

Knight Vision Mid-Point Assessment Survey Results



Mid-Point Assessment Overview

Campus-wide surveys are a key component of the Organizational Change Management (OCM) team's process to measure community awareness and determine communication and training needs.

- The first [OCM survey](#) was conducted in February 2021 resulting in 744 responses from staff and faculty at UCF.
- The second survey, analyzed in this report, was distributed in December 2021 and consisted of 19 questions focused on awareness of the Knight Vision program, the Service Enhancement Transformation (SET) project, program communications and training.



Survey Open

December 9, 2021 – January 10, 2022



Promoted

Email, Open Forum, Meetings, Website

Demographics

Mid-Point Assessment

Knight Vision Mid-Point Assessment Survey



Responses* **882**: 170 **Faculty**, 672 **Staff**, 20 **Other**, 48 **KV Members**, 35 **Students**

**this was a "select all that apply" question*



UCF tenure (years)

< 5 = 298

6-15 = 356

>15 = 228



Exempt vs. Non-Exempt

Exempt: 641

Non-Exempt: 241



College/Division

College of Grad Studies: **18** College of Health Professions & Sciences: **38**

SDES: **101** Strategic Partnerships: **4** UCF IT: **49**

Academic Affairs: **52** Admin & Finance: **95** College of Med: **41** College of Nursing: **21** Other: **104**

UCFAA: **2** Burnette Honors College: **3** College of Optics & Photonics: **8** College of Sciences: **90**

College of Arts & Humanities: **60** College of Business Admin: **22** Research Foundation: **5** President's Division: **30**

CCIE: **53** College of Engineering & Comp Sci: **40** Research, Centers, Institutes: **53** Rosen College of Hosp. Mgmt.: **8**

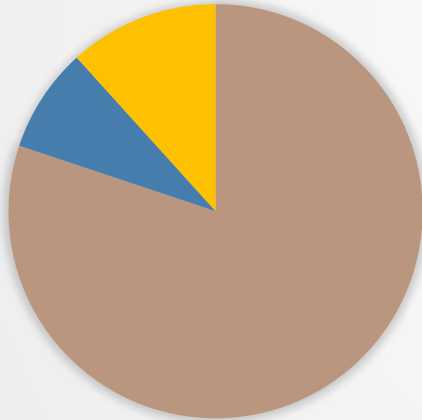
Knight Vision Program Awareness and Communications

Mid-Point Assessment

KV PROGRAM AWARENESS

1. Have you heard of the Knight Vision program?

Yes – 80%



■ Yes ■ No ■ Yes, but unsure what it is

Takeaways:

- Large increase in awareness
- Seek out campus information voids
- 55% of Faculty and 85% of Staff not involved with KV are aware

February 2021 Survey Comparison:

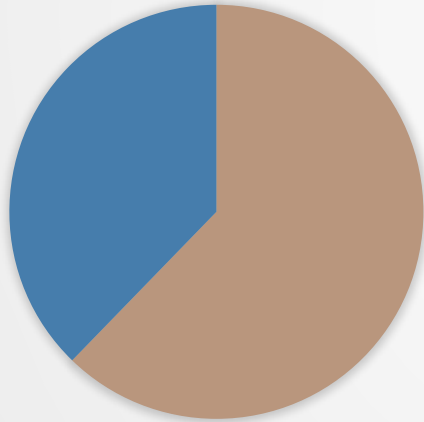
- Heard about & understand KV program
 - 25% Strongly Agree; 46% Somewhat Agree

Mid-Point Assessment

KV SUPPORT AWARENESS

2. Do you know how to share feedback and ask questions regarding the Knight Vision program?

Yes – 62%



■ Yes ■ No

Takeaways:

- Measurable increase over past projects
- Support plan promotion when ready

February 2021 Survey Comparison:

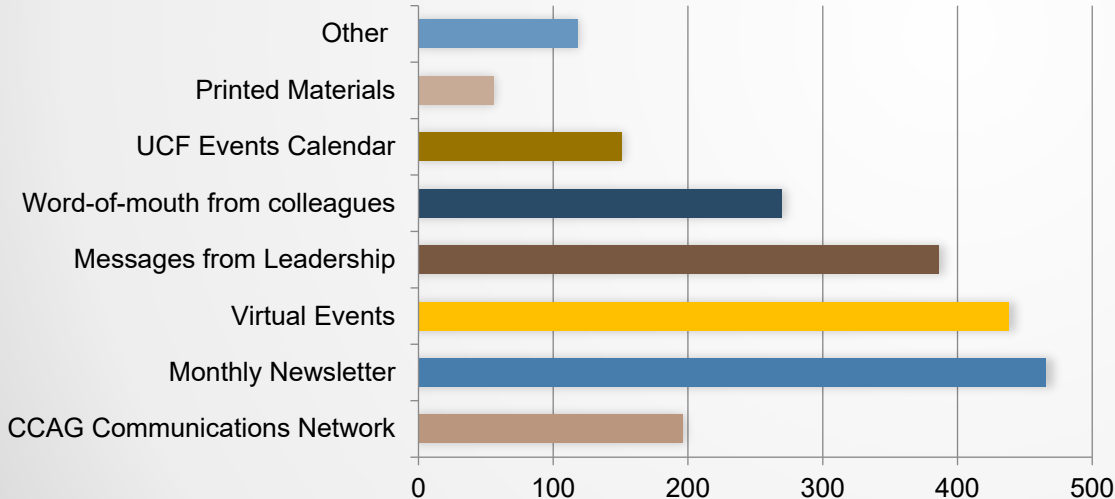
- UCF Provides feedback mechanisms
 - 55% Strongly Agree;
 - 37% Somewhat Agree

Mid-Point Assessment

COMMUNICATION RECEIVED

3. How have you received information about Knight Vision? (select all that apply)

Multiple Channels Required



Takeaways:

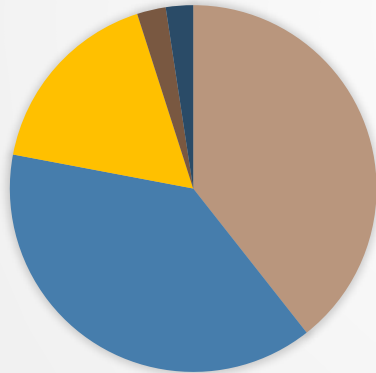
- Newsletter and virtual event most successful – 43% combined
- Need to better leverage CCAG Comm. Network
- Continue leadership messages

Mid-Point Assessment

KNIGHT VISION INTEREST

4. How interested in the Knight Vision program implementation are you?

78% Interested – Very Interested



■ Very Interested ■ Interested ■ Indifferent
■ Uninterested ■ Very Uninterested

Takeaways:

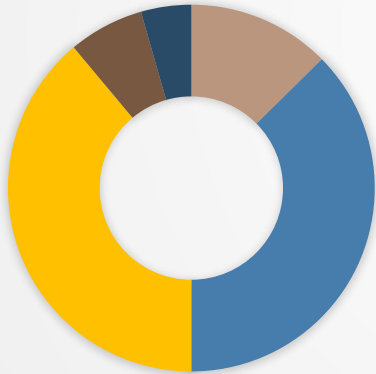
- Very high-level of community interest
- Build value to engage 17% indifferent
- 5% Uninterested to Very Uninterested

Mid-Point Assessment

COMMUNICATION EFFECTIVENESS

5. How would you rate the effectiveness of Knight Vision communications?

50% Effective – Very Effective



Very Effective Effective Neutral
Ineffective Very Ineffective

Takeaways:

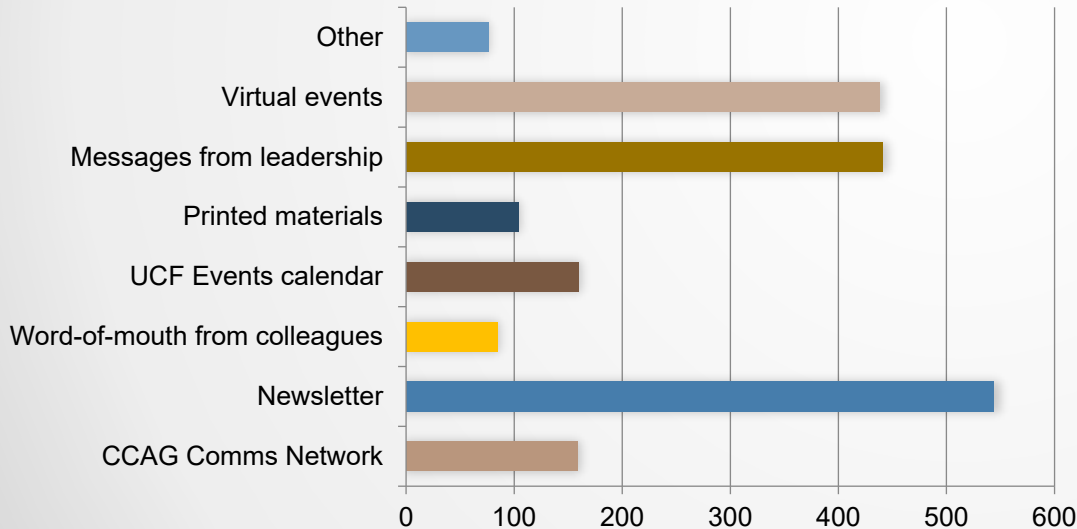
- 39% Neutral
- Comments:
 - The most common sentiment was that the communications are too high-level and not specific enough to job roles/colleges

Mid-Point Assessment

COMMUNICATION CHANNEL PREFERENCE

6. How would you like to receive Knight Vision information? (select all that apply)

27% Newsletter Most Sought



Takeaways:

- 22% Leadership messages highly sought
- 22% Virtual sessions highly sought

February 2021 Survey Comparison:

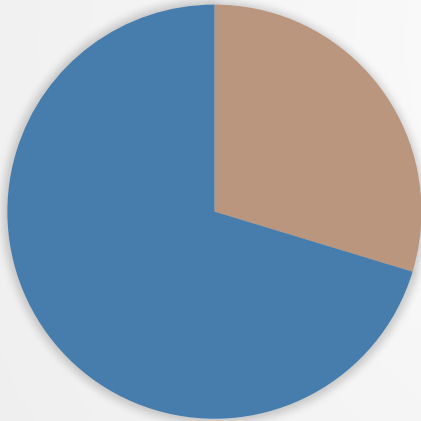
- Communication Preference
 - 30% Newsletter, 19% Website
13% each: Town Hall & Manager

Mid-Point Assessment

KNIGHT VISION INFORMATION SHARE

7. Would you like Knight Vision information to be presented at your college/division meetings?

70% No → Not in This Format



■ Yes ■ No

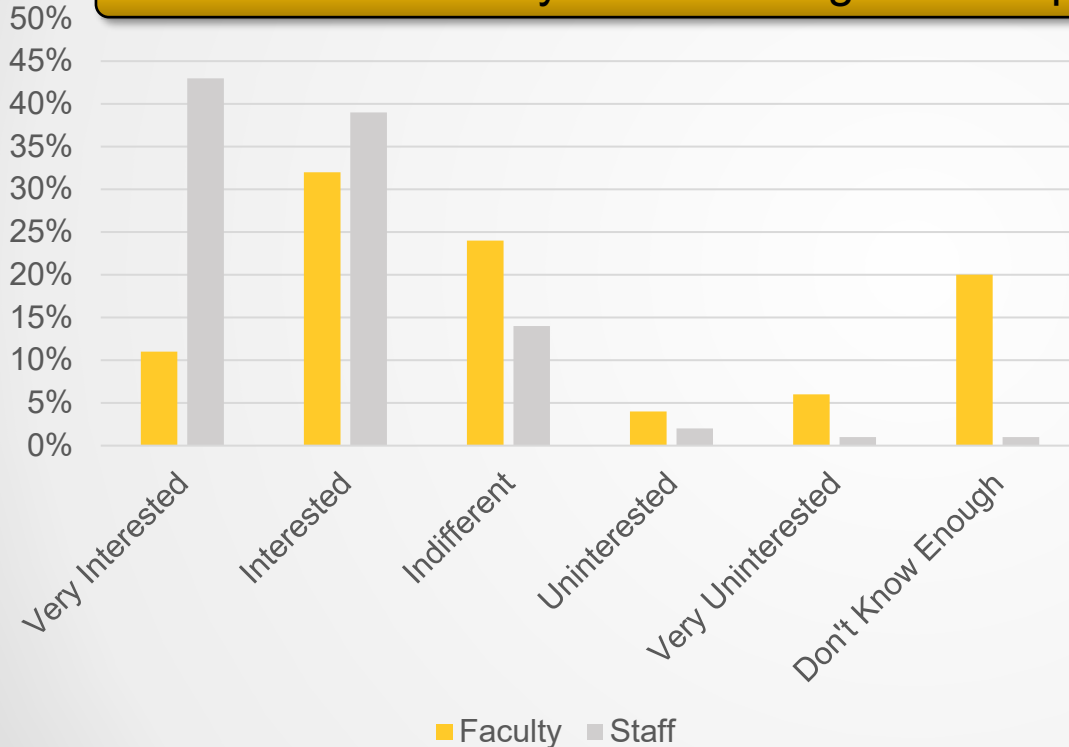
Takeaways:

- 30% Requested for information to be shared at college/division level
- 70% Prefer other formats
- 65 New meeting opportunities identified

Mid-Point Assessment

INTEREST BY EMPLOYEE TYPE (NO KV AFFILIATION)

How interested are you in the Knight Vision program?



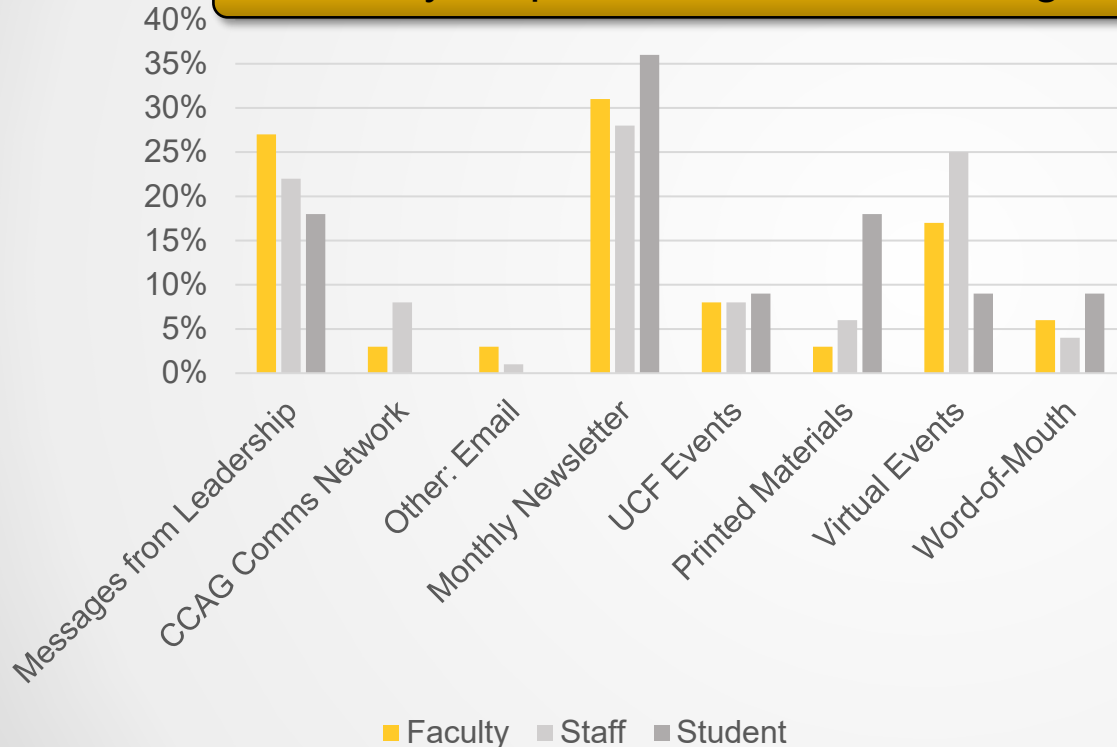
Next Steps:

- Strategically distribute Faculty communications
 - Encourage deans, department heads and chairs to continuously distribute preparative comms
- Reinforce importance of Knight Vision awareness with mention of Go-Live date

Mid-Point Assessment

PREFERRED METHODS OF COMMS – BY EMPLOYEE TYPE

What is your preferred method of Knight Vision Communications?

