

# **Trust Index: CREDIBILITY**

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Campus Presentation

Friday, October 9, 2015



**Hope** COLLEGE

# What we want to do today

- Focus on Credibility
- Understand the data
  - How people experience and perceive work at Hope in general
  - How those experiences and perceptions may differ across our community
- Discuss the data
  - What does the data mean?
  - Does the data call us to do anything?
  - Are there individual and institutional opportunities for action/response based on the data?
- Continue the conversation
  - To understand the experiences leading to these outcomes
  - To hear and learn from the voices and stories of our community

# The Trust Index®

- Measures 5 factors influencing trust: **Credibility**, Respect, Fairness, Camaraderie, Pride

*Credibility: The extent to which employees see management as credible (believable, trustworthy) based on employees' perceptions of management's communication practices, competence, and integrity.*

- Employees respond to statements most accurately reflecting his or her experience in the workplace at an Organizational Level and Work Group Level
- Scale
  - 1 = Almost always untrue
  - 2 = Often untrue
  - 3 = Sometimes untrue/sometimes true
  - 4 = Often true
  - 5 = Almost always true
- Statements
  - 58 core Trust Index® statements
  - 14 college-specific statements designed by a committee of faculty and staff representatives
  - 2 open-ended questions

# Credibility Dimension & Statements

## Communication

- Management keeps me informed about important issues and changes.
- Management makes its expectations clear.
- I can ask management any reasonable question and get a straight answer.
- Management is approachable, easy to talk with.

## Competence

- Management is competent at running the business.
- Management hires people who fit in well here.
- Management does a good job of assigning and coordinating people.
- Management trusts people to do a good job without watching over their shoulders.
- People here are given a lot of responsibility.
- Management has a clear view of where the organization is going and how to get there.

## Integrity

- Management delivers on its promises.
- Management's actions match its words.
- I believe management would lay people off only as a last resort.
- Management is honest and ethical in its business practices

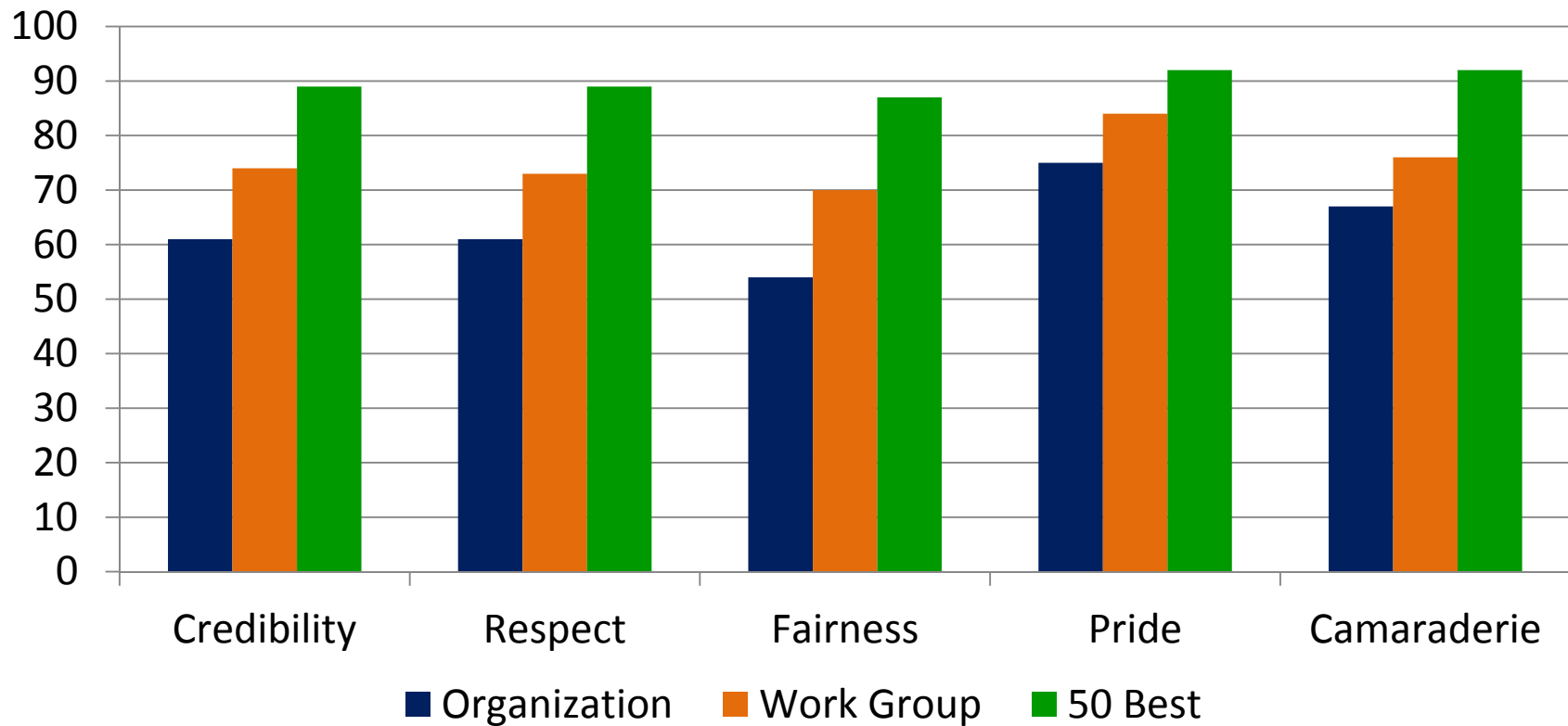
# Questions to Consider

- What is working well—what do you see that we can celebrate?
- What things are currently happening to inhibit trust that Hope can take action on to change?
- What could be done to positively impact those things that inhibit us from fully experiencing trust?
- What are things each one of us can do, individually, to increase trust on campus?

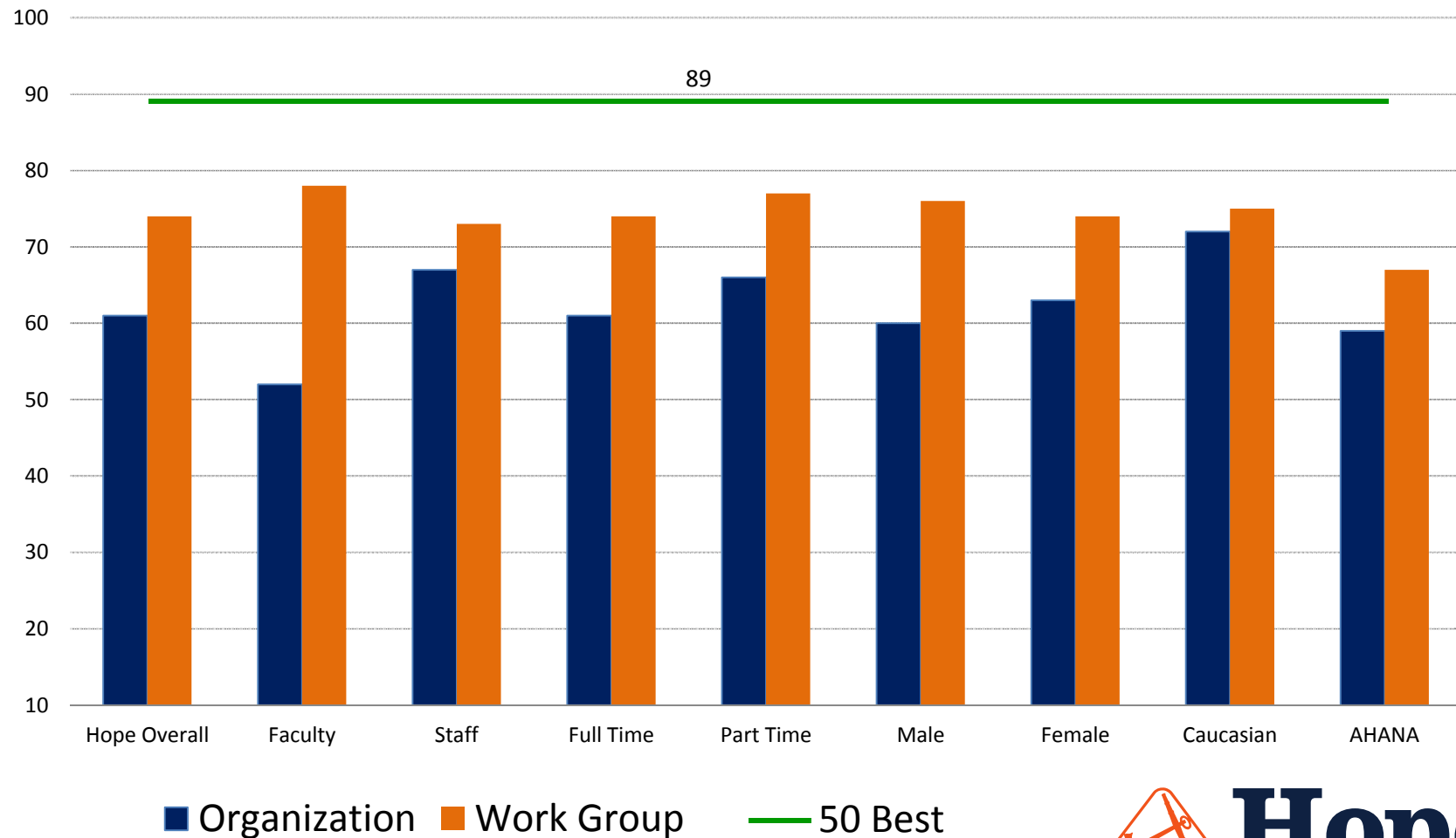
# Explaining the Spreadsheet

- What the numbers mean
  - Percent of people who responded 4 (“often true”) or 5 (“almost always true”) to the statement (1, 2, or 3 responses are not included)
  - Blue vs. Yellow Color Coding
- Workgroup vs Organization
  - WG = our most immediate group with whom we work
  - ORG = Hope College, overall
- Benchmark Group
  - 50 Best 501-999 Employees (2014)
- Responses
  - To protect confidentiality, only categories with 5+ responses are presented in separate columns
- Overview of the Statements
  - Credibility and client-Specific statements
  - Average percentages at the end of each section

