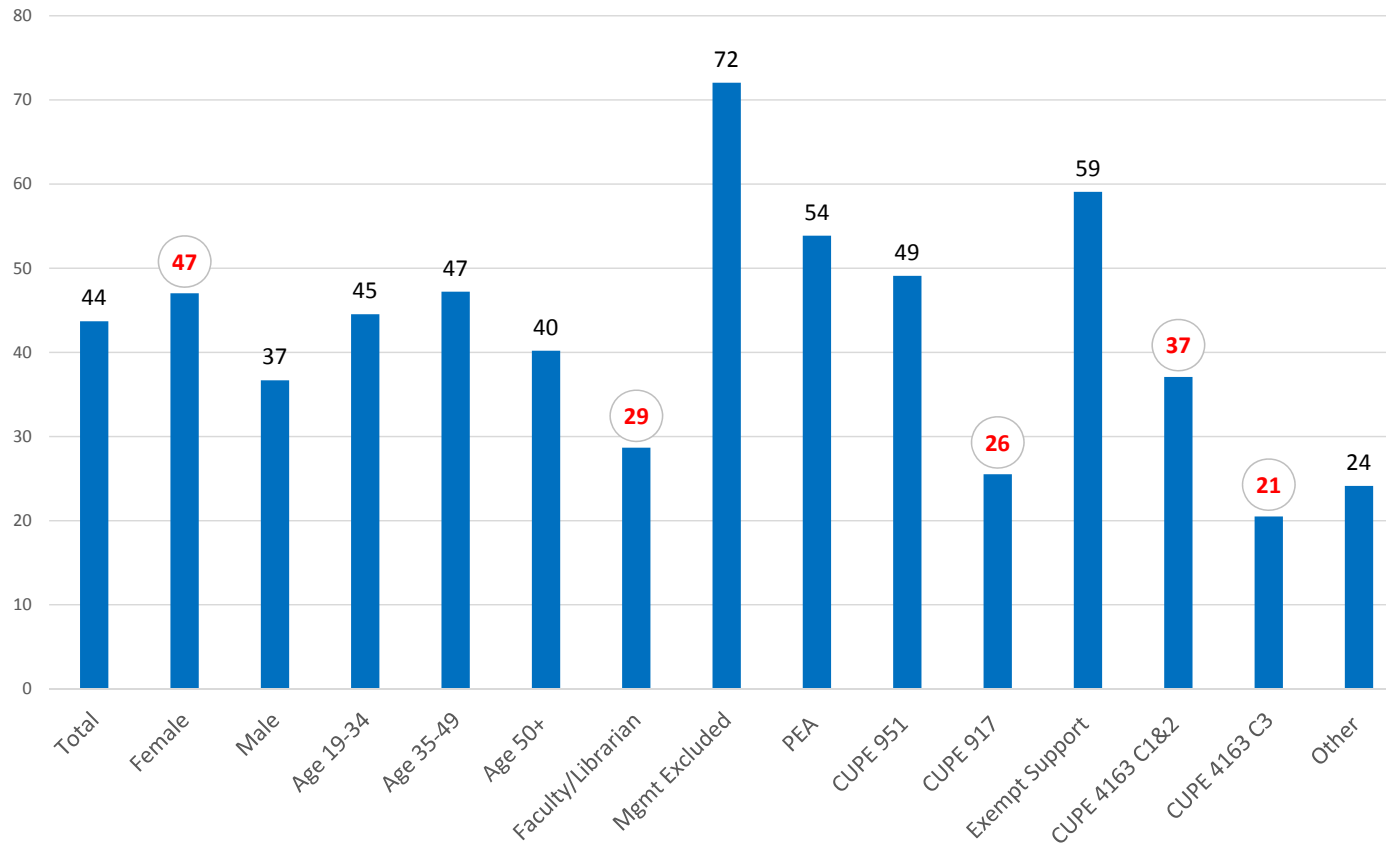
Email Broadcasts from President or VPs (% Respondents)





Online/Electronic Channels Accessed Regularly

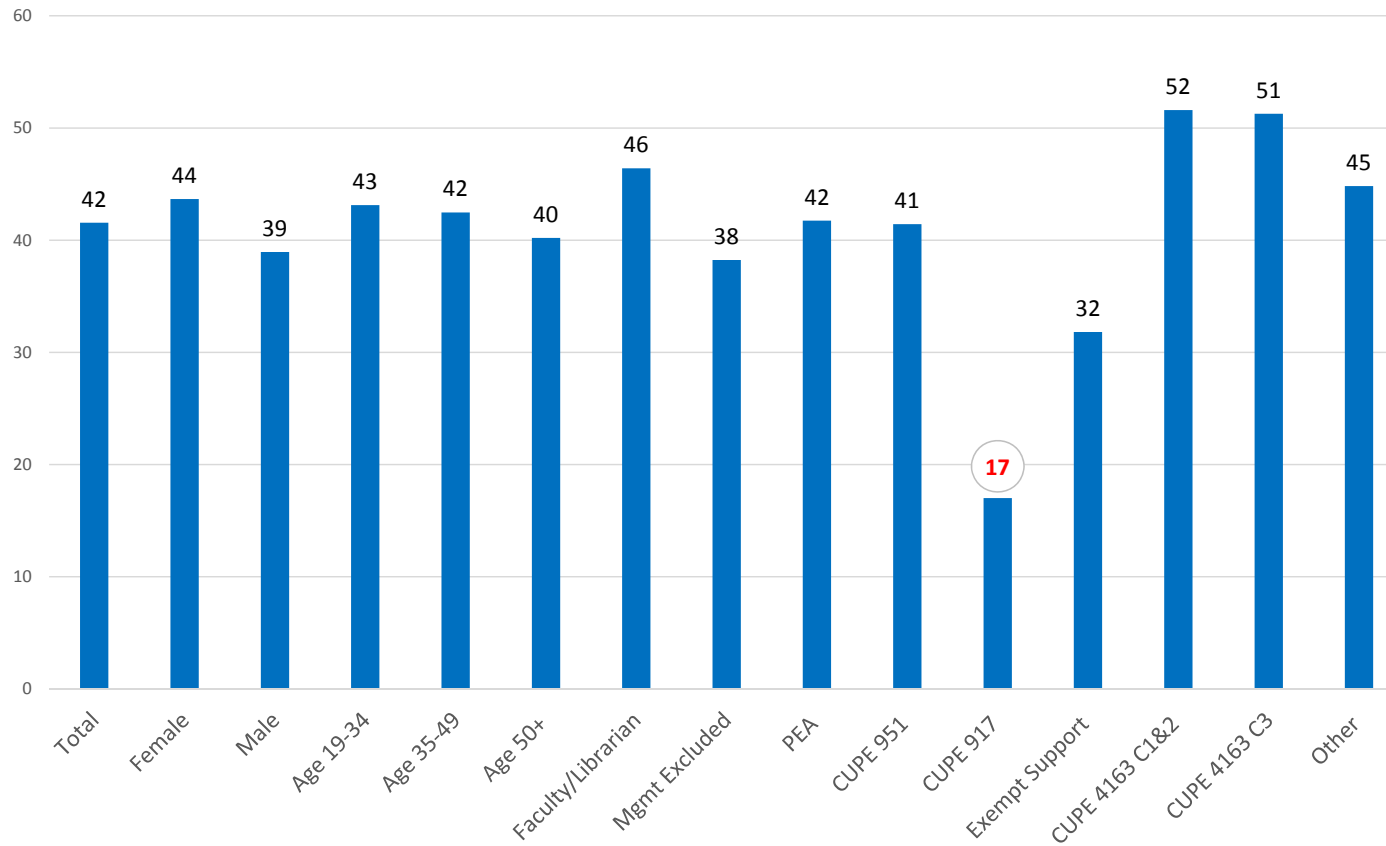
Bi-Weekly Campus Checklist (% Respondents)





Online/Electronic Channels Accessed Regularly

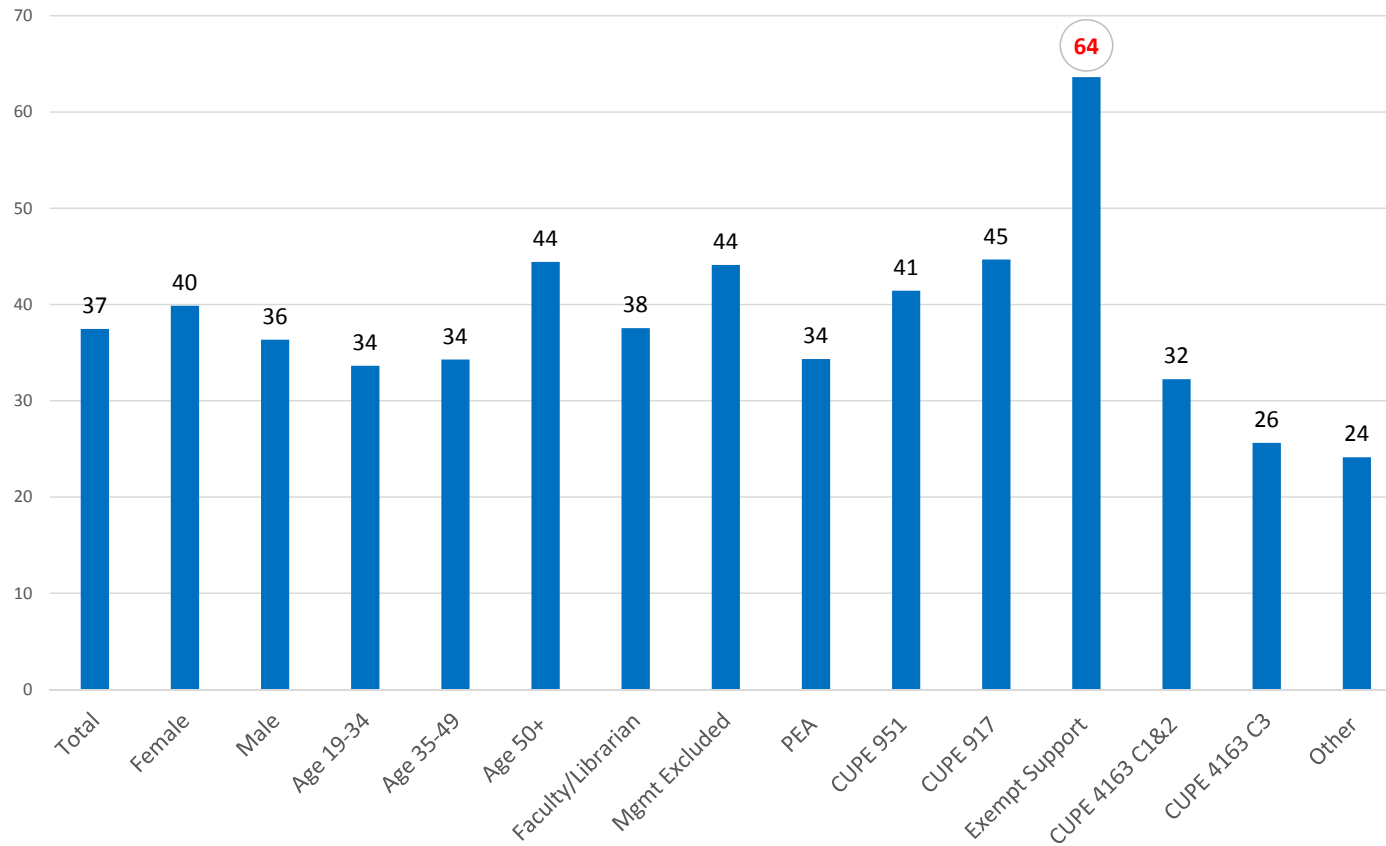
Department-Specific Website (% Respondents)





Online/Electronic Channels Accessed Regularly

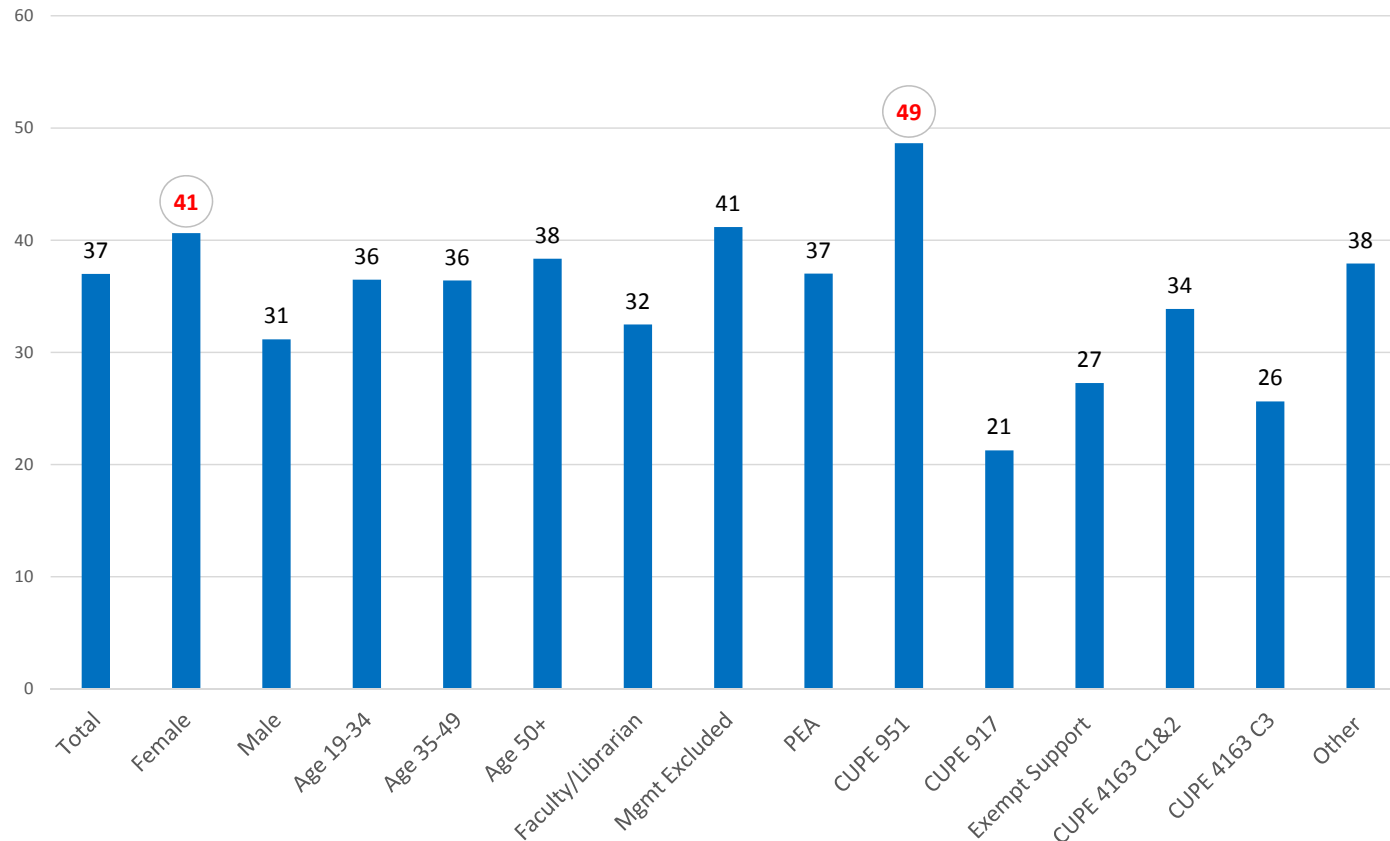
Current Faculty/Staff Page (% Respondents)





Online/Electronic Channels Accessed Regularly

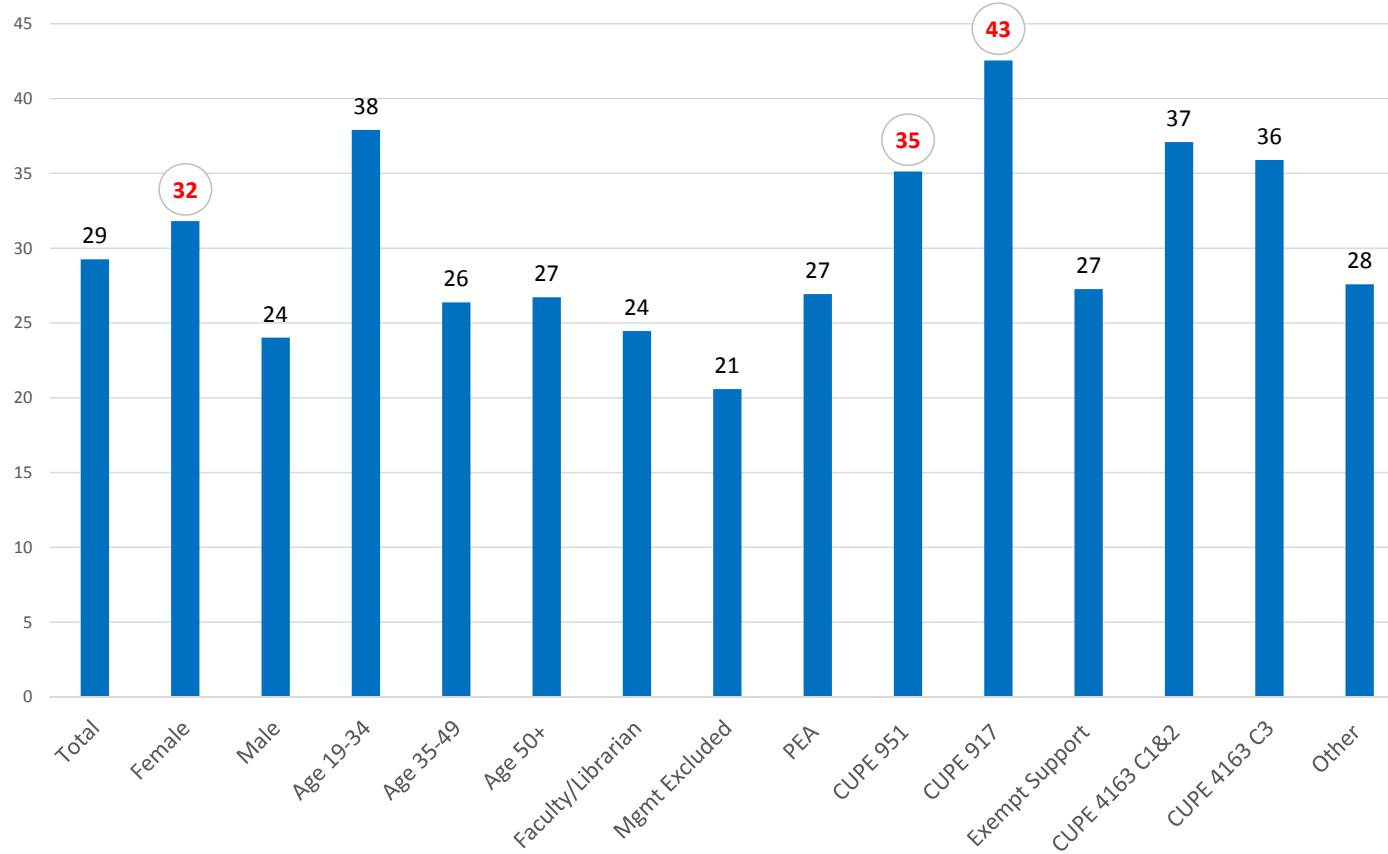
UVic.ca homepage - Featured News (% Respondents)





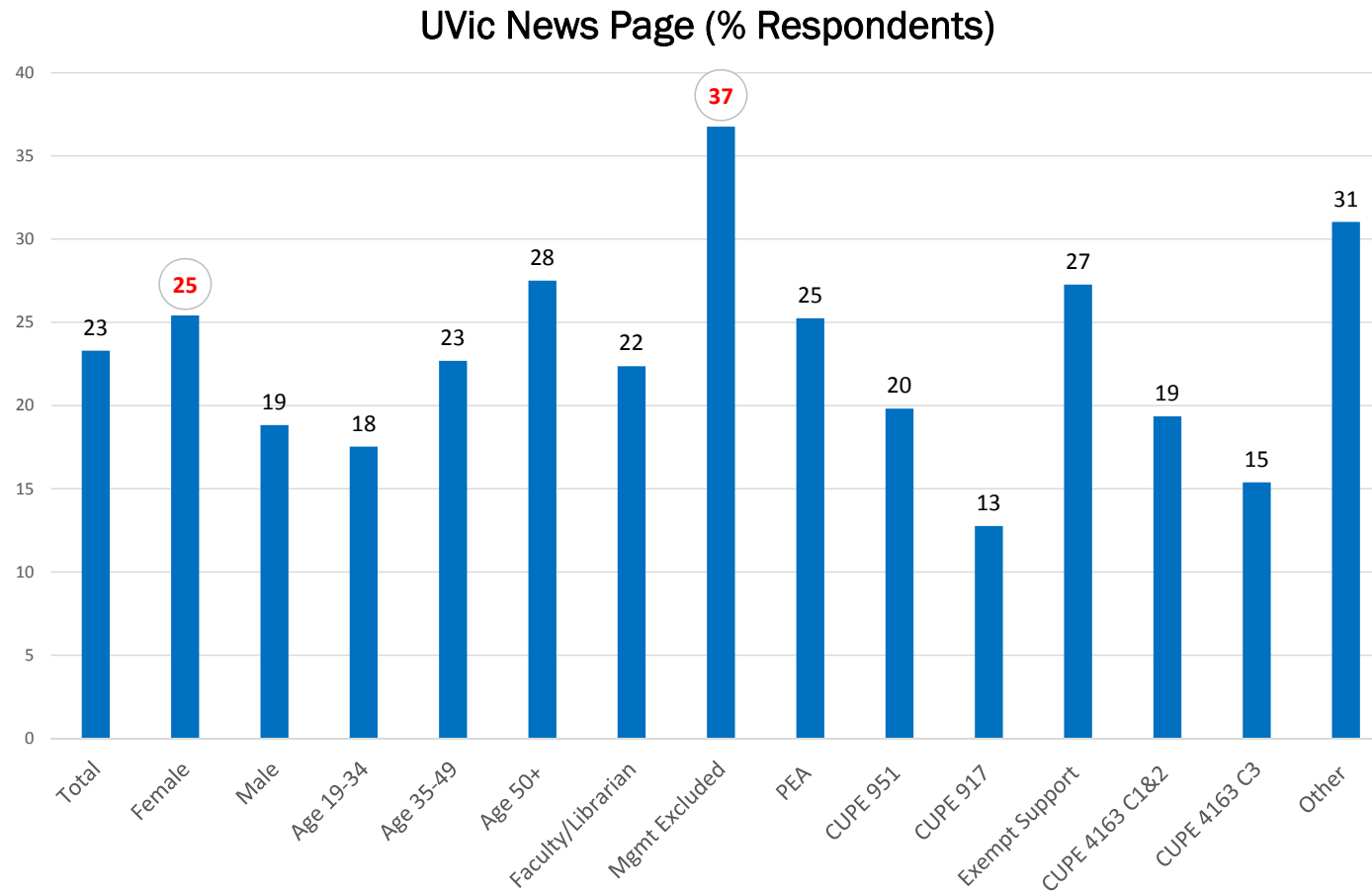
Online/Electronic Channels Accessed Regularly

MyPage Announcements (% Respondents)



