ModernThink – Our Survey Partner

More information about ModernThink and the Great Colleges to Work For program can be found at their respective websites. The information in this section is abstracted from those websites:

- ModernThink: http://www.modernthink.com/
- Great Colleges to Work For program: http://chroniclegreatcolleges.com/

ModernThink and Great Colleges to Work for Program Overview

The Great Colleges to Work For program – sponsored by The Chronicle of Higher Education and ModernThink, LLC – provides senior-level administrators and academic leaders with insights on the quality of the workplace experience and the competitiveness of their policies and benefits.

With nearly 800 institutions in our database, the Great Colleges program has unparalleled benchmarking capabilities available across various categories. From aspirational peer institutions to Carnegie class, size and region, we have the data you need for strategic analysis.

Benefits of participating include:

- Gaining valuable exposure in The Chronicle of Higher Education’s Academic Workplace supplement. View the 2014 Supplement to learn more about the program.
- Boosting recruitment and retention of the best employees. Visit the Logo Use page to see how schools have promoted their achievements.
- Improving awareness and outcomes by understanding both your institution’s strengths and its weaknesses.
- Enhancing strategic planning by benchmarking against your peers and seeing how you compare.
- Capitalizing on your school’s participation with several customization options.
Confidentiality

At ModernThink, we go to great lengths to ensure the confidentiality of your employees’ survey responses.

- ModernThink collects and stores all of the data on its secure servers.
- All survey takers are provided with a confidential, toll-free hotline which they can call anonymously with any questions or concerns.
- We only report data back to institutions when there are five or more participants in a particular demographic category.
- Survey takers are reminded before responding to the open-ended questions not to include any self-identifying information.
- Questions about demographics are strictly voluntary, unless otherwise disclosed to the survey takers.

Please see the [Statement of Confidentiality](#) for further details how we protect the confidentiality of your survey data. Prior to publication of the Academic Workplace supplement, all recognized schools are required to complete and initial a data verification form. The form includes pieces of data submitted by recognized schools and will be used for publication by The Chronicle, both online and in print.