# Messaging Timeline for Managers – Employee Voice Survey

**DATE: November 5, 2018  
SUBJECT: Employee Voice Survey Is Now Open  
FROM: Mayor**

Good Afternoon,

The Employee Voice Survey is officially open. We want to know about your experience as a City of Madison employee. Your feedback will provide us with a baseline to assess the city as a workplace. We want to be the best workplace for you because you matter. Our employees are our greatest resource and our greatest link to the community.

Please go to [**http://bit.ly/MadisonNES2018**](http://bit.ly/MadisonNES2018)to complete the survey before November 25th**.** You may complete the survey on any computer with an internet connection, at home or at work.

As you may be aware, the City of Madison has contracted with the independent, external firm National Research Center, Inc. (NRC) to conduct this online employee survey. The feedback you provide through this survey will help the Performance Leadership Team and department heads make better, more informed decisions about issues impacting employees. This survey will tell us our strengths and vulnerabilities across the city and supply us with a deeper understanding of the current environment, which will help us better pinpoint action items and enable additional analysis.

**Let me assure you that your responses will be completely anonymous and will be reported in group form only. In no case will information be reported to NRC in such a way that individuals’ identities will be known.** Your name is not to begiven and answers will not be broken down by any employee characteristic within a department. The results we receive from NRC will not provide any information regarding individual responses to the survey questions.

Things to note:

·        Not all questions need to be answered. If you run into a question that either doesn’t pertain to you or you have no particularly strong feelings about you should click/check “Don’t Know” and move onto the next question.

·        If you click through to the end of the survey and submit, you will not be able to return to it later. If you exit the survey without fully completing it, you can return to the survey at the point where you left off unless you "submit" at the end.

If you have any questions about this survey or how to fill it out, please visit the [Performance Excellence FAQ page](http://www.cityofmadison.com/employeenet/performance-excellence) or contact [pe@cityofmadison.com](mailto:pe@cityofmadison.com).

Thank you in advance for your time. Your feedback is very important in helping to create a better Madison.

Paul R. Soglin  
Mayor

**DATE: Sometime between November 6-9, 2018  
SUBJECT: Employee Voice Survey Is Now Open  
FROM: Dept/Div Heads or Designee(s)**

*NOTE: This can be used as the basis of an email message, or talking points for an in-person meeting, from individual department or division heads or their designee(s). The message can be shared either by department/division head with all employees, or by mid-level managers or front line supervisors* ***as long as the message is shared consistently with all employees in the department.***

Department staff,

This week, you received an invitation from our Mayor to complete an Employee Voice Survey. The survey is open November 5-25, 2018. The results of this survey will help us identify what we’re doing well, and what we could improve. Sharing your honest assessment via the survey is very important, and I highly encourage you to take the survey as soon as possible. It is completely anonymous – only the contracted company, NCS, will have access to individual responses and no responses are identified by name or email address.

*[use if all department employees have city email]* You have received a link to the survey in your email. If you have questions about the survey, please visit [www.cityofmadison.com/excellence](http://www.cityofmadison.com/excellence) for more information.

*[use if all employees have city email]* Some of you have received a link to the survey in your city email, and others have received a print copy of the survey. If you have questions about the survey, please visit [www.cityofmadison.com/excellence](http://www.cityofmadison.com/excellence) for more information.

*[Here you can add something specific to your department if you wish – how performance excellence aligns with your department’s mission/vision/goals/plans, for example, or how this survey complements or replaces other engagement measurement efforts already in place in your department. If your department has a plan in place for sharing survey results and moving forward, you can allude to it here also]*

Sincerely,

Department/Division Head or Designee(s)

**DATE: November 13, 2018  
SUBJECT: We need your opinions. Take the 2018 City of Madison Employee Survey now.  
FROM: NCR, signed by Mayor**

Good morning/afternoon,

It only takes a few minutes to make a big difference. We want to know about your experience as a City of Madison employee. Please take the 2018 Madison Employee Survey [here].

Your feedback and perspective will be instrumental in helping the City continuously improve our organization.