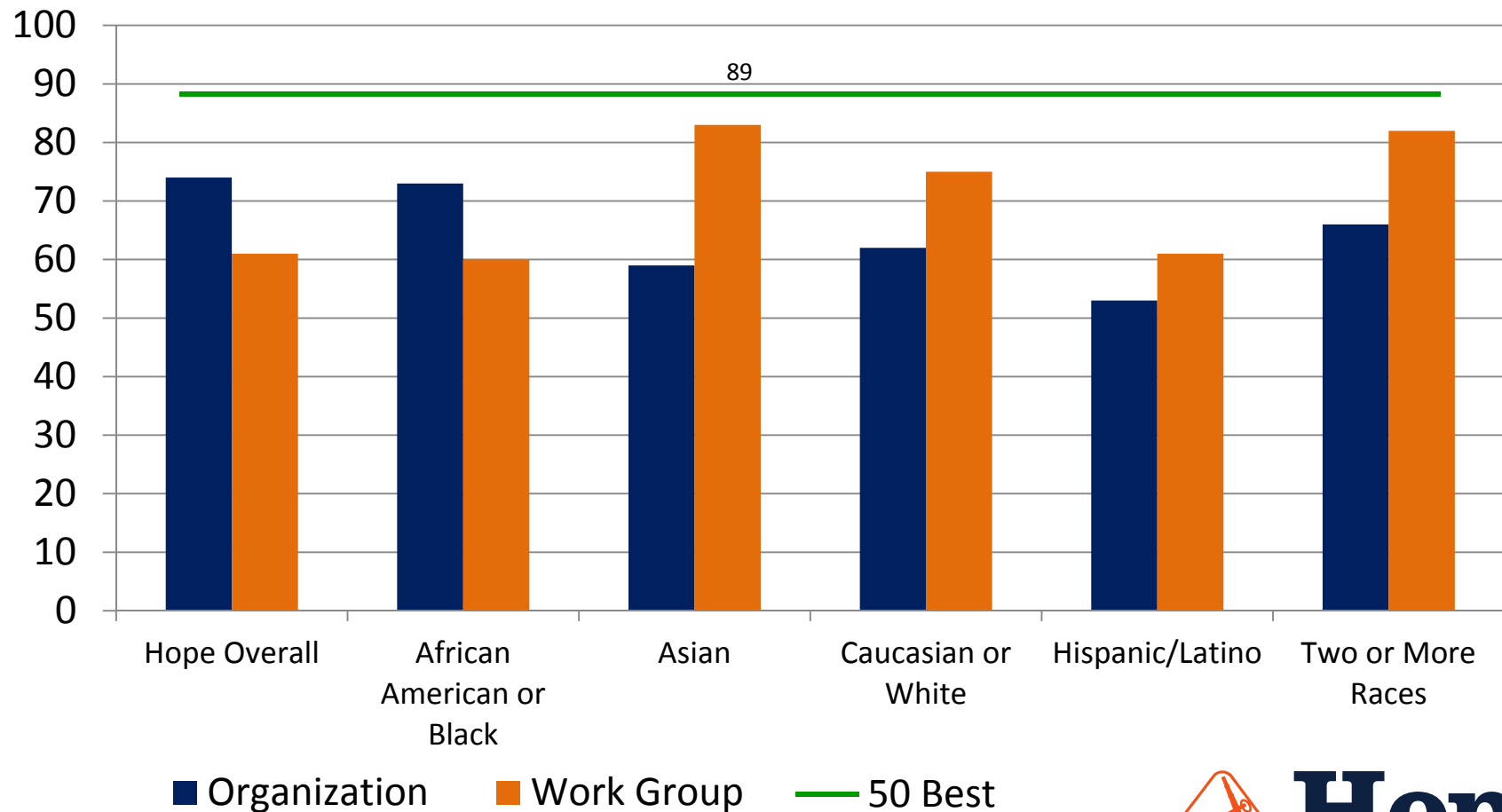
## Overall Results: Five Dimensions of Trust