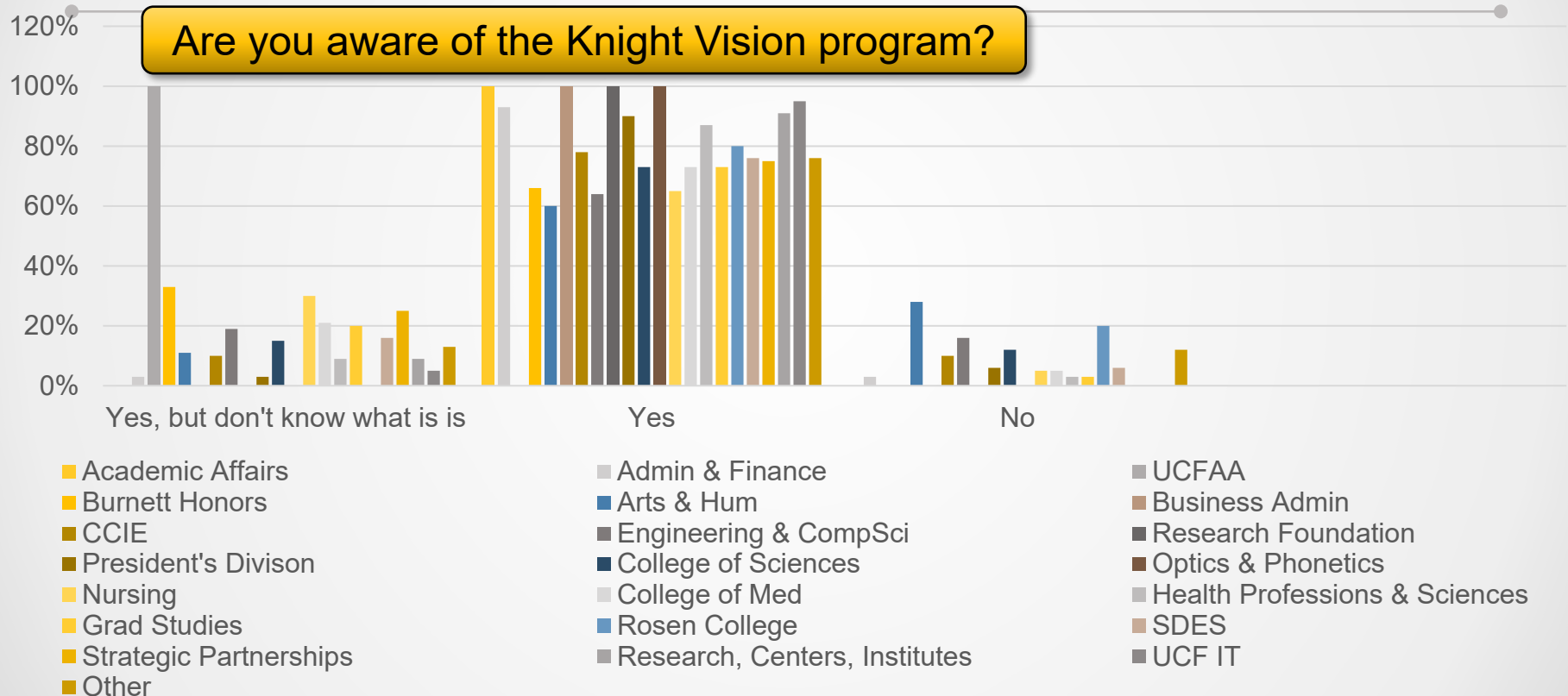


Next Steps:

- Distribute the newsletter more broadly to ensure that as many end users are receiving it
 - Provide incentives for newsletter sign ups
- Continue the steady cadence of monthly virtual events
- Encourage deans, department heads and chairs to distribute high-importance KV information

