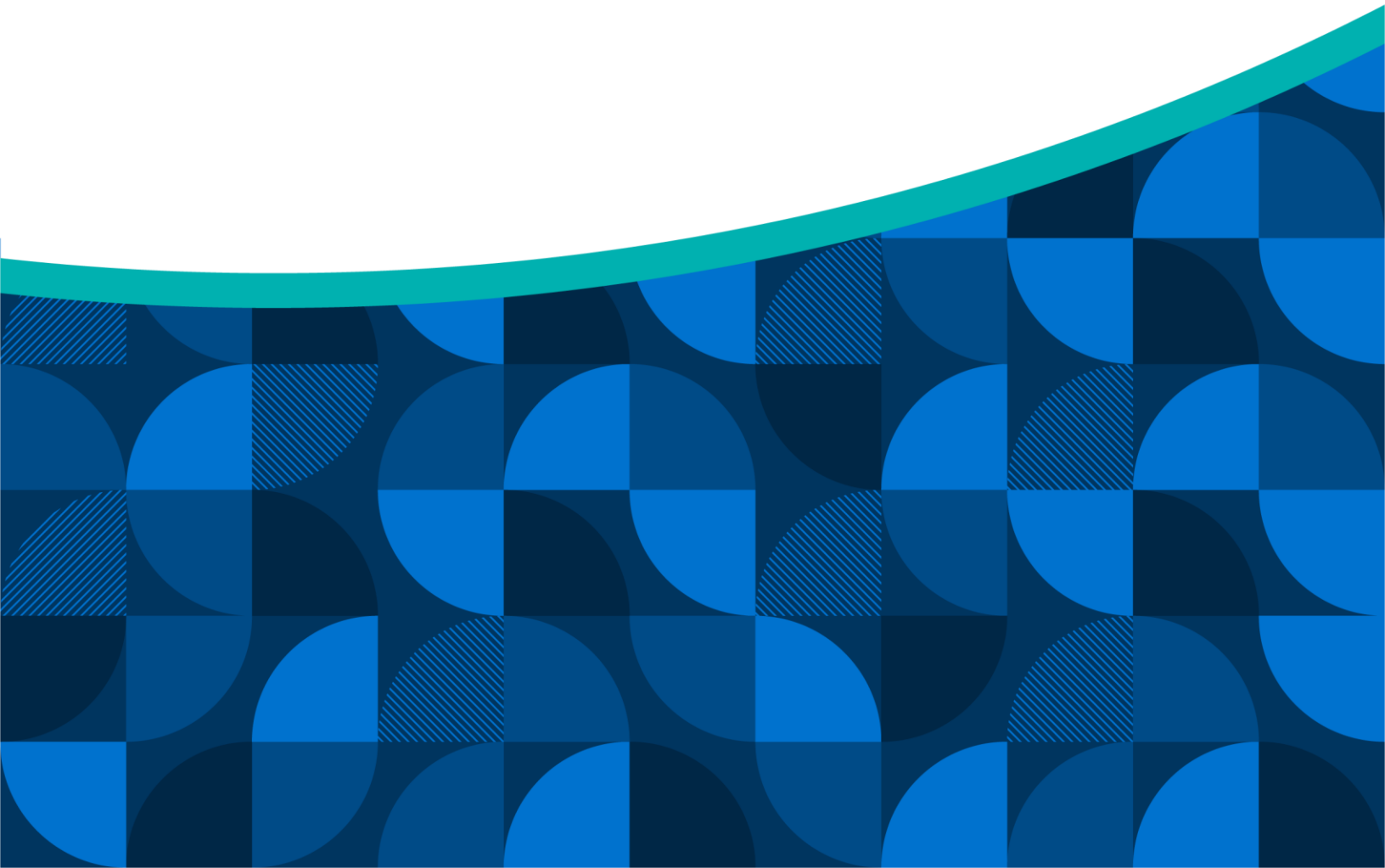




TOOLKIT

# Planning for Permanence

Use this toolkit as a guide for school leaders to make the Faculty Morale Momentum Loop a permanent fixture in their schools.



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EAB's Planning for Permanence Toolkit

# Diagnostic Survey Planning Guide

This tool guides school leaders to choose a morale diagnostic survey cadence that is feasible and effective.

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TOOL

## Planning for Permanence

Making the Faculty Morale Momentum Loop a permanent fixture in your school shows faculty that you care about continuously improving their morale and well-being. Deciding when your school will launch the diagnostic survey is the first concrete step you can take to plan for permanence.