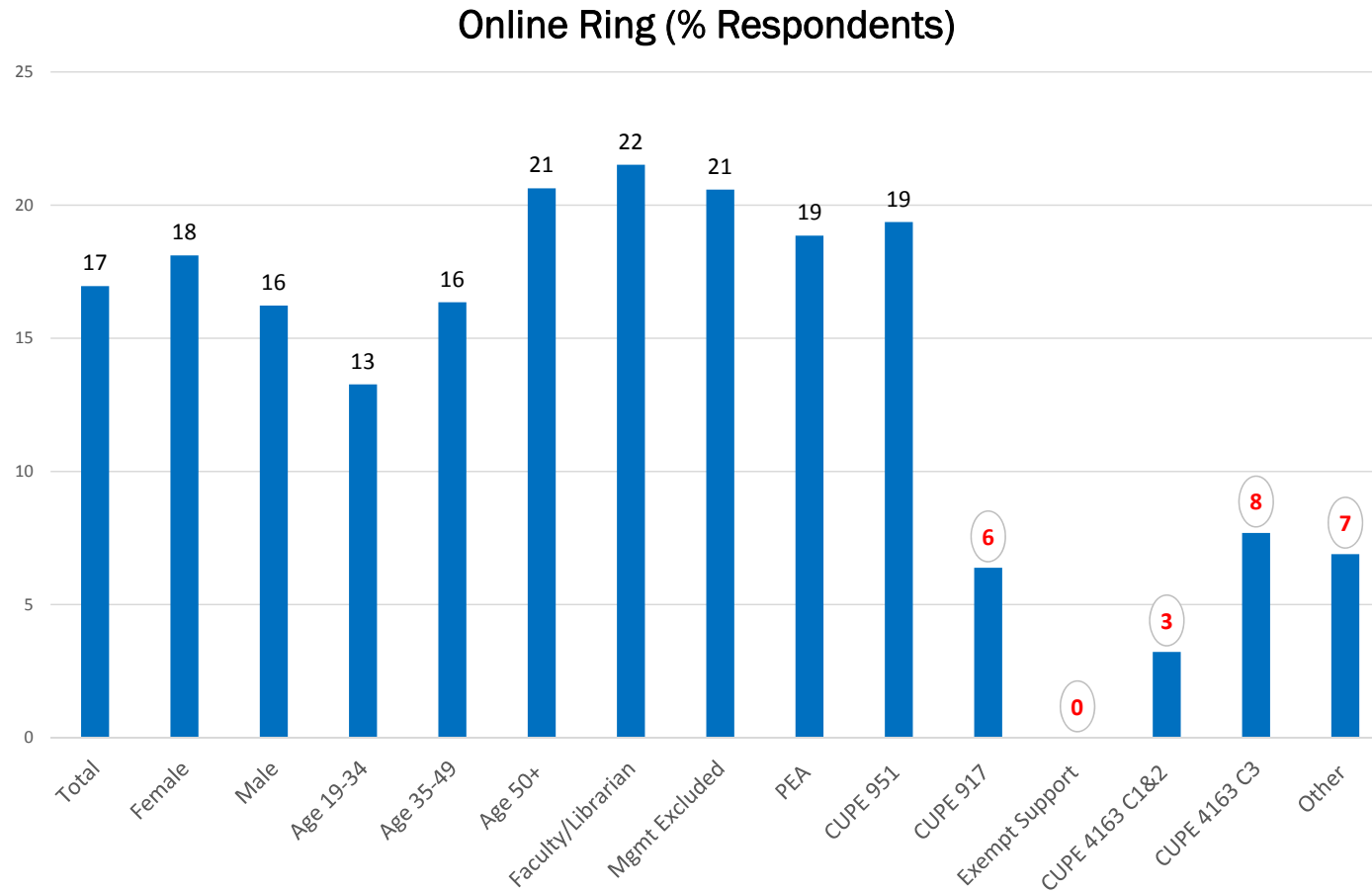


Online/Electronic Channels Accessed Regularly





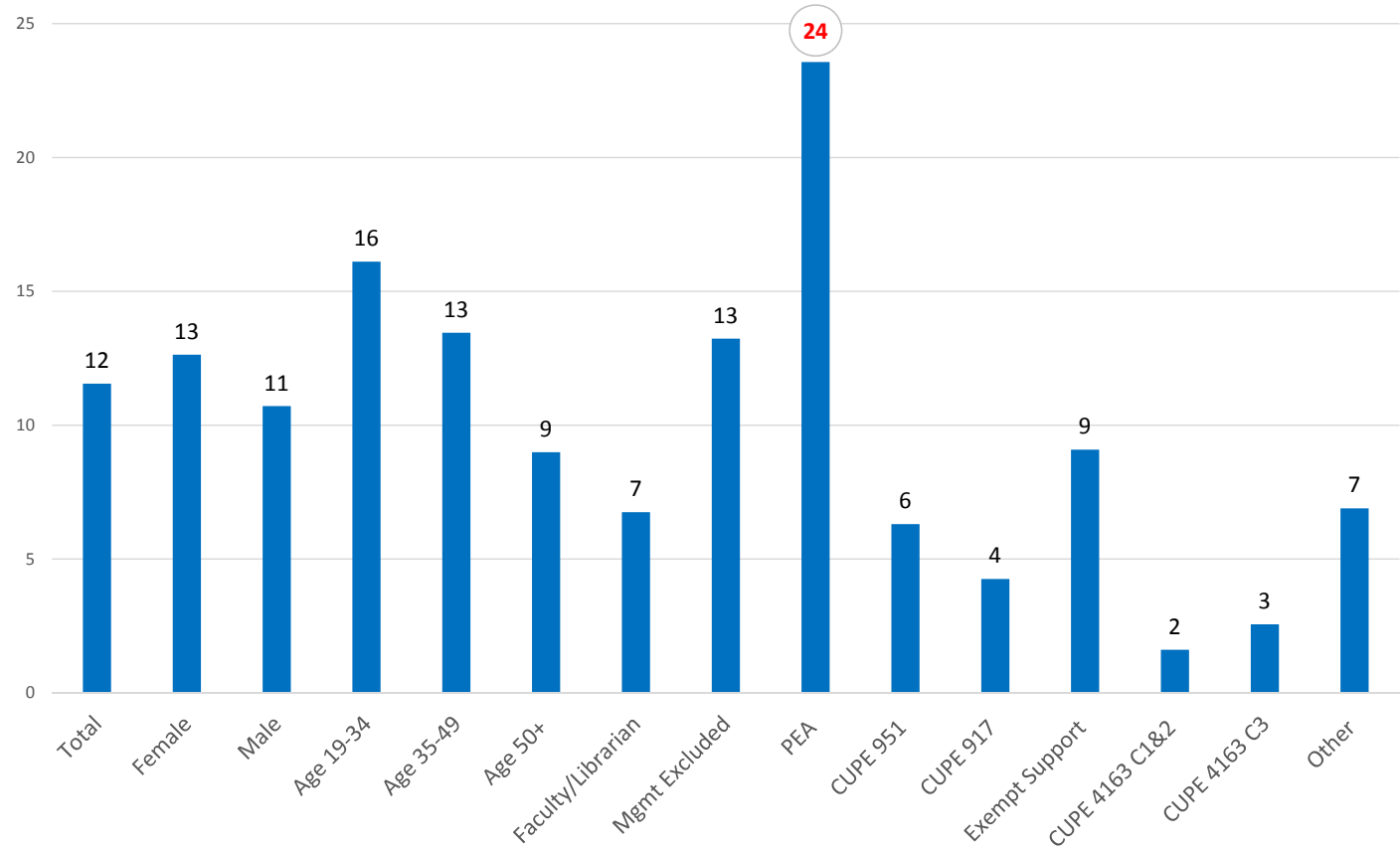
Online/Electronic Channels Accessed Regularly





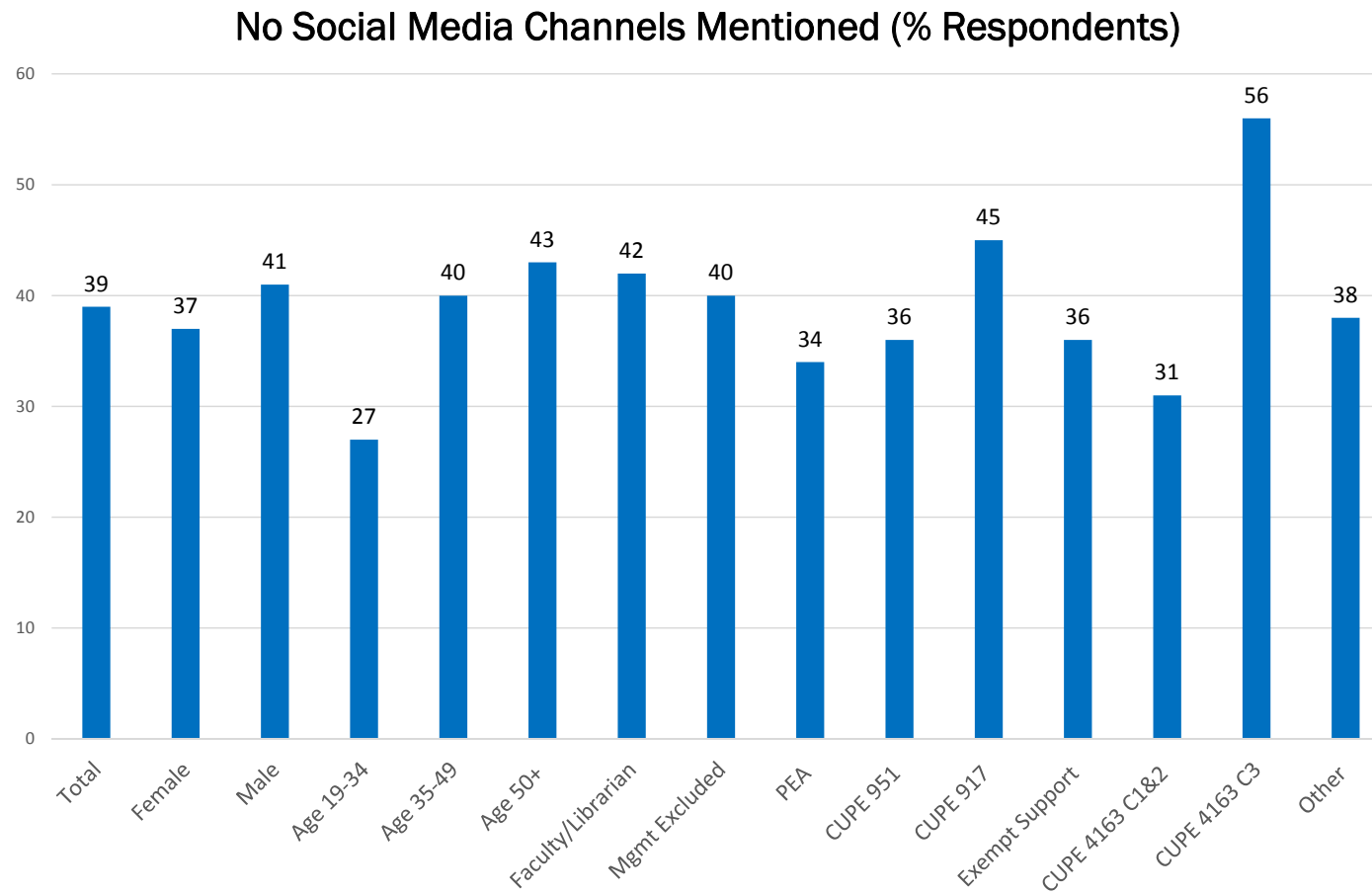
Online/Electronic Channels Accessed Regularly

Digicaster - Campus Digital Signage (% Respondents)



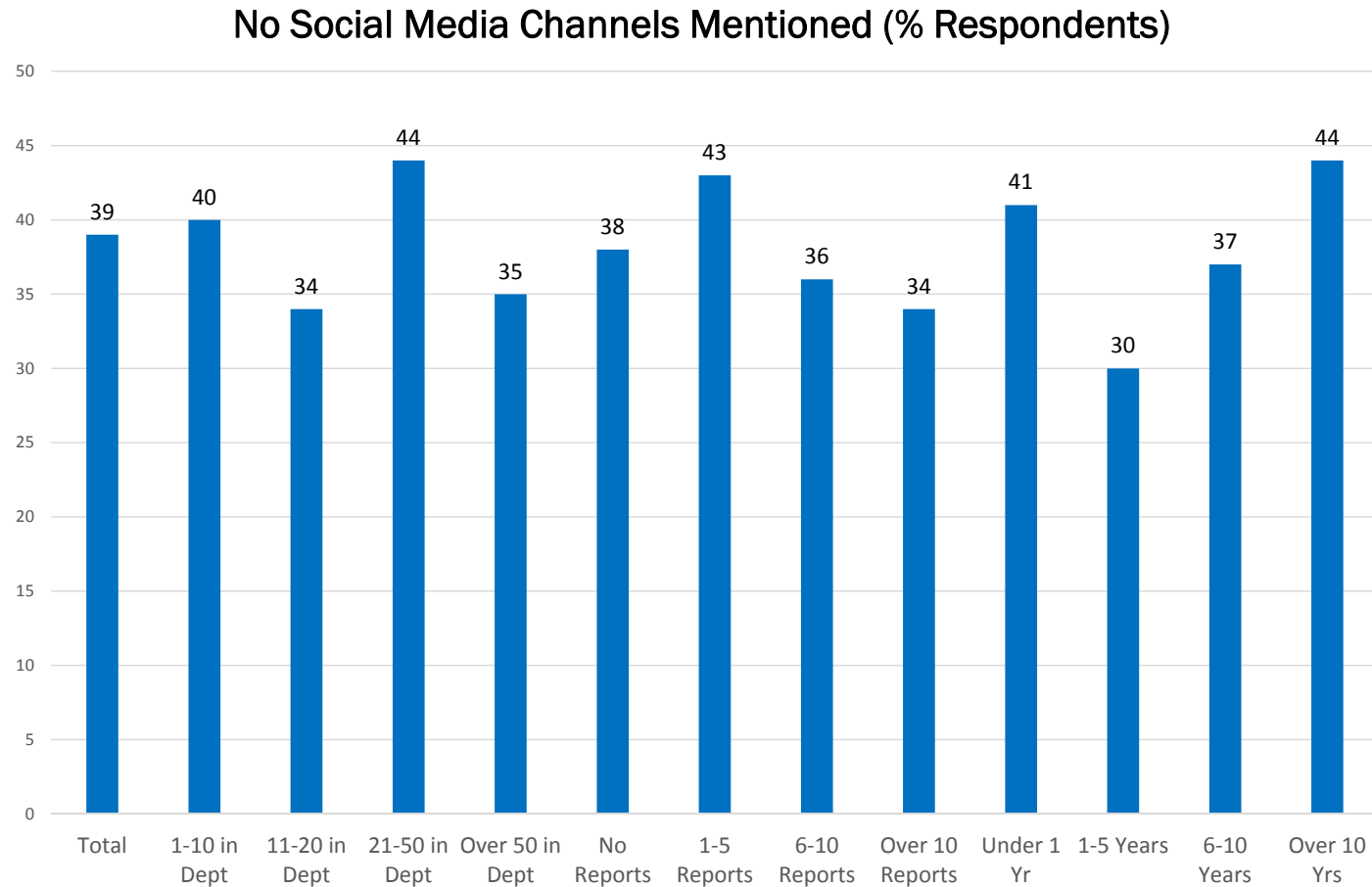


Social Media Channels Accessed Regularly





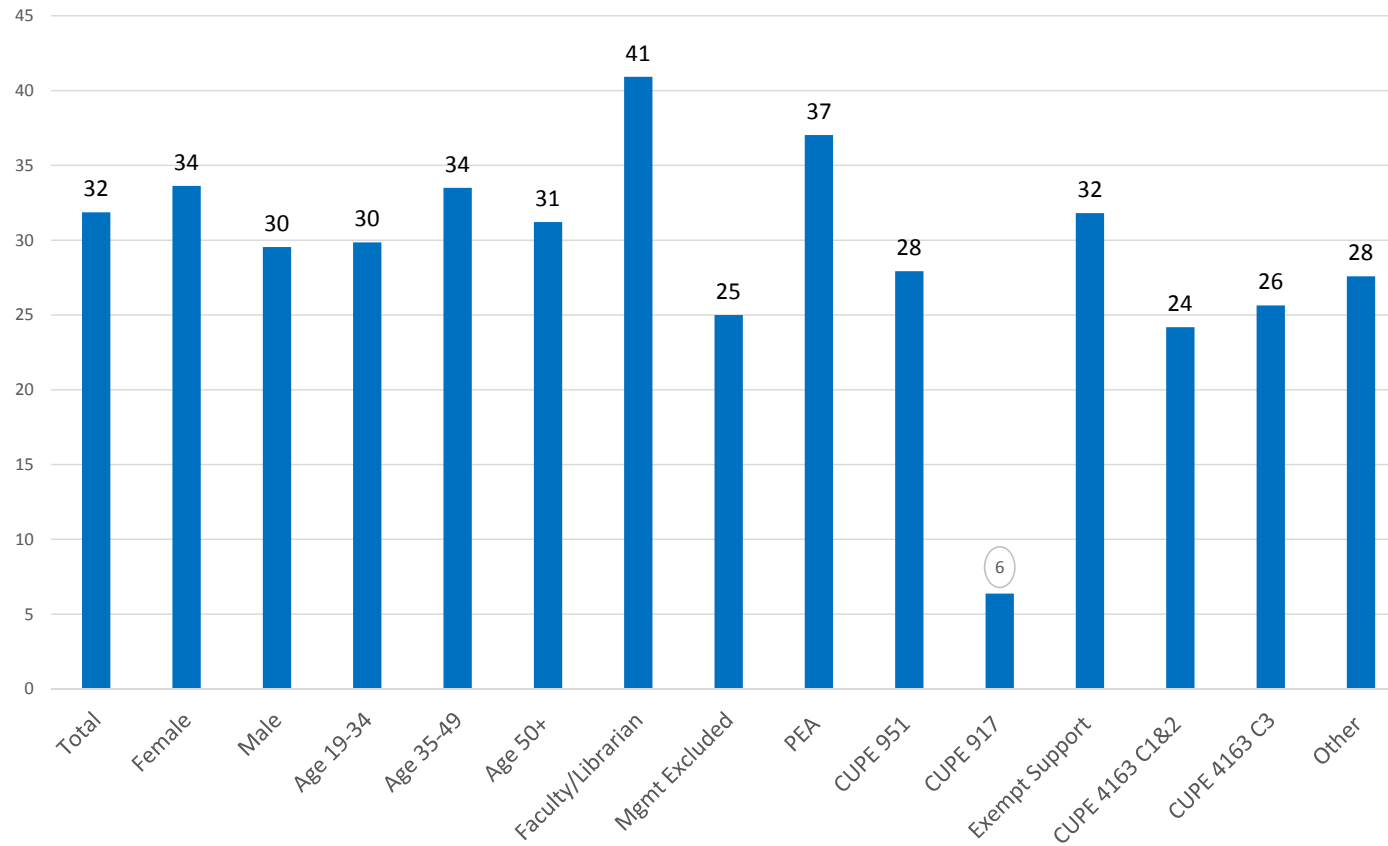
Social Media Channels Accessed Regularly





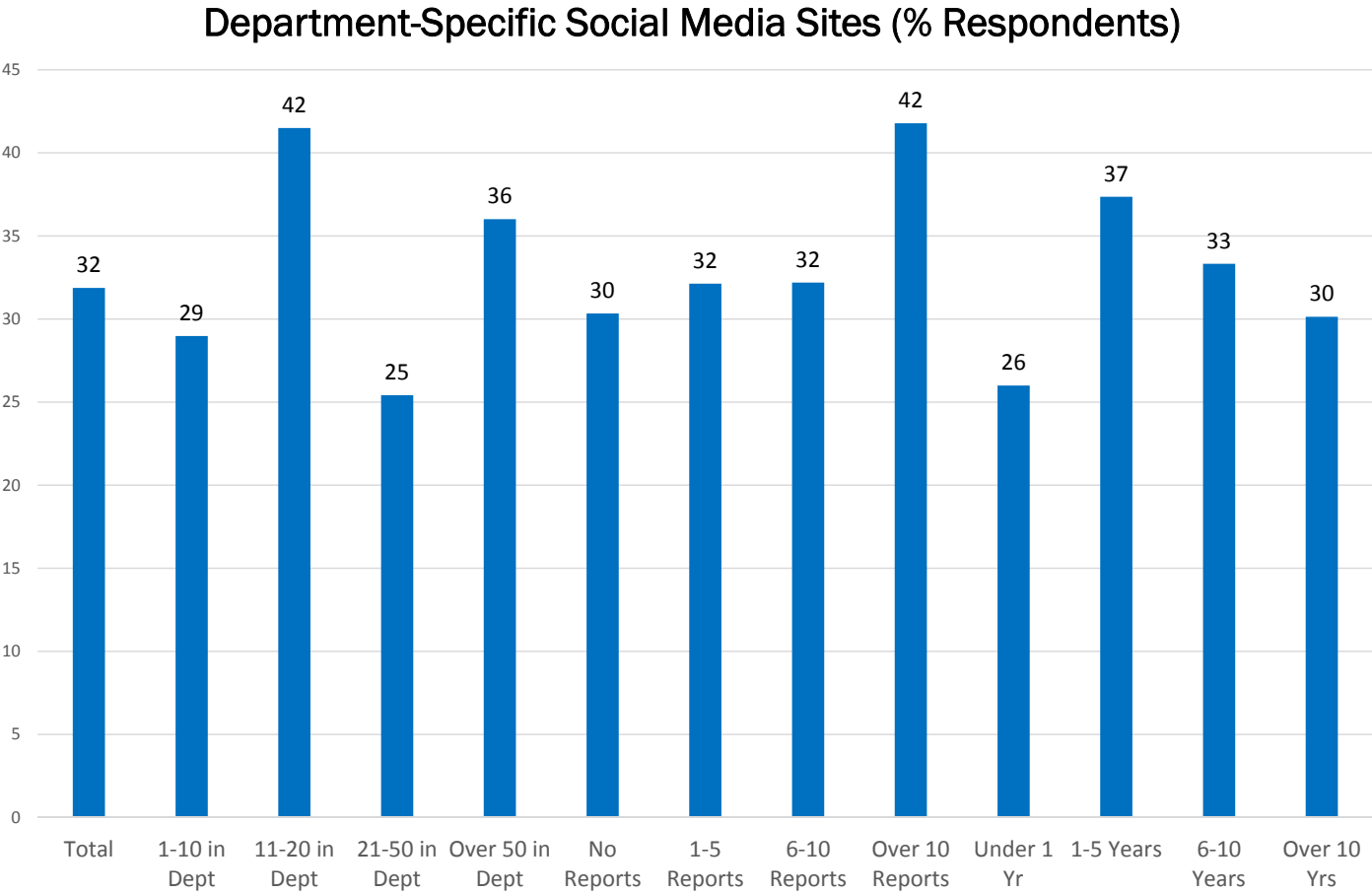
Social Media Channels Accessed Regularly

Department-Specific Social Media Sites (% Respondents)





