Staff Experience Survey Webinar

0:00
Hi everybody, We're just so excited to be with you today to share the results of our first ever council staff experience survey.

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And I wanted to just give you a little bit of background because we had based this questionnaire on an annual survey that the HQ staff have been participating in since 2017.

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So many of the questions that you completed were the exact same ones that our team completes in a Best Places to Work award survey that we that we have been involved in.

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But we did add a few questions that specifically related to Girls on the Run to really just understand the, the environment.

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But we mimicked that best places to Work survey because it does measure a wide range of research validated workplace factors that that we know from time that impact employee engagement satisfaction.

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And so we wanted our council staff to have the opportunity to complete this survey because it is so important to us to foster a workplace culture where our employees willingly go above and beyond in their work, joyfully advocate for the organization and plan to stay, you know, want to be with us or happy and, and engaged and, and growing.

1:25
So want them to want people to stay with us.

1:28
So we're going to be using the results to guide decision making at HQ to really better support our council employee network.

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You know, we know full well that we cannot advance our mission without talented, capable and passionate individuals all across the country.

1:48
And we are just so incredibly grateful to each of you for everything you do for the girls in your communities.

1:56
So with that, I'm going to now turn it over to Catherine Thompson, our COO, who's going to go through the results with all of us.

2:02
So Catherine, let me turn it over to you.

2:05
Great.

2:05
Thank you, Liz.

2:07
And before I start, I want to give a couple shout outs.

2:10

First to Liz because she really spearheaded this for not just HQ, but certainly the organization.

2:19

And this has been important to her.

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And as you've heard her say that, I just wanted to say thank you as an employee because it has made working here just absolutely one of the joys of my life.

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I also want to give a big shout out to Michelle, who's on this call.

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She was Liz's sort of right hand person making all this happen, working with the survey people from the very beginning here at HQ and has been guiding this work at HQ and certainly a big help and contributor to the council work as well.

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And then April, who as part of the CD team has been making this happen for you all.

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So while I get to present, they really are have been making this work happen behind the scenes.

3:06

So with that, we'll get started.

3:10

As I said, I'm excited to be here today.

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I did want to just mention it reiterate what Liz mentioned.

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This is research backed questions that we've used to launch this launch this survey and inclusive value centric, vibrant organizational culture is one of the foundational keys to building a high performing organization.

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Organizational culture directly impacts employee engagement, creativity, innovation, productivity, morale and employee satisfaction.

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And all of these things are driving influences for overall performance of the organization.

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So understanding what is important and motivating to employees, as well as the themes across issues or concerns can inform key decision making and prioritize initiatives and resources that will have the greatest impact on employee satisfaction and then overall organizational success.

4:10

Engaged employees are often linked to better organizational outcomes, including higher productivity and lower turnover.

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Studies have shown that organizations with high levels of employee engagement tend to outperform those with lower

levels, and disengaged employees are costly to an organization when they're unhappy or unproductive, particularly in organizations lean as ours.

4:35
So these this all underscores the importance of fostering a positive work environment and implementing these strategies to strengthen employee engagement for our overall success.

4:44
The information we share today and in the coming weeks can be utilized by council directors and boards to glean insights, harness elements of organizational culture that lead to success, enhance your local council's work environment, and foster an inclusive, positive experience for everyone in our organization.

5:07
So now we're going to dive into the details, But before we do, I'd like to review a few key takeaways that we'll discuss today.

5:14
First, participation.

5:16
Due to your support and engagement, participation was very, very strong for our first year.

5:21
And even better, our overall scores are above our goal.

5:26
Of course, that does not mean we don't have opportunity to improve.

5:29
You know we are a mastery climate.

5:32
You will hear about those today as well.

5:34
Some of our greatest areas of opportunity are in the categories of individual needs and connection.

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And lastly, this survey allowed us the opportunity to look at results across different groups within our organization to give even greater insight.

5:48
So now let's dig it the survey.

5:53
As Liz mentioned, the survey was based upon a Best Places to Work survey that HQ has taken each year since 2017.

6:00
The survey was adapted for our purposes, but includes questions that are very similar.

6:05
The questions are grouped into 8 categories shown here.

6:09
Communication resources, Individual needs, Future outlook, Manager Effectiveness, Personal engagement, Connection, trust in leadership, and team dynamics.

6:21
The focus of the survey was to get feedback in these areas for Staffs experience at the council.

6:29
In this survey we use a six point Likert scale for the majority of the questions.

6:34
This scale allowed us to then group responses into favorable, uncertain, and unfavorable as shown here.

6:43
The following slides will review the most and least favorable questions, percentage favourability by group, and question topic breakdowns of all response categories.

6:56
We included many descriptors in this first survey so we could analyse the data among different groups.

7:02
For individuals, in addition to traditional demographic data, we collected information on tenure, position held, employment status and work environment, meaning remote or in person or a hybrid, just to name a few.

7:16
For council demographics, we looked at tier age, type of council region, build back status, performance management process and weather benefits were being offered.

7:29
The support of council directors in the active participation of council staff ensured strong engagement and meaningful feedback was gathered from over 300 council staff members.

7:39
And again, this was an anonymous survey, so people were able to give feedback that was true and honest, recognizing that it was anonymous.

7:49
This response rate was so strong and now we have a benchmark for future years.

7:53
Our goal will be to increase this over time.

7:56
Now let's dig into the data.

8:00
Overall favourability was above the benchmark at 70 percent.

8:04
70% is considered healthy and strong.

8:07
This score is a cumulative score across all survey questions, and we were really thrilled with this result.

8:14
And April, you could click.

8:15
I think there's some animation I forgot to tell you about.

8:17
Woo Hoo.

8:19
Now let's look at engagement.

8:25
This chart groups respondents into categories highly engaged, moderately engaged, barely engaged, and Disengaged.

8:34
And again, great news.

8:36
67% of staff across the organization are highly engaged.

8:41
That is high with average response rates at 5:00 or greater.

8:46
Highly engaged employees are strongly connected to the organization.

8:50
They are advocates and make extra efforts to achieve great results.

8:55
28% of staff are moderately engaged.

8:59
Moderately engaged staff are favorable towards their workplace experience, but something's holding them back from being highly engaged.

9:07
We have 5% of staff that are barely engaged and 1% of staff that are disengaged.

9:13
Barely engaged employees have an indifferent attitude and are at risk for retention, while disengaged employees are mentally and emotionally disconnected from their counsel.

9:23
These employees may be negative and even disruptive with concerns.

9:27
Disengaged employees can hinder the productivity of others.

9:32
This this measure, sorry, of engagement will be something we track over time as we work on strategies to increase engagement and reduce disengagement.

9:45
And look at these words used to describe the culture.

9:48
Supportive, flexible, fun, collaborative, caring.

9:52
What a wonderful way to describe our organization.

9:55
No wonder we have such high engagement.

9:57
Now let's look at the results by topical area.

10:03
This graph shows the percentage of favorable, uncertain and unfavorable responses by question category.

10:12
And if you remember, there were about 5 to 6 questions per category.

10:18
Significant areas of strength include team dynamics and trust in council leadership.

10:22
Both of these have over 80% favorable responses.

10:26
The next three, personal engagement, manager effectiveness and communication and resources are also high.

10:34
They're just shy of 80%.

10:38
Future outlook and connection were slightly below these due to a slightly higher percent in the uncertain category, the lighter pink bar, there's opportunity here to improve.

10:51
And lastly, the category of individual needs, which had the highest percent of unfavorable responses.

10:57
This category had several of our lowest scoring questions, which will not be a surprise to you all when we dig in when we review those.

11:05
So here are the six most favorable responses sorted by favorability and favorability is are those that agree or strongly agree with the statement.

11:19
Our staff are proud to work at Girls on the Run, are inspired by the work we do, work on terrific teams that are supported and committed.

11:27
We have strong We have strong favorability regarding staff treatment regardless of race, gender, age, ethnic background, disability, sexual orientation or other differences.

11:37
And employees feel empowered.

11:40
Again, really a wonderful testament to the culture that everyone has built.

11:47
And here are our least favorable responses with benefits offered having the lowest favorability score.

11:55
The first three items, benefits, career development and compensation are not new challenges to us.

12:02
While collectively we've made strides over the years, we know there is still work to do.

12:08
The last two statements on connection suggest an opportunity on communication and connection beyond one's individual position or council and we will look to focus on that in fiscal year 25.

12:25
As mentioned earlier, the survey was designed so that we could disaggregate the data across different groups.

12:32
In many areas, there was no statistically significant differences.

12:36
However, we did see differences in the areas shown here and we will share more detail on the next few slides that will compare favorability by different groups to the average favorability of 78.5%.

12:54
While favorability is strong compared to many organizations, it does differ by age group.

13:00
You can see that here.

13:02
And Please note that the two bars on the far right are really small sample sizes and I would disregard those.

13:08
Having said that, you can see some differences and while favorability is great, greater than 70% is strong.

13:19
There is a difference in favorability between the organization's BIPOC staff and the organization's white staff that is statistically significant, highlighting that while overall favorability is strong for buyback staff, there is opportunity to improve.

13:37
This slide shows favorability by tenure with Girls on the Run.

13:42
Favorability starts high in the first six months of employment, above 80%.

13:48
Then it dips near 75% between six months and four years of employment before rising again after five or more years of employment.

13:58
Building a strong culture with a focus on people is important to prevent turnover.

14:08
Council staff that have performance reviews reported stronger favorability than council staff that do not.

14:17
Now, it is likely that this is not just due to having established performance review practice, but rather councils with

performance review practices are likely clearer about expectations, have developed methods for open and transparent communications, and have overall strong human resource practices.

14:38
Most importantly, a performance review process signals an investment in employees growth and development at the council.

14:46
Having strong performance management practices is an indicator of other things, all of which strengthen an employee's experience overall.