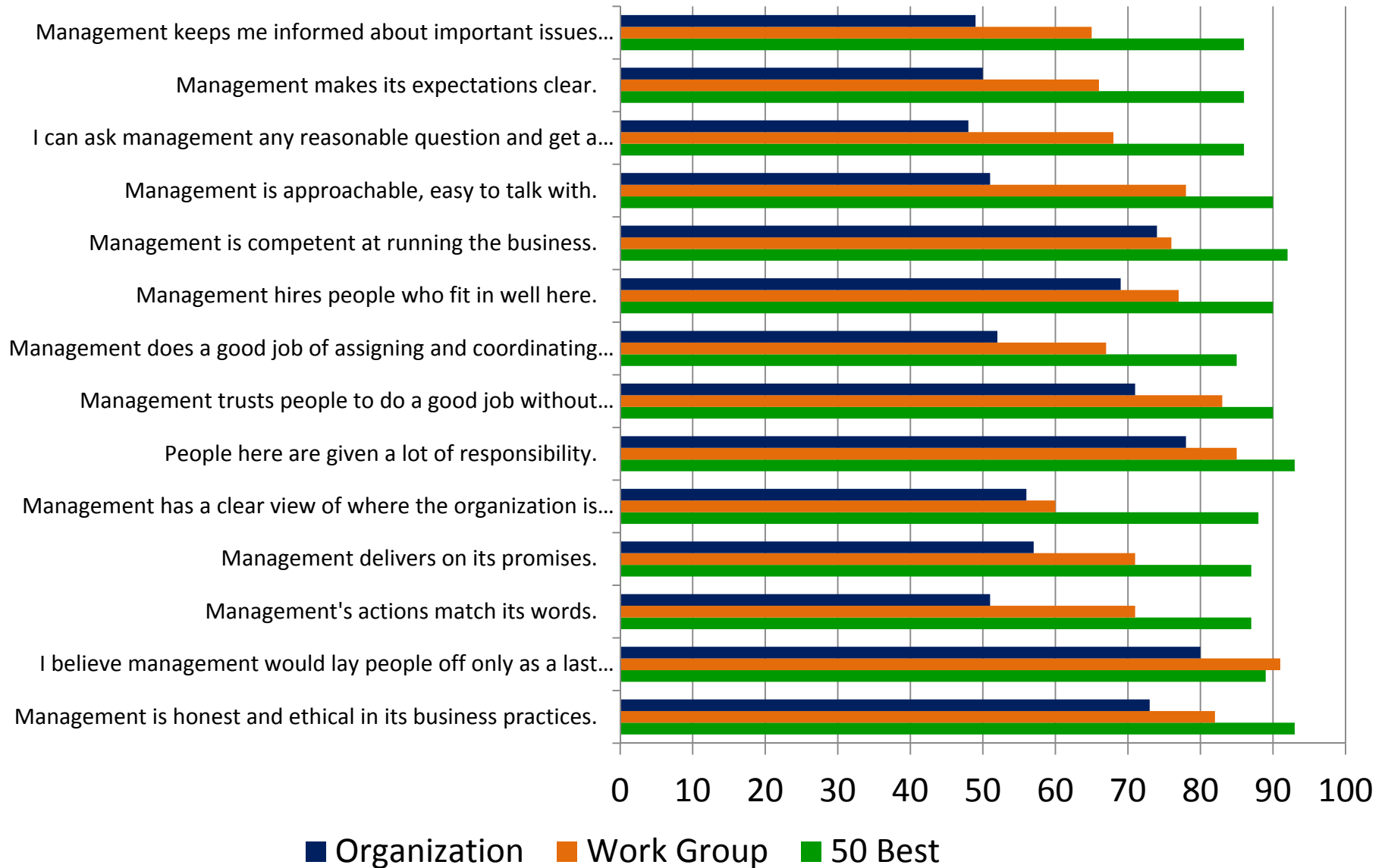
# Credibility Results by Demography



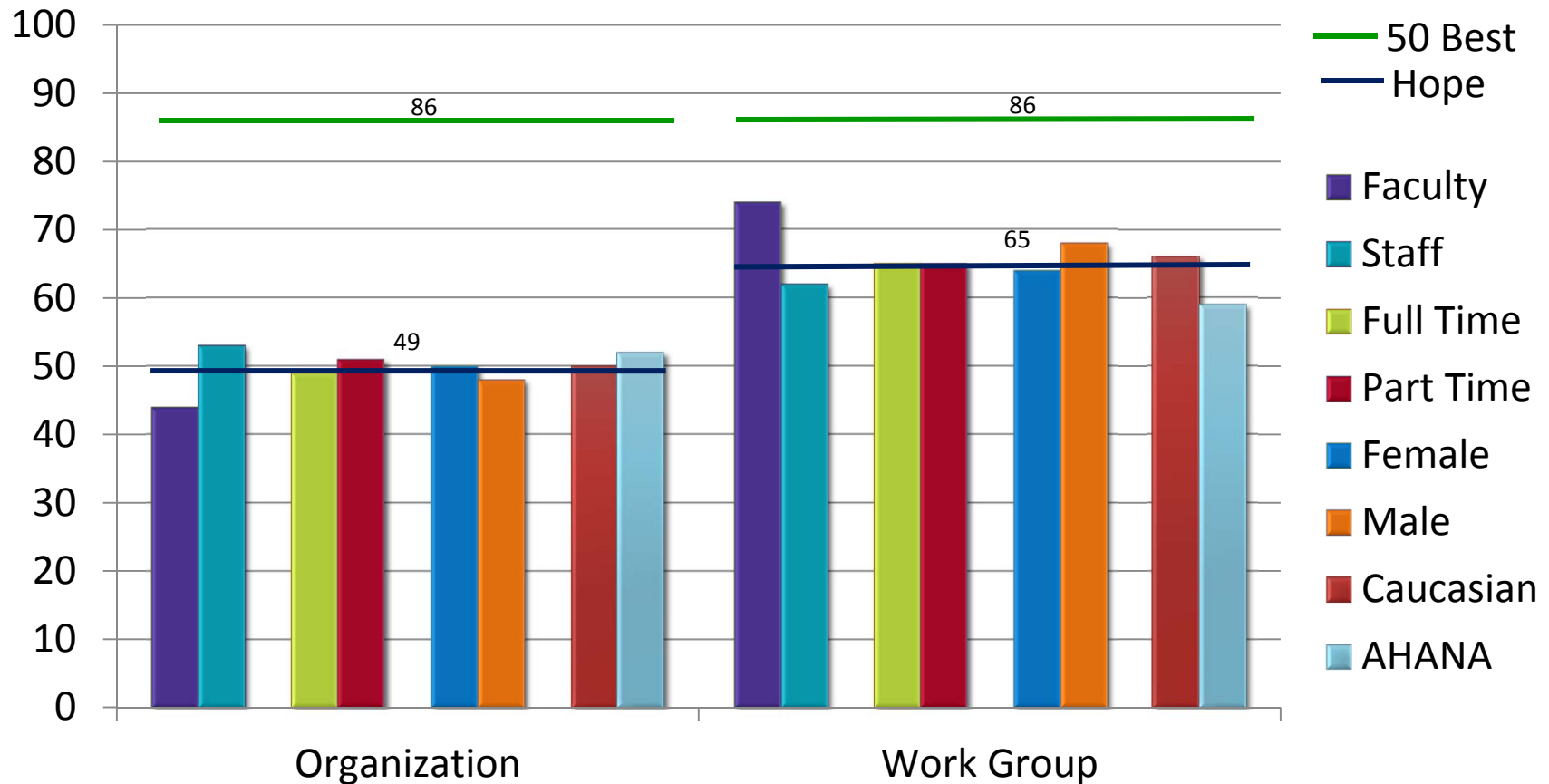
# Racial and Ethnic Variability



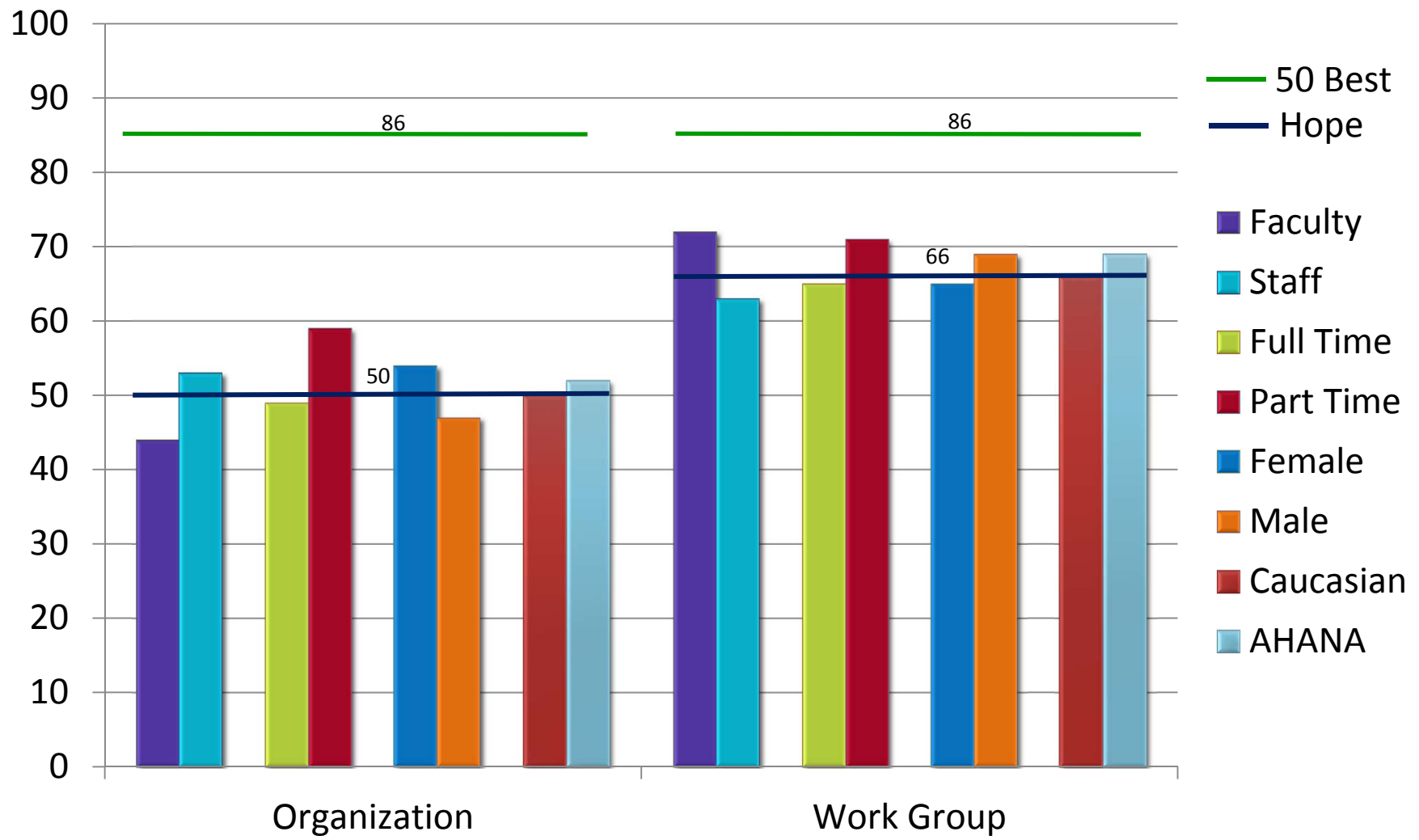
# Overall Response by Statement



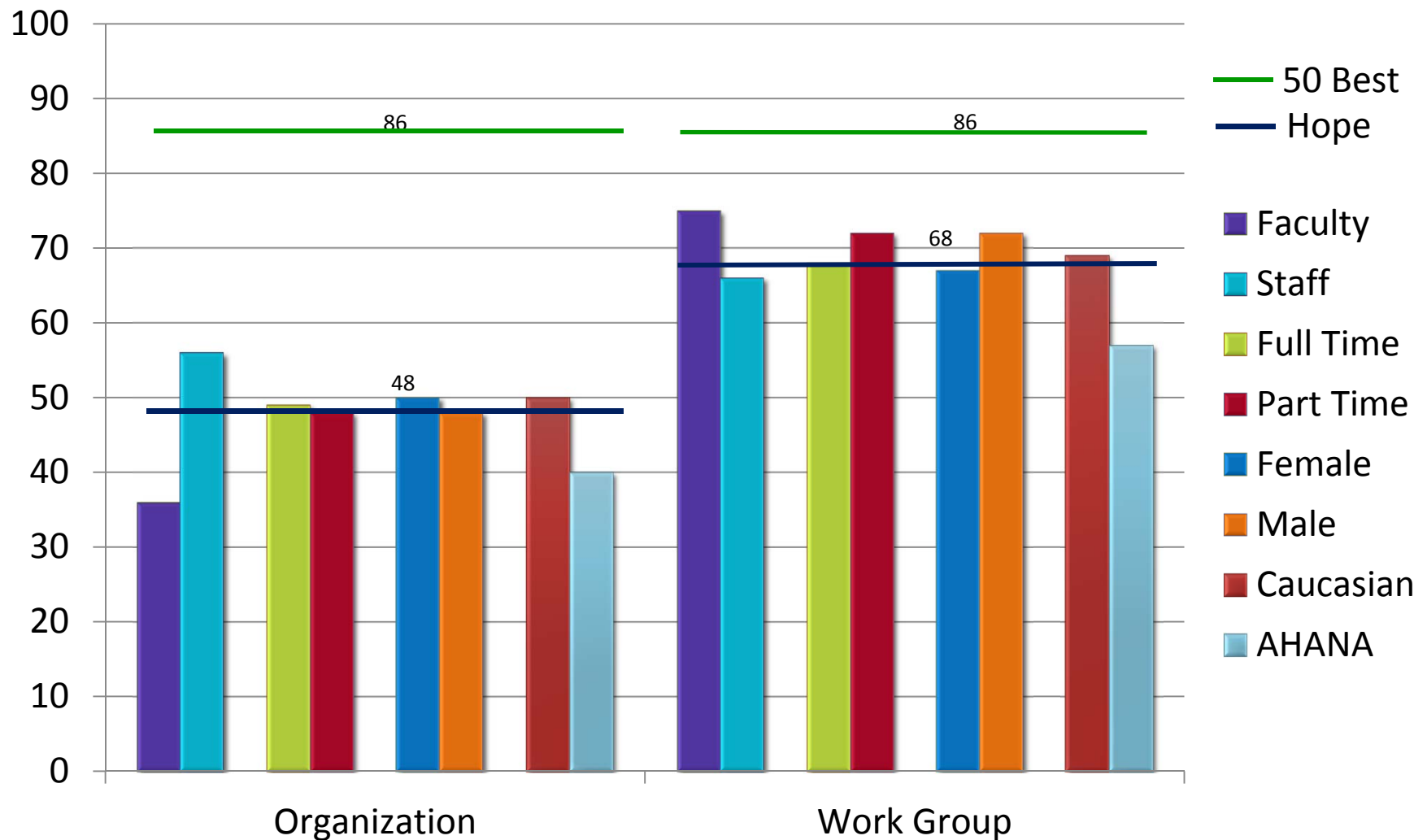
# Management keeps me informed on important issues and changes.



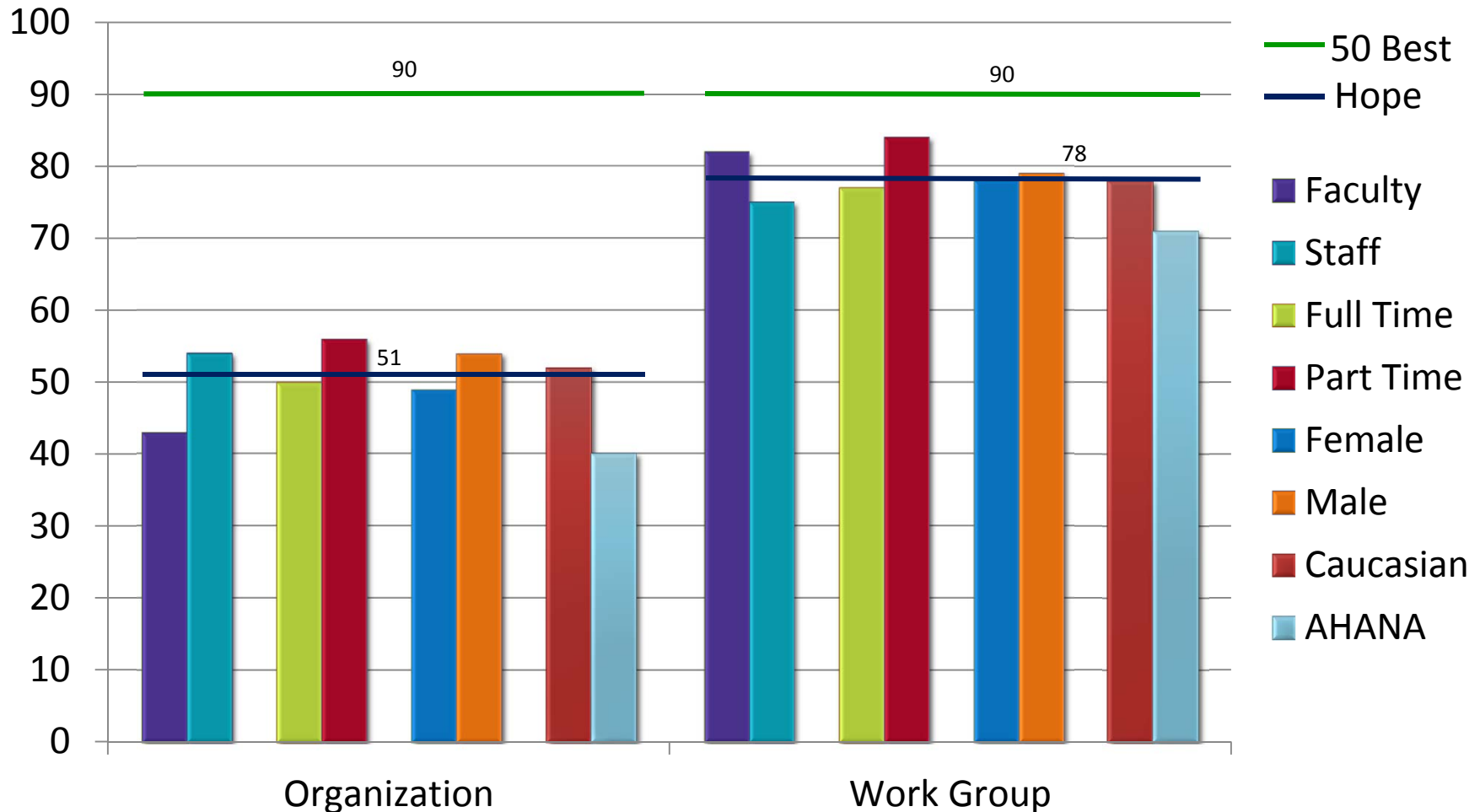
# Management makes it's expectations clear.