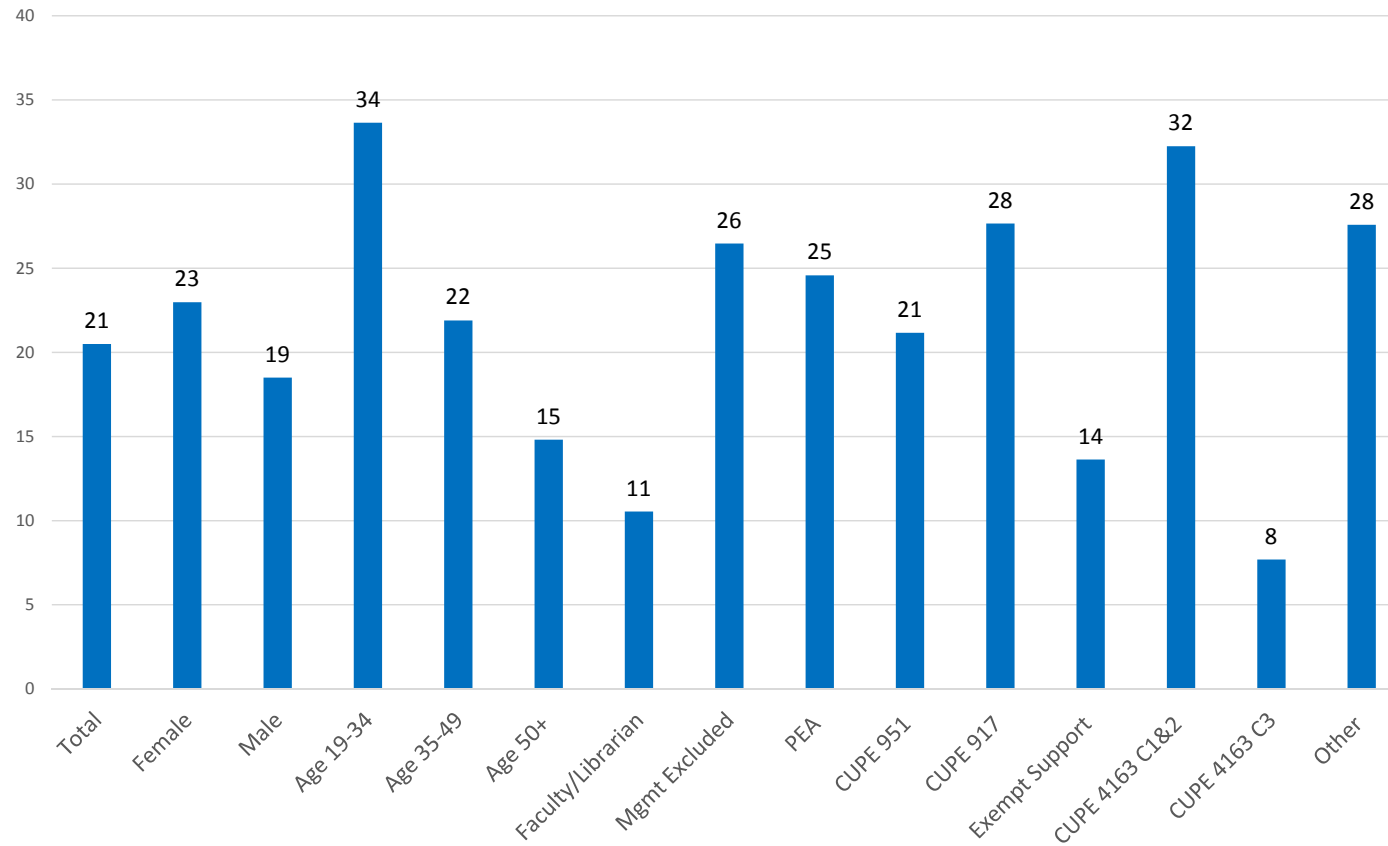
Social Media Channels Accessed Regularly





Social Media Channels Accessed Regularly

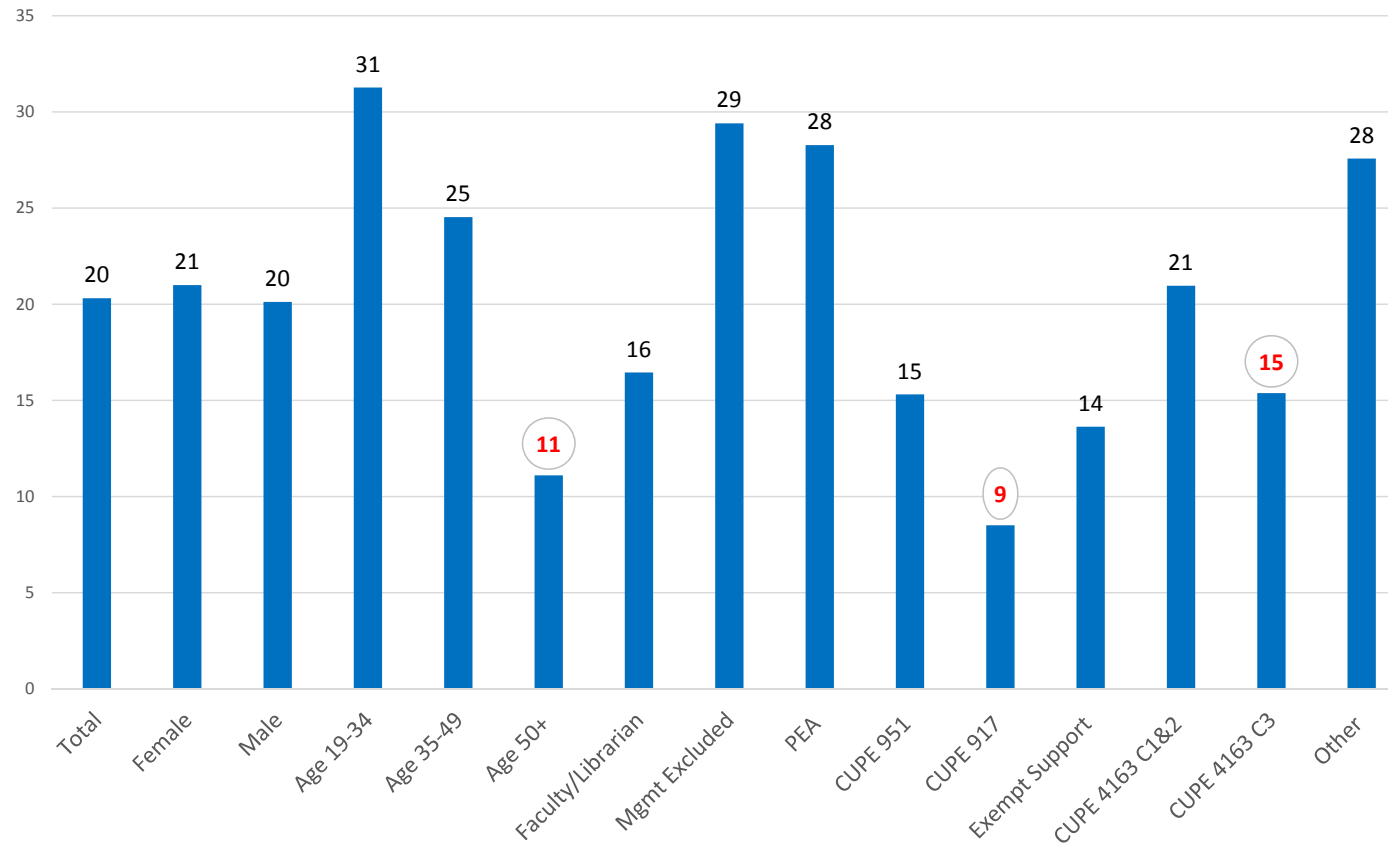
Facebook (% Respondents)





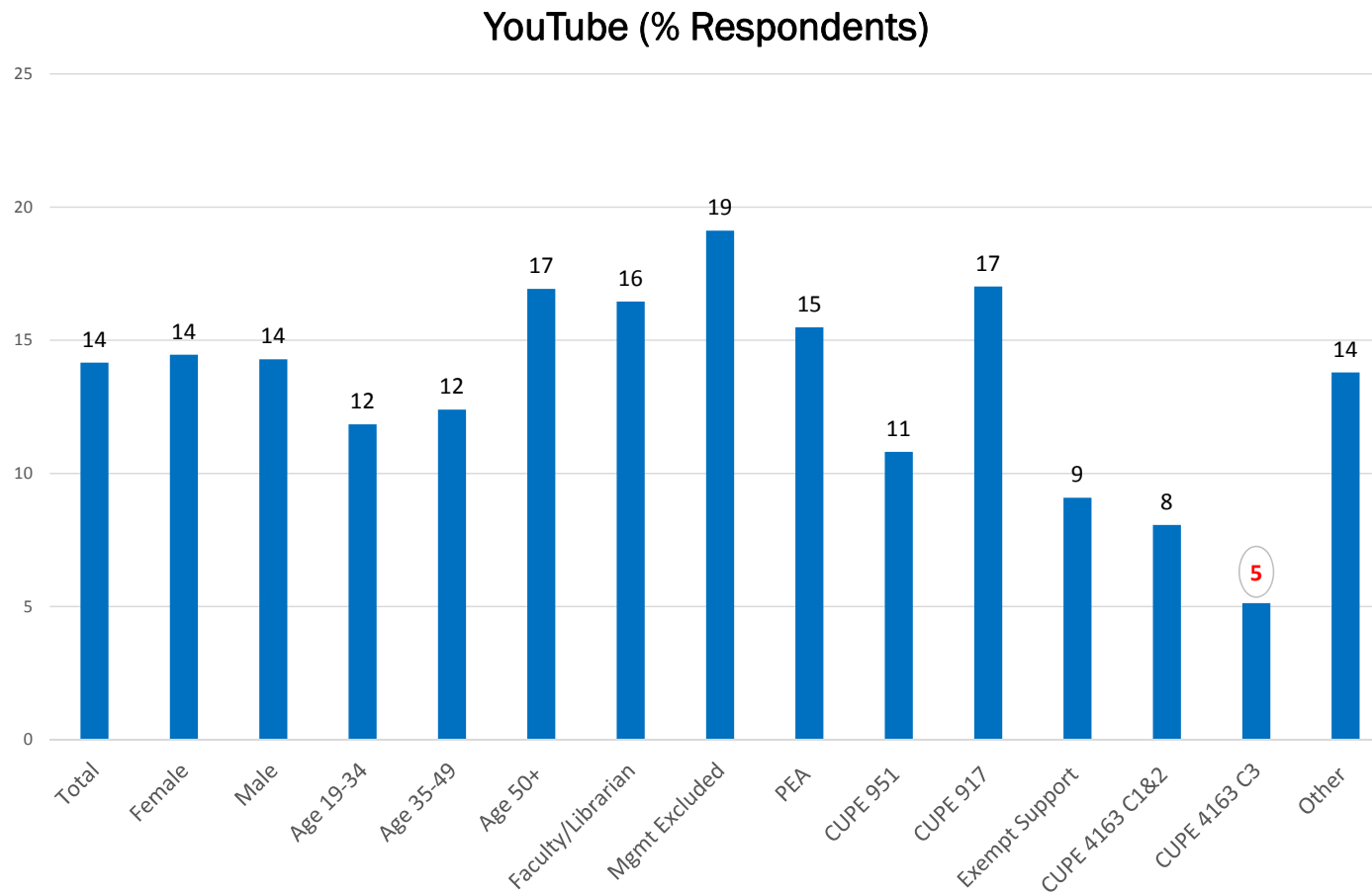
Social Media Channels Accessed Regularly

Twitter: @UVic (% Respondents)





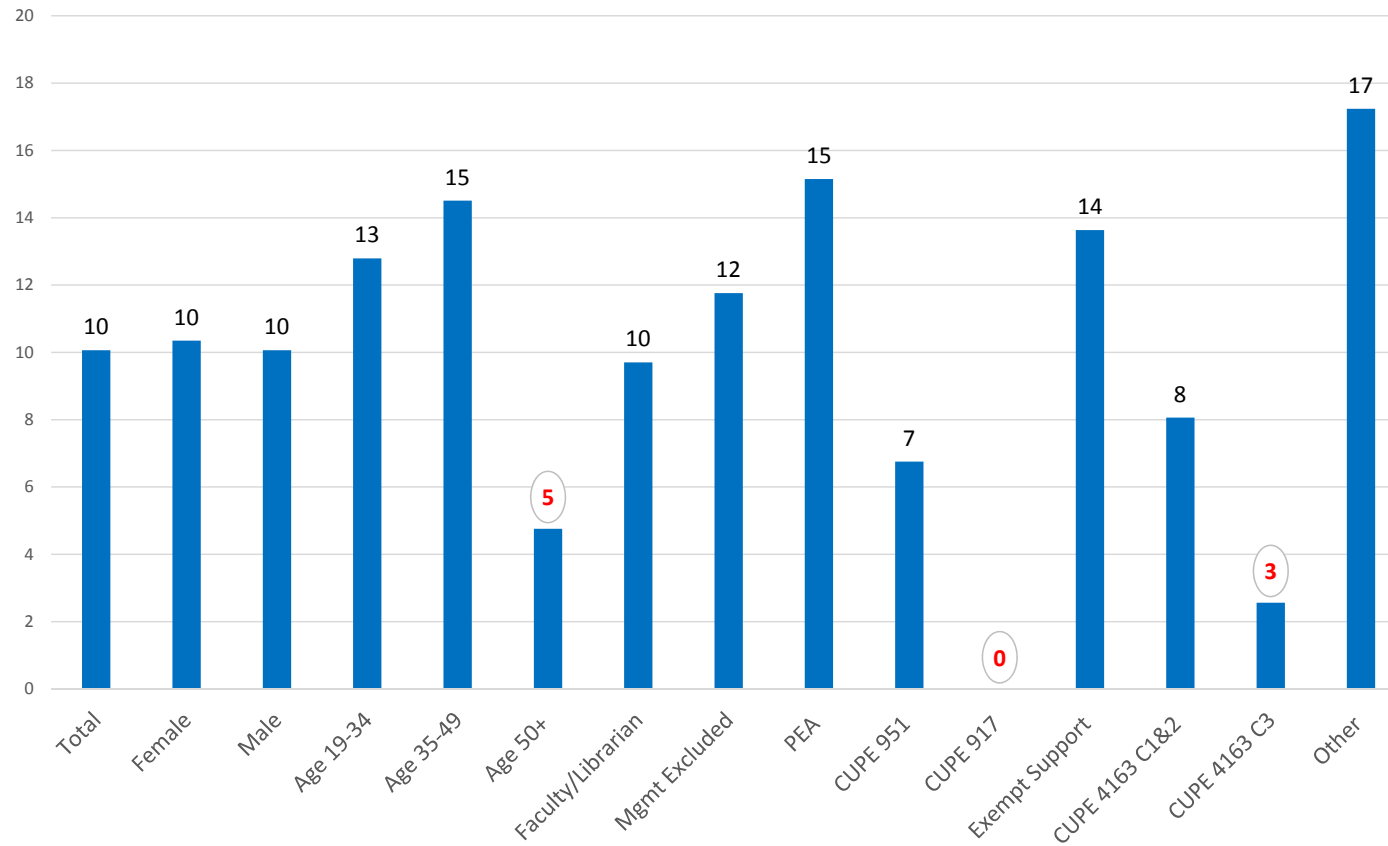
Social Media Channels Accessed Regularly





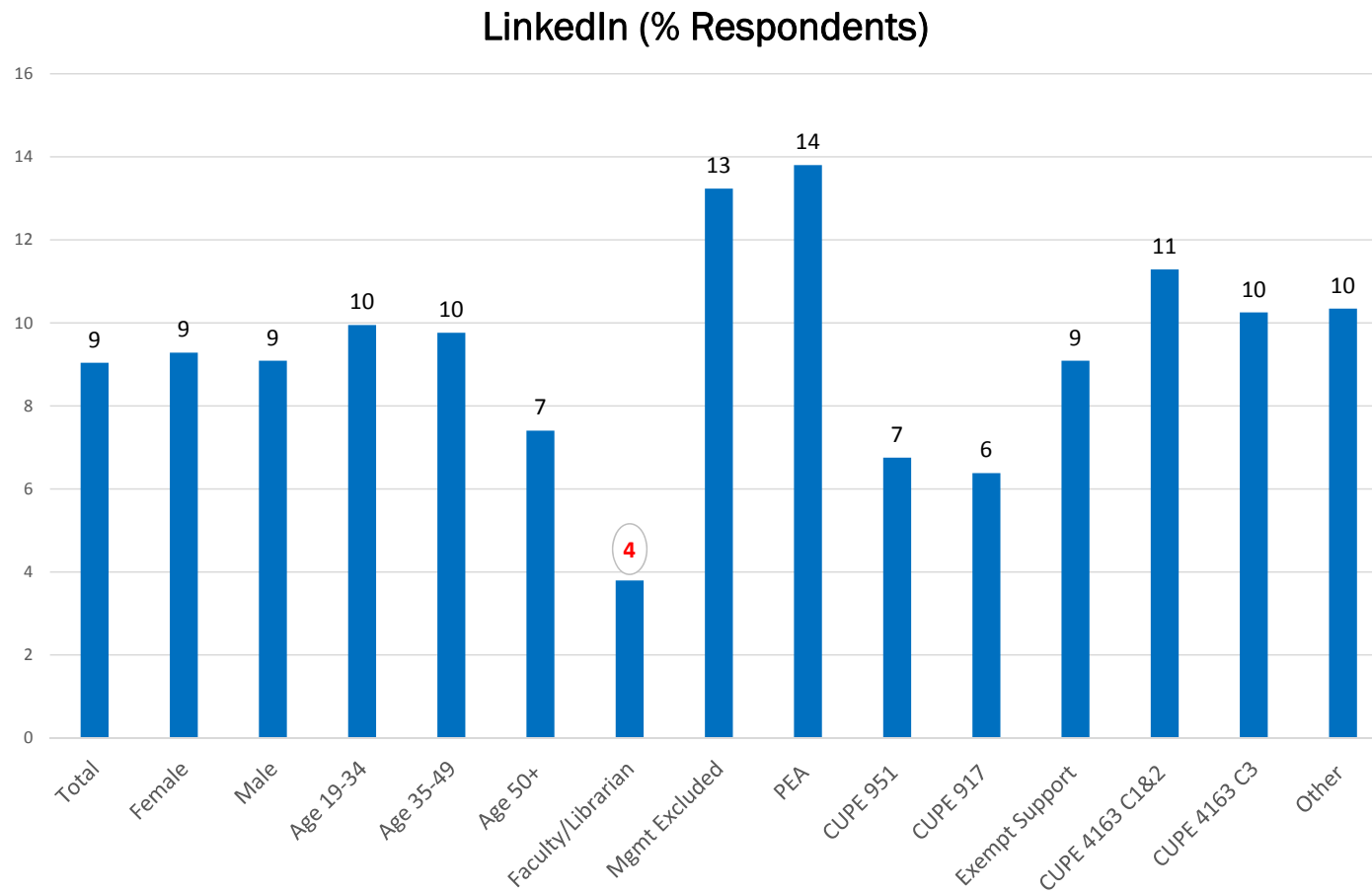
Social Media Channels Accessed Regularly

Twitter: @uvicnews (% Respondents)



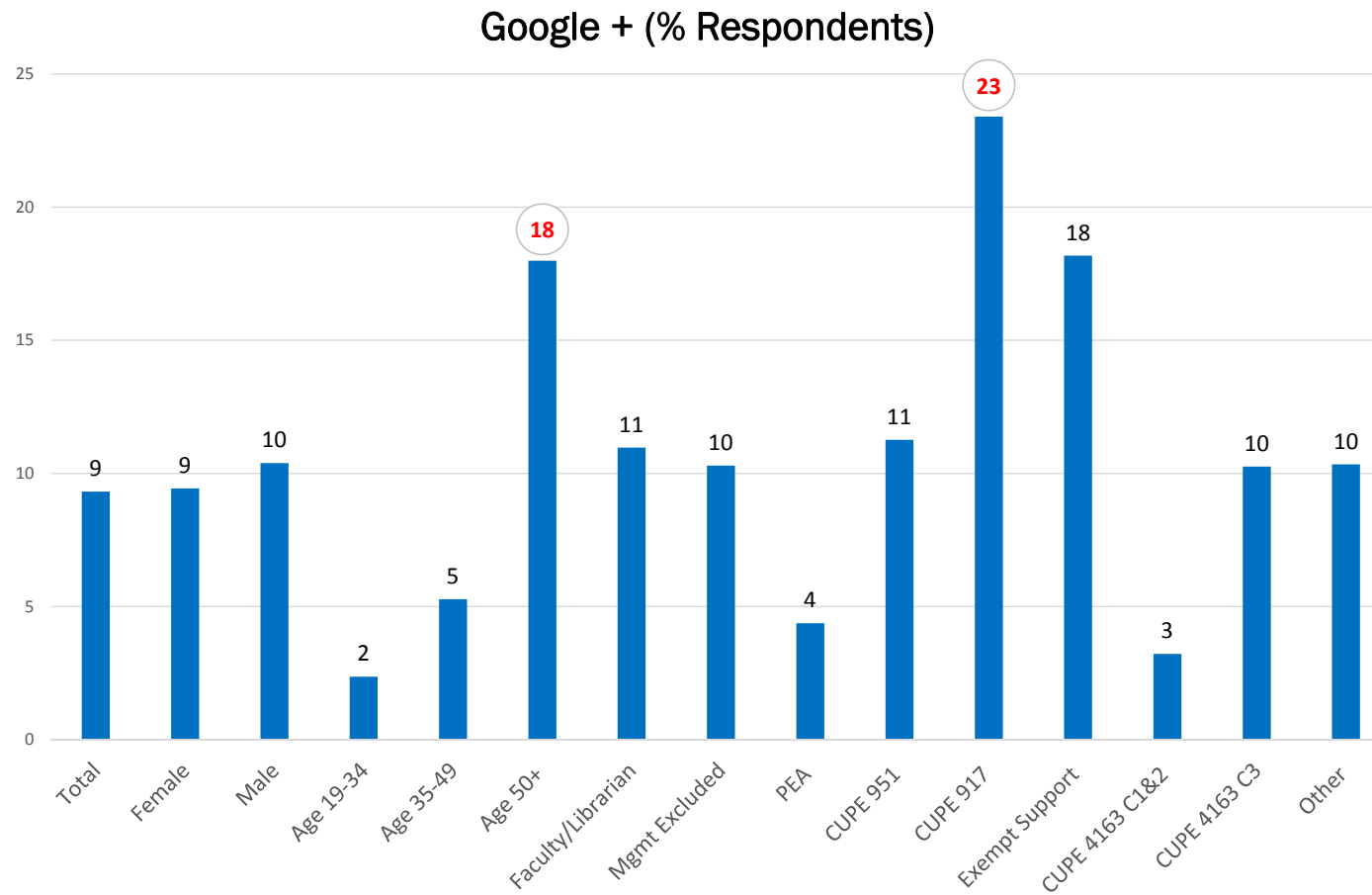


Social Media Channels Accessed Regularly





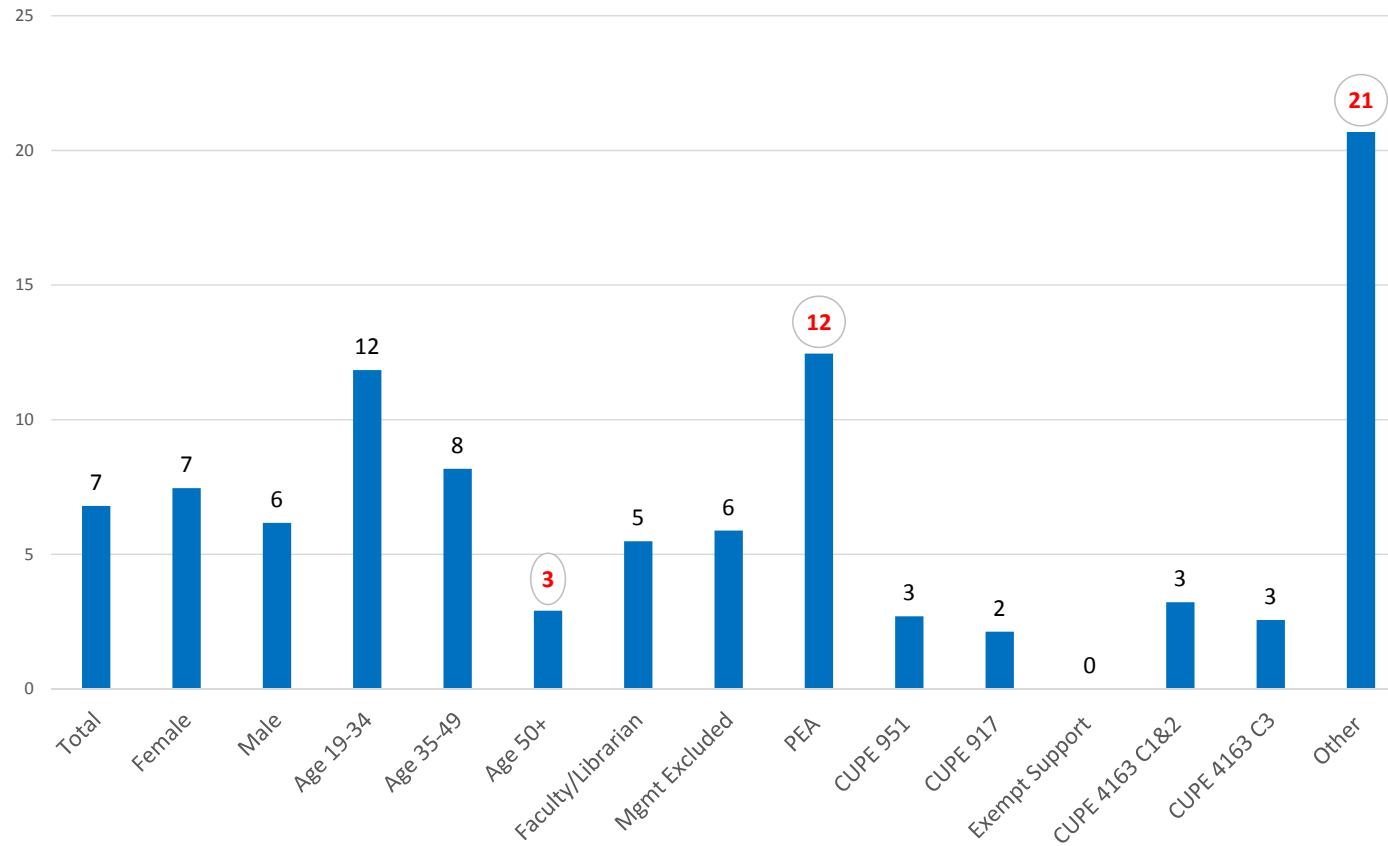
Social Media Channels Accessed Regularly





