

OCS Mini-Survey Instructions

by Ownership Associates, Inc.
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This is a step-by-step set of instructions for administering a mini-survey and collecting the data you will need to compare your company to other companies that have taken the Ownership Culture Survey™ (OCS).

Step 1: Purchase the survey items

If you have not yet purchased the survey items, go to the Ownership Associates website at www.ownershipassociates.com. Go to “online resources” then “survey questions” and click “buy now!”

After entering your credit card information and selecting the items you wish to purchase, you will be able to download one Microsoft Excel file for each survey item. These Excel files contain all you need to use each OCS item.

Step 2: Determine who will take the survey

Decide who in your company will take your survey. Some choices are:

- the whole company
- only permanent and/or full-time employees
- employees with a certain minimum tenure (greater than 3 months, for example)
- only ESOP participants
- the whole company except senior management

Step 3: Decide how to administer the survey

1. The two main goals in choosing how to administer the survey are *confidentiality* and *response rate*.
2. Choose whether to conduct the survey in-house or have an outside agency collect and process the questionnaires. An outside service may cost more but provide more confidentiality—responses can be sealed in a bulk delivery box and sent as employees watch, or employees can be provided with individual envelopes for mailing to the agency on their own time.
3. Choose a medium for responses: paper or electronic.
See our sample survey document for formatting tips on paper.
See below for pros and cons of electronic administration.

| Pros | Cons |
|--|--|
| <ol style="list-style-type: none"> 1. Simplicity. Places minimal demands on staff. 2. Low Cost for Large Companies. Although set-up costs are high, per-person administrative costs are lower. | <ol style="list-style-type: none"> 1. Low Response Rates. Typically the lowest of any of the methods. 2. Comfort. Some people are uncomfortable using computer technology. |

4. For paper surveys, choose a forum for filling out responses: individuals' own time or group meeting.
 - a. Individual:
Prepare the survey questionnaires and distribute them to the employees. Set up several return boxes or one central location to collect the completed surveys.

| Pros | Cons |
|--|--|
| <ol style="list-style-type: none"> 1. Simplicity. Places minimal demands on staff. 2. Minimal down-time. No loss of work time. | <ol style="list-style-type: none"> 1. Lower Response Rates. Typically between 30% to 65%. 2. Slower. It takes a longer time for all the surveys to be turned in. |

- b. Group Meeting:
Prepare the survey questionnaires. Organize sessions in which groups of employees complete the survey together (either during regular group-meeting times or in larger groups at a special event). Collect the completed surveys.

| Pros | Cons |
|---|--|
| <ol style="list-style-type: none"> 1. High Response Rates. Often above 80%. 2. Speed. Surveys are turned in more quickly. 3. Questions. Someone can be present to answer questions or address concerns. | <ol style="list-style-type: none"> 1. Logistics. Staff must arrange the meeting(s). 2. Confidentiality. Employees may feel less comfortable filling out the survey in front of other people. |

5. Send out an announcement that the survey will be happening and an explanation of what it is and why it is happening.
6. Consider having somebody in charge of keeping track of who has responded and of sending out reminders. This person can help make the process fun, but should be careful to respect people's need for a sense of confidentiality.
7. Consider committing in advance and publicly to how your company plans to make the survey results public.

Step 4: Collect and process the data

| | A | B | C |
|----|-----|------|-----------------------------------|
| 1 | ID | data | INSTRUCTIONS FOR US |
| 2 | 100 | 4 | |
| 3 | 101 | 6 | 1. Enter the data for your compa |
| 4 | 102 | 5 | 2. If you have more than 6000 re |
| 5 | 103 | 7 | 3. If a respondent did not answer |
| 6 | 104 | 6 | 4. Enter the information below fo |
| 7 | 105 | 7 | (i.e., replace "Company Full N |
| 8 | 106 | 5 | |
| 9 | 107 | 7 | |
| 10 | 108 | 5 | Type the date of the sur |
| 11 | 109 | 5 | 5. Save this file. |
| 12 | 110 | 5 | 6. Go to the "output" tab and pri |
| 13 | 111 | 5 | 7. You should not need to make |
| 14 | 112 | 6 | tabs. They are password prot |
| 15 | 113 | 3 | |
| 16 | 114 | 6 | Note: If your company has a form |
| 17 | 115 | 6 | Please contact OA for a custom |
| 18 | 116 | 5 | |
| 19 | 117 | 7 | |
| 20 | 118 | 5 | |
| 21 | 119 | NA | |
| 22 | 120 | 6 | |
| 23 | 121 | 7 | |
| 24 | 122 | 7 | |

1. Assign an ID number to every collected set of responses. We recommend starting with 100.
2. Create an Excel spreadsheet with a column for ID number and a column for each survey item.
3. If the survey was paper-based, type in the responses for each item, putting "NA" for blanks or irregular answers (for example, more than one circled, circle in-between, etc.).
4. If the survey was electronic, transfer the data from the Web database to Excel.
5. In Excel, select the range of cells containing responses for a given item.
6. Copy these cells into the file for that OCS item (this is the file you purchased and downloaded from the OA website), as shown at left.
7. Follow the instructions in the OCS item file for printing out the results report.

➔ For more information on how to plan and administer a survey, see our *OCS Handbook*.

The entire OCS is not available on the web. Contact Ownership Associates directly for more information about the full Ownership Culture Survey™, which includes many features not offered to internet customers, such as:

- additional survey items (70 total),
- analysis and interpretation of key ownership culture measures (rights, responsibilities, cynicism, information sharing, decision-making, perceived fairness, entrepreneurship, and much more)
- comparison of employee groups within your company
- support for customized survey items and items from our library of survey modules