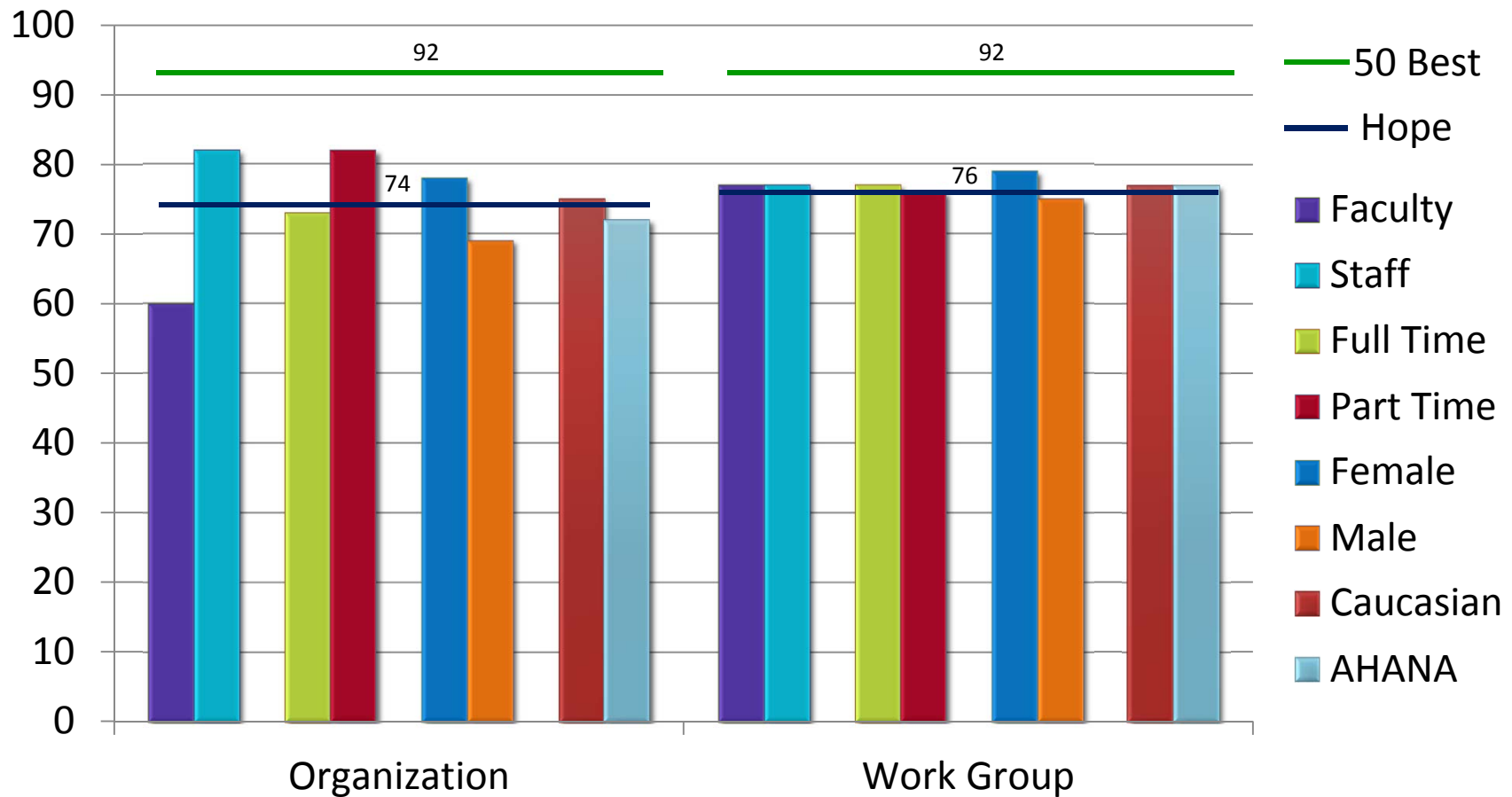
# I can ask management any reasonable question and get a straight answer.



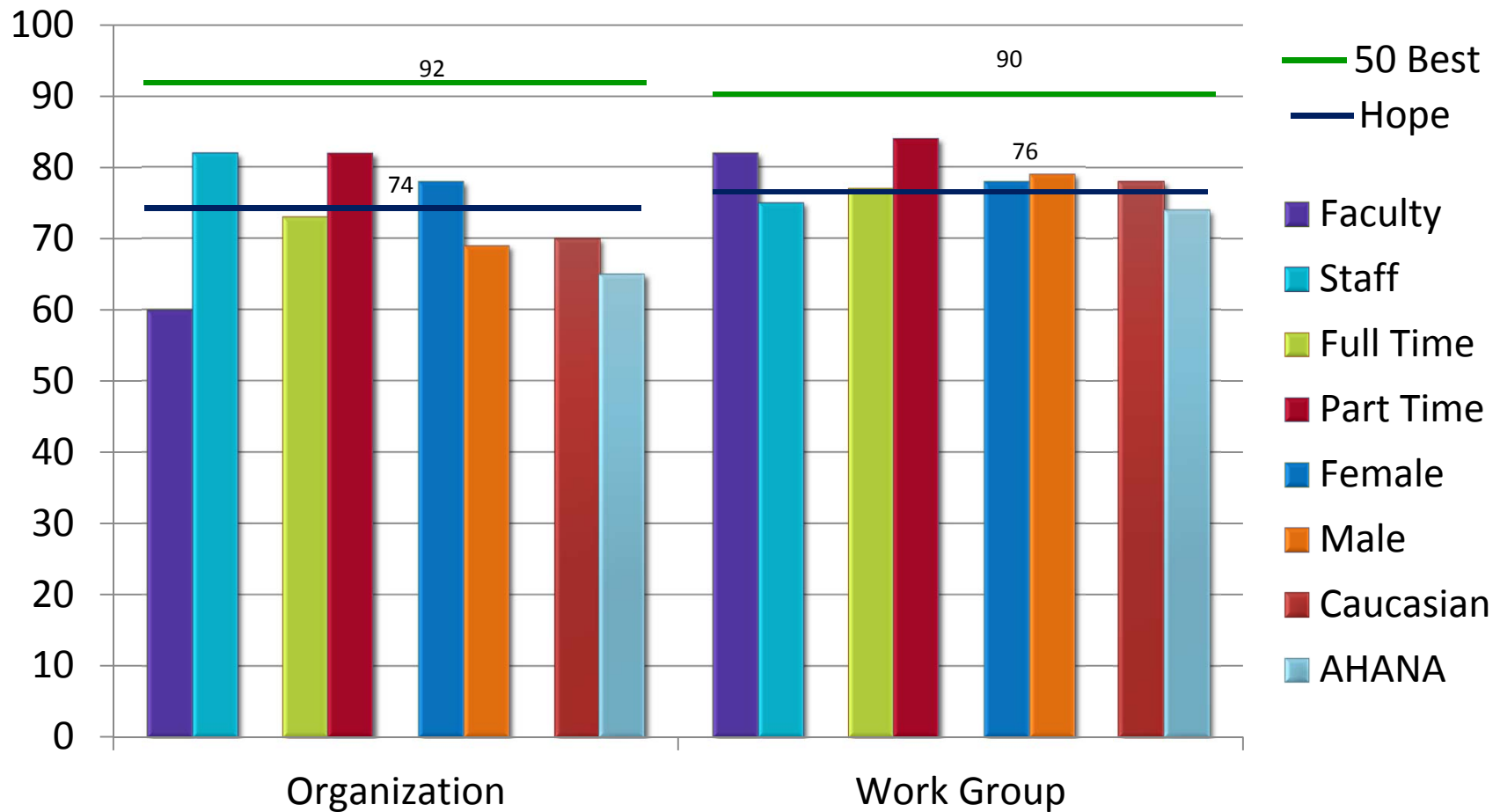
# Management is approachable, easy to talk with.



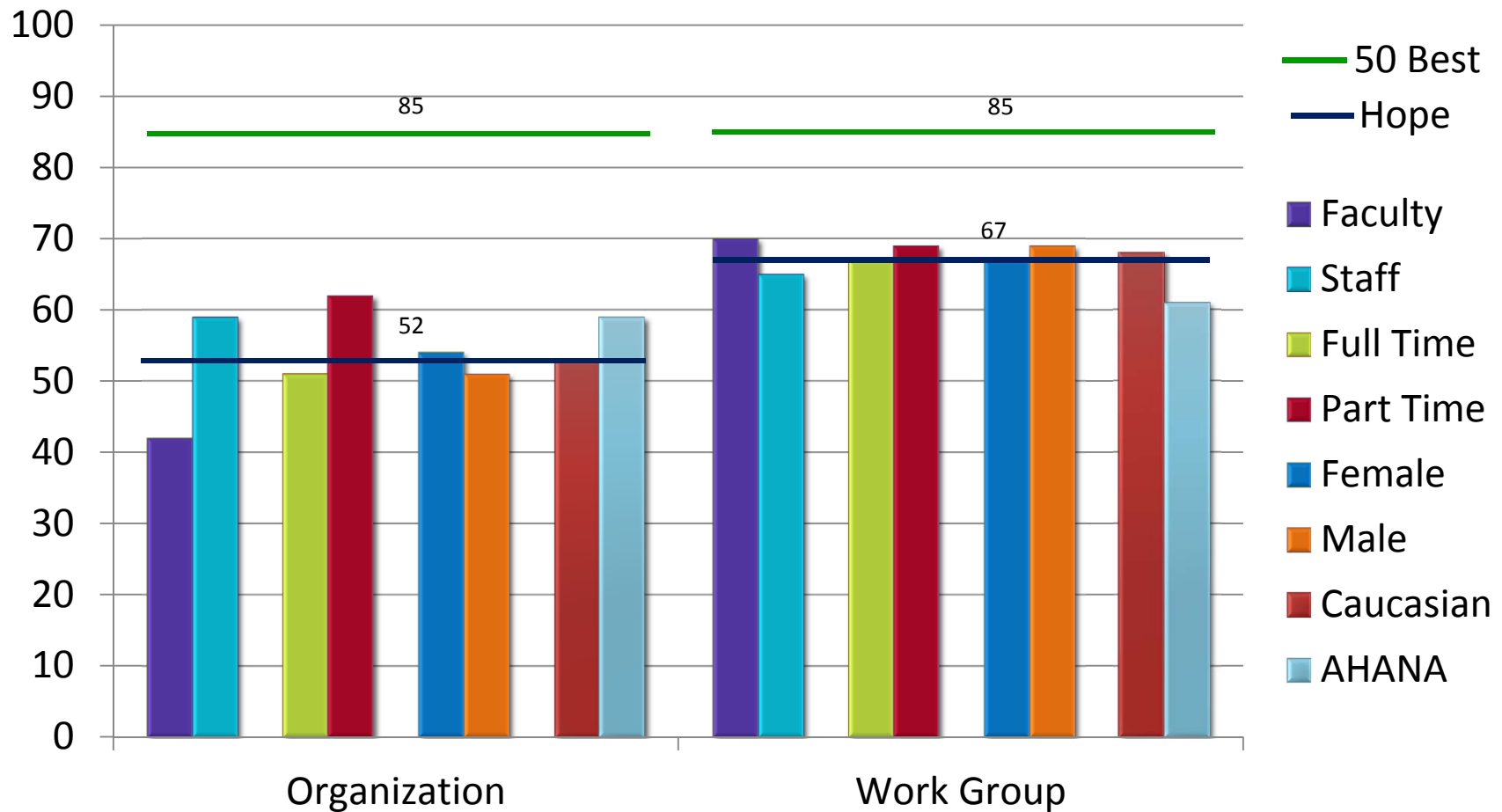
# Management is competent at running the business.



