DIVERSITY SURVEY

ABOUT THE SURVEY:

Printing Industry Midwest (PIM) will always manage the surveys to maintain the integrity of the survey itself and the results. PIM uses SurveyMonkey to create the surveys so all responses are anonymous. Employees are more likely to answer the survey honestly when they know that a third party, PIM, is collecting the results and if they know that their IP address is blocked, so there is anonymity when participating. The questions in both the leadership and employee surveys can be modified and personalized to fit each organization's needs.

PIM and your Diversity Committee are the only ones with access to the survey results. PIM may share some of the generic data with the PIM Diversity Coalition to improve the process and the program. No personal information or names will be used or seen.

The survey templates are owned by Printing Industry Midwest (PIM) and may only be used by authorized participants and accredited organizations. Copying the survey by the organization and any consultants representing said organization is strictly prohibited. If you drop out of the program or stop paying the annual fee, you must stop using all PIM DE&I resources, forms, surveys, tools and documents.

HOW TO ROLL OUT THE SURVEY:

1 Reach out to Kristin & Sadie at diversity@pimw.org to review the leadership and employee survey templates and work with them to set up your personalized surveys.

2 Review the survey templates with your Diversity Committee and leadership. If you would like to add or remove any questions, let us know. Once you tell us the survey is good to go, we will add your logo and send you the links to the survey.

   - You will need to tell Kristin & Sadie when to open and close the survey.

   - Most organizations have the survey open for about a month and send 3-5 reminders to their employees to take the survey.

   - You can ask Kristin & Sadie to send update on the number of participants.

3 Create a plan to roll out the survey to all employees and management.

   - How many times will you send out reminders about the survey?

   - Are you already sending out a survey to employees? Try and plan to send this survey out at a different time than other surveys so you do not overwhelm employee.

   - What are your goals for sending the survey?

   - How will you review and analysis the results?

4 How will you share the survey with everyone?

- Make sure all employees know why they are being asked to take the survey. They should also know a third party, PIM, is collecting the results and their IP addresses are blocked, so there is anonymity when participating.

- Do you need paper-based version to print out? If you do this you will need to have a locked box for employees to drop their answers in. You or PIM staff will have to data enter the answers.

- Can everyone complete the survey online? If needed, there is an ability to complete the survey more than once on a shared computer. The survey does not show the IP address so the location will remain anonymous.

- PIM is working on providing the survey in multiple languages. Please contact Kristin & Sadie if you need or have questions about this.

SHARE THE SURVEY:

Examples of ways organizations have shared the survey...

- Created a QR code and share the QR code with your employees. Create flyers or poster with QR code and post them around the building.

- Have one computer (or multiple) available for employees to use to take the survey.

- Set a goal of get all or X amount of employees to take the survey and have a pizza party (or x reward) if the goal is met.

- Post survey links in an employees only section of your website or on the payroll page.

- Print off copies of the survey and have employees drop off answers to a secure location.