**Use this page to help determine a cadence that allows you to...**



Communicate results within 4-6 weeks after administering survey



Articulate and implement actions taken based on results

The survey cadence that is correct for your school is the one that allows you to communicate results within four weeks of administering the survey. Research shows that administering the survey four times per year is the best option. However, EAB understands that will not be feasible for all schools and there is flexibility in this.

**GOOD**

**2x**

**per year**

**BETTER**

**3x**

**per year**

**BEST**

**4x**

**per year**

### SAMPLE DATES<sup>1</sup>

- Date 1: September 2023
- Date 2: April 2024
- Date 1: September 2023
- Date 2: January 2024
- Date 3: April 2024
- Date 1: September 2023
- Date 2: November 2023
- Date 3: January 2024
- Date 4: April 2024

<sup>1</sup>) These are just cadence estimations, but your school should select ideal dates based on the day of the week, your school schedule, etc.

Sources: Nobes, C., "The Top 3 Benefits of Pulse Surveys," Achievers, Sept. 29, 2020; "Ultimate Guide to Employee Engagement: What It Is, Why It's Important, and How to Measure It," 15Five; EAB interviews and analysis.



EAB's Planning for Permanence Toolkit

# Re-Communicate to Faculty

Use the following communication templates to reintroduce the morale diagnostic survey to faculty and remind them of the importance of their participation.

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TOOL

## Communicate to Faculty: Resend Survey

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Below is an email template that school leaders can use to reintroduce the morale diagnostic survey to faculty. Please adapt this template as needed.

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### **Email from Head of School**

**SUBJECT:** Our continued investment in you—please participate in our next survey

**EMAIL:**

Dear Faculty,

I want to thank each of you for your continued efforts to support our students.

As you might remember, last year we partnered with the research firm EAB and schools across the country to learn how to better invest in you. We learned a lot from this process and have begun to make changes and improvements. For example, *[INSERT EXAMPLE OF MORALE-BOOSTING STRATEGY]*.

We are continuing this partnership and are committed to **continuously** improving your morale, well-being, and workplace environment. That's why it is time to hear from you all again.

**We're asking you to complete the quick 5-minute survey we used last year to better understand your current experience and challenges working at our school.** *[Adapt as needed]* We had great participation last year, nearly *[80%]* of you completed the survey—let's keep that number high!

**You can find the survey here: [hyperlink].**

As a reminder:

- This survey is completely confidential. You will not be required to provide any personally identifying information and data will be aggregated.
- If you have any questions, or experience any technical issues, please reach out to **<insert name>**
- The survey will be open **today through <insert date>**

EAB has taught us that administering this survey more than once a year will allow us to keep a better pulse on your experiences and better target supports to support you. Like last time, we will also be hosting follow-up conversations with faculty to help us gain more clarity around what we learn in the survey. Those conversations will begin starting the week of **<insert date>**

I'll be in touch by **<insert date>** with the key takeaways from the survey and our planned next steps to continue to move this work forward. Thank you in advance for your time and participation.

Best,

*Head of School Name*

# Communicate to Faculty: Resend Survey

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## ***Initial Email from Division Directors***

**SUBJECT:** Faculty Morale Survey Closing <insert date>

**EMAIL:**

Dear Faculty,

In follow up to (**head of school name**)'s message, I also wanted to express my gratitude for all that you have given our students and greater school community.

As \_\_\_\_ mentioned, our school is continuing to partner with EAB to commit to a systemic investment in improving your experiences at our school, which requires hearing from you consistently.

I want to encourage you to participate in this process. The more feedback we receive, the greater we can understand where improvements must be made.

Below is the link to the anonymous survey that is being conducted schoolwide. The survey is open until <insert date>. Thank you in advance for your participation in this crucial process.

\*\*\*\*\*INSERT SURVEY LINK\*\*\*\*\*

Best,

Division Director Name



EAB's Planning for Permanence Toolkit

# Restart the Momentum Loop Planning Worksheet

This worksheet will help school leaders plan to restart the Morale Momentum Loop in their schools.