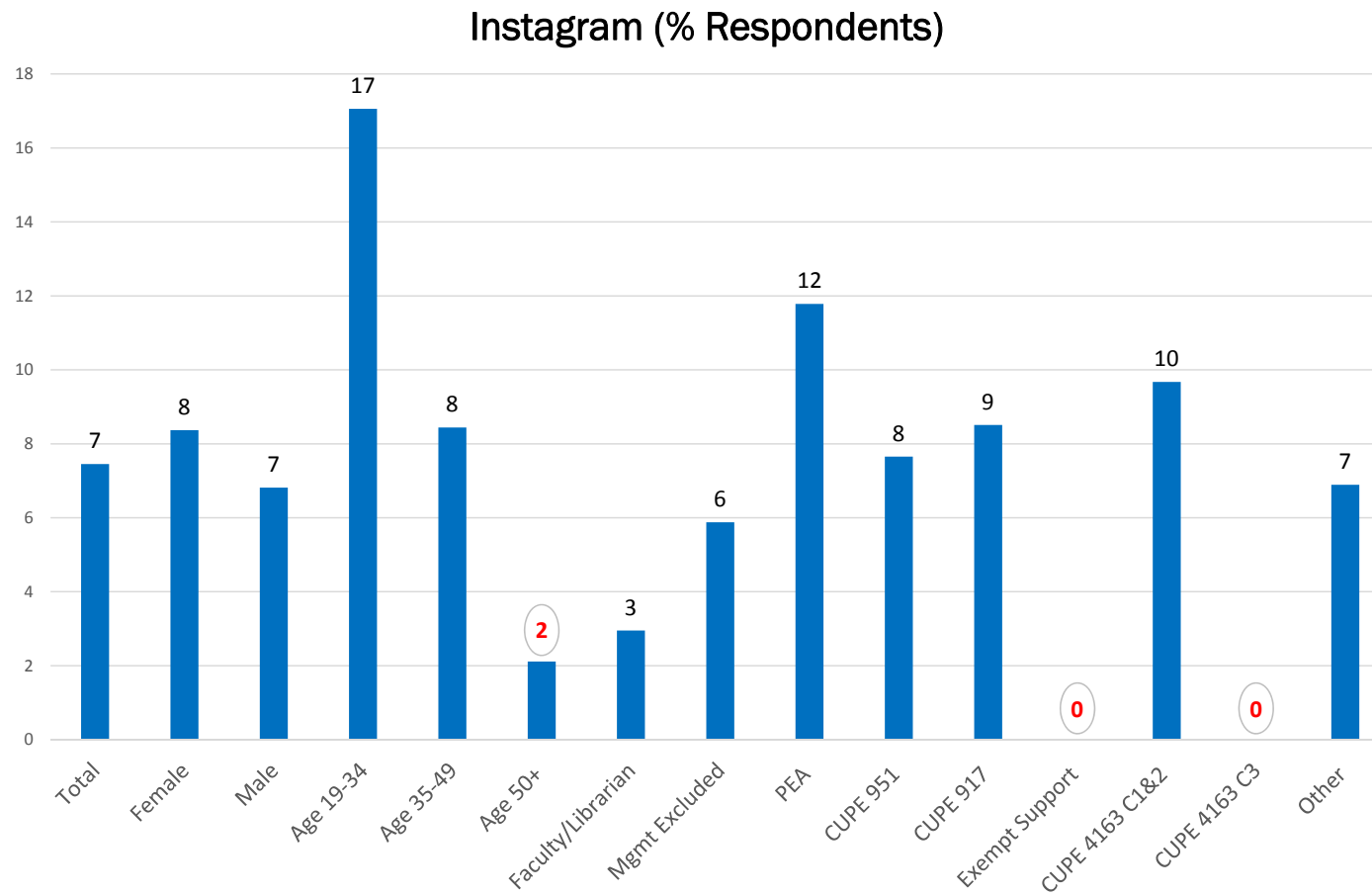
Social Media Channels Accessed Regularly

Twitter: @MyUVic (% Respondents)



