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CONDUCT & CULTURE

Drive Workplace Initiatives with Survey Data

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EVERFI Workplace Insights

Written by

| Holly Rider-Milkovich, MA

| Elizabeth Bille, JD, SHRM-SCP



EVERFI Workplace Insights

At EVERFI, impact drives everything we do. And we've learned a lot from our long-standing experience partnering with thousands of corporations, financial institutions, colleges and universities, and K12 schools, to address some of the most difficult and pressing health, safety, and compliance challenges--from sexual harassment, discrimination, alcohol and substance misuse, to financial illiteracy and summer learning loss.

Chief among those lessons is that we must both seek information about the effectiveness of our online courses, and also empower our partners to continue their training efforts by providing actionable information about the strengths of their organization, and the perceptions, behaviors, and experiences of their learners. A key way we demonstrate our commitment to efficacy and support our partners in data-driven decision-making is through EVERFI Workplace Insights, a platform feature bundled with select EVERFI courses and enabled by our course surveys.

“Of the 120 companies that responded to the EVERFI network survey question, 60% of companies reported interest in having employees take a survey after training to better understand training effectiveness and additional training needs, but only 4% said they are already doing this.”

In this post-#MeToo world, organizations need data about their workplace culture and their employees. Our embedded course surveys are an efficient way to obtain this data, by collecting information about the knowledge and perceptions of learners both before they begin and after they complete the course.

For example, a pre-course survey in a harassment and discrimination prevention course may ask employees what they know about issues of harassment and how to report it, or their willingness to intervene if they witnessed disrespectful behavior between coworkers in their workplace. In addition to the questions asked in the pre-course survey, the post-course survey also asks employees about their perceptions of the workplace climate, course satisfaction, and impact of the training. By integrating these surveys into the course itself, learners seamlessly transition between the pre-post surveys and the course content, which creates an uninterrupted training experience and increases survey completion rates.

Measure Knowledge Gains and Changes in Beliefs and Attitudes

Course surveys containing pre- and post- questions help employers understand and measure changes in participants' awareness, attitudes, and beliefs around the issues of harassment and discrimination or diversity and inclusion as a result of taking the course. Reviewing survey data over time can help employers assess whether their efforts are on the right track in creating a respectful work environment.

Ideally the data will reveal year-to-year improvements in employees' attitudes and beliefs on these issues, but research shows that the impact of one-time interventions is not sustained without ongoing reinforcement. The data insights from the course surveys—particularly the information gathered after employees complete the course—can inform ongoing initiatives to help ensure that training resources are aligned with the organization's identified needs and strengths.

Example of knowledge and awareness questions (*strongly agree to strongly disagree*):

- I know how to identify workplace harassment.
- I know how to use inclusive language when interacting with my coworkers.

Example of beliefs and attitudes questions:

- My workplace is committed to creating an inclusive and supportive environment for all employees. (*Strongly agree to strongly disagree*)
- What do you feel are the greatest barriers a person may face to reporting an incident of harassment or discrimination at work? (*Select all that apply*)

EVERFI My Courses Help Impersonating

Harassment & Discrimination Prevention Pre-Course Survey

Attitudes and Awareness

Please rate your agreement with the following statements from Strongly Disagree to Strongly Agree

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Clear Selection
I know how to identify workplace harassment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I know how to identify discrimination in the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I know how to use inclusive language when interacting with my coworkers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

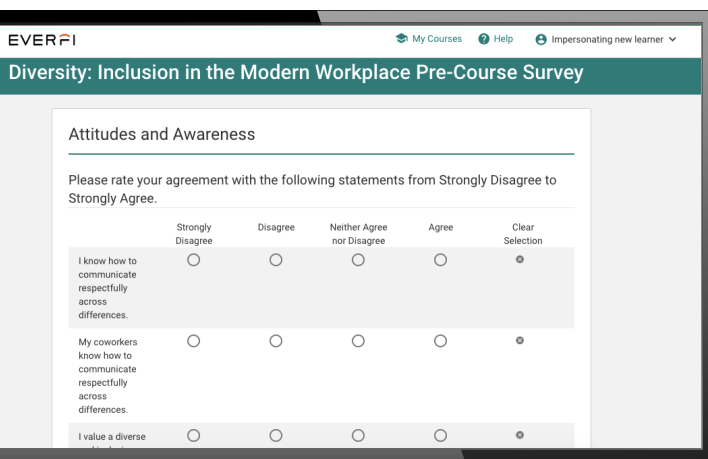
Use Social Norms Data to Inform Post-Training Initiatives and Drive Positive Behavior

EVERFI data show that most people have healthy attitudes, beliefs, and intended behaviors regarding issues such as harassment and discrimination or diversity and inclusion. However, individuals tend to overestimate negative aspects of their peers' beliefs and behaviors and underestimate the positive —like others' willingness to take action to address harassment or intolerant conduct.

Survey questions measuring the gap between what employees report they would actually do versus what they believe their coworkers would do in a variety of situations, allow companies to share powerful insights back to their employees that:

- Correct these misconceptions.
- Help employees overcome barriers to taking action.
- Demonstrate respectful conduct.

Indeed, employers can use the course survey data as a part of post-training communications to highlight the positive norms that exist in their organizational culture and increase the respectful behavior that hallmarks a healthy, and productive, workplace. A leadership-driven messaging campaign could state, for example, “We all want this to be a great place to work—and we can all play a part. X% of our company’s employees report they would step in to stop harassment in the workplace. If you take action on a situation that concerns you, your coworkers and managers will support you.” This messaging is critical to engaging employees to be a part of the organization’s broader harassment prevention efforts.