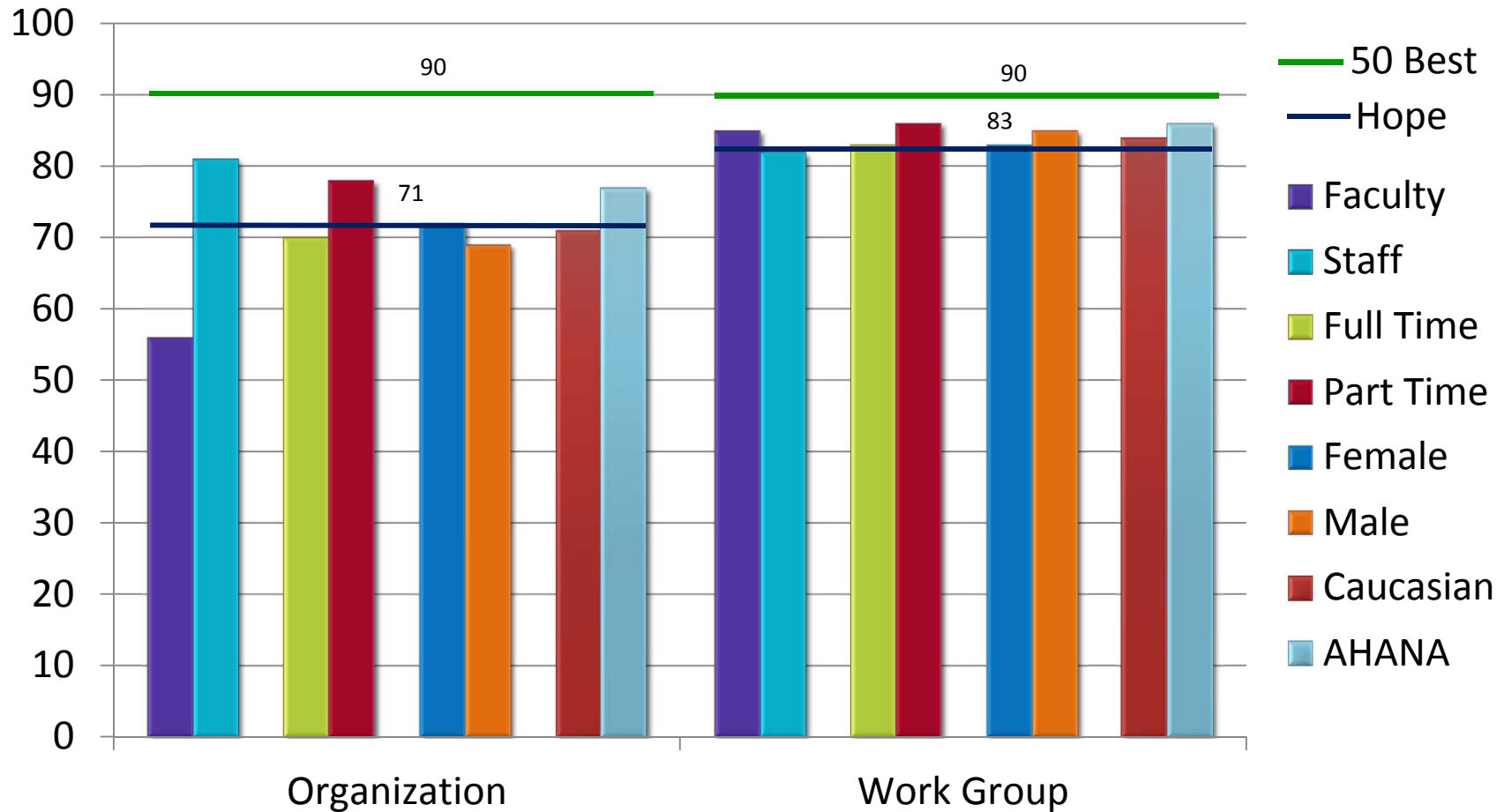
# Management hires people who fit in well here.



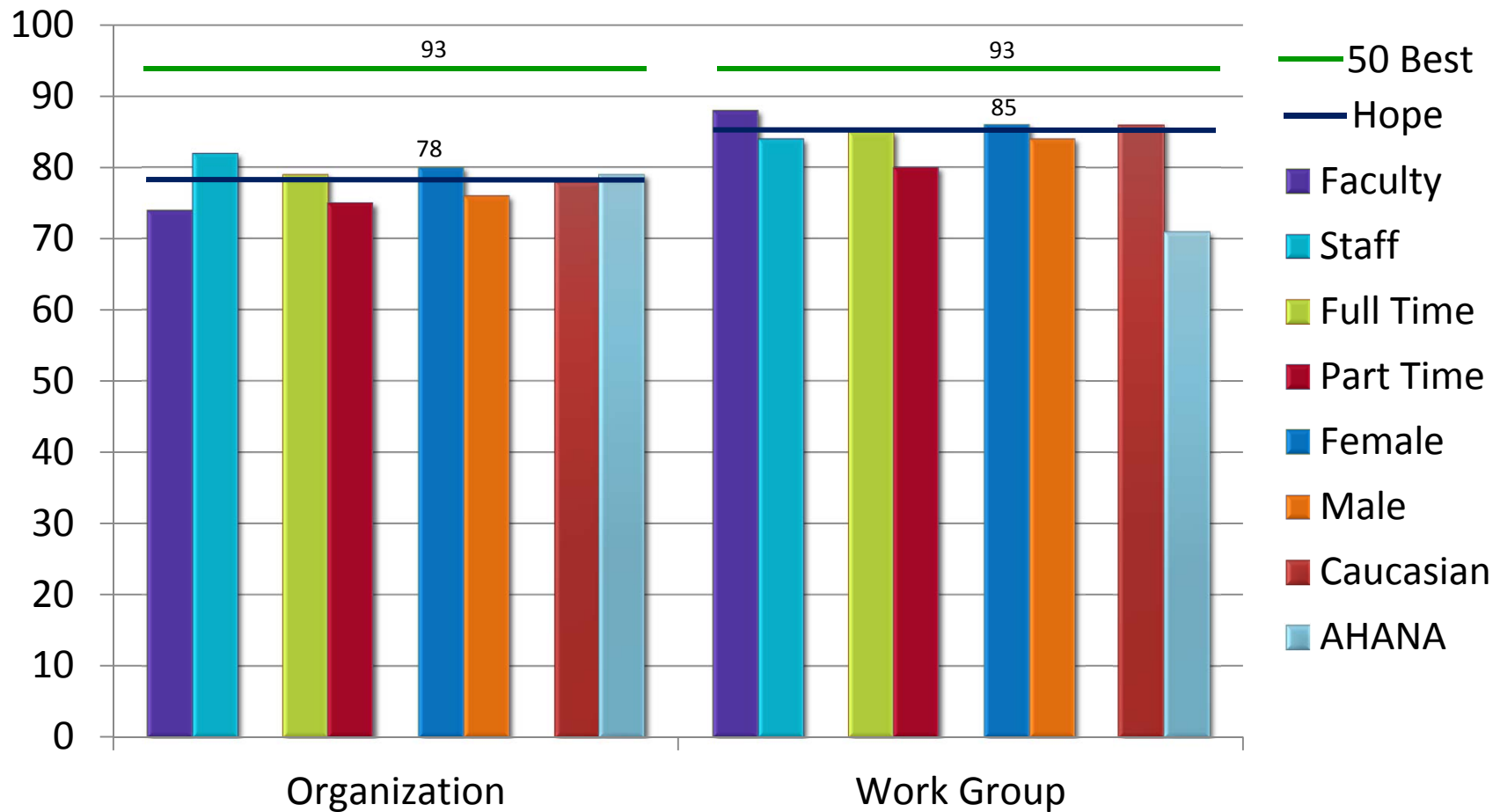
# Management does a good job of assigning & coordinating people.



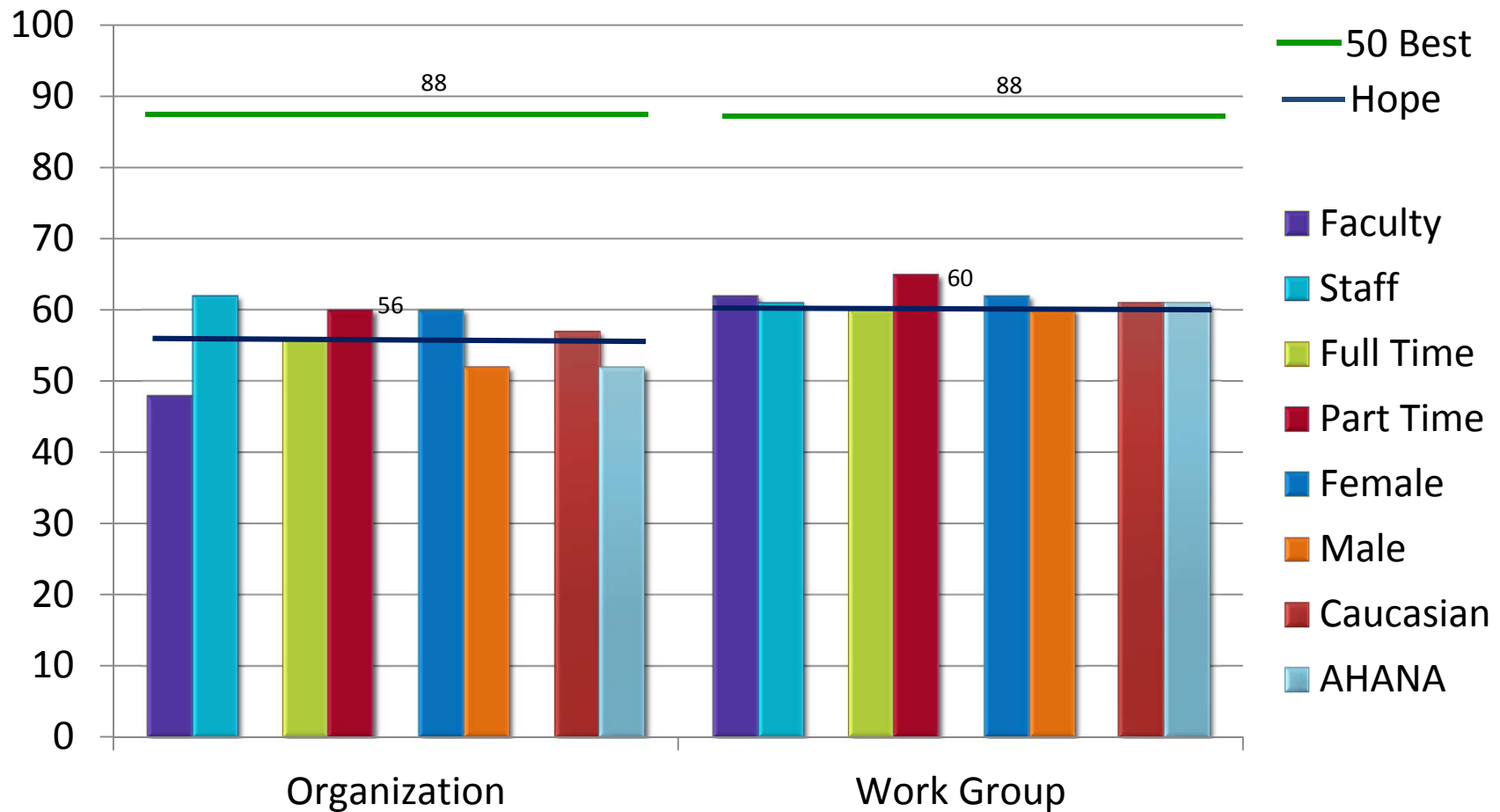
# Management trusts people to do a good job without watching over their shoulders.



