



CREATE BRIDGES

Module 5: Employee Engagement

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TABLE OF CONTENTS

- MODULE 5: EMPLOYEE ENGAGEMENT..... 2
- OVERVIEW 2
- BACKGROUND & OVERVIEW 4
- TIMELINE..... 6
- PURPOSE 7
- GOAL SETTING 8
- PREPARATION & NOTES 9
- PROMOTION 10
- PROCESS & FORMAT DESCRIPTION 11
- PRESENTATION SESSION (Optional): 13
- RESOURCES: 14
- NEXT STEPS: 15
- APPENDIX: 16



MODULE 5: EMPLOYEE ENGAGEMENT

OVERVIEW

Background & Overview

The overall goal of the Employee Engagement module is to identify CREATE sector employee skills, educational needs, and opportunities for filling gaps required to increase employee productivity and job satisfaction contributing to business success. In CREATE BRIDGES, this is accomplished through distributing the Employee Perspectives survey.

Timeline: From preparation to completion, this module will take about 3 months.

Purpose:

The purpose of the Employee Perspectives module is to initiate a conversation with current CREATE sector employees, through an on-line survey, to understand their career aspirations, education, training, and support needs to be motivated and productive workers in their current and future positions.

Goal setting:

To have an accurate picture of current employee performance, skills, and knowledge gaps it is important to have a balanced return of complete surveys with the CREATE business sectors in each geographic area (county, town) in the region.

Preparation and Notes:

Three steps are involved in successfully achieving the goal of the Employee Perspectives module:

- Step 1: Organize and promote the survey.
- Step 2: Analysis the survey results.
- Step 3; Identify and share with the RSC possible projects/activities to increase worker productivity and satisfaction.

Promotion:

- CREATE sector businesses
- Chambers of Commerce
- Workforce organizations
- Civic organizations
- Press releases
- Radio ads/interviews
- Social media
- Flyers

Process and Format Description:

The Employee Perspective Survey can best be conducted with an online survey instrument such as Qualtrics for distribution, return, and analysis of the survey results.

Presentation Session: (Optional)

- Session Agenda
 - Review of the CREATE BRIDGES process.
 - Review the interdependent nature of business and the workforce in strengthening the CREATE sectors.
 - Review the goal, format, and process for conducting the Employee Perspective Survey.
 - Review the topics covered in the Employee Perspective Survey.
 - Review the importance of and options for promoting the Employee Perspective Survey.
 - Review the integration of the Employee Perspective Survey results with the information gathered from CREATE Forum and Academy to inform the strategic and implementation phases of the project

Resources:

- Employee Engagement Power Point Slides
- Employee Perspectives Survey
- Employee Perspectives Survey - template
- Existing Workforce Opportunities Form

Next steps:

- Prepare for the Strategies Development and Implementation Phases of the project

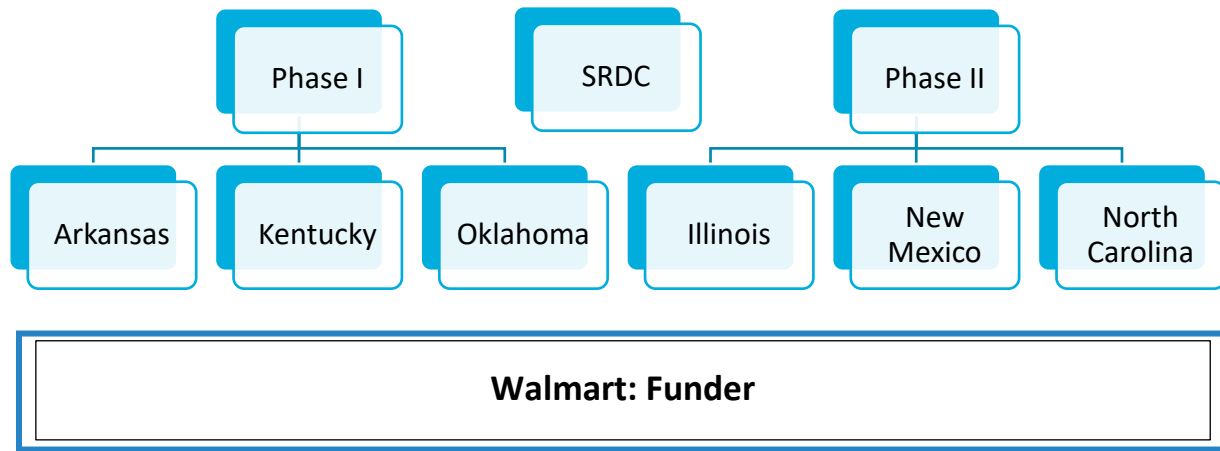
Appendix

BACKGROUND & OVERVIEW

Increasing workforce productivity requires the collaboration of CREATE sector businesses, employees, workforce development players, and supportive policies and programs.

The Employee Engagement module seeks to identify, through the Employee Perspectives survey, current CREATE sector employee skills, education, needs, and opportunities for filling gaps to increase worker productivity and job satisfaction contributing to CREATE sector business success. In pilot phases, this survey was primarily distributed online.

Project Structure:



Pilot Project Partner Institutions:

Project Coordinator



Phase I



OKLAHOMA COOPERATIVE EXTENSION SERVICE



Phase II



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



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TIMELINE

Presentation (Optional): 50-75 minutes

Preparation: 2 weeks

Promotion: 2 weeks

Process: 5 weeks

Next Steps: 1 week

Total: 10 weeks

PURPOSE

The purpose of the Employee Engagement module is to initiate a conversation with current CREATE sector employees, through an on-line survey, to understand their career aspirations, education, training, and support needs to be motivated and productive workers in their current and future positions. The information from this survey will then be used to inform the development of strategies which can support the unique needs of this region's workforce within the CREATE sectors.