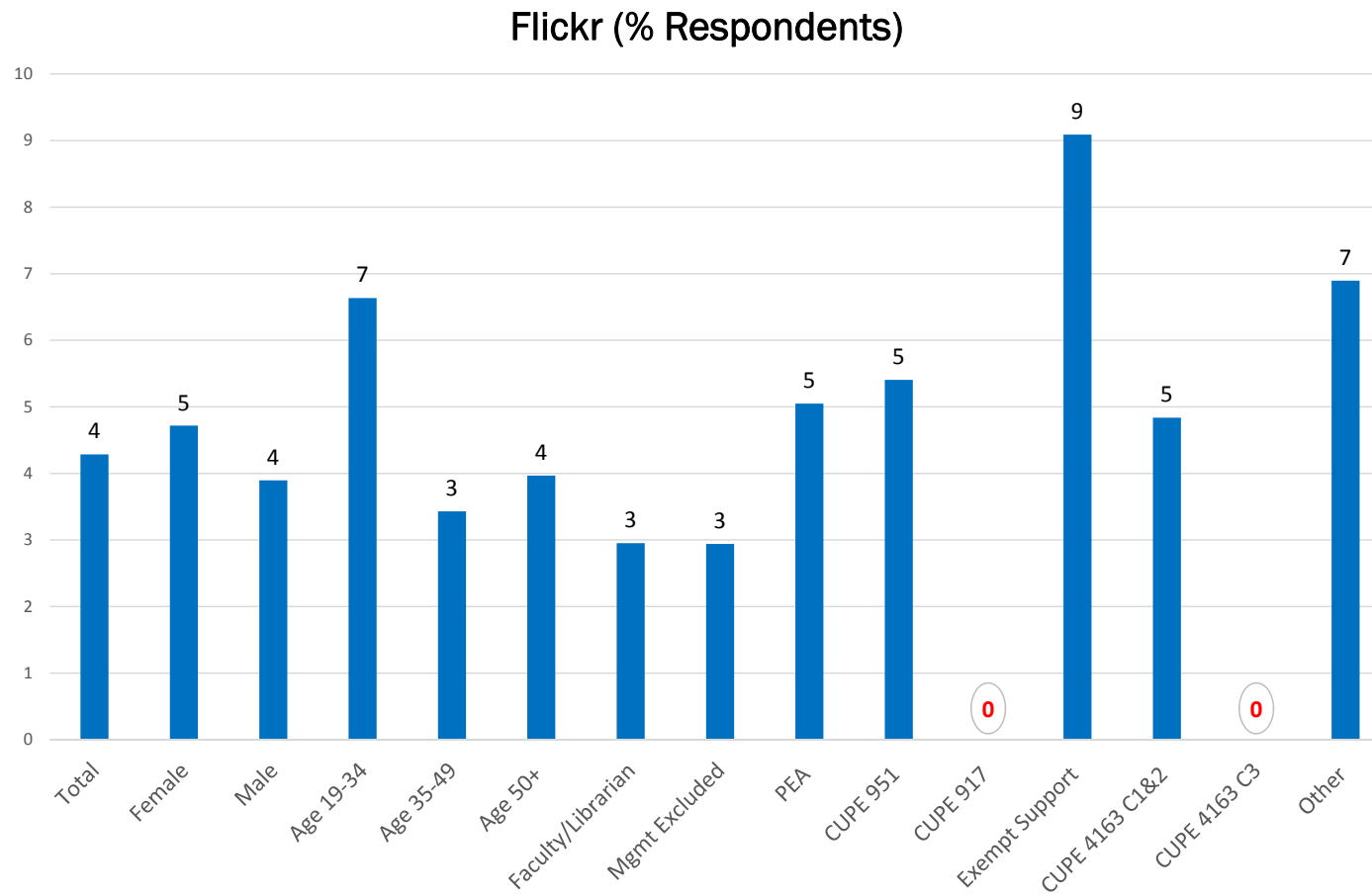


Social Media Channels Accessed Regularly



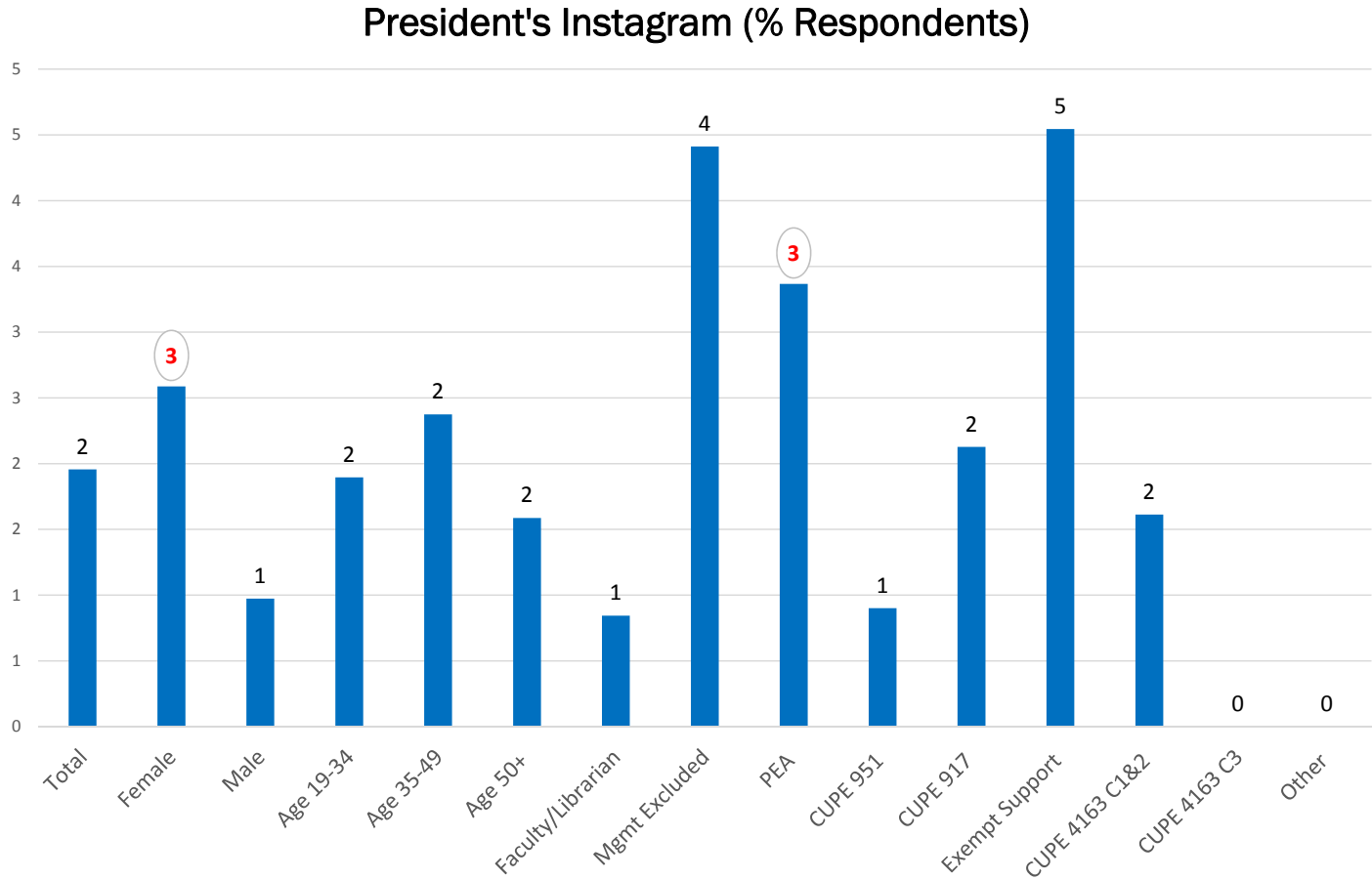


Social Media Channels Accessed Regularly



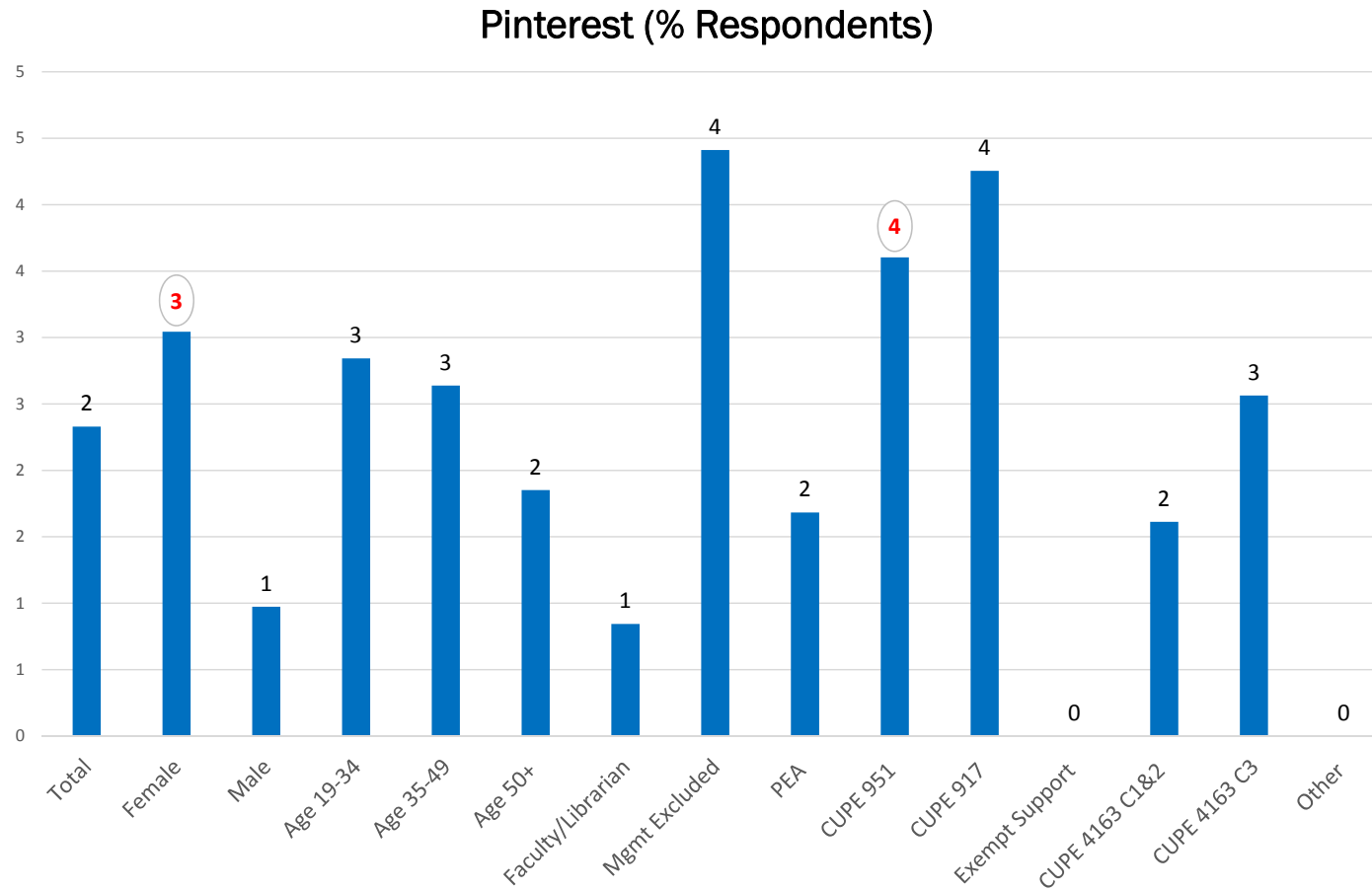


Social Media Channels Accessed Regularly



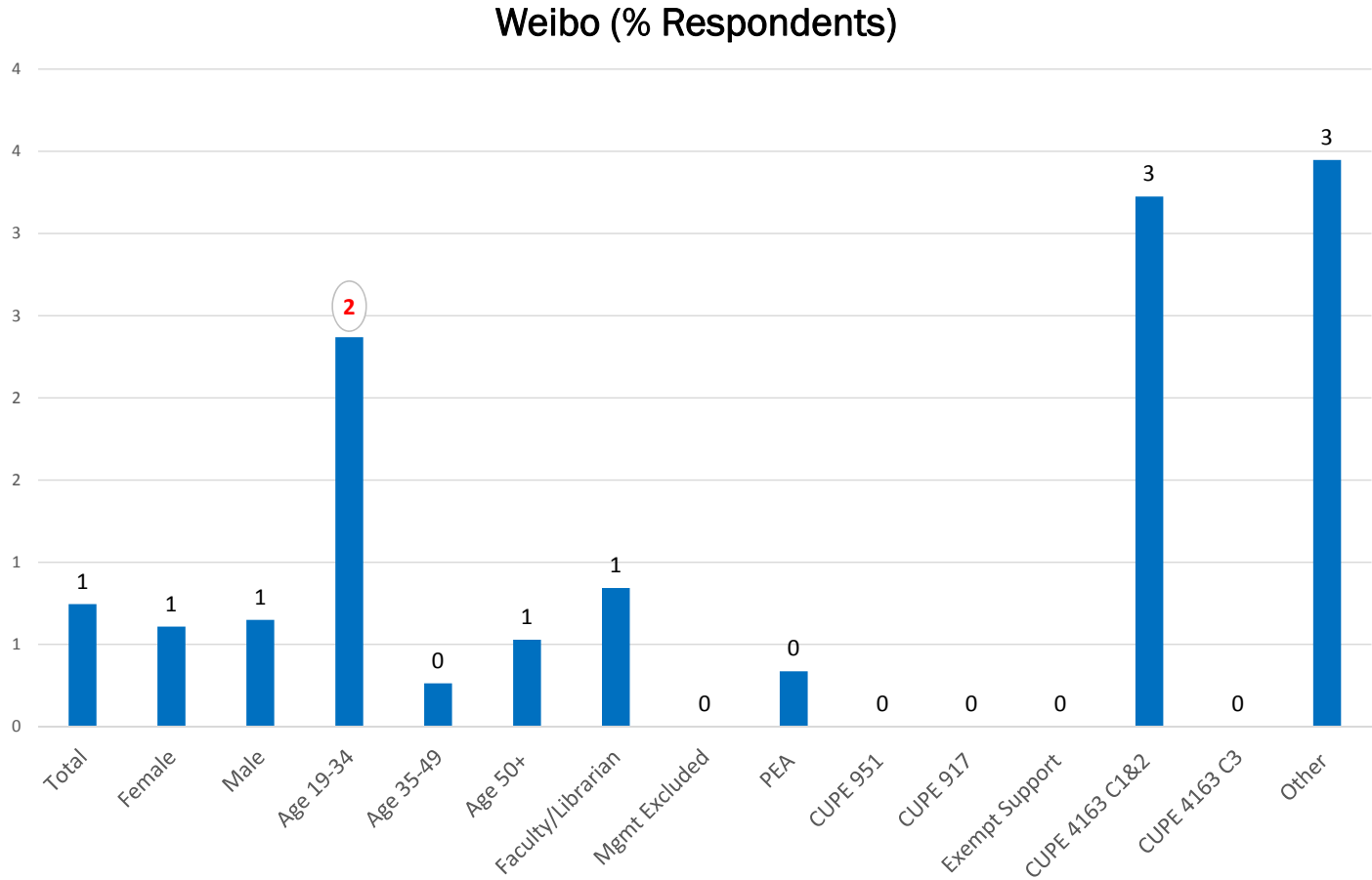


Social Media Channels Accessed Regularly



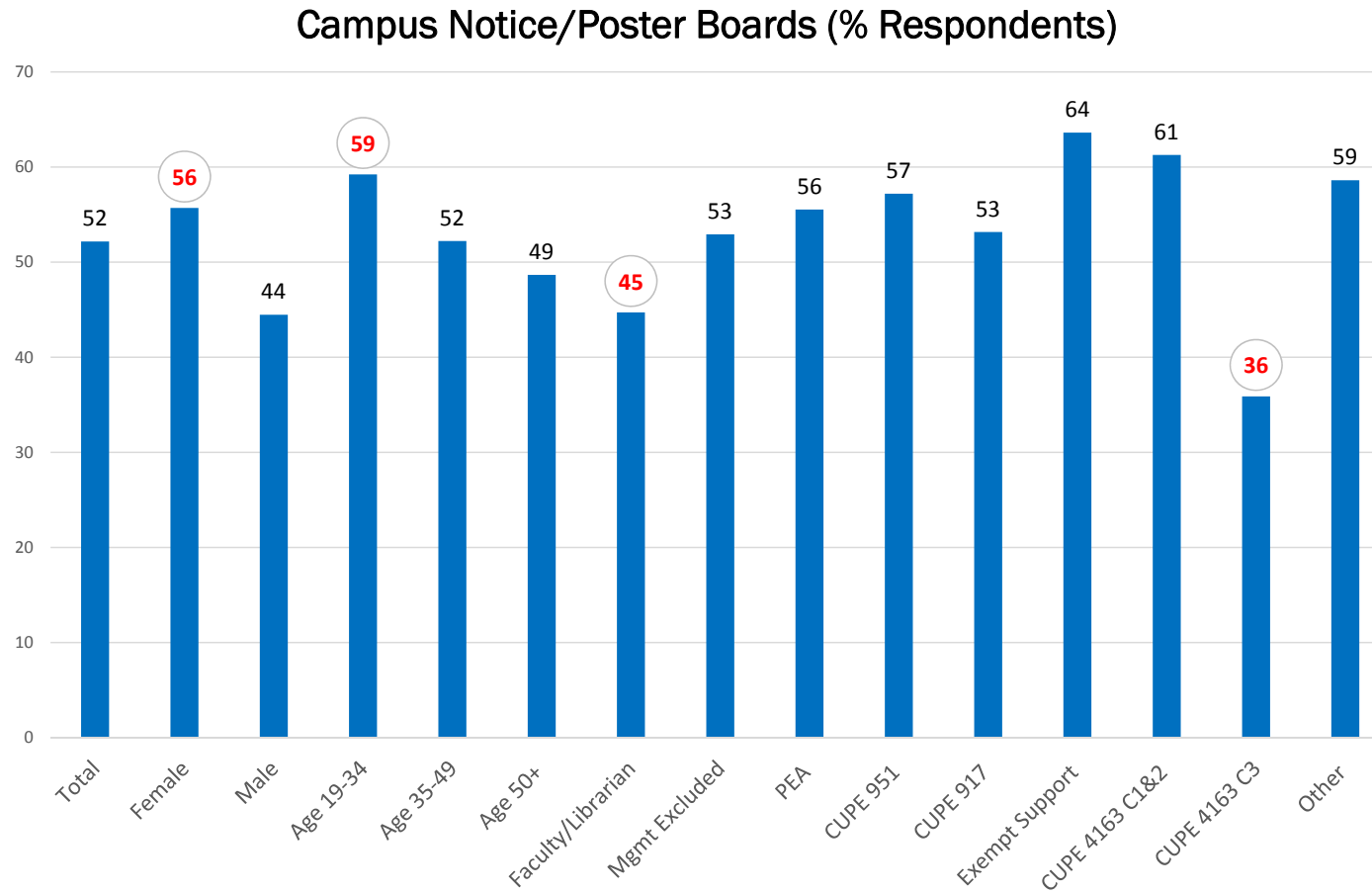


Social Media Channels Accessed Regularly





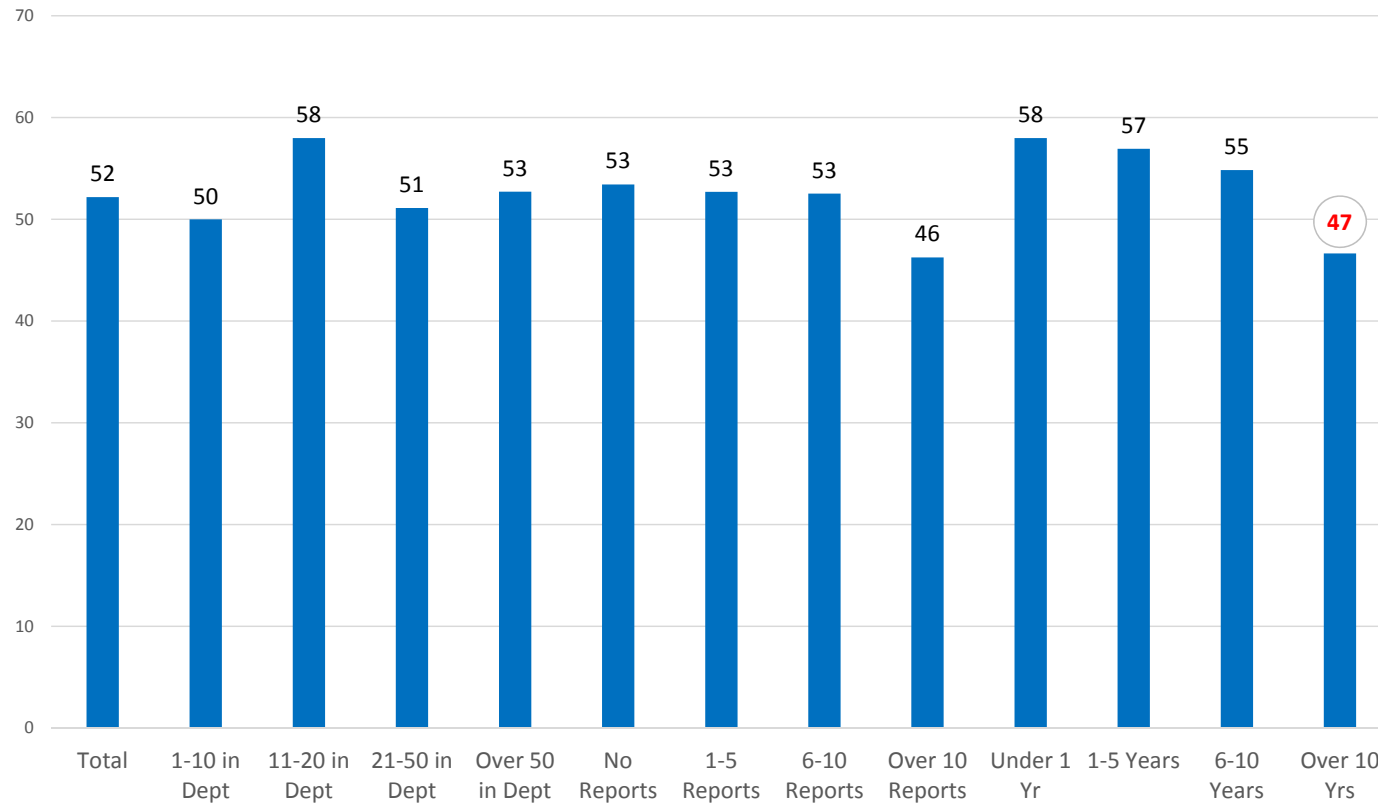
Print Channels Accessed Regularly





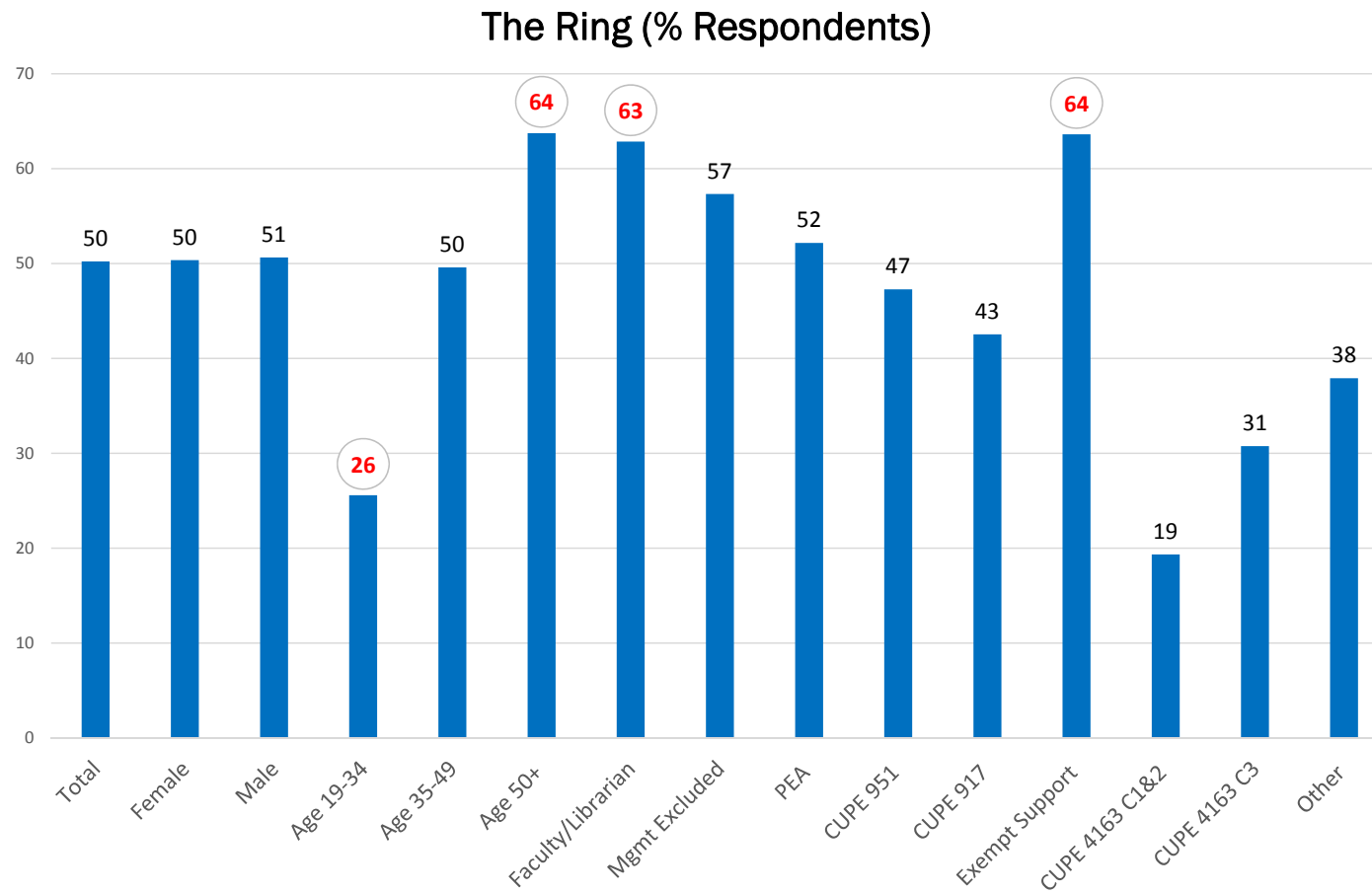
Print Channels Accessed Regularly

Campus Notice/Poster Boards (% Respondents)