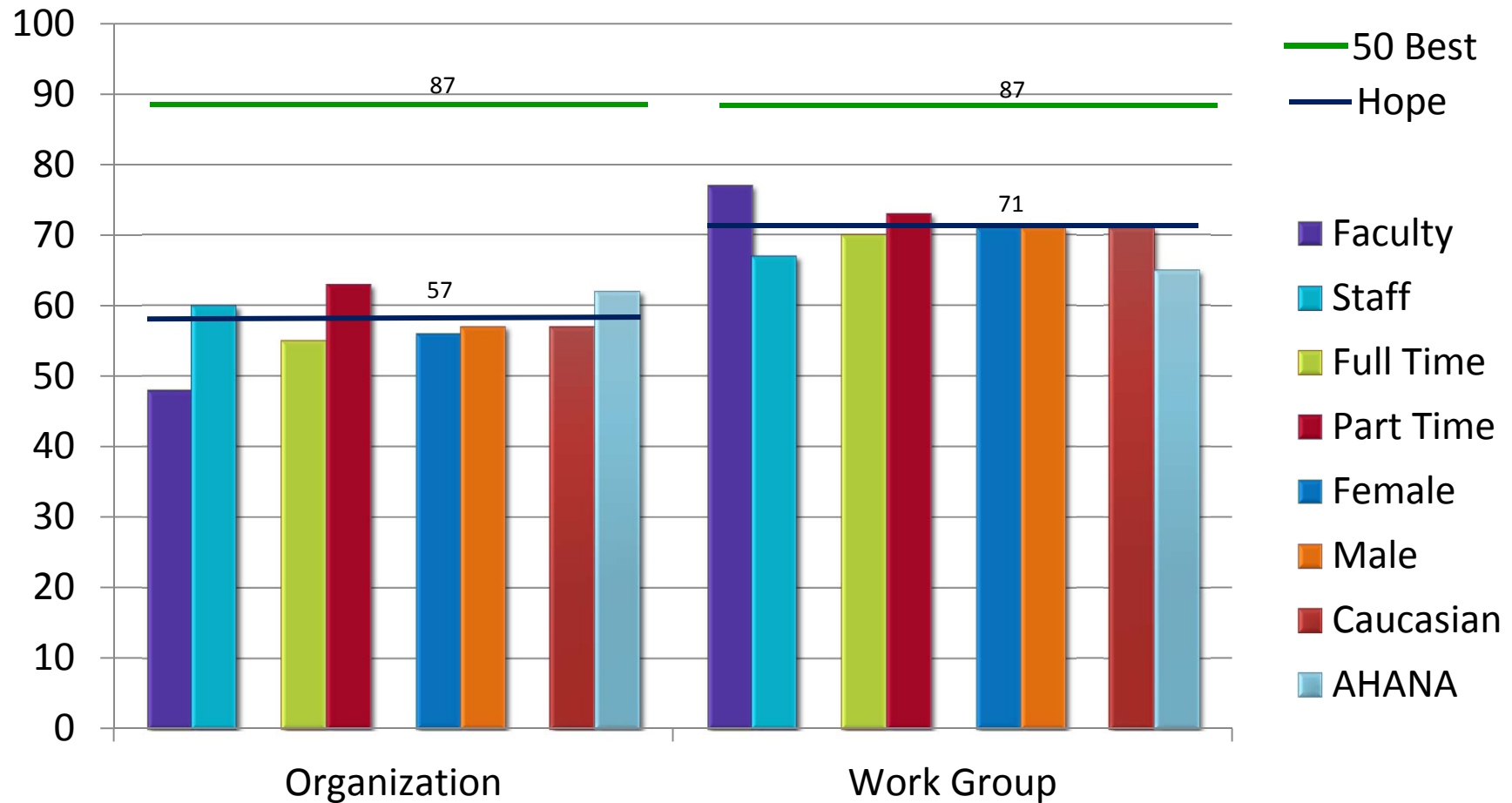
# People here are given a lot of responsibility.



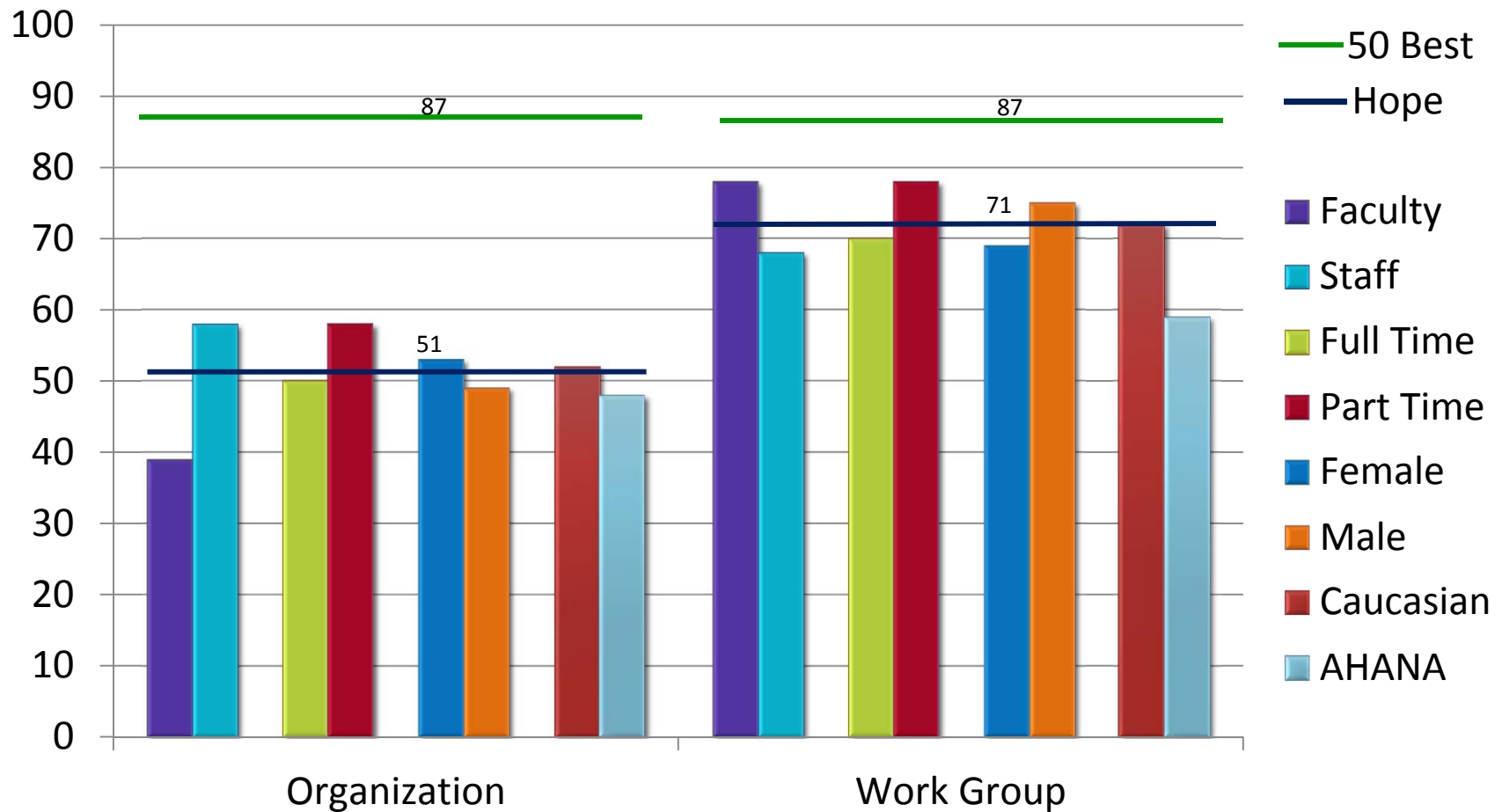
# Management has a clear view of where the organization is going and how to get there.



