



# UNDERSTANDING WORKPLACE SENTIMENT DURING COVID-19

September 2020

# OPPORTUNITY

DeVry University  
Reputation Restoration

## APPROACH

1. Data Collection
2. Results Distillation
3. PR Promotion



# BACKGROUND

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## BACKGROUND

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DeVry University supports the understanding and advancement of career durable value among employees and employers to build a highly productive and sustainable workforce for the future. As part of DeVry University's reputation restoration journey, the construction of a thought leadership platform that is distinct, authentic, relevant and research-based was determined to be “**Achieving Career Durability.**”

Career Durability is a person's ongoing capacity to acquire the **skills, mindset and knowledge** to be an engaged, productive member of the workforce. And as the demands of the workplace continually evolve, lifelong career resilience often calls for cycles of reinvention within diverse learning environments.

With that in mind, the following is the first of six PR campaigns designed to accelerate the visibility of DeVry University through the media, while at the same time integrate and complement the work that is being executed by DeVry's marketing team via blogs, social posts and other initiatives.



# APPROACH

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# APPROACH

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## Data Collection

1. Primary research in partnership with Engine
2. Secondary research

## Results Distillation

1. Analyze data
2. Draft press releases

## PR Promotion

1. Press release distribution (national, local, trade, bloggers)
2. Aggressive pitching (national, local)
3. Contributed content





# SURVEY RESULTS

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## SURVEY QUESTIONS

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1. **Which of the following best describes your employment status?** *[Multiple choice]*
  - a.) Healthcare                      b.) Retail and Hospitality                      c.) Professional Services                      d.) Manufacturing
  - e.) Education                      f.) Government                      g.) Financial Services                      h.) Transportation
  - i.) Construction & Real Estate                      j.) Other
  
2. **Labor Day is a holiday to celebrate American workers' contributions. Which of these statements do you believe best characterizes how valued the American worker is on this Labor Day?** *[Multiple choice]*
  - a.) American workers are very valued                      b.) American workers are somewhat valued
  - c.) American workers are not very valued                      d.) American workers are not at all valued
  
3. **Based on its actions since the start of the pandemic, do you believe that your employer views you as disposable, or do you believe that your employer values your contributions?** *[Multiple choice]*
  - a.) I believe my employer views me as essential
  - b.) I believe my employer views me as somewhat essential
  - c.) I believe my employer views me as somewhat disposable
  - d.) I believe my employer views me as completely disposable





## SURVEY QUESTIONS

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4. Which 3 of the following do you believe your employer finds most important? *[Multiple choice]*
- |                               |                                      |                         |
|-------------------------------|--------------------------------------|-------------------------|
| a.) Hard work                 | b.) Meeting goals and deadlines      | c.) Positive mindset    |
| d.) Education level           | e.) Hard skills                      | f.) Industry experience |
| g.) Applied technology skills | h.) Number of years with the company | i.) Overtime            |
| j.) Soft skills               | k.) Continuing education             |                         |
5. Which 3 of the following can your employer do that would most demonstrate appreciation for your value at work? *[Multiple choice]*
- |  |                            |                                    |
|--|----------------------------|------------------------------------|
| a.) Pay increases  | b.) Awards and recognition | c.) More work schedule flexibility |
| d.) Access to PTO and sick leave (your employer does offer this)                   |                            |                                    |
| e.) Access to PTO and sick leave (your employer does not offer this)               |                            |                                    |
| f.) The ability to work from home  |                            |                                    |
| g.) More pandemic safety measures  |                            |                                    |
| h.) Start offering a health insurance plan or offer a better health insurance plan |                            |                                    |
| i.) More access to trainings and education   |                            |                                    |
| j.) More communication about support programs and initiatives                      |                            |                                    |
| k.) Diversity and inclusion  | l.) Childcare support      | m.) None of the above              |



## RESULT COLLECTION

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### **965 Respondents**

This CARAVAN survey was conducted by ENGINE INSIGHTS among a sample of 965 adults 18 years of age and older who are employed full or part time. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on August 24-26, and 26-28, 2020.



## TOPLINE SUMMARY

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### The Pandemic Has Made Employees Feel Disposable

**Almost one in four respondents in the DeVry survey said they believe American workers are not valued on this Labor Day**

36 percent believe their employer views them as disposable based on their employer's actions since the start of the pandemic.



### Tenure and Education Don't Matter

When asked what their employer finds most important, **65% of respondents said hard work**, followed by meeting goals and deadlines (49%) and a positive mindset (43%).