Example of social norms questions (*strongly agree to strongly disagree*):

- I would intervene if I witnessed harassment or abusive conduct in my workplace.
- My coworkers would intervene if they witnessed harassment or abusive conduct in my workplace.

Understand Course Impact and Listen to Employees

Employees rate the degree to which the course prepared them to: understand the issues; step in when they see harmful or disrespectful behavior; and report incidents of harassment, abusive conduct, and discrimination in their workplace. Learner satisfaction questions measure participants' experience with the course, allowing employers to ensure learners' experiences meet their expectations.

Example of course impact questions (*strongly agree to strongly disagree*):

- The course increased my understanding of harassment, abusive conduct, and discrimination in the workplace.
- The course made me feel more prepared to step in if I see harassment, abusive conduct, and discrimination in the workplace.

Example of learner satisfaction question (*very important to not important*):

- How important was the course content to you?

Provide Meaningful Workplace Climate Insights

Survey questions related to workplace climate provide employers with an understanding of the degree to which employees feel their workplace is, for example, supportive of preventing harassment and discrimination, and committed to equity and inclusion. The data allows employers to identify strengths and ongoing priorities and to measure progress in creating a safe, supportive, and respectful workplace.

Example of workplace climate questions (*strongly agree to strongly disagree*):

- The people I work with treat me with respect.
- My employer is committed to ensuring an inclusive workplace.

A Final Note About Risk

Most organizations are very accustomed to gathering data as a means to gauge operational effectiveness and identify areas of improvement, as evidenced by the prevalence of customer feedback mechanisms, the internal audit function, employee engagement surveys, and ongoing safety testing. The results of these efforts often reveal both strengths and opportunities, as well as provide the basis of an informed plan to address or expand upon their findings. And while the feedback sometimes may be difficult to hear, organizations understand that the perceived risk of knowing critical information and needing to take action as a result far outweighs the risks of not knowing: lost customers, continued inefficiencies, employee turnover, brand damage, or compliance violations and litigation.

The same is true for a company's efforts in the area of harassment prevention or diversity and inclusion. Employee responses to questions posed in course surveys can provide the employer with critical insights on organizational culture and climate. When equipped with real-time insights, organizations can take swift action: crafting targeted messaging to correct misconceptions, providing additional training, or communicating organizational policies, procedures, and values.

For example, if the answers to a climate question about how comfortable employees would feel raising concerns in their workplace indicate room for improvement, the employer could promptly look into whether it offers a sufficient number and variety of reporting channels--and examine utilization rates for each. It could also launch leadership-driven messaging to both employees and supervisors to communicate both the organization's authentic desire to know about concerns, and its commitment to absolute non-retaliation for good faith reports.

Indeed, receiving this kind of information directly from employees through a course survey, particularly regarding issues such as employee hesitations to report, is a far preferable forum than hearing about employee concerns for the first time via social or traditional media--or in a legal complaint. Further, engaging in these types of proactive self-assessments and follow-up actions may be very helpful as organizations seek to demonstrate their good faith efforts in areas of critical interest to their Board of Directors, shareholders, or regulators.

Conclusion

When it comes to issues like harassment and discrimination and diversity and inclusion, understanding the strengths and opportunities for growth for an organization's workforce is a powerful tool to increase organizational productivity, wellness, and safety. Through the survey feature bundled with select courses, EVERFI Workplace Insights delivers actionable insights about employee beliefs, experiences, and intended actions to help maximize the ROI of employee training, achieve organizational goals, maintain legal compliance and minimize risk, and inform future business strategies.

About The Authors

| Elizabeth Bille

Elizabeth Bille, JD, SHRM-SCP is an employment law attorney who serves as EVERFI's subject matter expert on the prevention of harassment and discrimination in the workplace. Prior to joining EVERFI, Elizabeth was the General Counsel of the Society for Human Resource Management (SHRM); served as a legal and policy advisor to the Vice Chair of the EEOC; and counseled employers as an attorney at the law firm of Hogan & Hartson (now Hogan Lovells). Elizabeth's work has been cited by several news outlets such as National Public Radio, the Wall Street Journal, and the New York Times.

| Holly Rider-Milkovich

Holly Rider-Milkovich, MA is the Senior Director of Prevention Education at EVERFI. Previously, Holly directed the Sexual Assault Prevention and Awareness Center at the University of Michigan. Holly provided expertise to President Obama's White House Task Force on best practices for campus-based sexual and intimate partner violence prevention and response efforts and represented four-year colleges and universities in the federal negotiated rule-making committee for the 2013 Violence Against Women Act Reauthorization. She brings over two decades of experience in violence prevention and response and in higher education to her role at EVERFI.





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Over the past 10 years, EVERFI has revolutionized prevention and compliance training online through its industry-leading courseware and technology. Working with over 1,900 corporations, EVERFI educates employees on important skills relating to harassment, diversity and inclusion, culture, ethics, code of conduct and data security. EVERFI's courses are built by a team of attorneys, prevention experts, and instructional designers who ensure that EVERFI's prevention and compliance courses are aligned with applicable laws and research-based best practices. Our industry leading instructional design and subject matter expertise demonstrates our commitment to the core issues behind critical topics that are at the center of healthy workplace culture.

[Learn more at everfi.com/conduct-and-culture](https://everfi.com/conduct-and-culture)