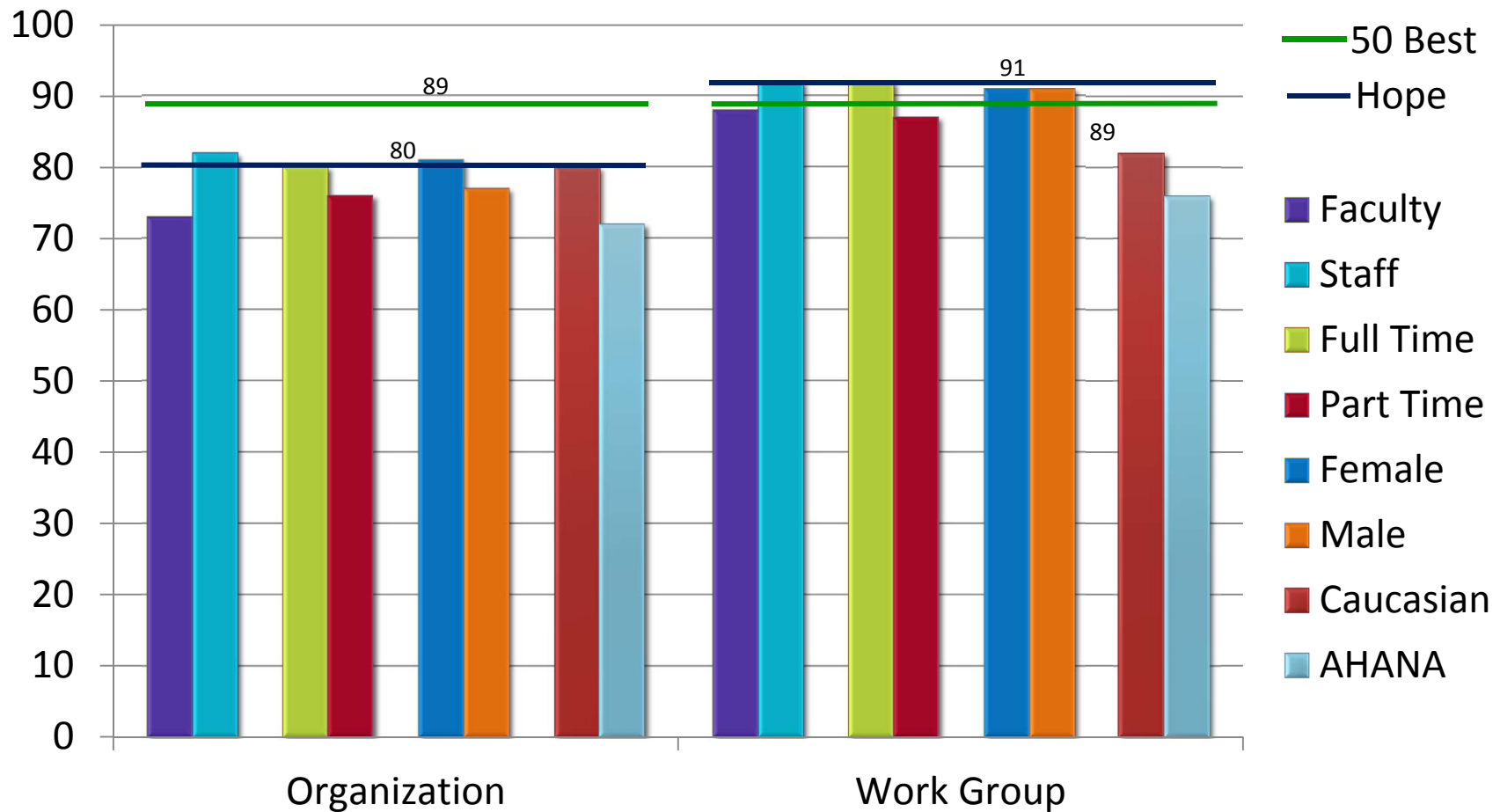
# Management delivers on its promises.



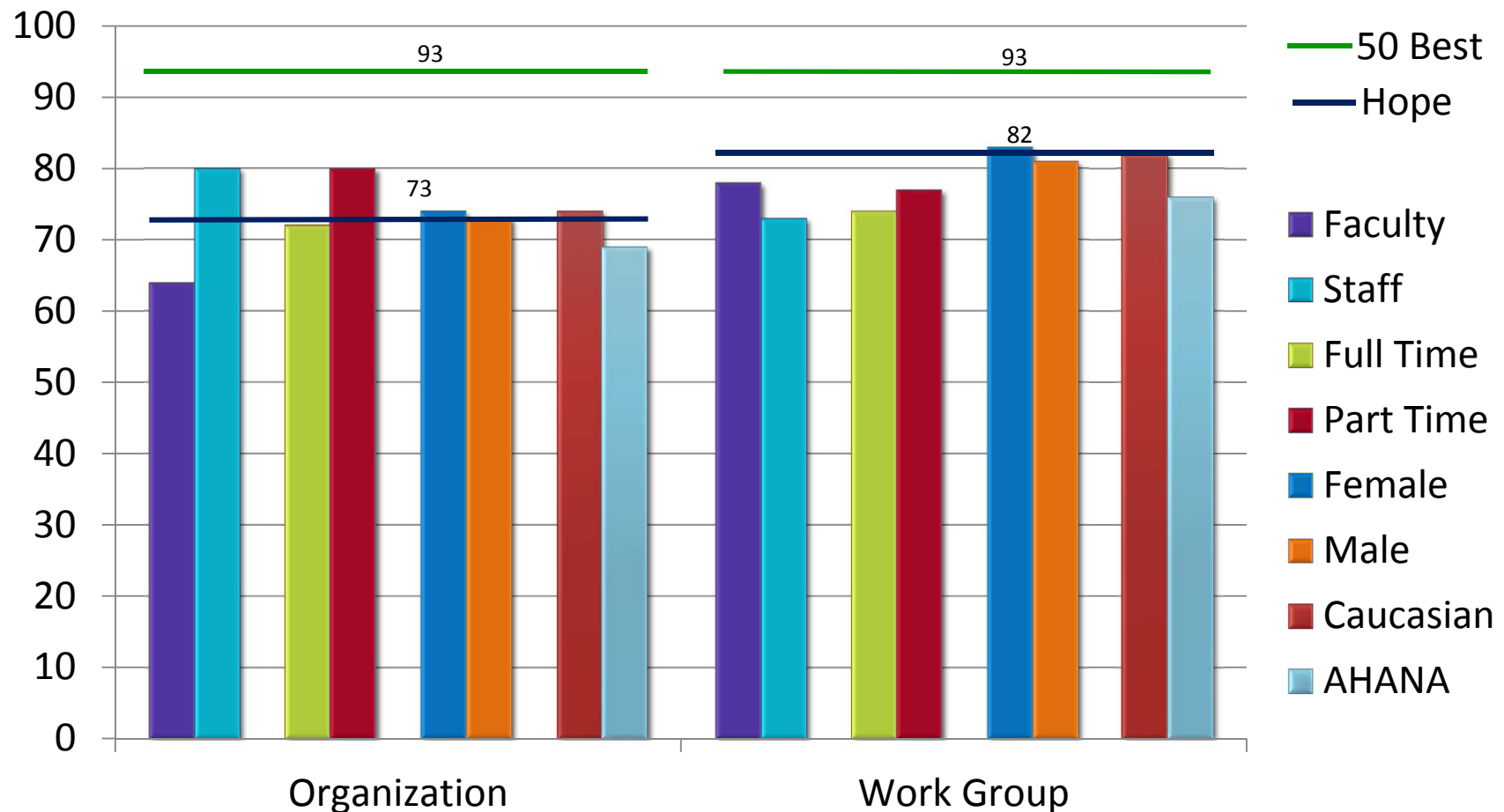
# Management's actions match its words.



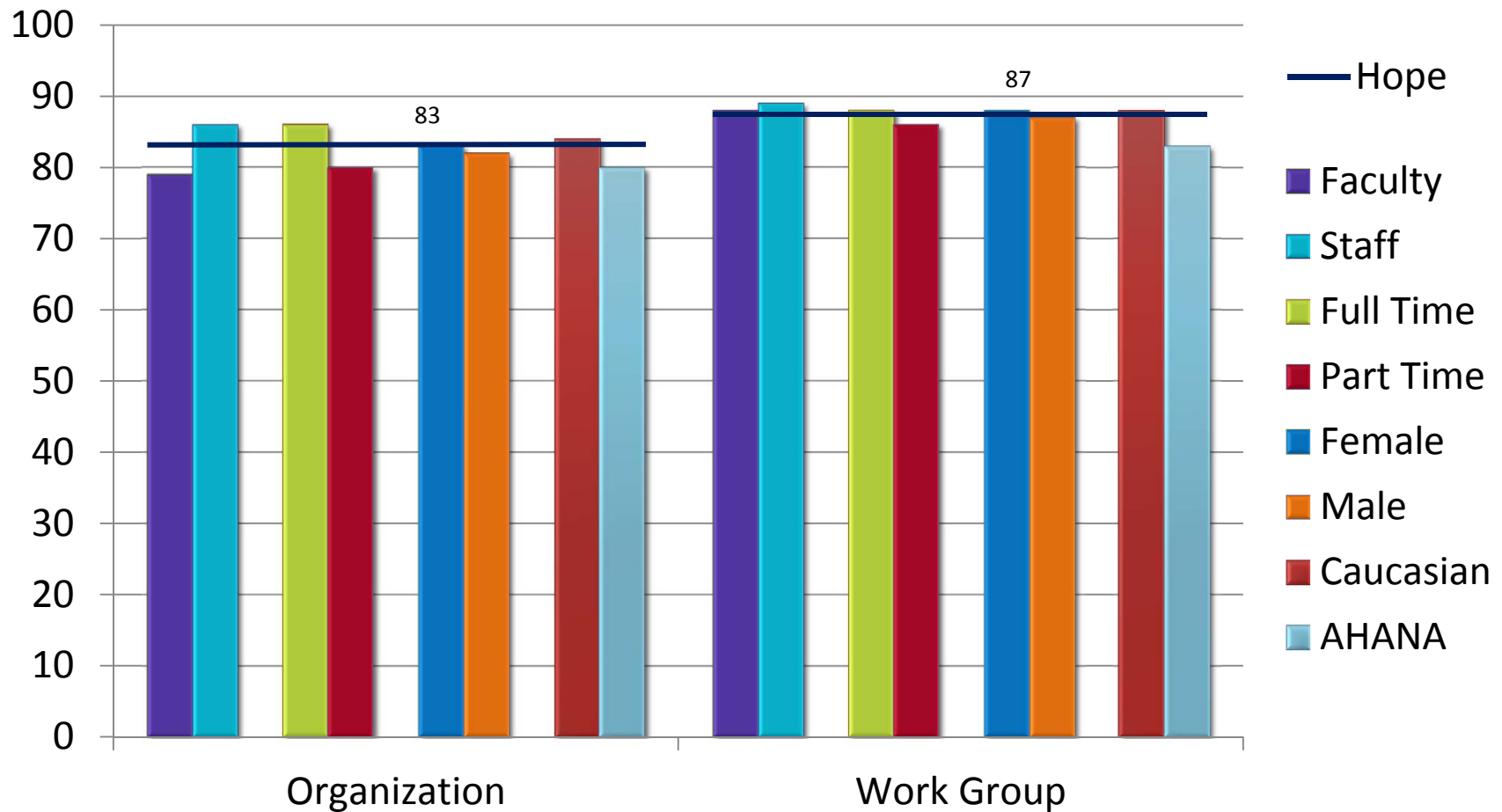
# I believe management would lay people off only as a last resort.



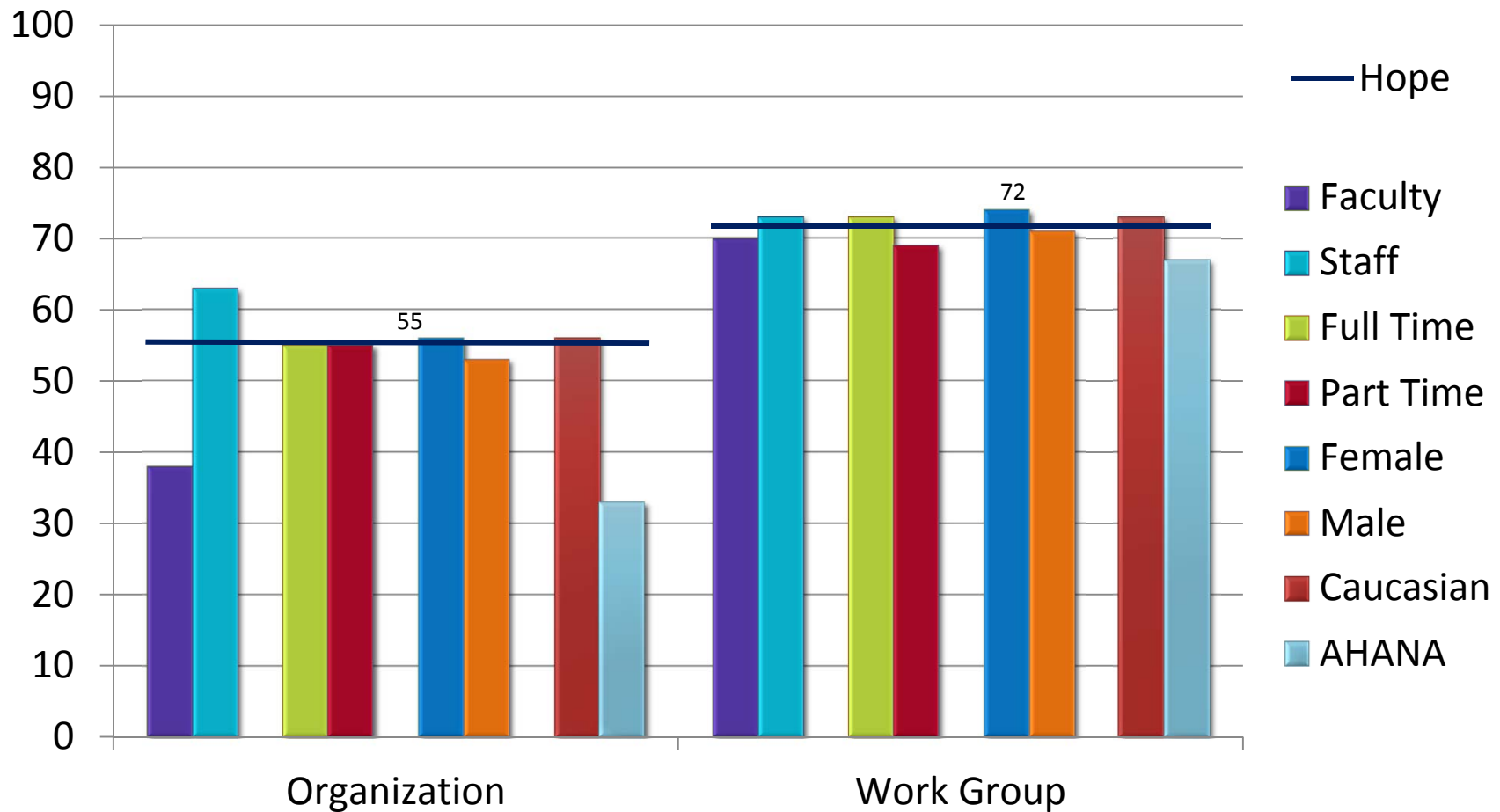
# Management is honest and ethical in its business practices.



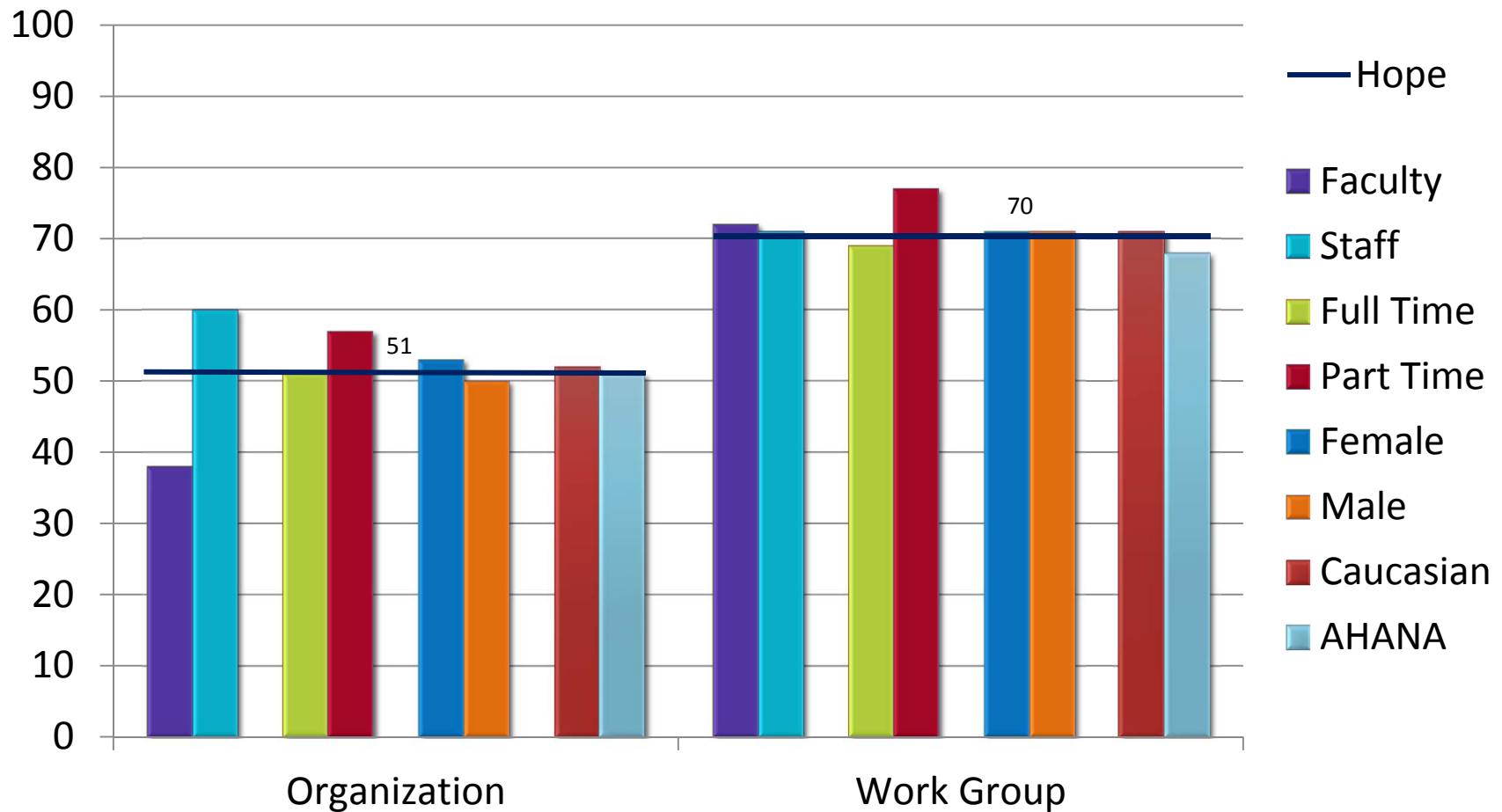
# I have a clear understanding of the college's mission.



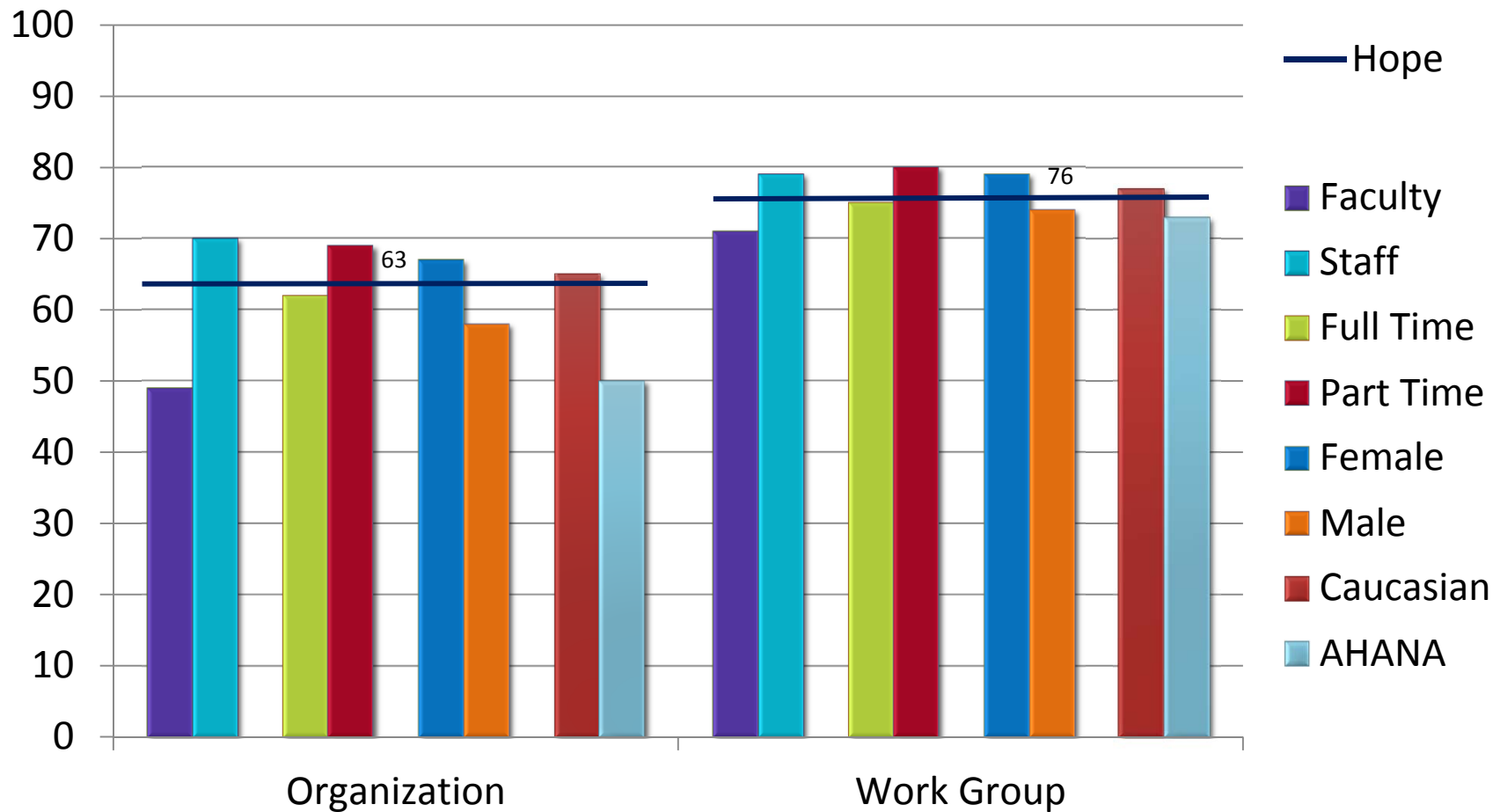
# Our actions demonstrate that we value diversity.



# Management acts in the best interest of employees when making decisions.



**I trust management to use the findings of this survey to make the college a better place.**



# Small Group Discussion