The least important areas were years with the company (14%), education level (16%) and industry experience (22%)

### Money Matters Over Health

When asked what their employer could do to demonstrate their appreciation for their value at work, **69% of respondents said pay increases**, awards & recognition (34%) and work schedule flexibility (30%).

The least important areas were more pandemic safety measures (17%), offering/better health insurance (17%), and access to PTO and sick leave (10%)



## QUESTION 1

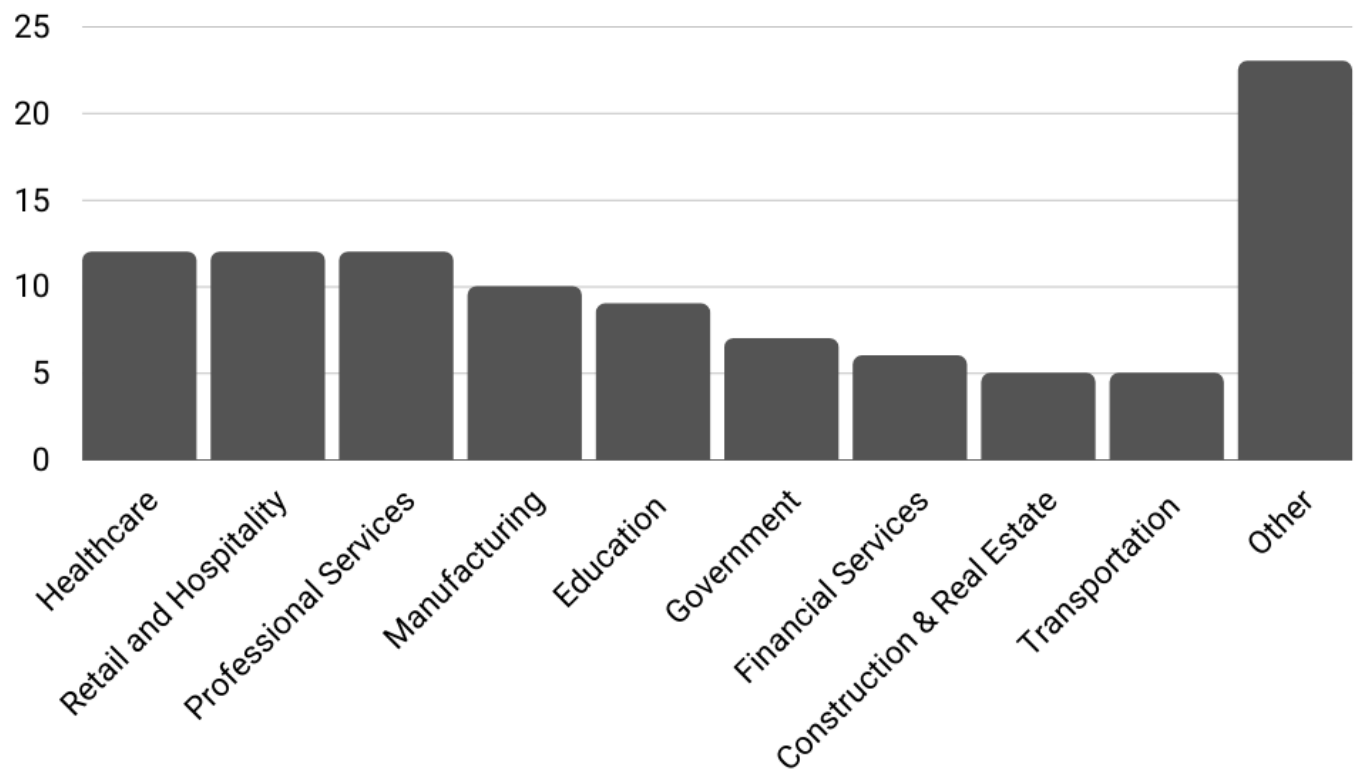
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**What industry are you employed in?**



# QUESTION 1 RESULTS | Total Respondents N= 965

R1. What industry are you employed in?



