



Organizational Culture Survey

SIENA COLLEGE RESEARCH INSTITUTE

ORGANIZATIONAL CULTURE STUDY



The Preeminent Academically Situated Polling Institute in New York State

HISTORY OF SUCCESSFUL POLLING

Founded in 1980 at Siena College in New York's Capital District, the Siena College Research Institute (SCRI) began polling as a regional polling center and grew to be an important part of the political and economic discourse across the country. Politicians, pundits, economists and the media all ask, "What did the last Siena Poll say?" When referring to statewide and national attitudes and opinions regarding economic sentiment, favorability of politicians and significant economic, political, social or cultural issues, people look to Siena.

HIGHEST INDUSTRY STANDARDS

SCRI adheres to the highest industry standards for telephone interviewing using both Random Digit Dial and cell phones. SCRI's call center is equipped with Voxco, a sophisticated computer-assisted telephone interviewing (CATI) and online (WEB) survey software. SCRI uses the most up-to-date statistical analysis programs which allows our interviewers to accurately record responses. SCRI subscribes to the American Association for Public Opinion Research (AAPOR) Code of Professional Ethics.



NATIONAL REPUTATION

SCRI is a respected public opinion polling institute recognized both locally and nationally. Results of SCRI surveys are consistently cited and published in major regional and national newspapers, including the Wall Street Journal, USA Today and the New York Times, as well as in magazines, scholarly journals, books and both print and web-based encyclopedias. SCRI has been featured on national television shows on MSNBC, Fox News, and CNN. SCRI is also regularly featured in local and national radio including NPR and Fox News Radio.



The New York Times

THE WALL STREET JOURNAL

POLLSTER RATING

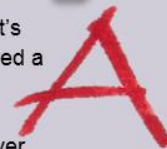


FiveThirtyEight

SCRI was given the grade of 'A' by FiveThirtyEight's pollster ratings for its election polling. SCRI received a higher rating than its academically situated peers.

FiveThirtyEight is a highly respected polling aggregation website created by analyst Nate Silver.

The site is best known for election forecasts, including the 2012 presidential election in which FiveThirtyEight correctly predicted the vote winner of all 50 states.



Nate Silver

ABOUT ORGANIZATIONAL CULTURE

WHAT IS ORGANIZATIONAL CULTURE?

Organizational culture is defined by how employees relate to their workplace, how they describe their organization and how they see their role of fitting into an organization. Culture is made up of values, perceptions and behaviors of employees. The organizational culture study seeks to measure the values and behaviors of your employees that contribute to the unique environment of your organization.

WHAT ARE THE BENEFITS OF CONDUCTING THE STUDY?

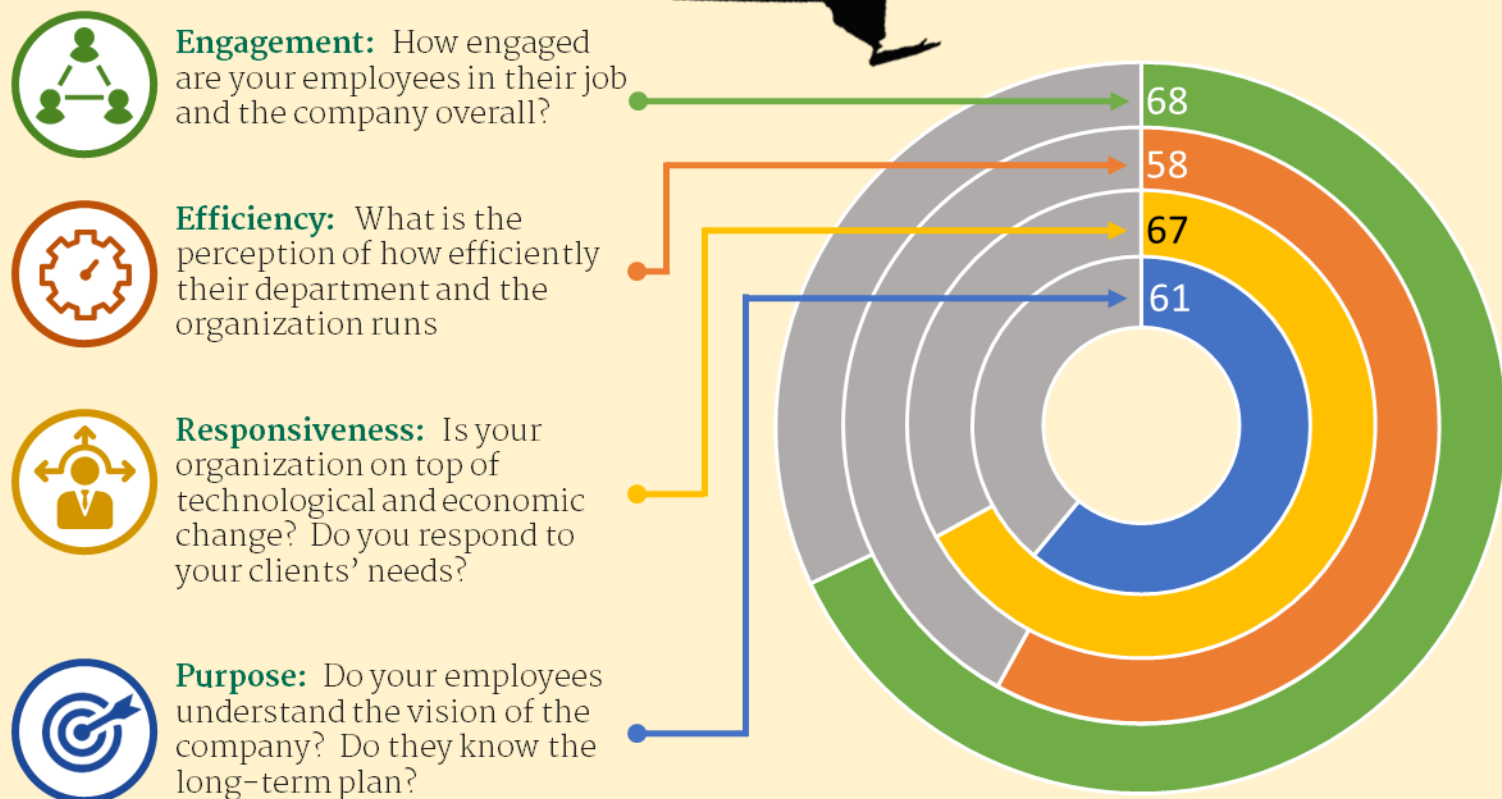
- Identifying strengths, weaknesses or gaps in organizational culture that could be addressed by internal initiatives and programs that will benefit employees, customers and overall company performance
- Discover employees' thoughts and perceptions of the organization
- Identify needs to innovate, engage, communicate and respond to your employees and clients