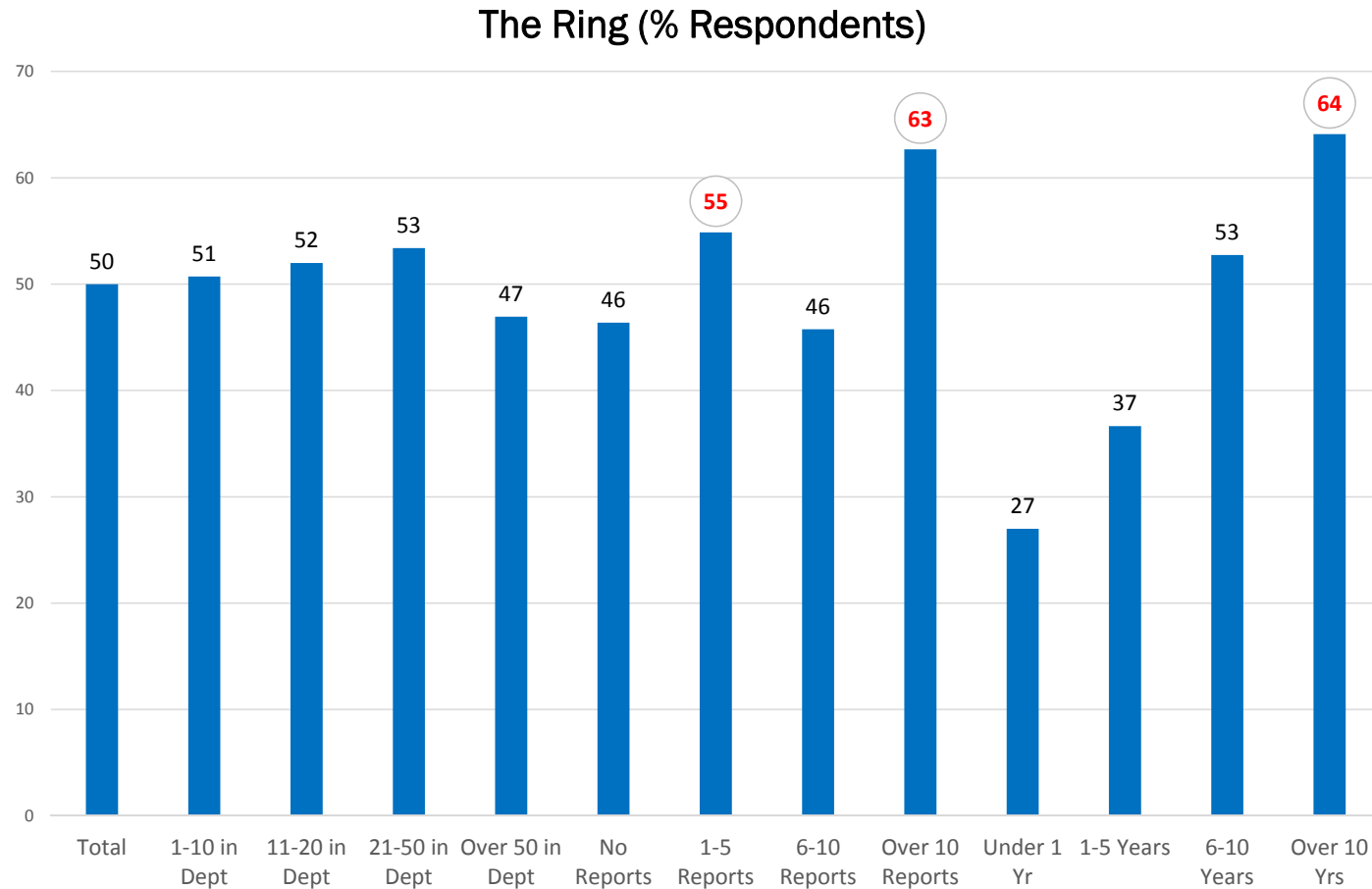


Print Channels Accessed Regularly



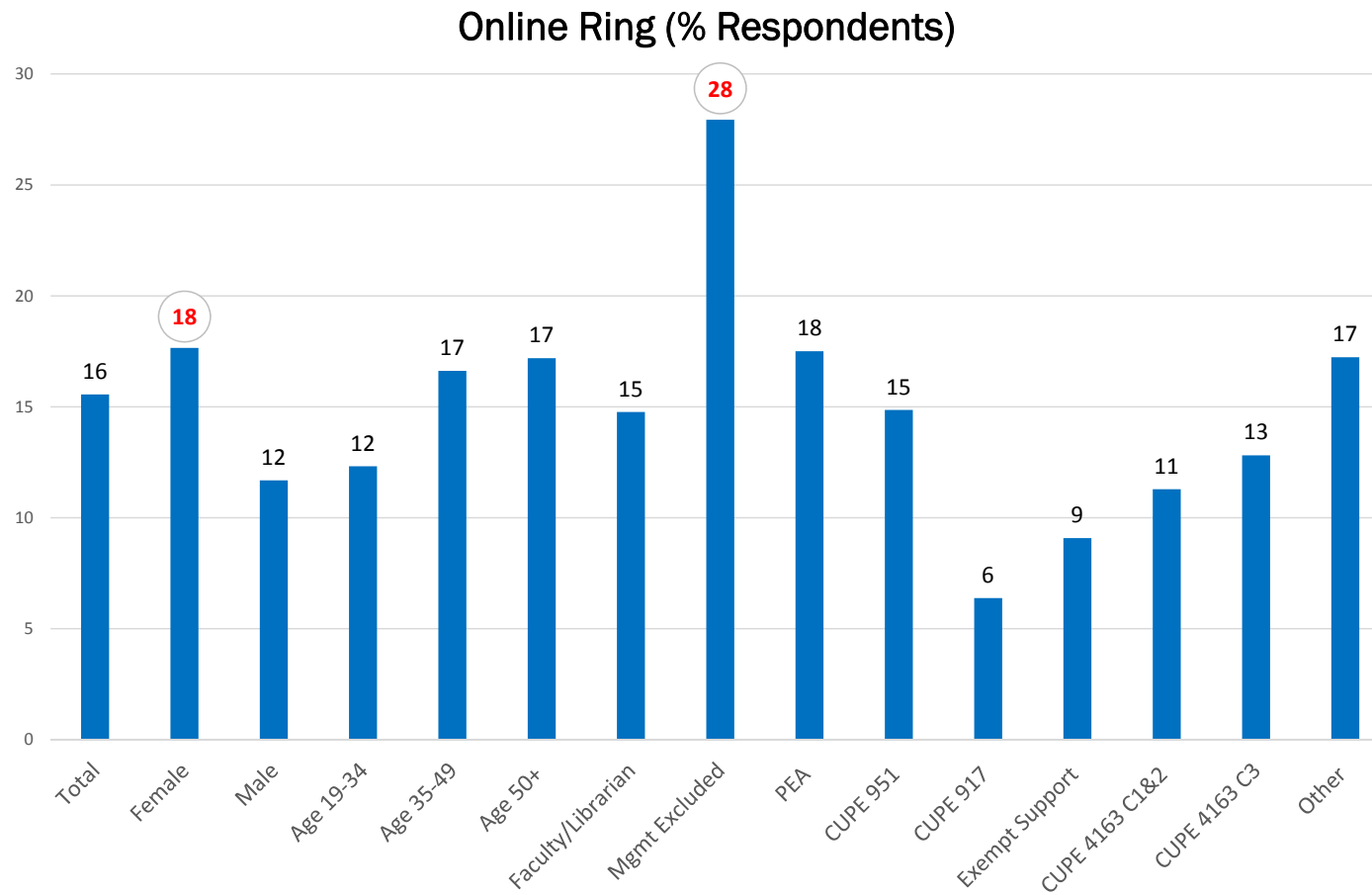


Print Channels Accessed Regularly



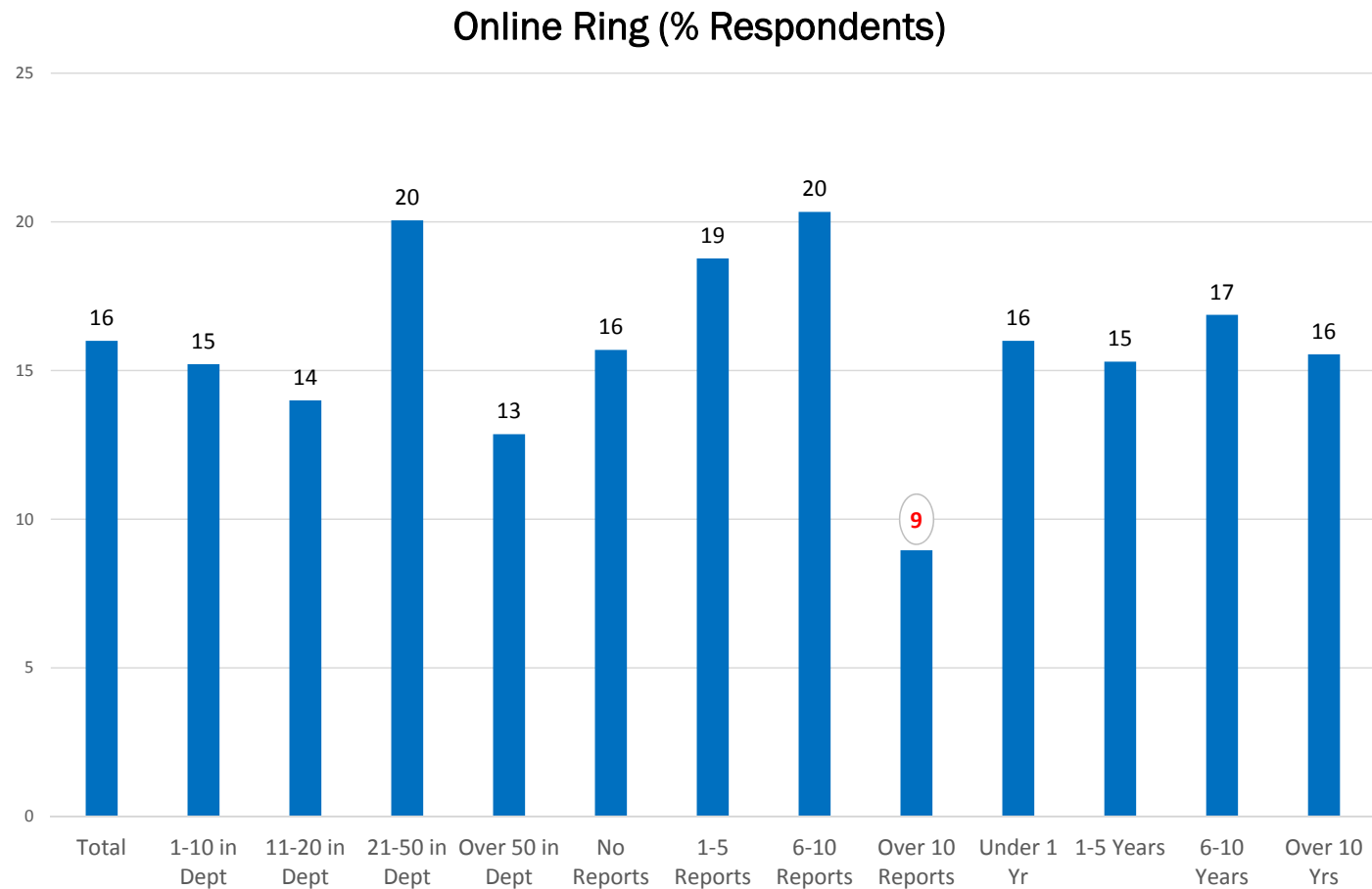


Print Channels Accessed Regularly



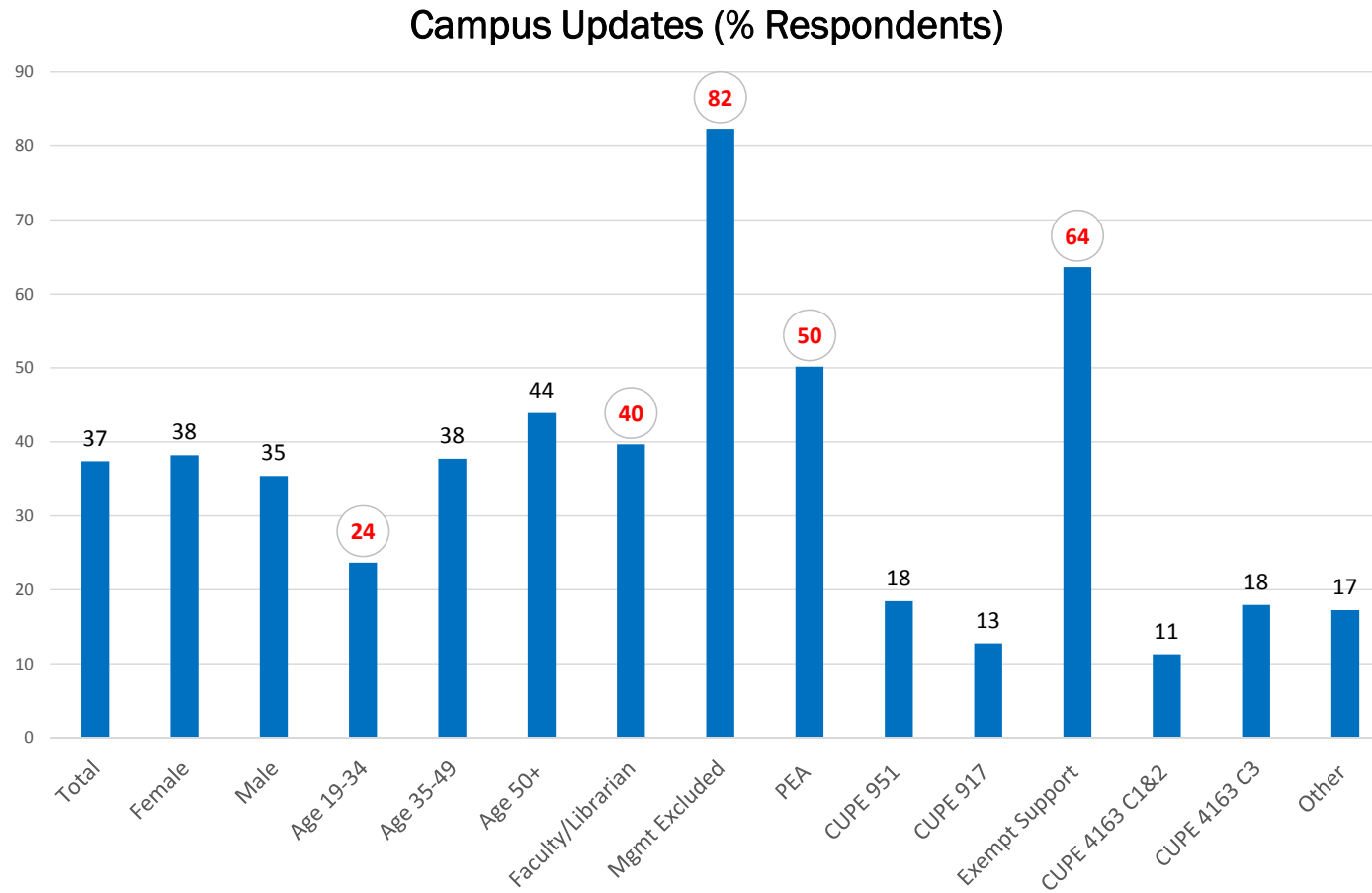


Print Channels Accessed Regularly



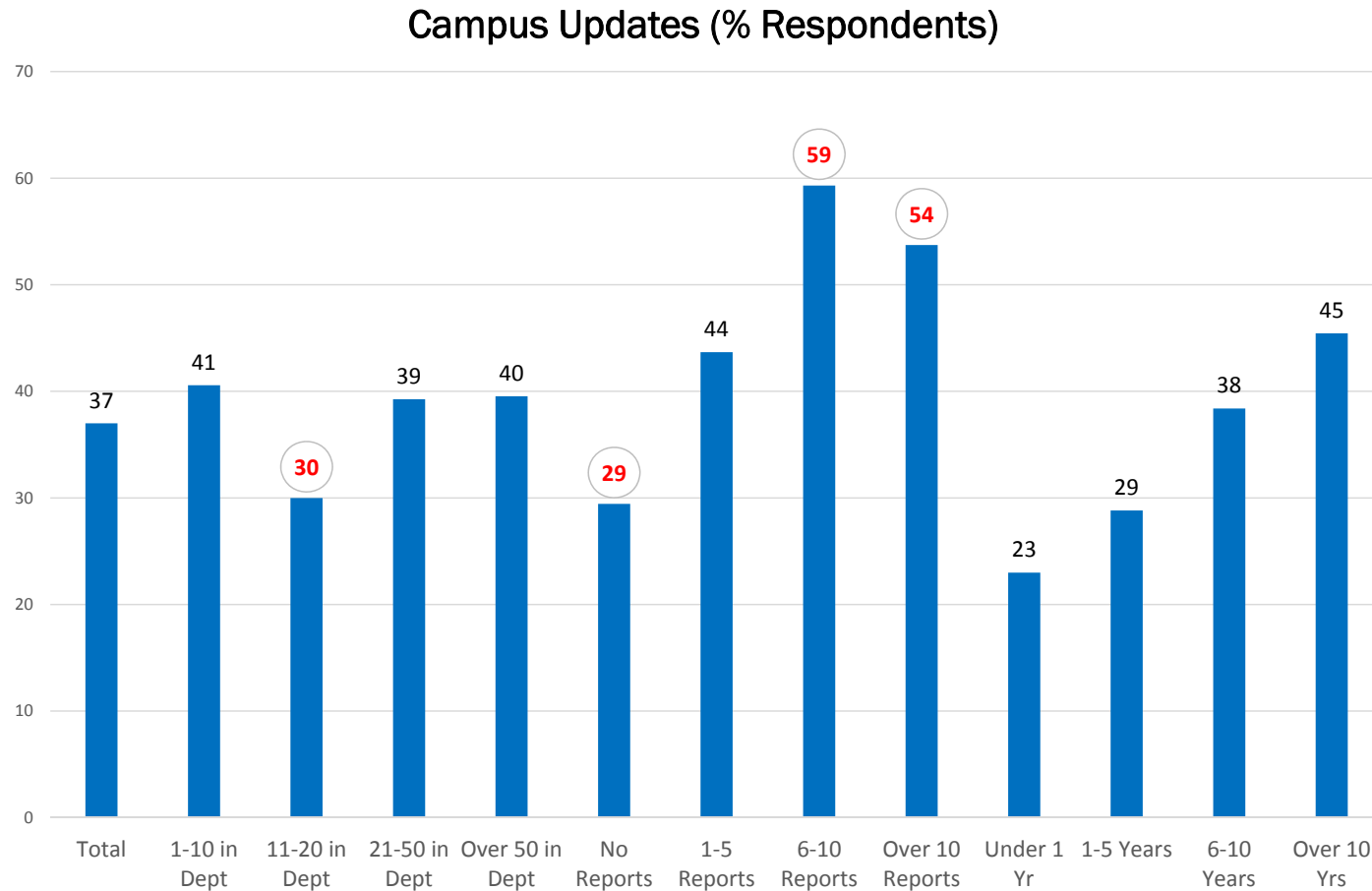


In-Person Channels Accessed Regularly





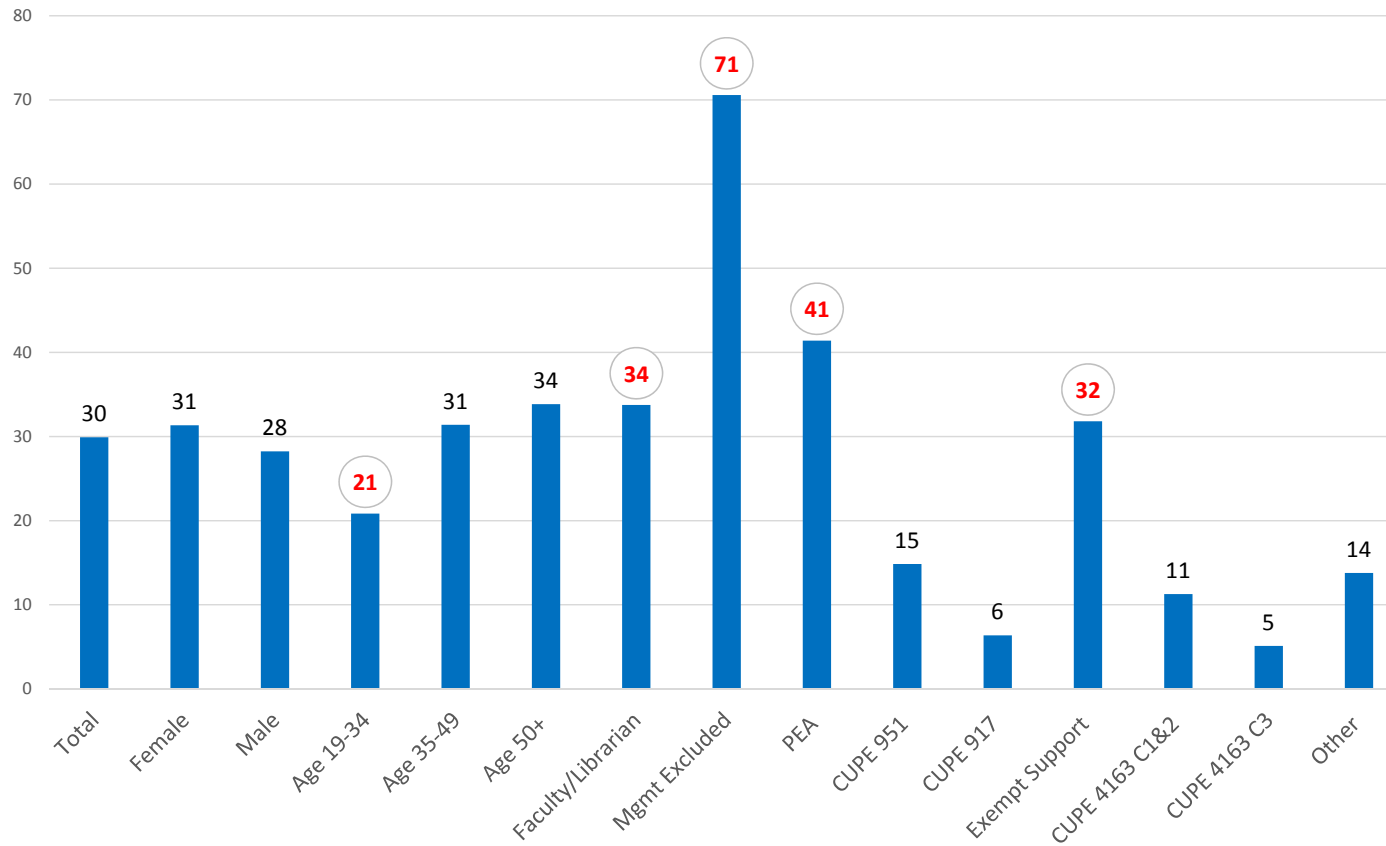
In-Person Channels Accessed Regularly





In-Person Channels Accessed Regularly

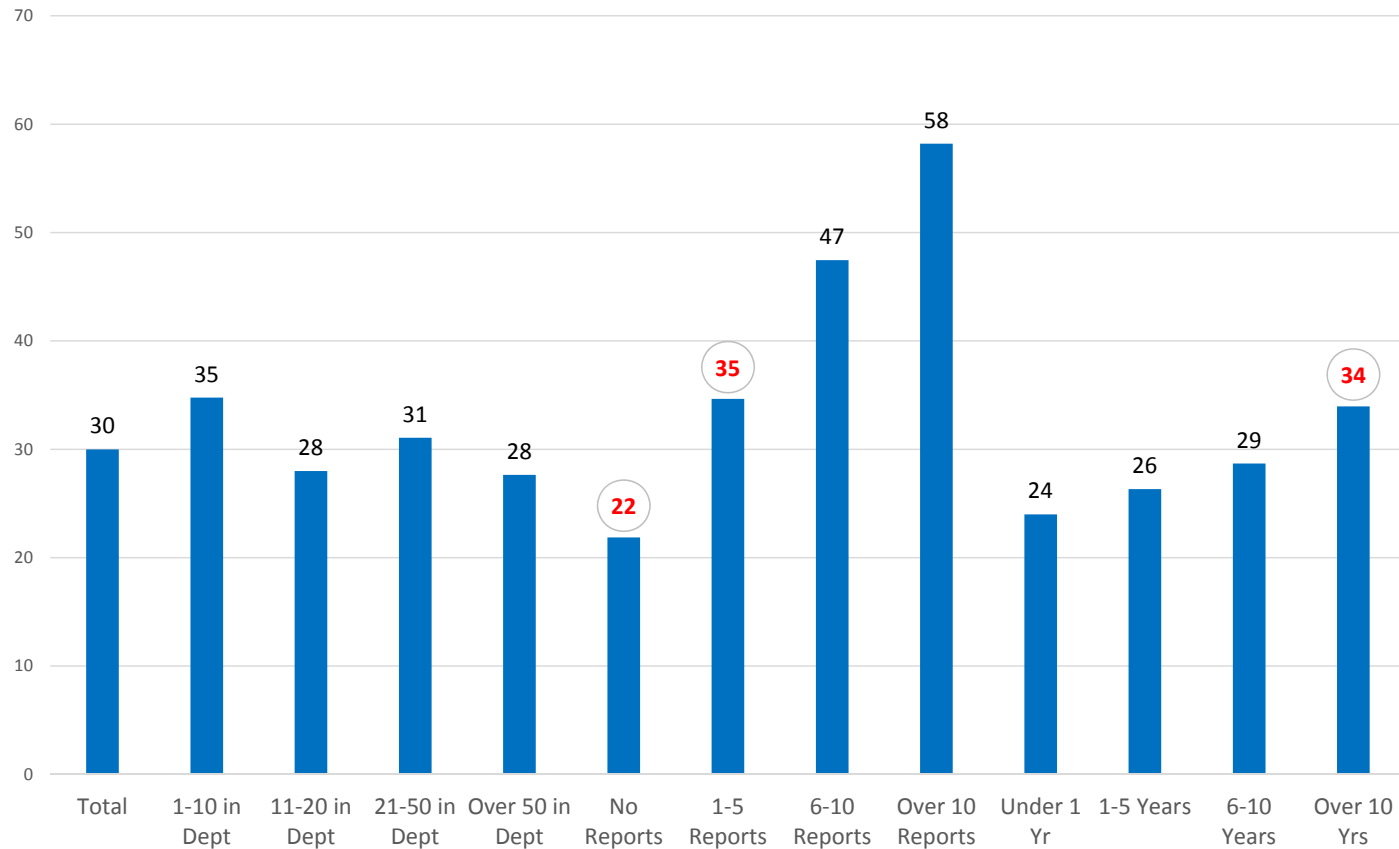
Consultations/Presentations on New Initiatives (% Respondents)





In-Person Channels Accessed Regularly

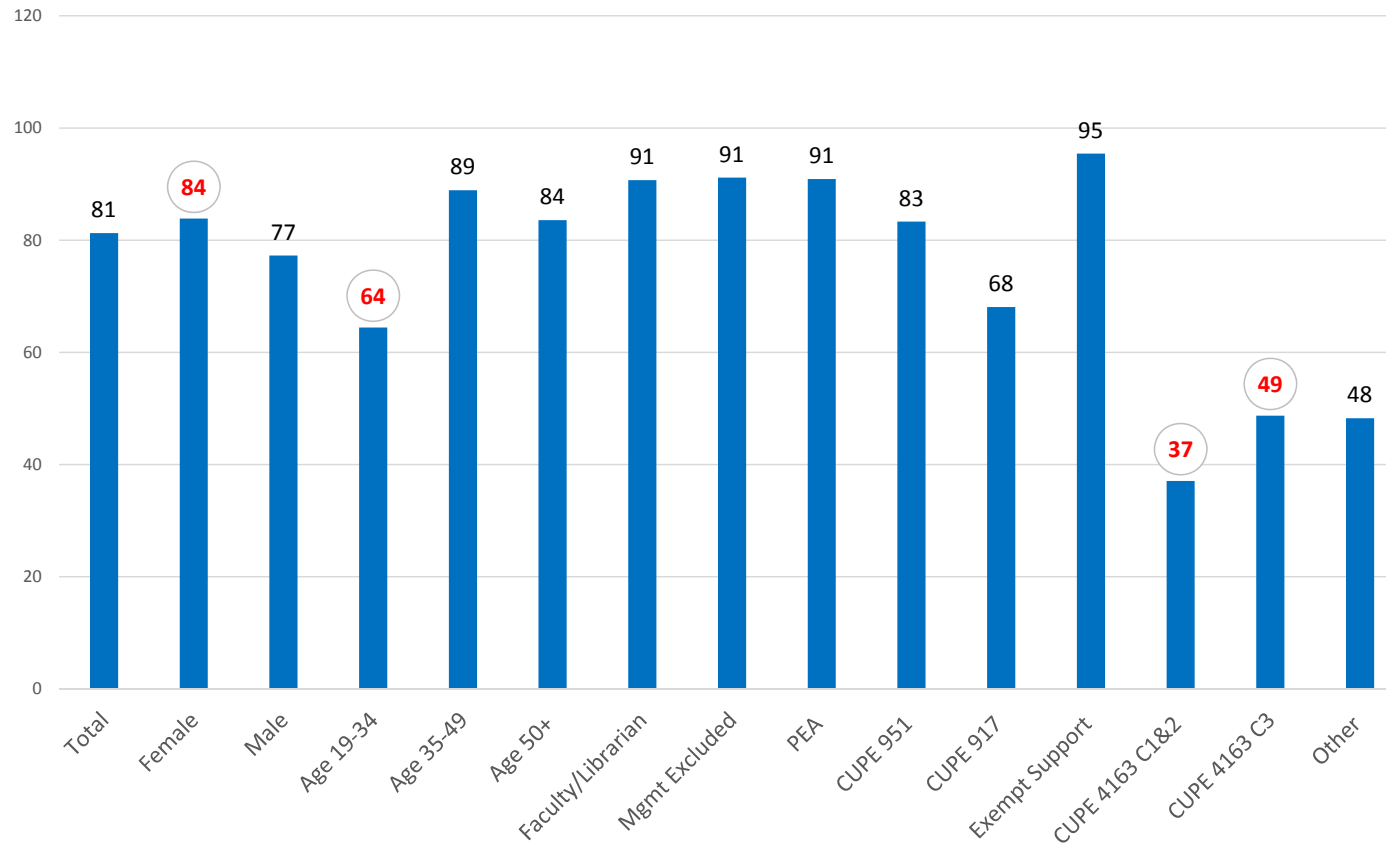
Consultations/Presentations on New Initiatives (% Respondents)





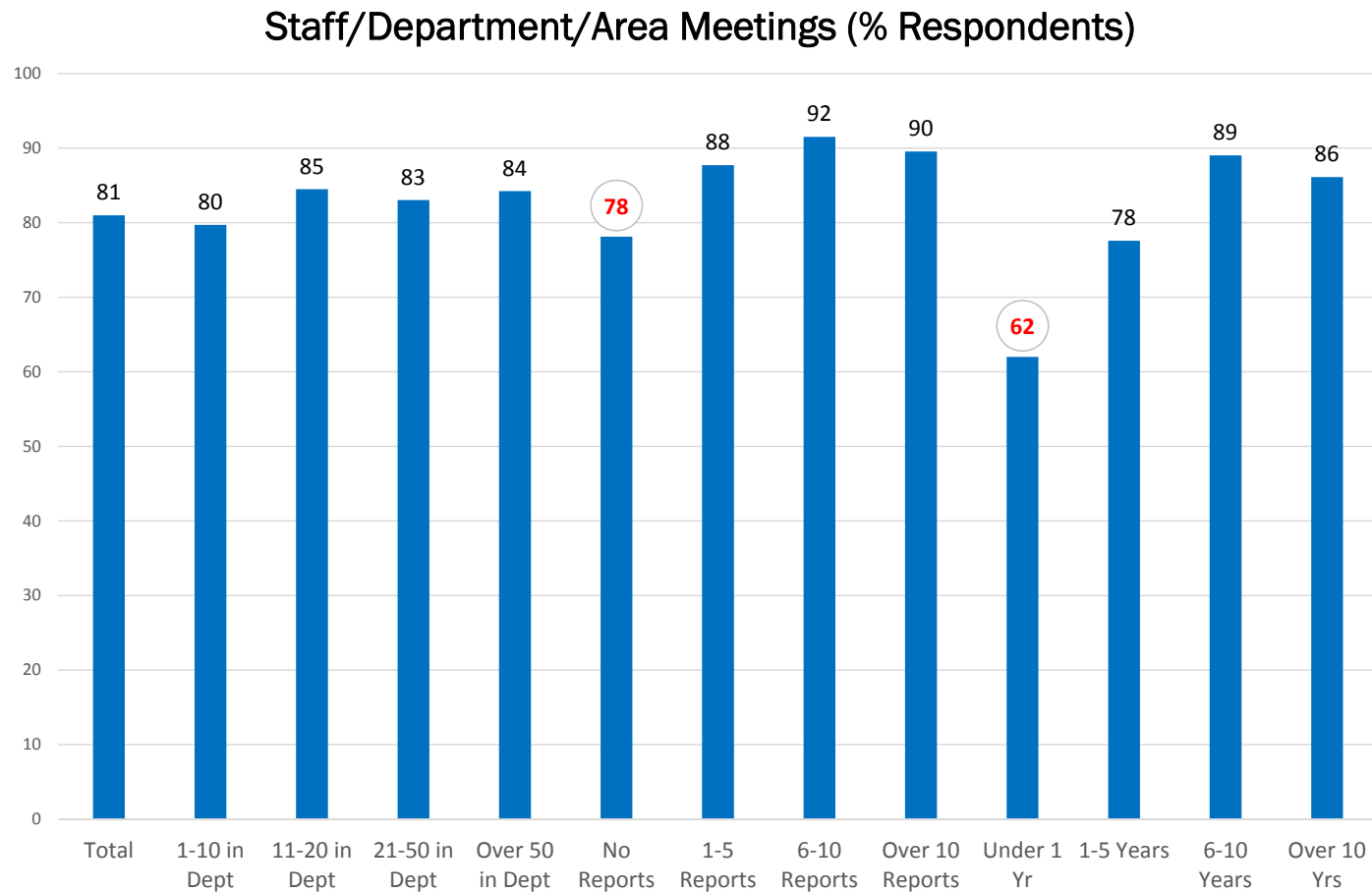
In-Person Channels Accessed Regularly

Staff/Department/Area Meetings (% Respondents)