GOAL SETTING

To have an accurate picture of current employee performance, skills, and knowledge gaps it is important to have a balanced return of complete surveys with the CREATE business sectors in each geographic area (county, town) in the region. The regional steering committee (RSC) has an important role in identifying the appropriate number of completed surveys. The RSC will need to set reasonable goals for the number of sectors represented in survey responses; the number of responses from each county or town; and the number of responses from key demographic areas. What is appropriate will vary by region and community and will depend upon the number of businesses within each sector, county and town population, and demographic population and distribution. Since these surveys are completed on a voluntary basis, your region may not meet these goals perfectly, but they can act as a guide as you collect responses. You may also want to set a goal for total number of responses for the survey.

PREPARATION & NOTES

Three steps are involved in successfully achieving the goal of the Employee Perspectives module:

- Step 1: Organize and promote the survey.
- Step 2: Analyze the survey results.
- Step 3: Identify and share with the RSC possible projects/activities to increase worker productivity and satisfaction.

PROMOTION

The CREATE BRIDGES Regional Steering Committee (RSC) members play a key role in communicating the purpose and process for conducting the Employee Perspectives survey and the importance of achieving a high participation and completion rate.

Methods for promoting the Employee Perspectives survey include enlisting the support of CREATE sector businesses, chambers of commerce, workforce organizations, and civic organizations in addition to utilizing press releases, local radio ads/interviews, and social media. Additional promotional methods include placing QR codes on websites, and flyers and having information tables or booths at public events.

Groups and organizations to promote through:

- Regional Steering Committee
- CREATE sector businesses
- Chambers of Commerce
- Workforce organizations
- Civic organizations

Methods and tools:

- Press releases
- Radio ads/interviews
- Social media
- Websites
- Flyers
- QR codes
- Booths at public events
- Word of mouth

PROCESS & FORMAT DESCRIPTION

Two steps are outlined below for developing and implementing the online Employee Perspective survey.

- **Step 1: Organize and Promote the Survey**
 - Organize
 - Establish leadership team (include Regional Steering Committee members)
 - Goal setting:
 - Determine the target number of qualified surveys needed per county.
 - Track CREATE business sector participation.
 - Track county participation.
 - Identify CREATE sector employees to be surveyed. The CREATE businesses that participated in the BR&E interviews would be a good starting point. Other sources include chambers of commerce, MainStreet programs, and workforce development organizations. A general invitation to CREATE business employees to take the on-line survey can be achieved through press releases, local radio ads, and social media.
 - Develop and distribute the on-line CREATE business employee survey. Qualtrics is web-based software that allows the user to create surveys, analysis both qualitative and quantitative data, and generate reports without having any previous programming knowledge.
 - Promote Employee Perspectives survey to community and businesses via
 - Regional Steering Committee members
 - Extension networks
 - Chambers of Commerce
 - Community Colleges/Career Techs
 - Libraries
 - Press Releases
 - Local radio ads/interviews
 - Social media
 - Etc.
 - Conduct Employee Perspectives Survey
 - Prior CREATE BRIDGES pilot projects have had success using Qualtrics for the design, distribution and retrieval, and analysis of the CREATE business employee survey. Qualtrics is web-based software that allows the user to create surveys,

analysis both qualitative and quantitative data, and generate reports without having any previous programming knowledge.

- **Step 2: Analyze the Survey Results and Identify Possible Projects**
 - Analyze survey data.
 - Identify data themes and possible projects.
 - Provide a summary report for use by the RSC in developing strategies and projects for enhancing CREATE business employee productivity.

PRESENTATION SESSION (Optional):

- Session Agenda
 - Review of the CREATE BRIDGES process.
 - Review the interdependent nature of business and the workforce in strengthening the CREATE sectors.
 - Review the goal, format, and process for conducting the Employee Perspectives survey.
 - Review the topics covered in the Employee Perspectives survey.
 - Employment History
 - Skills & Education
 - Training & Promotion Opportunities
 - Employer Support
 - Community Support
 - Review the importance of and options for promoting the Employee Perspectives survey.
 - Review the integration of the Employee Perspectives survey results with the information gathered from the CREATE Forum and Academy to inform the strategies and implementation phases of the program.

- Estimated Time to Complete Session: 50-75 minutes.

- CREATE Employee Perspectives Slides

RESOURCES:

- Power Point Presentation
- Employee Perspectives Survey
- Employee Perspectives Survey – template—this is an Excel file which may help with organizing data
- Existing Workforce Opportunities Form

NEXT STEPS:

After the data has been analyzed and compiled into a summary report, the data will also need to be prepared for presenting at the CREATE Academy. Key data points will need to be highlighted in the CREATE Academy presentation. This data will then be used to select strategies. It is also beneficial to consider the employee data together with the BR&E data since together they can tell a more complete story (or offer different perspectives on the same story) of CREATE sector strengths and needs in the region.

At this point, it would be beneficial to review the Employee Perspectives survey summary together with the BR&E survey summary and to review the CREATE Academy module. It's important to share the data summaries with the RSC and get their feedback on what data is most important to include in the CREATE Academy presentation. The coordinator and the RSC should also begin planning to host the CREATE Academy.

APPENDIX:
