

Put EES to work for you

Here's how to participate

For Inland members, EES is available for \$200, plus \$10 per employee survey form processed. For non-members, the fee is \$250 plus \$15 for each form processed.

Discounts are available for newspapers that perform the survey annually, and those that groups with three or more newspapers participating.

For more information, and to register for the EAS, contact: **Karla Zander, Manager of Research and Member Services**, (847) 795-0380, kzander@inlandpress.org

How happy are your employees? And why you need to know

With the dramatic cuts in newspaper jobs, fewer employees are taking on more work, making it more important than ever to know how they feel about their workplace and employer. A Gallup study found that "employee disengagement"—what the rest of us call morale—costs U.S. businesses an astounding \$300 billion in lost productivity.

Inland has a proven, low-cost tool that allows employers to gauge workplace morale from the best possible source—the employees themselves. The Employee Engagement Survey, or EES, addresses morale directly, encouraging candid communications and uncovering issues that are going unnoticed by managers.

"Many newspaper companies have found the survey so useful in ensuring efficiency and work quality that they participate annually, said Karla Zander, Inland's manager of research and members services."

"Many companies are pleasantly surprised by the results," she said. "Their employees are actually happier than they thought."

**See inside for the many benefits
of participating in the Employee
Engagement Survey**

Stay engaged.
Find solutions.
Move forward.

INLAND

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Employee Engagement Survey

Turn the best source
of information in your
workplace—
the opinions of
employees themselves—
into a powerful tool
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decision-making

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Employee Engagement Survey

Your best sources for workplace information are right in front of you.

Tap into them with the **Employee Engagement Survey**

Inland's Employee Engagement Survey turns the best source of information in your workplace—the opinions of employees themselves—into a powerful tool for management decision-making. This professionally developed and very low-cost survey provides valuable insight into morale issues, encourages candid communications with employees—and identifies possibly festering workplace issues beyond the obvious ones such as wages and benefits.

EES in a nutshell:

- Valuable insight into morale issues
- Completely confidential, encouraging candor
- Customizable to your specific workplace concerns
- Low-cost survey conducted online
- Developed by industrial psychologist and newspaper veteran.

How the EES works

The Employee Engagement Survey was designed and validated by an industrial psychologist and newspaper veteran, and is updated periodically to stay current in the media environment.

EES asks employees to agree, disagree or be undecided on 61 statements in eight categories:

- Work climate
- Compensation
- Hours and working conditions
- Organization, efficiency and productivity
- Management
- Supervision
- Satisfaction with job and company
- Training and development

Here are some statements in the “work climate” category, for example:

- The hours and shift I work are OK.
- I understand how my job fits in with other work in my department.
- My training and abilities are used very well in this job.
- My duties have been well explained to me.
- Plus, you can provide five custom statements that pertain to specific workplace issues you'd like to know more about.

The EES value proposition

Assessing overall workplace morale

EES measures morale across your organization. Compare morale levels among physical plants and divisions. Target specific groups of employees. Compare your newspaper against the extensive database of U.S. newspapers department by department. Identify satisfaction or dissatisfaction on critical issues such as pay, status and recognition, relations with supervisors and management.

Determining areas for further supervisory training

Your employees' responses will help you target areas of supervisory weakness, and provide a roadmap for strengthening needed skills. Importantly, EES is designed for use regardless of a company's union status. The survey provides group profiles, and does not impinge on individual grievance procedures.

Providing reliable and candid employee views

In its long experience, Inland has found that employees view the EES positively, as a chance to speak their minds anonymously. Typically, upwards of 80% of employees complete the survey—indicating they believe their responses will have a meaningful impact on management. Comments are provided exactly as employees write them unless a change is necessary to ensure anonymity.

Maintaining an unblemished record of confidentiality

Included in your EES report will be a confidential written summary of results along with recommendations. More detailed data—also offered in a completely confidential manner—includes ratings of statements from most to least favorable; graphics of the 10 most-favorable and least-favorable responses along with representations of requested customized statements; responses broken down by numerous categories, including wage type, shift hours, supervisory/non-supervisory responsibilities; department and length of service.