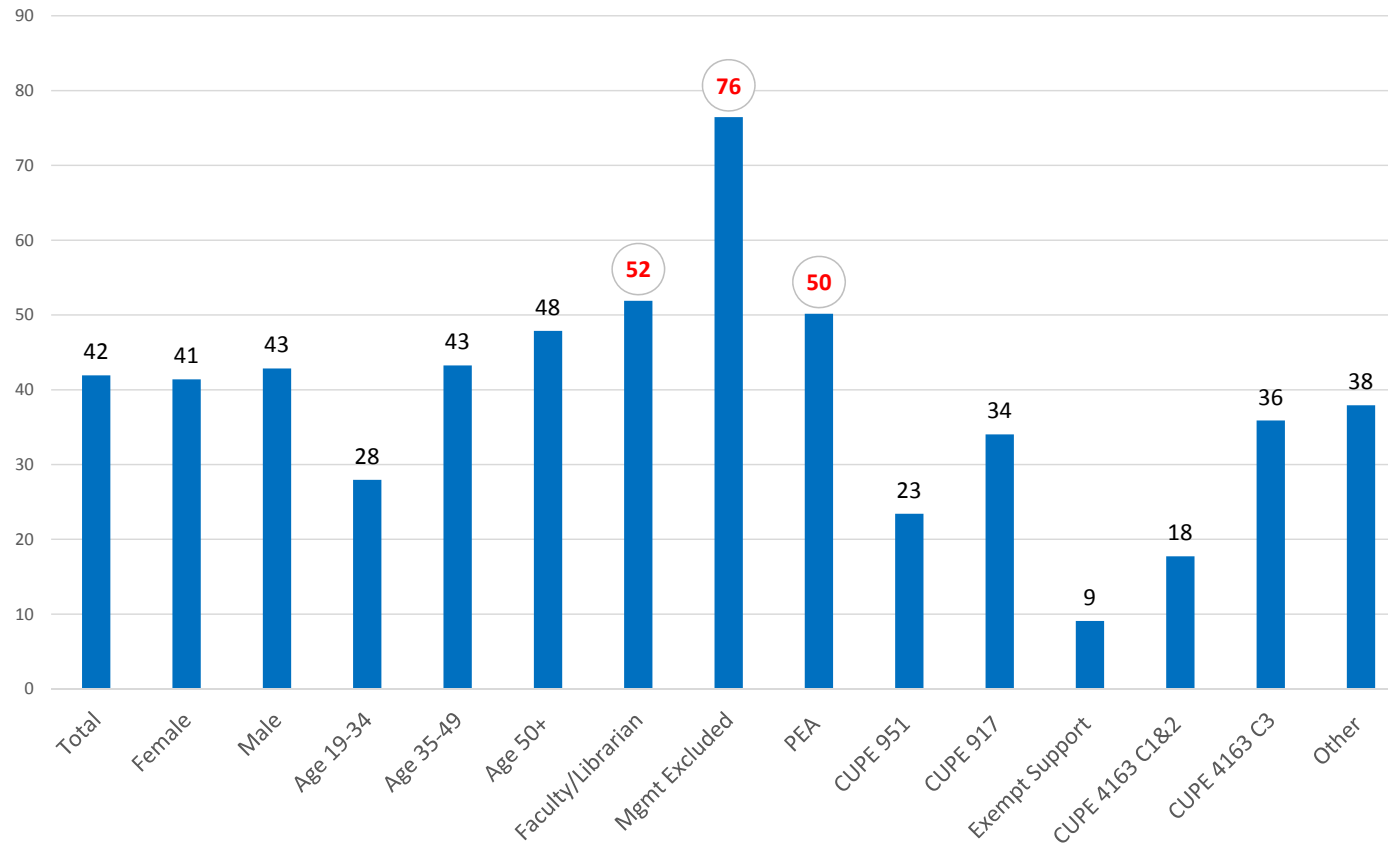
In-Person Channels Accessed Regularly





In-Person Channels Accessed Regularly

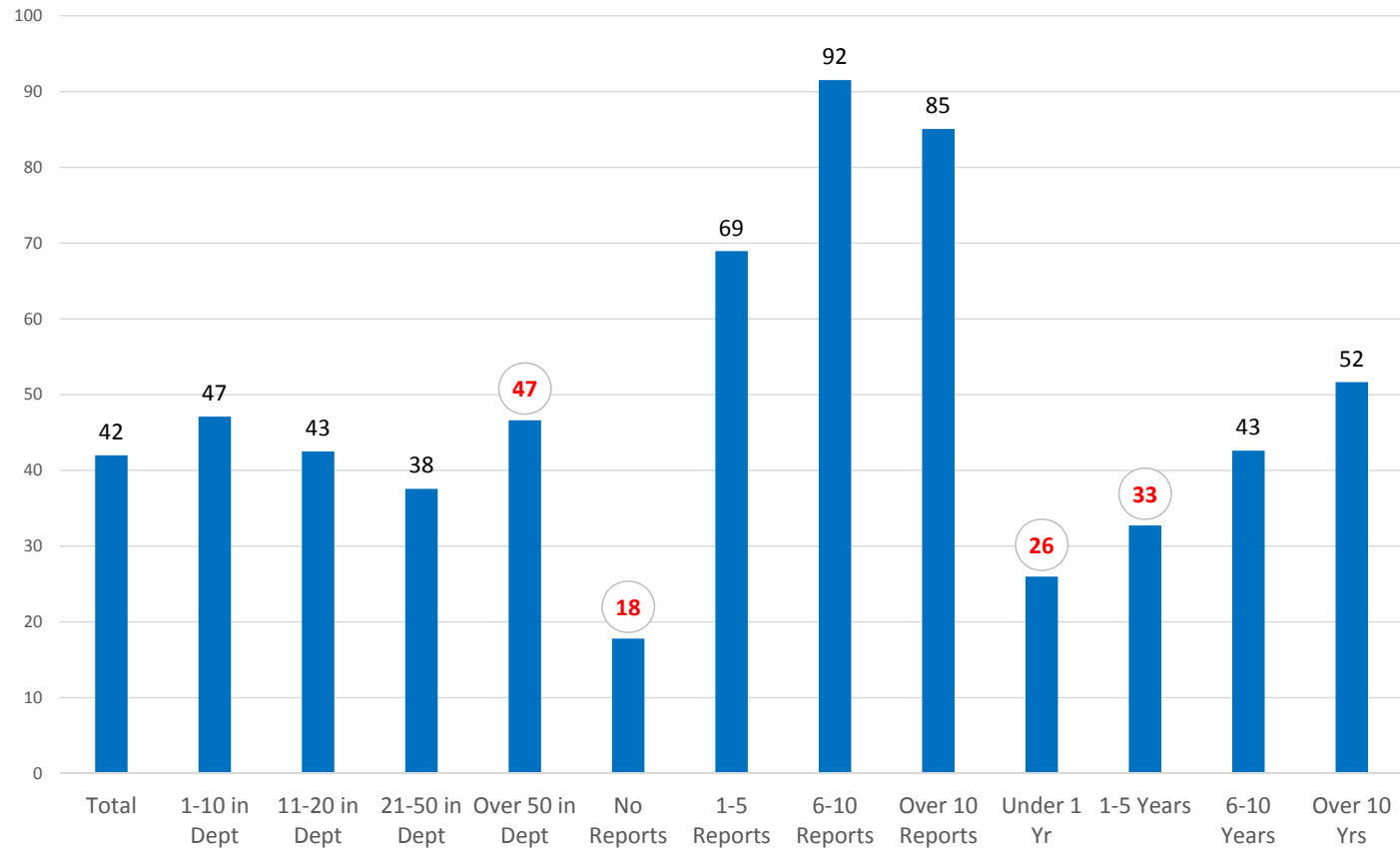
1-on-1 with People Who Report to You (% Respondents)





In-Person Channels Accessed Regularly

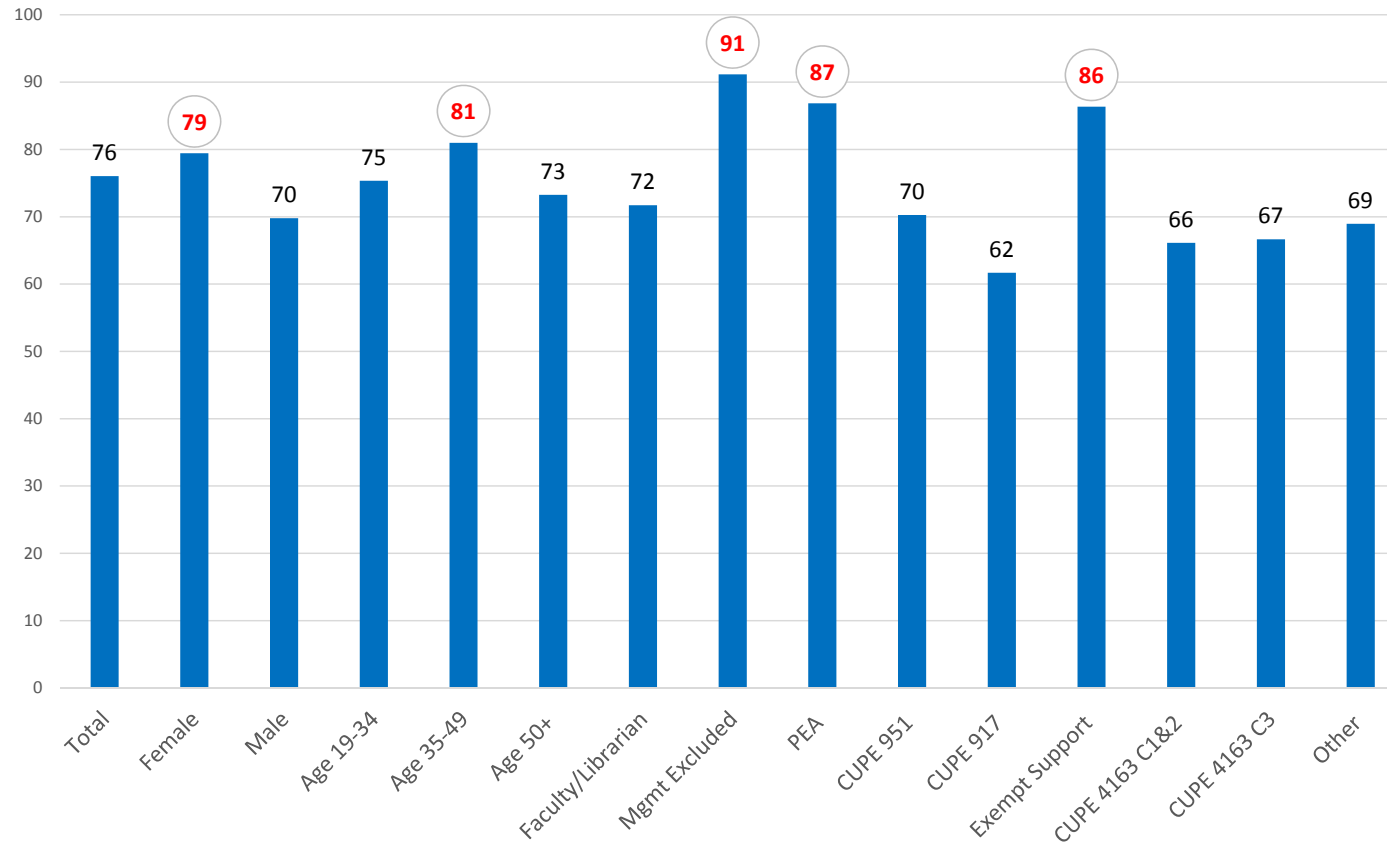
1-on-1 with People Who Report to You (% Respondents)





In-Person Channels Accessed Regularly

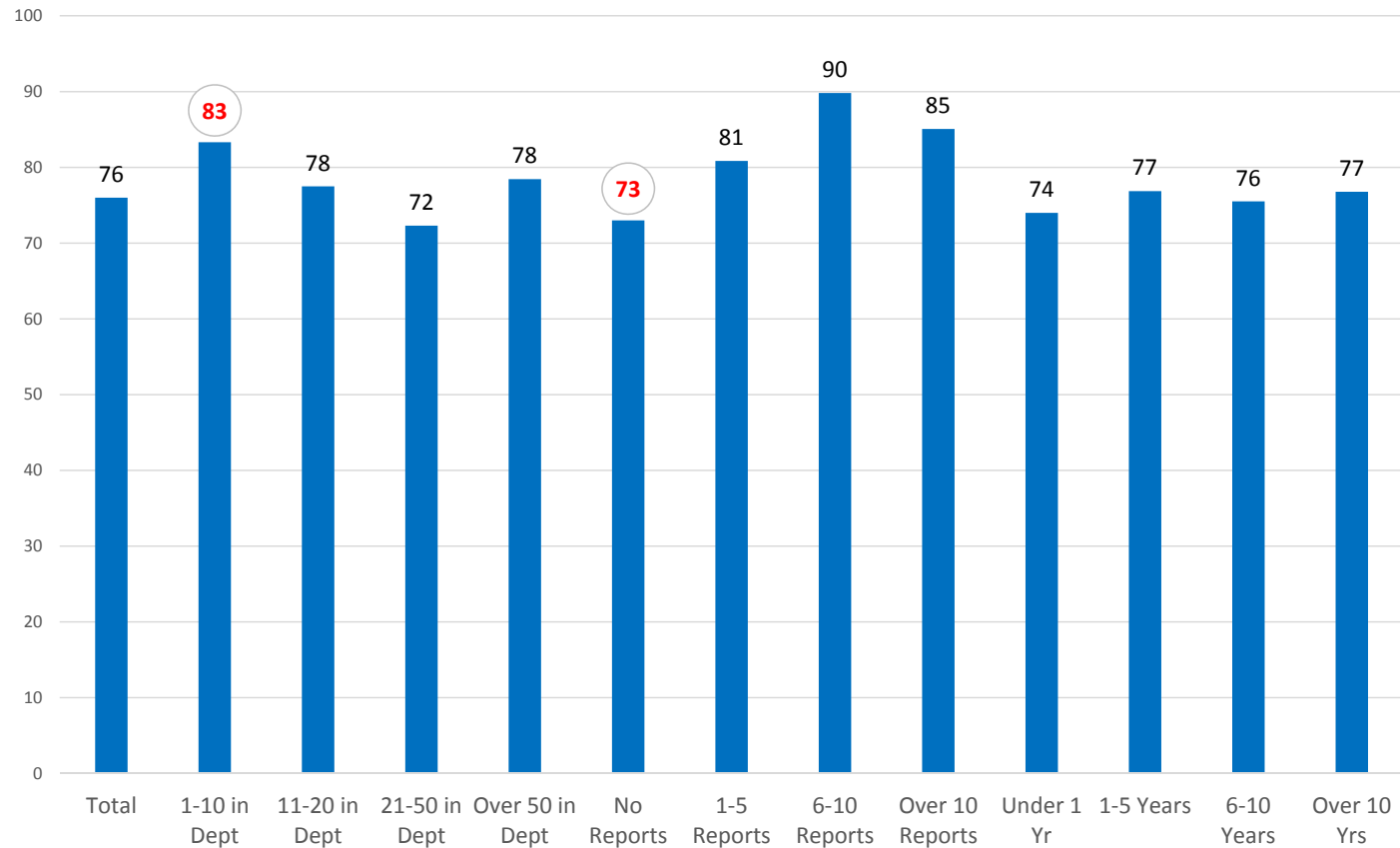
1-on-1 with People to Whom You Report (% Respondents)





In-Person Channels Accessed Regularly

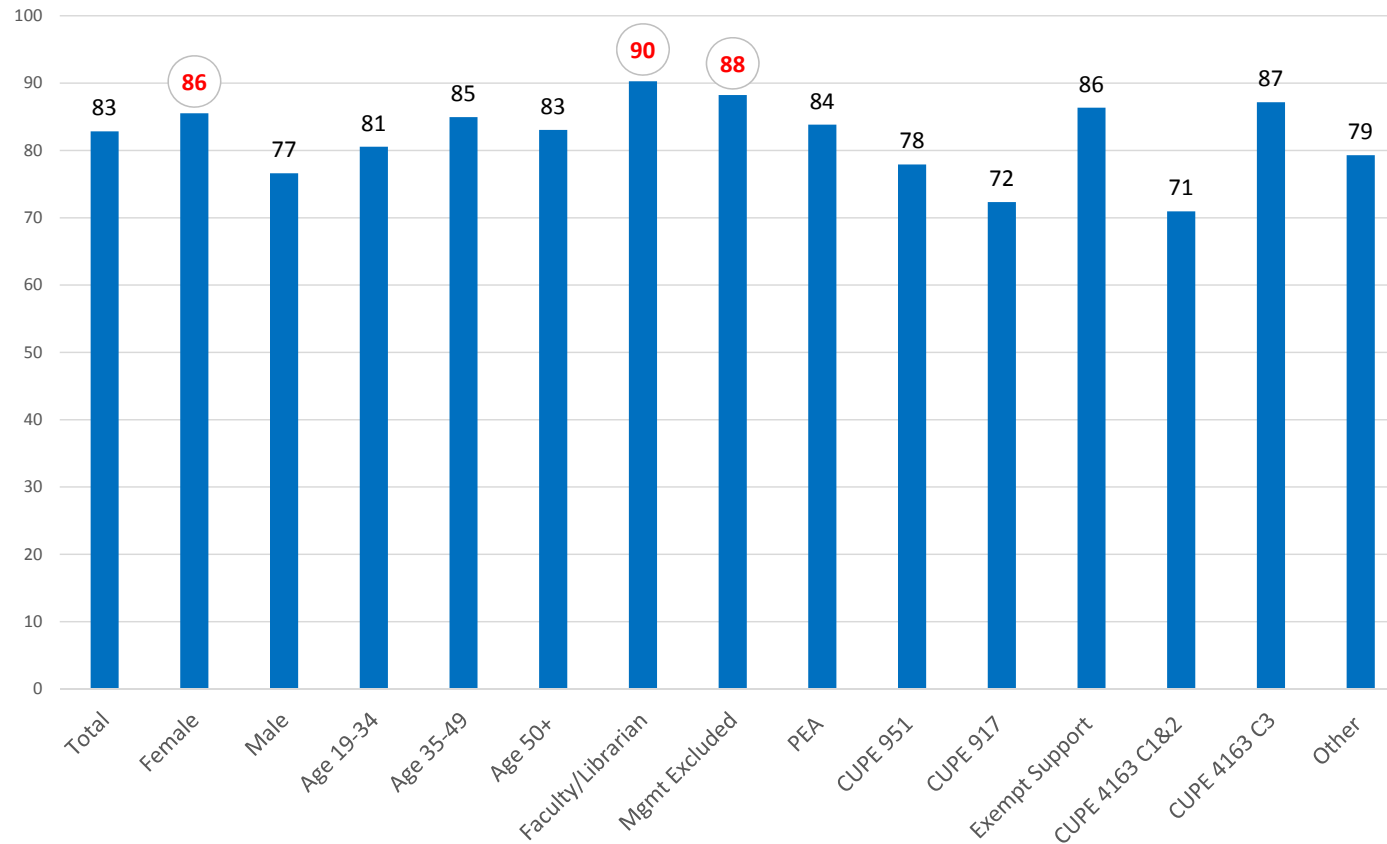
1-on-1 with People to Whom You Report (% Respondents)





In-Person Channels Accessed Regularly

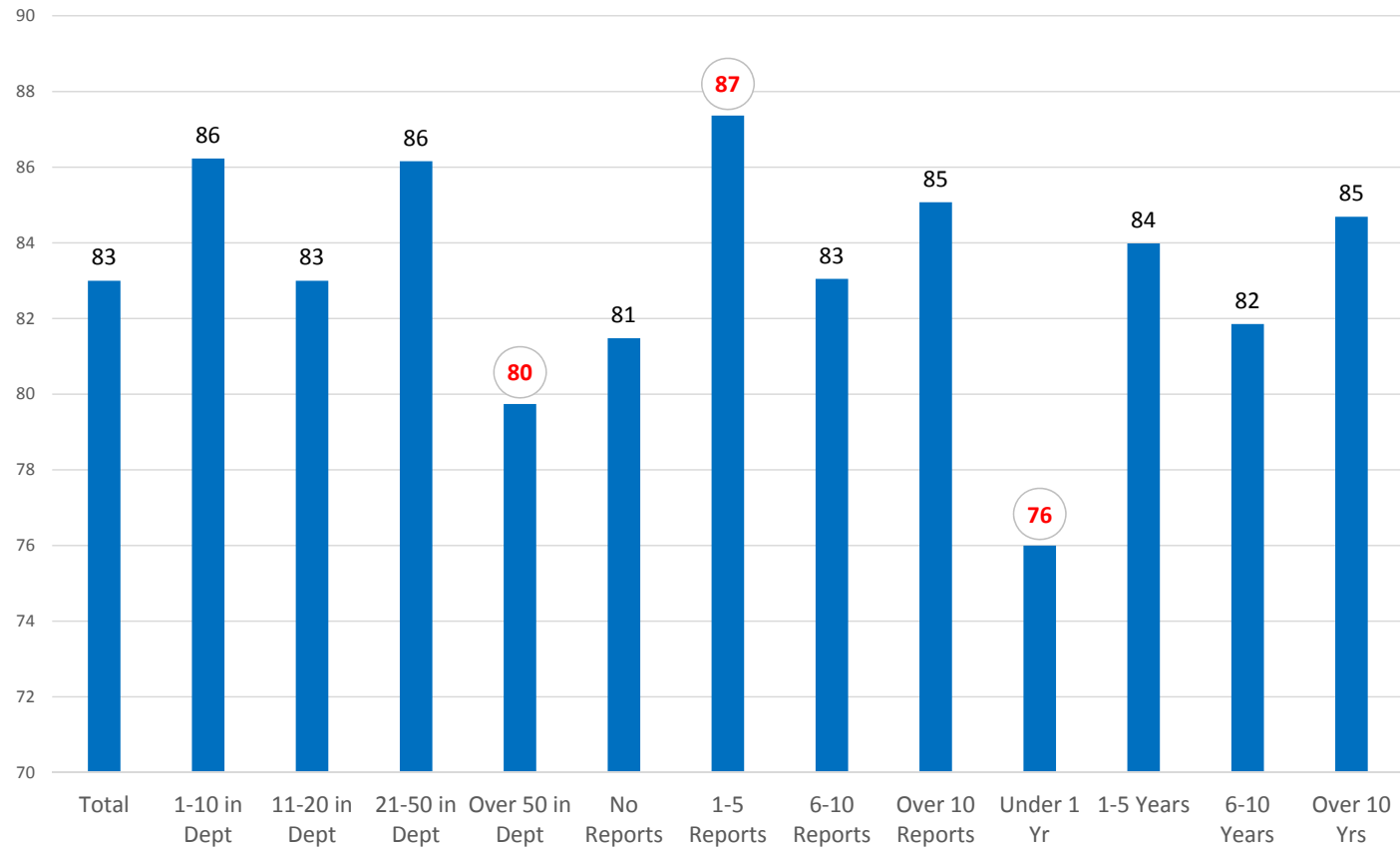
1-on-1 with Colleagues (% Respondents)





In-Person Channels Accessed Regularly

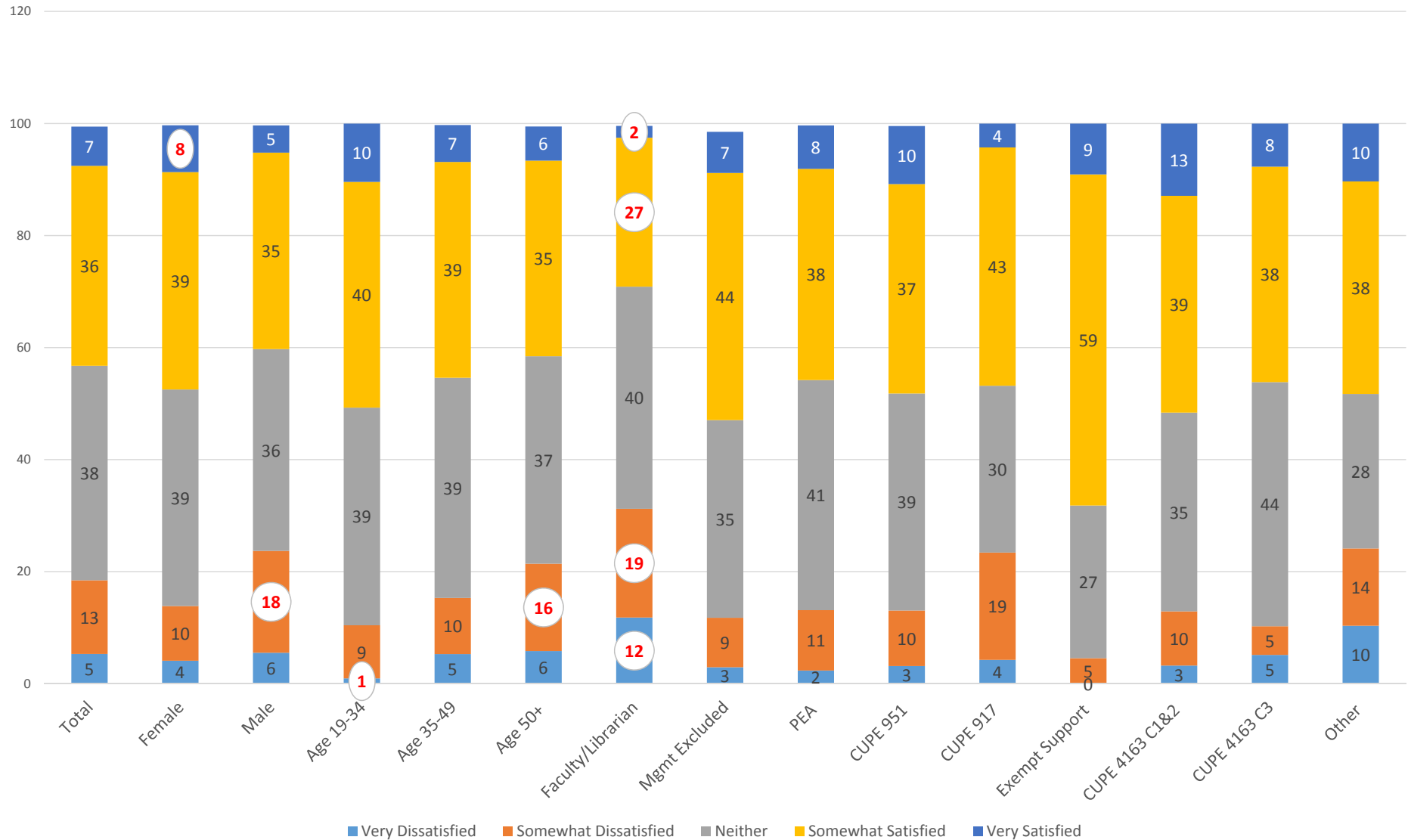
1-on-1 with Colleagues (% Respondents)