WHAT IS YOUR ORGANIZATIONAL CULTURE SCORE?

We will work with your organization to study four key areas:



NEW YORK STATEWIDE SCORES



HOW DOES IT WORK? FAQ's



- **What survey instrument is used?** We use a proprietary instrument that we developed
- **How do I get started?** You can either go to our website at <https://scri.siena.edu/client-services/> and fill out a form or email or call Leslie at lkfoster@siena.edu / 518-783-4270.
- **Are the questions already created?** Yes, the questions measure four areas in your organization; Engagement, Efficiency, Responsiveness and Purpose.
- **Can I add questions to the survey?** You can customize the survey for a fee.
- **How do you disseminate the survey?** We will ask you for a list of employees and their emails.
- **Why can't we use a URL link?** SCRI will act as the firewall and provide each employee with a unique identifier to complete the survey via email. This will ensure anonymity. We will send out reminder emails to those who have not responded and no one will be able to take it more than once.
- **How many reminders will you send out?** We will send the initial invite with two additional reminder emails.
- **How do I alert my employees that a survey will be sent to them?** We will provide you with a promotional email that announces the partnership with SCRI, the importance of their participation and that the data will be delivered in aggregate with their anonymity being preserved.
- **How long will this take?** After answering a few questions for us about your demographics, we will send you a draft of the instrument and the promotional email. It should only take two weeks from the delivery of the email addresses to us, to the reminder emails, closing the survey and sending the data.
- **What kind of deliverable will we get?** Please refer to the deliverable page or pricing page for the options.

“



“Participating in the Organizational Culture Survey allowed us to identify areas of improvement to ensure we can make critical changes for our staff experience moving forward. The data represented an accurate reflection of where we are as an organization and provided us with a deeper understanding of our employees' sense of engagement and purpose.” – **Peter Gannon, Director of the United Way of the Greater Capital Region.**



“I worked with the Siena College Research Institute to implement the Organizational Culture Survey to assist one of my clients in improving the culture at their firm. Having the entire organization participate in the survey gave me insight into all areas of the org and helped me identify where I could work with them to advance their work culture. It also helped the leaders of the organization gain an in-depth understanding of their team's perception of the culture as to how it relates to engagement, efficiency, responsiveness, and purpose. The SCRI made it a very seamless and easy process to engage in and the summary of the results was easy to comprehend and use.” – **Kate Potvin, Owner, Stragility**

”

WHY CONDUCT AN ORGANIZATIONAL CULTURE SURVEY?

To better understand your employees and culture



To learn your strengths and weaknesses and enhance your organization



To compare your organization to other organizations in the state.



PRICING AND DELIVERABLES

The sponsor receives a report detailing this meaningful data collection.



Company Size	Cost
1-99 employees	\$1,499
100-500	\$2,499

Report	Cost
Basic Overall, global insight	Included
Enhanced deeper dive into analysis including identifying strengths, weaknesses and target opportunities	\$250
Webinar with SCRI Director, Dr. Don Levy, to review data	\$500
In-person presentation with PowerPoint	\$1,500 Local +travel expenses if outside Capital Region

SAMPLE REPORT