A few things you should know about the survey:

* National Research Center, Inc. is an external, independent firm that has been contracted to conduct this employee survey on behalf of the City.
* Your anonymity is a priority. In no case will information be collected or reported in such a way that any person’s identity can be known. Results will be reported in group form only.
* If you click through to the end of the survey, you will not be able to return to it later. If you exit the survey without fully completing it, you can return to the survey at the point where you left off unless you "submit" at the end.
* Please don’t forward the link in this email to your colleagues, it can only be used once and is a unique link for you only.

If you have any questions about this survey, please contact [pe@cityofmadison.com](mailto:pe@cityofmadison.com).

Thank you for helping create a better Madison.

Paul R. Soglin

Mayor

**DATE: Sometime between November 14-16, 2018  
SUBJECT: Please take the Employee Voice Survey  
FROM: Dept/Div Heads or Designee(s)**

Department staff,

I am sending one more reminder to take the Employee Voice Survey before November 25.

You can find more information about the survey and a link to the survey at [www.cityofmadison.com/excellence](http://www.cityofmadison.com/excellence) or in your previous email messages.

**If you have completed the survey –** **thank you**. This will be important to our department and our city going forward, and I appreciate the time you took to fill the survey out already.

**If you have not completed the survey – please make every effort to do so before November 25.** If you need time or assistance to take the survey, please discuss logistics with your supervisor. It is important that everyone’s voice is heard, and this survey is as representative as possible, of city employees as a whole and also of our department’s staff.

Thank you for your time to complete this survey.

Sincerely,

Department/Division Head or Designee(s)

**DATE: November 19, 2018  
SUBJECT: Last chance to tell us what you think. Complete the Employee Survey today.  
FROM: NCS, signed by Mayor**

Good morning/afternoon,

If you haven’t yet completed the survey, this is your last chance to tell us what you think about working for the City. Please take the Madison Employee Survey [here].

A few things to remember:

* National Research Center, Inc. is an external, independent firm that has been contracted to conduct this employee survey on behalf of the City.
* Your anonymity is a priority. In no case will information be collected or reported in such a way that any person’s identity can be known. Results will be reported in group form only.
* If you click through to the end of the survey, you will not be able to return to it later. If you exit the survey without fully completing it, you can return to the survey at the point where you left off unless you "submit" at the end.
* Please don't forward the link in this email to your colleagues, it can only be used once and is a unique link for you only.

If you have any questions about this survey, please contact [pe@cityofmadison.com](mailto:pe@cityofmadison.com).

Thank you for helping create a better Madison.

Paul R. Soglin

Mayor

**DATE: Week of November 26-30, 2018  
SUBJECT: Thank you for taking the Employee Voice Survey  
FROM: Mayor and Performance Excellence Leadership Team**

City of Madison employees,

Thank you for taking the time to complete the Employee Voice Survey this November. The National Research Center has informed us that \_\_% of you took the survey online. Over 200 paper copies were distributed, and those surveys are still being collected*. [comment on result if higher than average/expected]*

The National Research Center will spend the first part of December entering the paper surveys, and will spend the second part of December and January analyzing the data and preparing a draft report for the City of Madison. When that report is received, the Performance Excellence Leadership Team will share out initial results, with further communication that identifies the issues that we need to address citywide. The Performance Excellence Leadership Team will continue to share information about survey results with all employees through the spring of 2019.

This is our first time implementing this particular employee survey, and it will establish a baseline for celebrating the work done by the employees of the City of Madison, and improving ways in which we do that work. It is up to all of us to be sure we are meeting the city of Madison’s mission - to provide the highest quality service for the common good of our residents and visitors. Tesults of this survey will set us on the path to achieve our vision - Inclusive, Innovative, & Thriving – together.

Paul R. Soglin  
Mayor

and the Performance Excellence Leadership Team:  
Samba Baldeh  
Norman Davis  
Steven Davis  
Harper Donohue  
Sarah Edgerton  
Natalie Erdman  
Melissa Gombar  
Steven King  
Eric Knepp  
Barbara McKinney  
Gregg McManners  
Greg Mickells  
Anne Monks  
Tom Mosgaller  
Kwasi Obeng  
Enis Ragland  
David Schmiedicke  
Connie Thompson