Internal Communications Provide Information I Need to Do My Job

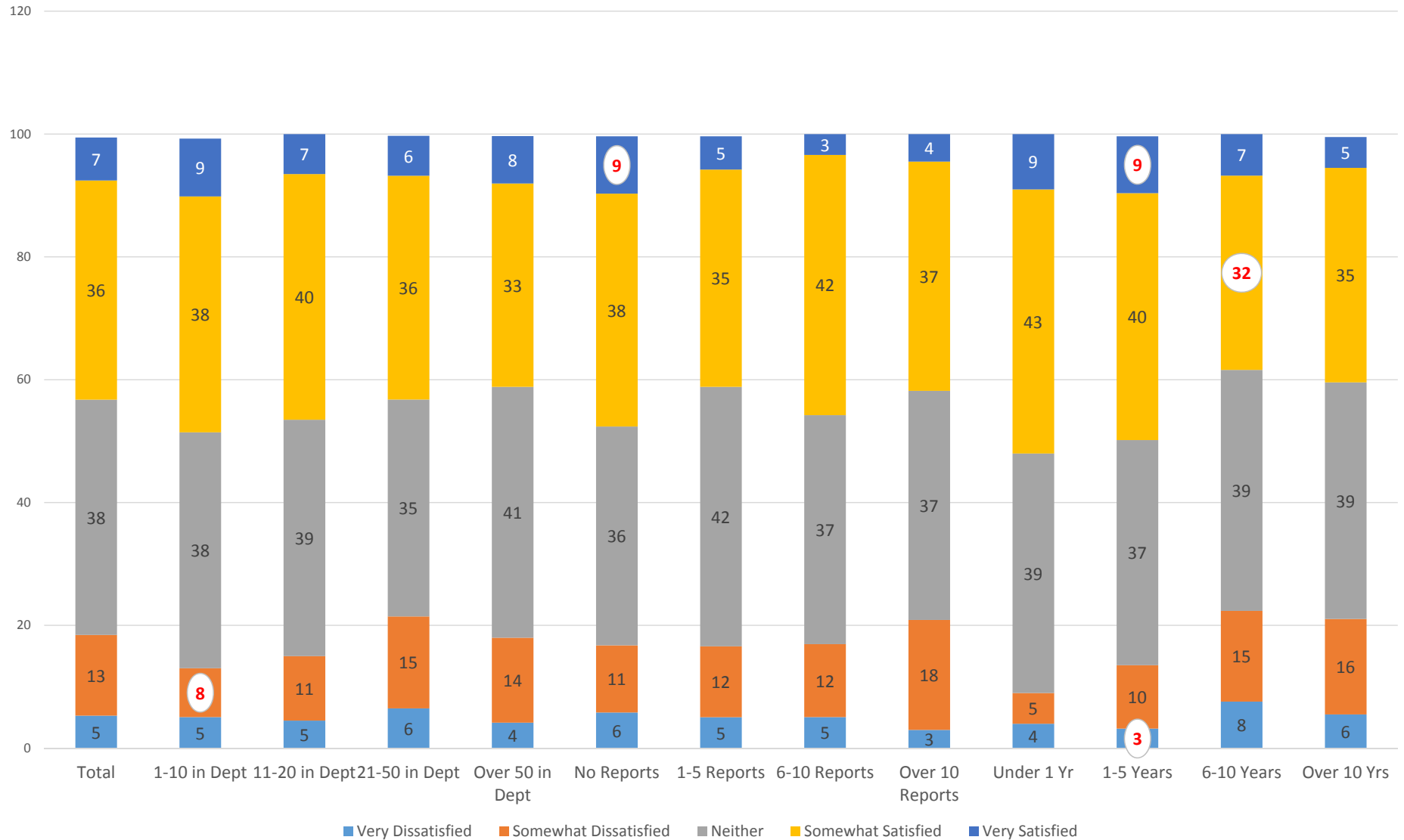
Internal Communications Provide Information I Need to Do My Job (% Respondents)





Internal Communications Provide Information I Need to Do My Job

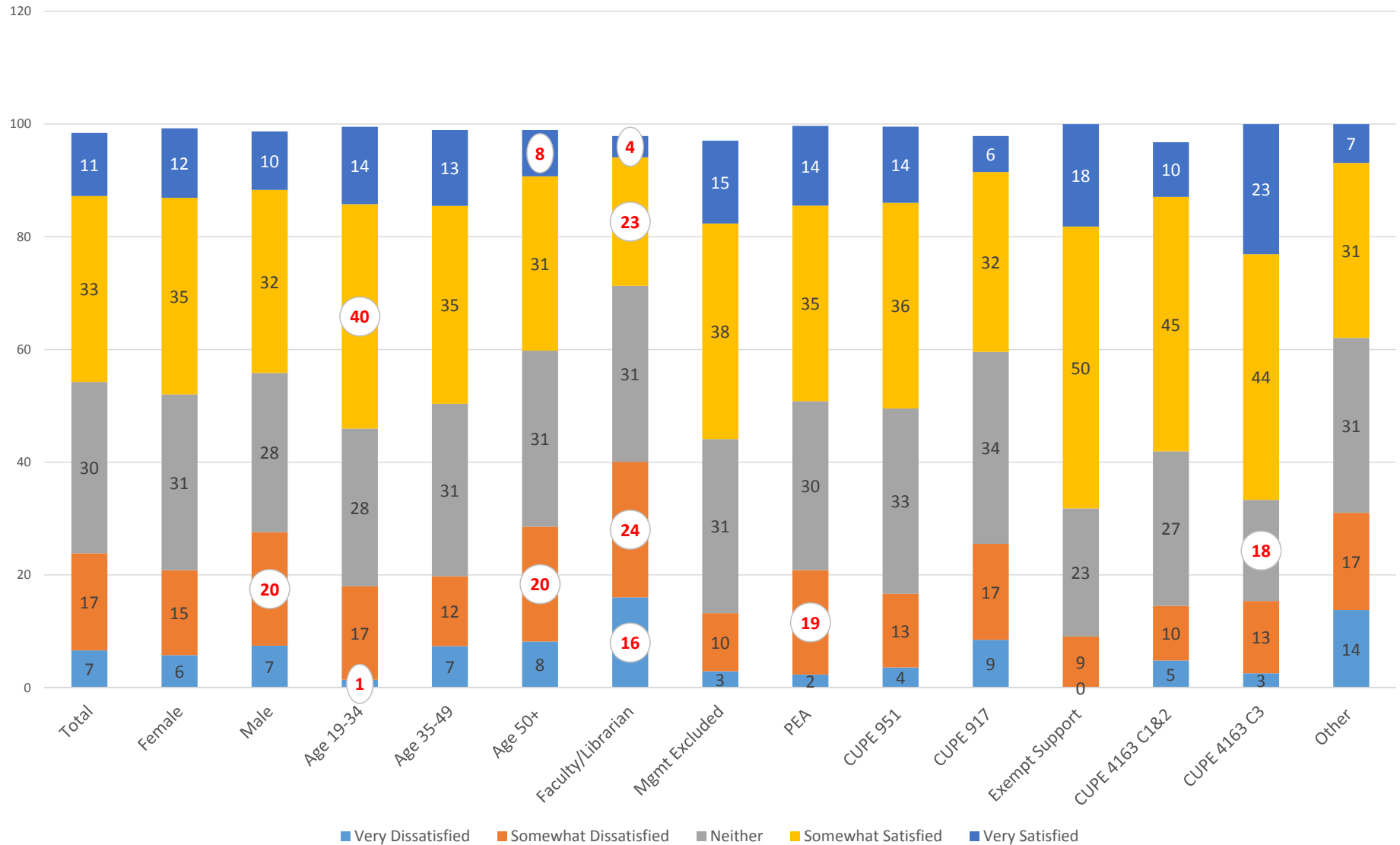
Internal Communications Provide Information I Need to Do My Job (% Respondents)





Know How/Where to Access Information if Not Provided

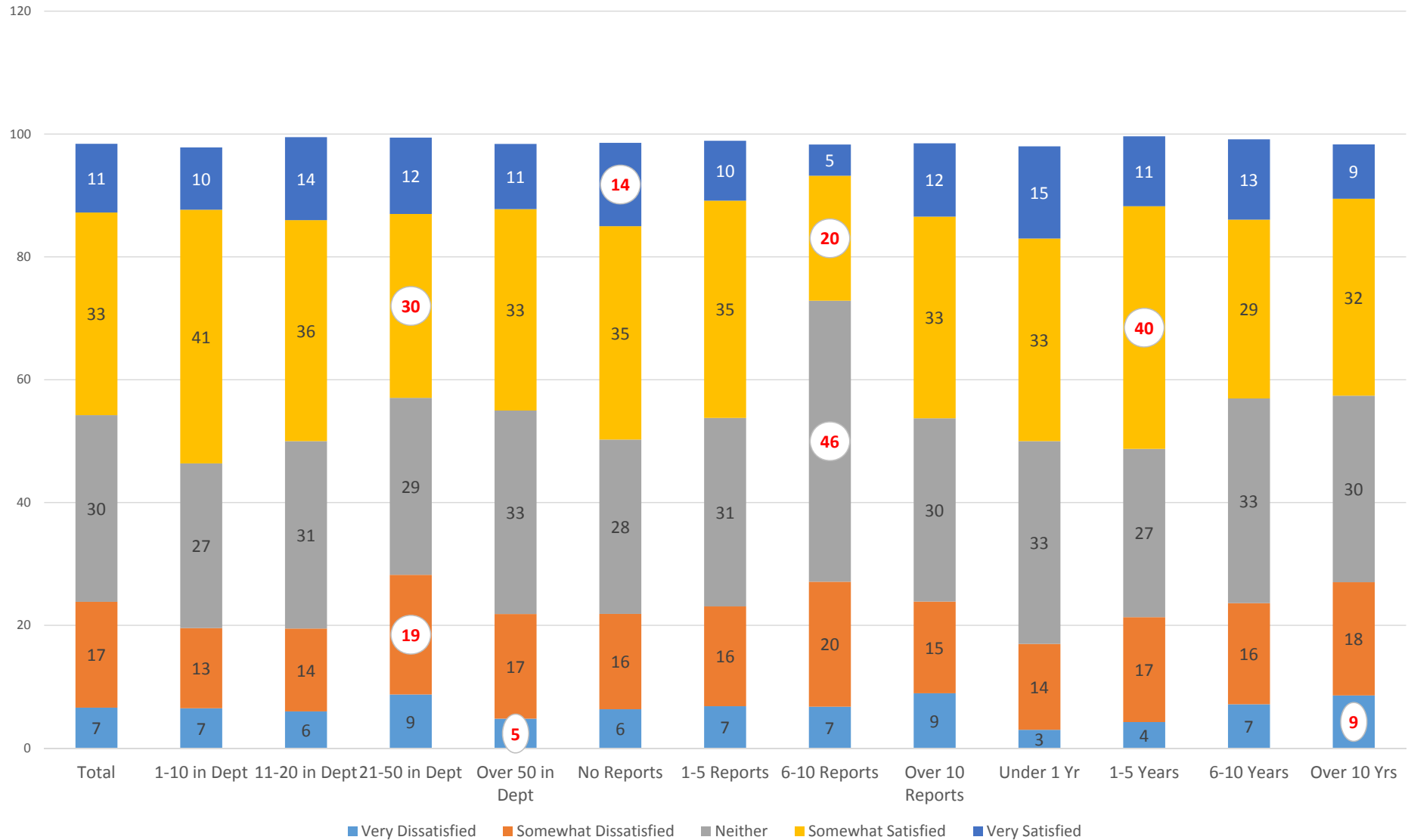
I Know How/Where to Access Information if Not Provided (% Respondents)





Know How/Where to Access Information if Not Provided

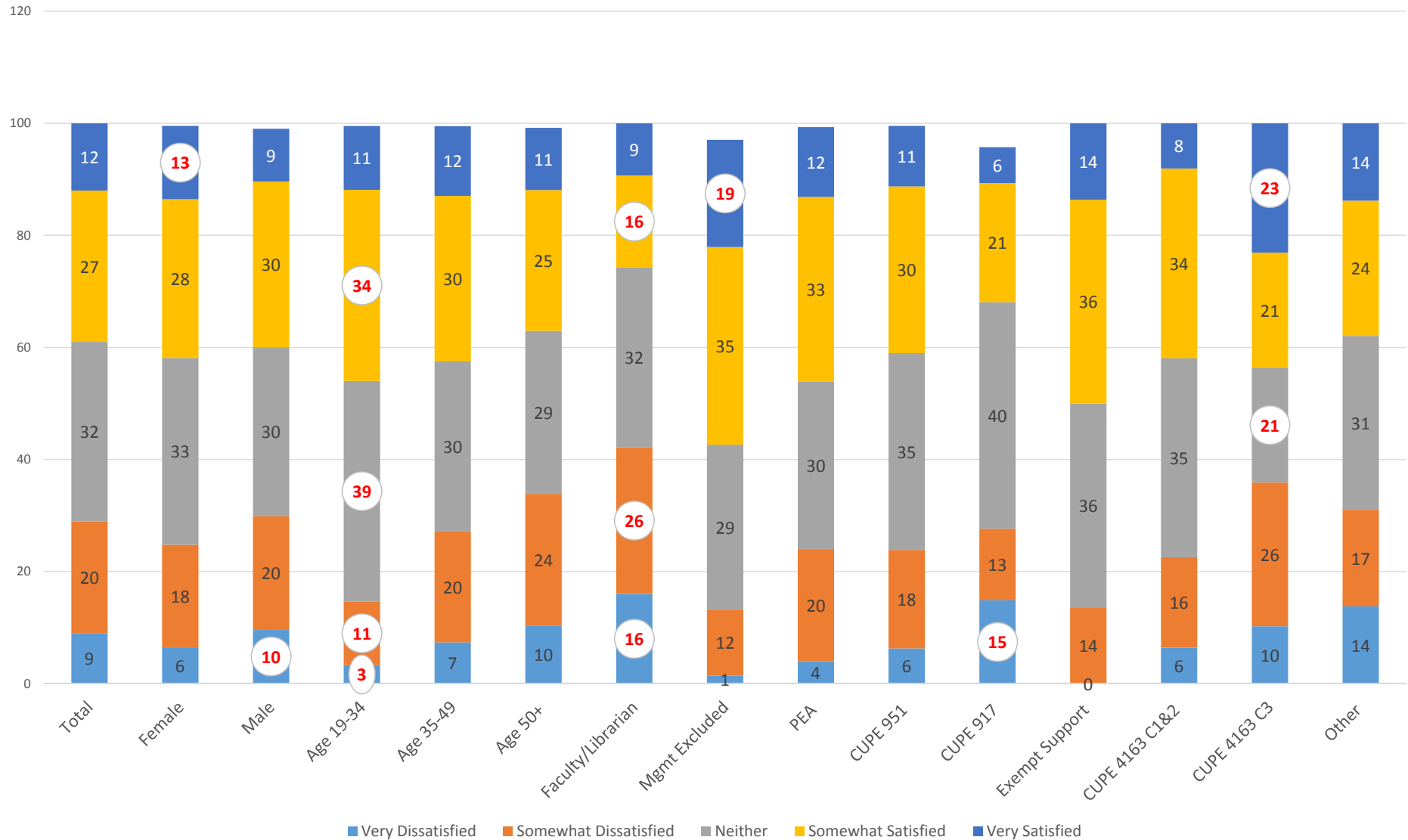
I Know How/Where to Access Information if Not Provided (% Respondents)





Opportunities to Provide Feedback/Input to Unit/Leaders

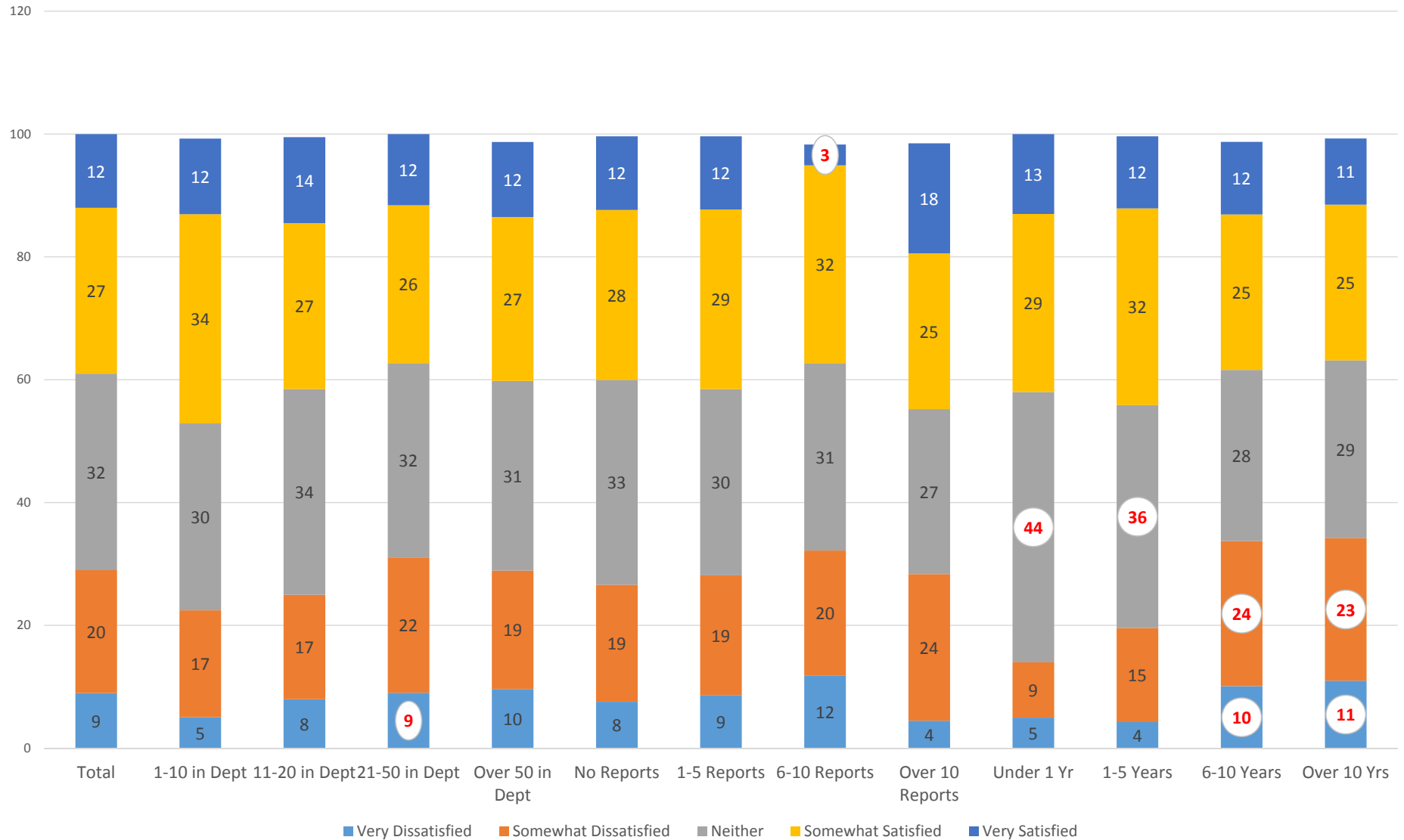
Opportunities to Provide Feedback/Input and Get Answers (% Respondents)





Opportunities to Provide Feedback/Input to Unit/Leaders

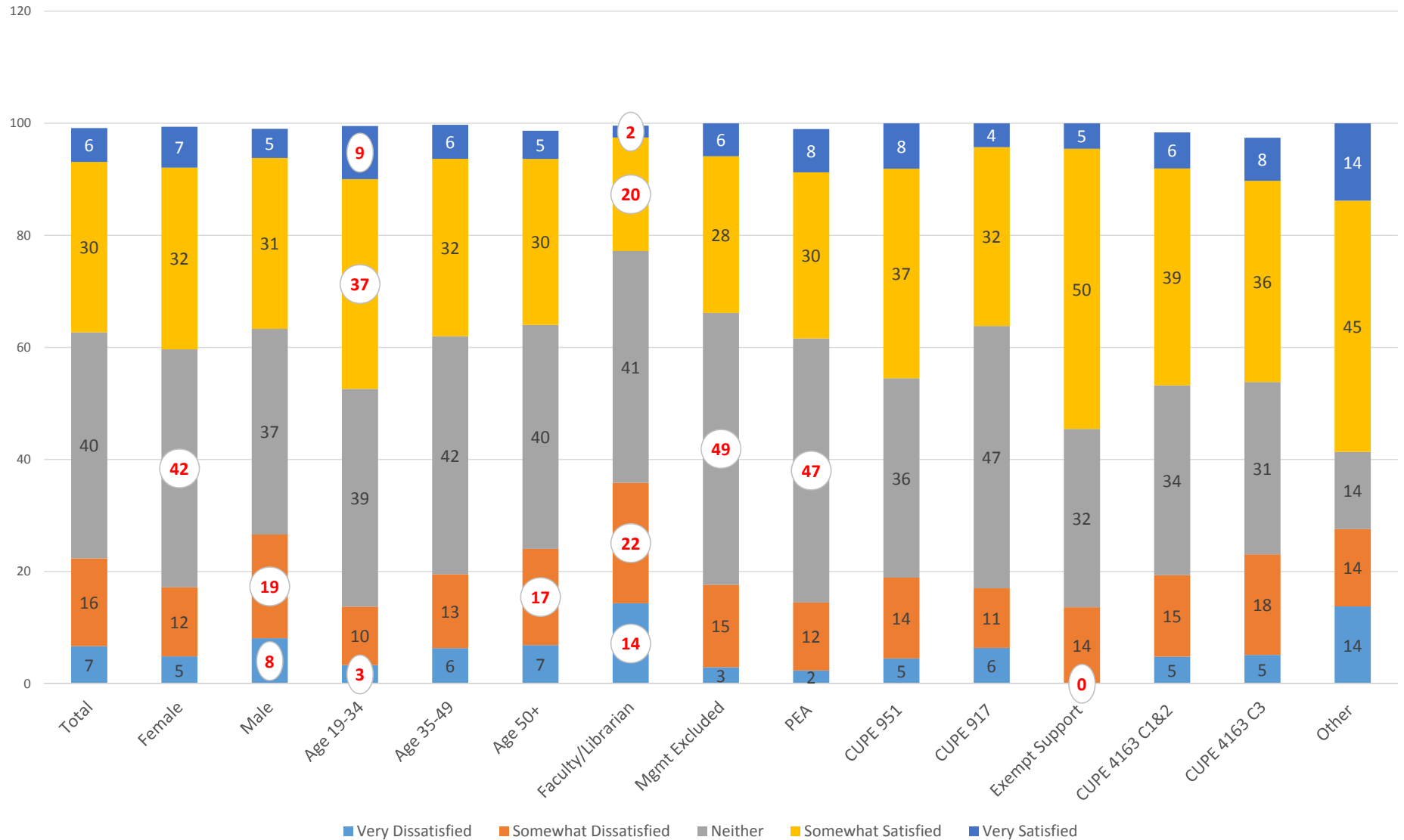
Opportunities to Provide Feedback/Input and Get Answers (% Respondents)





Overall Quality of Internal Communications at UVic

Overall Quality of Internal Communications (% Respondents)





Overall Quality of Internal Communications at UVic

Overall Quality of Internal Communications (% Respondents)