Mid-Point Assessment

PROGRAM AWARENESS BY COLLEGE/DIVISION



Mid-Point Assessment

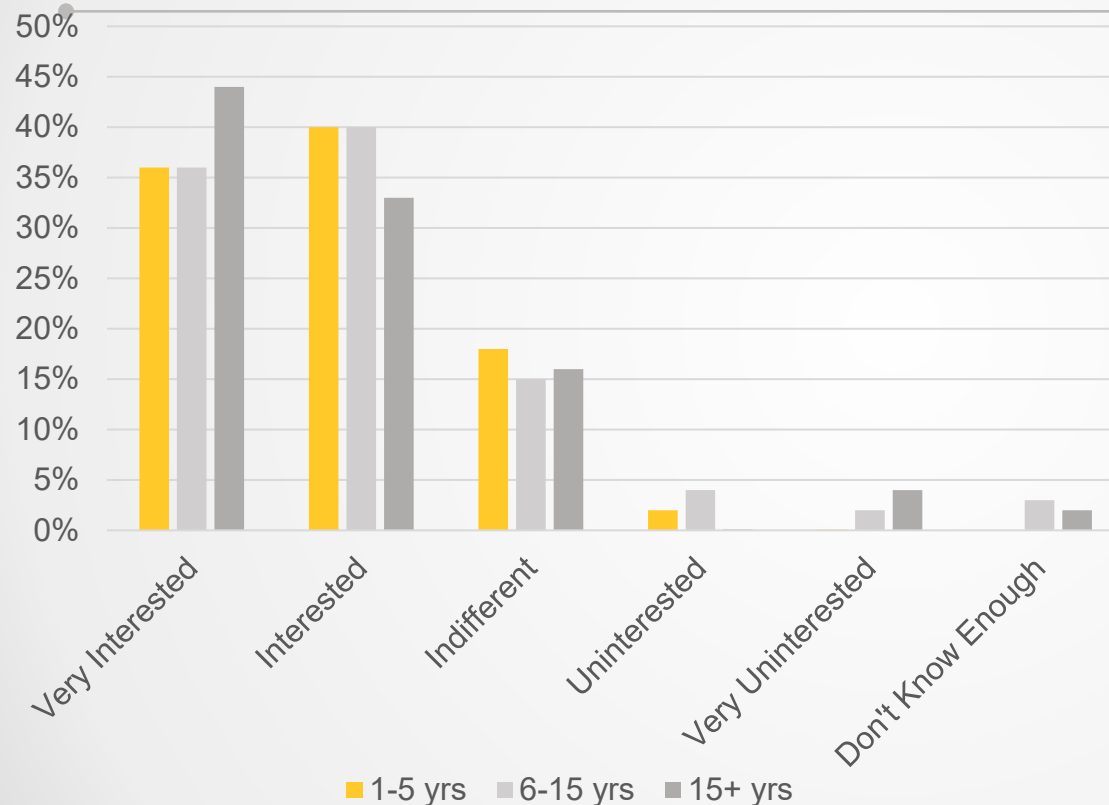
PROGRAM AWARENESS BY COLLEGE/DIVISION CONT.

Next Steps:

- Find points of contact for the colleges/divisions with lowest awareness of KV and distribute strategic communications
 - i.e., UCFAA, Arts & Humanities, Admin & Finance, College of Medicine, Engineering & Sciences, Rosen College of Hospitality
- Distribute targeted materials with the “what, why, how” details to those colleges/divisions who have high percentages of not knowing what KV is
 - i.e., UCFAA, Strategic Partnerships, College of Nursing, Burnett Honors College, College of Medicine

Mid-Point Assessment

INTEREST BY TENURE



Next Steps:

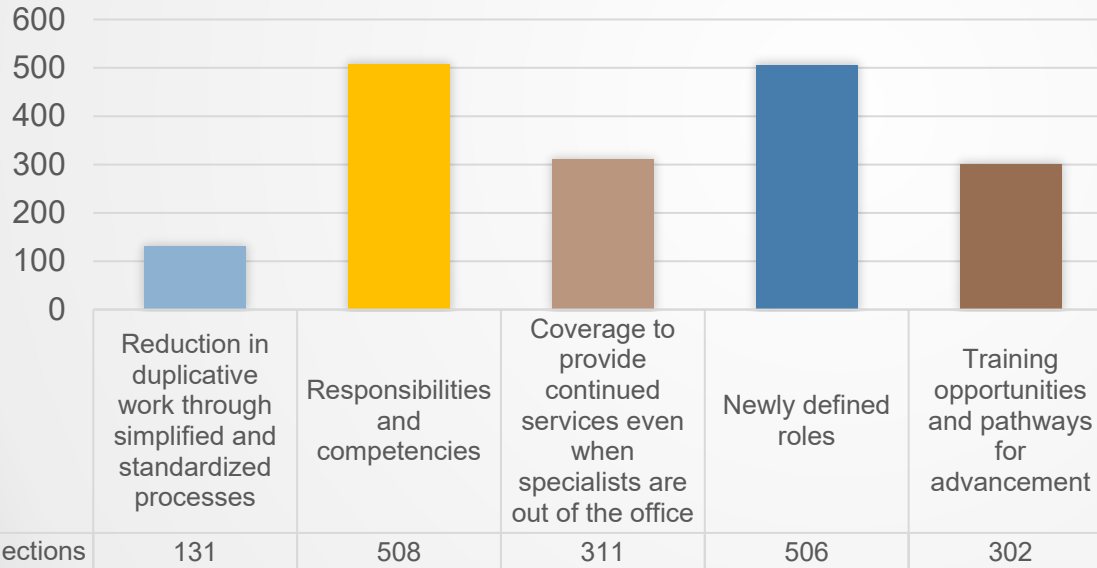
- Develop a plan to diminish the feelings of change fatigue and fears of job loss for those who have been with the University for numerous years
- Increase leadership communication