14:58
Another difference that was evidence between the groups that are is one that is regarding work environment and you can see fully remote their favorability as as a group is lower than the other groups.

15:11
Also note here the number of respondents that identified with the hybrid combination.

15:17
About 70% of staff work in a hybrid environment.

15:25
Staff were also asked how likely they were to recommend their council as a place to work.

15:31
This scale was one to 10 and our average score is a healthy 7.83.

15:39
The statement I enjoy working at Girls on the Run is the standard for measuring our Council staff experience mission advancement marker going forward.

15:49
The benchmark for this indicator was set at 5.49, which is the result this year out of six.

15:57
This is a global measure that will be reported annually along with the survey results.

16:05
Another way to look at the results from this question is to calculate a Net Promoter score.

16:12
The employee Net Promoter score analyzes the number of promoters the organization has compared to the number of detractors.

16:20
Promoters are respondents who responded at a nine or ten in the survey.

16:27
When asked how likely out of 10 they are to recommend their counsel, detractors gave a score between zero and six, and then seven and eight are considered passive scores and are left out of the calculation.

16:42
Our percentage breakdown for each category is as follows.

16:48
Detractors 18.7%, passives 39.4% and promoters 42%.

16:58
The percentage difference in promoters and detractors multiplied by 100 gives you the ENPS score.

17:05
A score of 10 to 30 is considered good or average and anything above 30 is considered excellent.

17:12
You can see the chart here.

17:14
23.2 is a great number to see tells us that many of you are promoters for working for the organization and it also shows we have ability to grow.

17:29
Another group of questions asked staff to rank what was most important to them among six items.

17:36
Compensation, benefits, flexibility, culture, support of manager, support of Co workers.

17:45
While compensation is important and as you remember from the earlier section, one of our lowest scoring areas, it's clear that council staff value other areas like flexibility and culture as well areas that may offset compensation that if it needs for some staff.

18:02
However, we also noted differences among how respondents ranked the importance of these categories.

18:08
Reasons could include historical, systemic, and socio economic factors that contribute to disparities in compensation opportunities and representation.

18:19
Therefore, we cannot make generalized generalized assumptions about what matters most to employees, but instead we use this as a way to help prioritize where we focus resources and leverage what we're doing well.

18:32
It also highlights the the the value of individual conversations with staff and understanding their needs.

18:41
And worth noting that all of these rankings likely evolve over time and could change year to year for an employee depending on their circumstances.

18:51
Well, the previous slide looked at these needs across the entire organization's respondents.

18:56
Here you can see there were statistical differences between BIPOC respondents and white respondents.

19:04
There were some other statistical differences noticed in the data as well.

19:09
Affiliate Council employees responded less favourably regarding having the information to do their job well.

19:17

Managers responded more favorably in terms of being supported by Co workers and building meaningful relationships across the organization versus non managers.

19:29
BI POC employees responded less favorably on a few items including finding my work engaging, counter cultural supports my health and well-being.

19:39
My job allows me to utilize my strengths.

19:42
My job provides flexibility in meeting work and personal needs.

19:45
It would take a lot to get me to leave Girls on the Run and the likelihood of recommending the Council's as a place to work.

19:56
Employees working at Council's without a performance management process responded less favorably on being able to depend on members of of council staff.

20:05
Leadership valuing people, leadership Embodying Girls on the Run values.

20:10
Leadership can lead the Council to success.

20:13
And the immediate manager cares about my development and last solo council director.

20:21
It's expressed less support, voice, resources, and clarity in their role and job performance.

20:27
Possible reasons for this include a less formalized and structured processes when it's a solo council director, a staff of 1, limited resources, and more job responsibilities or demands.

20:41
And solo council directors agreed they were able to build meaningful relationships across the organization.

20:51
So what's next?

20:53
These data slides and a discussion guide for council directors to use with their teams will be available next week.

21:01
The May regional meeting discussions will focus on staff experience, what councils learn from their own discussions, a sharing of ideas and best practices.

21:11
We will share results in the next boardroom newsletter to help inform council boards.

21:17
And we want to focus on key areas for fiscal Year 24 and fiscal Year 25 and measure annually in January going forward.

21:26
Areas of focus for fiscal Year 25 include providing resources and education on providing benefits.

21:32
And you can see here that webinar series actually happened last month and the recording is now available, developing performance management resources for councils and elevating connection opportunities.

21:46
And we picked 3 areas of focus because that also is what we had done internally at HQ.

21:52
And it allows us to really kind of focus in on an area to make a difference.

21:58
And with that, I want to thank you very much for your time and attention today on this, on this, these results and look forward to the work on this together in the future.

22:11
I think April was looking to see if there's any chat questions.

22:15
Nope, I think we've answered everything.

22:17
OK, great.

22:20
Certainly, if you have any questions, certainly reach out at Council support and we will answer them for you.

22:25
And we look forward to seeing how we all take and use this information going forward.

22:32
Have a great afternoon.