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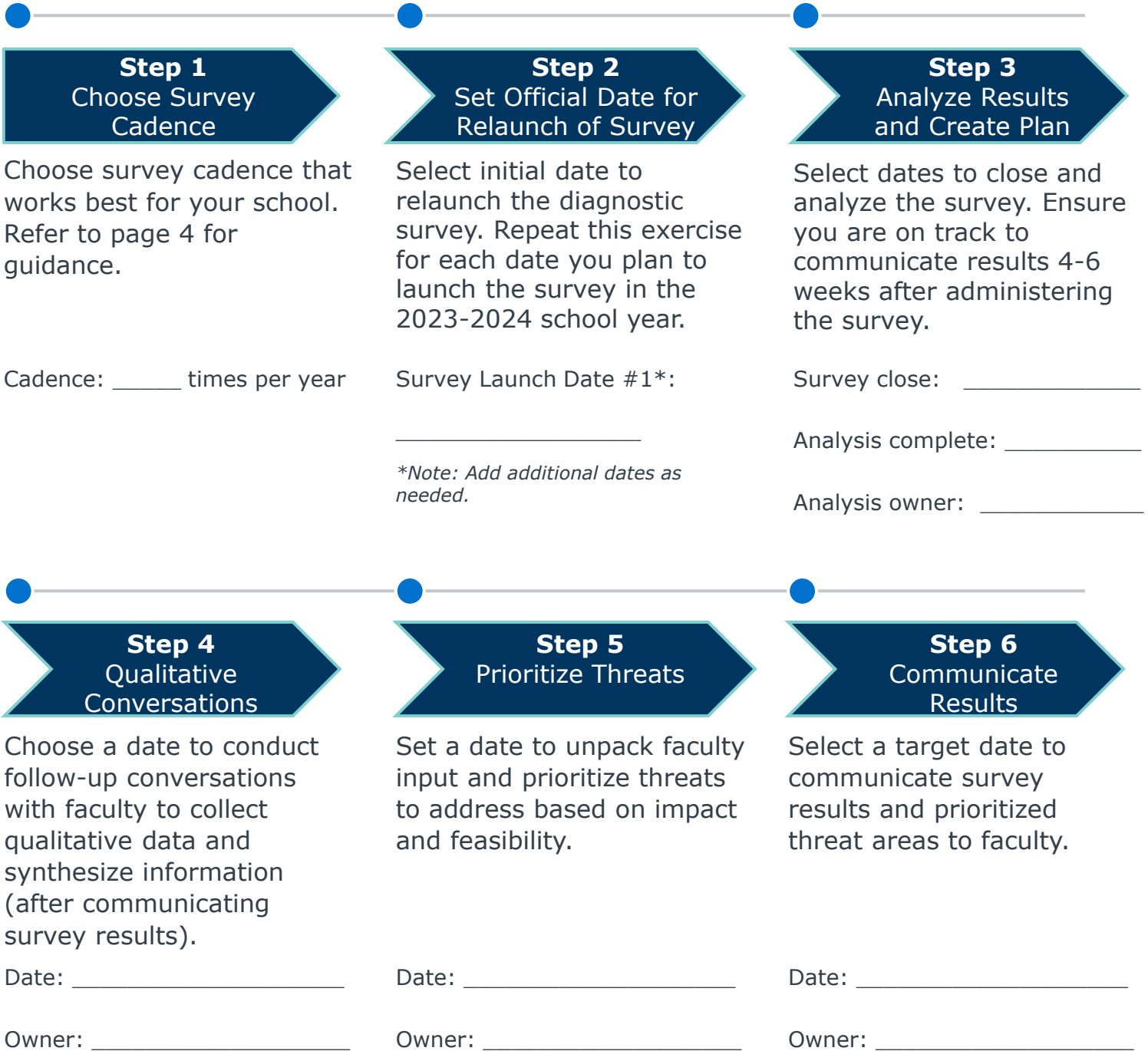
TOOL



# 10 Steps to Restart the Momentum Loop

Follow these ten steps to restart the Morale Diagnostic Survey and ensure the Faculty Morale Momentum Loop is a permanent fixture at your school.

## EAB's Recommended Timeline



# 10 Steps to Restart the Momentum Loop Cont.

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## *EAB's Recommended Timeline (cont.)*

**Step 7**  
Use the Compendium to Select Strategies

Set a date to select 2-4 strategies from the Compendium and brainstorm solutions with leadership that address the most critical threat areas identified in the survey.

Date: \_\_\_\_\_

Threat area 1: \_\_\_\_\_

Threat area 2: \_\_\_\_\_

**Step 8**  
Co-design Solutions

Choose a date to involve faculty in the co-designing process. Decide who is responsible for collecting faculty input.

Date: \_\_\_\_\_

Owner: \_\_\_\_\_

**Step 9**  
Implement Solutions

Select a target date to begin rolling out the co-designed solutions at your school.

Date: \_\_\_\_\_

Owner: \_\_\_\_\_

**Step 10**  
Relaunch Survey

Repeat steps 2-9 based on the survey cadence that works best for your school.

Date: \_\_\_\_\_

Owner: \_\_\_\_\_



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## ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at [eab.com](https://eab.com).