Service Enhancement Transformation Awareness

Mid-Point Assessment

SET AWARENESS

8. I have heard about Service Enhancement Transformation (SET) changes related to:
(select all that apply)



Takeaways:

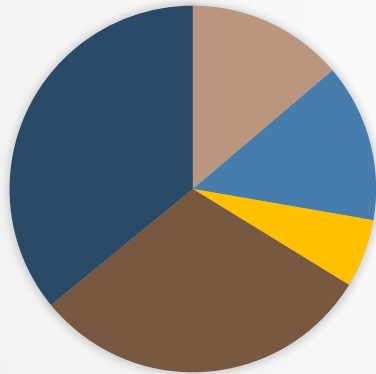
- Newly defined roles were confirmed in mid-January 2022
- Begin to include SET roles in Workday communications

Mid-Point Assessment

INDIVIDUAL BENEFITS OF SET

9. I understand the benefits the new service model will bring me or my staff.

36% Neither Agree nor Disagree



■ Disagree ■ Strongly disagree
■ Strongly agree ■ Agree
■ Neither agree nor disagree

Takeaways:

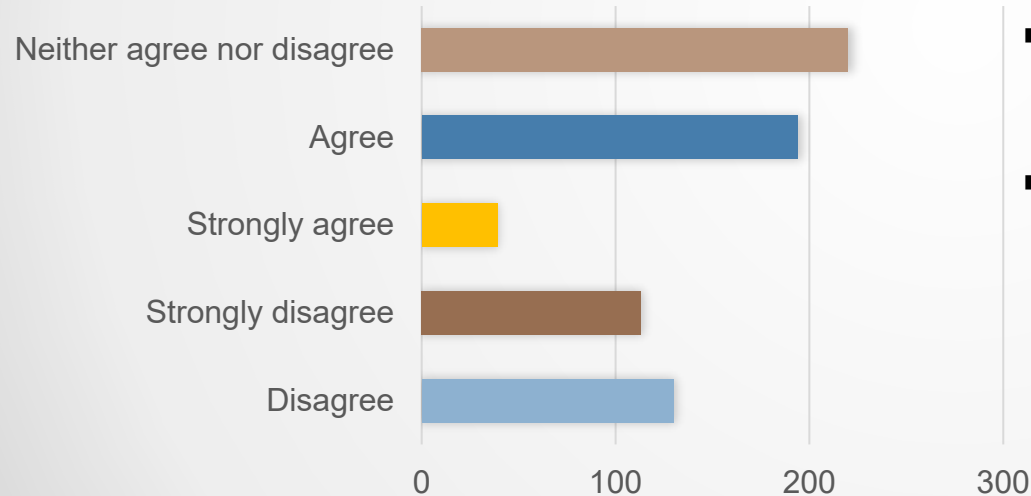
- 36% neutral on understanding
 - Attributed to lack of awareness
- Potential to create “benefits” communications to distribute

Mid-Point Assessment

WORKDAY & SET RELATIONSHIP UNDERSTANDING

10. I understand the relationship between Workday and SET, and how the new technology will enable the operating model changes through SET.

35% Disagree → Strongly Disagree



Takeaways:

- Approx. 1/3 Agree, 1/3 Neutral, 1/3 Disagree
- An increase in communications explaining the relationship between launching Workday and SET at the same time

Mid-Point Assessment

SET HURDLES – SAMPLE OF RESPONSES

11. What major hurdles do you think UCF needs to overcome to be successful while implementing the SET changes?

“Communication, transparency, care”

“I think there needs to be more clarity.”

“Staffing.”

“Training. This is a very important factor that will help users to understand and use the new system successfully.”

“Clear expectation of roles, trainings, staff morale.”

“Change is tough, and this is a lot of change at once.”

“Communicating to lower-level staff (below director level) what SET will look like across the university.”

“Uncertainty among university staff as to how this will affect existing staff.”

“The fear of layoffs.”

“Many employees have a negative attitude about this. They expect the worst, no matter how many times you have reassured them. You will have to come through on what you have promised, not firing people because of Workday, making it easy to learn the new processes...”

“General resistance to change and change fatigue due to last two years' circumstances.”

“Buy-in from employees. Make it clear how SET and Workday will affect each specific employee.”

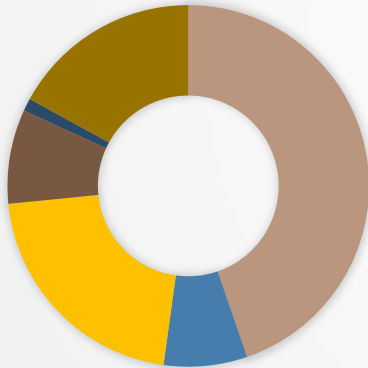
Knight Vision Training

Mid-Point Assessment

TRAINING COMMUNICATIONS

12. How would you like to be informed about future training opportunities? (select all that apply)

Newsletter Preferred



- Monthly Newsletter
- Eventbrite
- Printed Materials
- UCF Events Calendar
- Website
- Email

Takeaways:

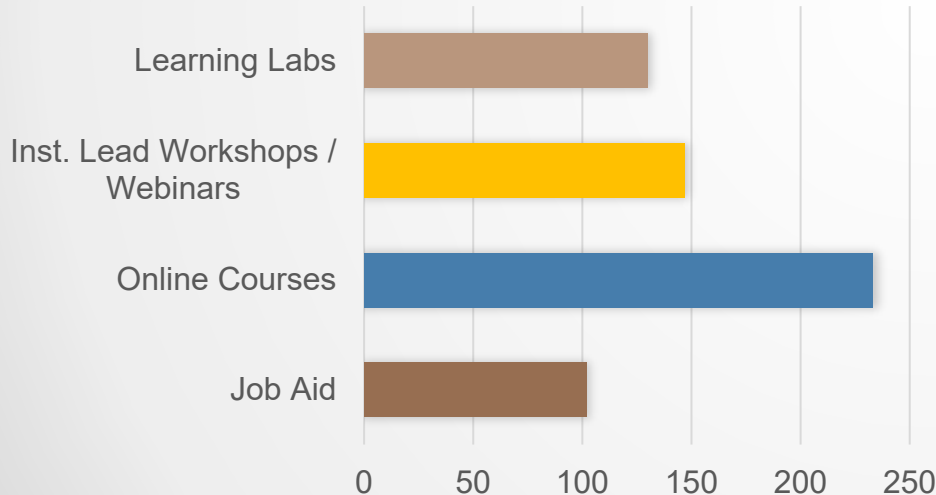
- Newsletter & Email represent 61%
 - Need to incorporate All Campus training distribution
- Eventbrite may be used for training registration

Mid-Point Assessment

TRAINING FORMAT

13. What is your preferred method of learning when it comes to receiving training?

Online Courses Preferred



Takeaways:

- Online learning preferred
- Support and resources: learning labs & job aids

Mid-Point Assessment

SURVEY COMMENTS SAMPLING - COMMUNICATION



- Between the email reminders and the newsletter, I feel I'm very informed about the progress of the KV implementation.
- I do appreciate the information sharing and there is a huge quantity of information.
- The materials are good!
- You've done a good job advertising webinars.



- While I am somewhat familiar with Knight Vision because I deal with Financials, most of my colleagues have said it won't affect them at all, which is incorrect. I think directors and chairs need to be directly told how to handle the transition and communicate that with their employees. It doesn't seem like most people are reading the emails, honestly.
- It would be helpful if there were more definitive answers available. It often seems that there are more questions than answers after each information session.
- The efforts to inform are stellar! In some respects, we just have to see it when it gets here.
- There's a good amount of general communication but nothing about how it affects my department (Facilities) directly.



- The communication is frequent and clear, but unhelpful. The content continues to be that things are still in progress, but no specifics are available as to how anything will work.
- A lot of communication, but very little communication about it practically affects me. Seems very light on details.
- A lot of notice but very little detailed information has been communicated over the past 6 months or so causing worry and concern among the staff. People aren't sure if they are going to be impacted or haven't received any information on how the changes will impact them.
- I still don't really understand how this is going to change things. Communications have been high-level/vague.

Takeaways

Mid-Point Assessment

MAIN TAKEAWAYS



1. **Strategic Communications:** Ready and necessary to continue mass communication and focus on targeted groups affected by the implementation
2. **Workday and SET Roles:** Workday communications should focus on specific processes and roles – including SET roles
3. **All Campus Outreach:** Newsletter needs All Campus distribution through Go-Live to reach the entire affected community
4. **Messages from UCF:** News and changing policies need to be communicated by UCF in addition to the Knight Vision team reinforcing and relating policy changes to new processes

Please visit KnightVision.it.ucf.edu for program updates and upcoming survey opportunities