# QUESTION 1 RESULTS | Employed Respondents N= 965

What industry are you employed in?	
Healthcare	12%
Retail and Hospitality	12%
Professional Services	12%
Manufacturing	10%
Education	9%
Government	7%
Financial Services	6%
Construction & Real Estate	5%
Transportation	5%
Other	23%





## QUESTION 2

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**Which of these statements do you believe best characterizes how valued the American worker is on this Labor Day?**



## QUESTION 2 TAKEAWAYS

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### Key Takeaways

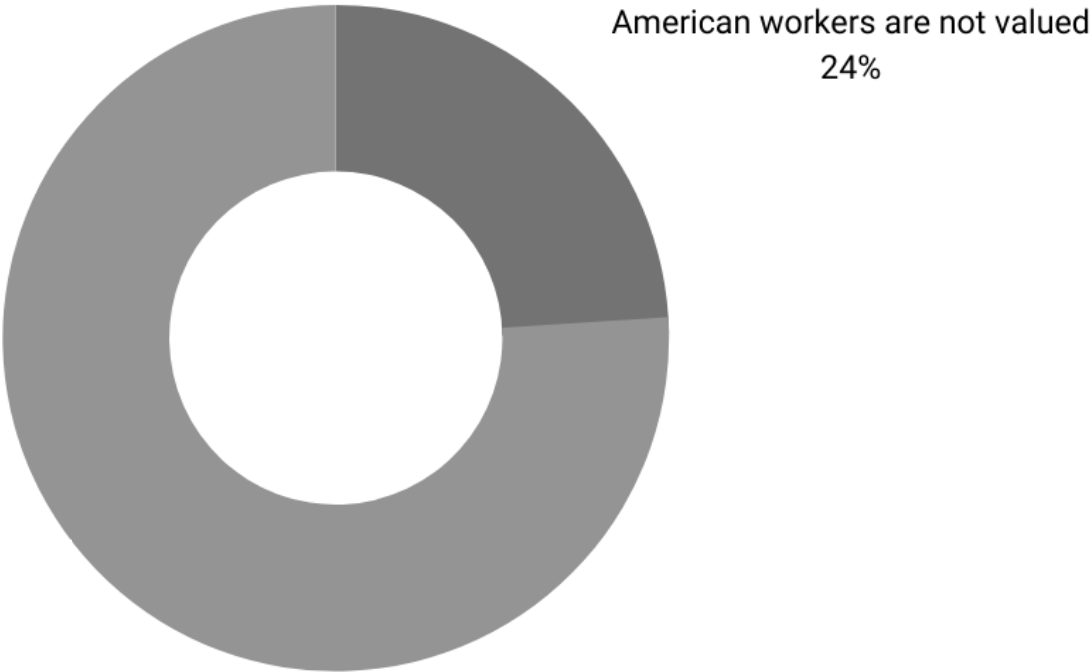
- **American workers do not feel valued on this Labor Day.** Almost 1 in 4 survey respondents (24%) believe American workers are not valued on this Labor Day, with more women (28%) than men (21%) believing the American worker is not valued.
- **Midwesterners are more likely to agree that American workers aren't valued on this Labor Day.** 28% of Midwest respondents believe American workers are not valued on this Labor Day compared to 22% of Southern and Northern respondents.



## QUESTION 2 RESULTS | Employed Respondents N= 965

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R2. Which of these statements do you believe best characterizes how valued the American worker is on this Labor Day?





## QUESTION 2 RESULTS | Employed Respondents N= 965

		Gender	
Which of these statements do you believe best characterizes how valued the American worker is on this Labor Day?	All Respondents	Male	Female
American workers are valued (net)	734	419	315
	76%	79%	72%
American workers are very valued	397	271	126
	41%	51%	29%
American workers are somewhat valued	337	148	189
	35%	28%	43%
American workers are not valued (net)	231	109	122
	24%	21%	28%
American workers are not very valued	177	76	101
	18%	14%	23%
American workers are not at all valued	54	33	21
	6%	6%	5%



# QUESTION 2 RESULTS | Employed Respondents N= 965

	Region			
Which of these statements do you believe best characterizes how valued the American worker is on this Labor Day?	Northeast	Midwest	South	West
American workers are valued (net)	140	158	268	168
	78%	72%	78%	76%
American workers are very valued	80	75	141	101
	45%	34%	41%	46%
American workers are somewhat valued	60	83	127	66
	33%	38%	37%	30%
American workers are not valued (net)	40	61	76	54
	22%	28%	22%	24%
American workers are not very valued	32	50	55	40
	18%	23%	16%	18%
American workers are not at all valued	8	11	21	14
	5%	5%	6%	6%



## QUESTION 3

**Based on its actions since the start of the pandemic, do you believe that your employer views you as disposable, or do you believe that your employer values your contributions?**





## QUESTION 3 TAKEAWAYS

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### Key Takeaways

- **Based on employer's actions from the start of the pandemic, employees believe they are disposable.** More than 1 in 3 survey respondents (36%) believe their employer views them as disposable with more men (41%) believing so than women (31%).
- **Younger generations, those with a lower level of education and a lower household income believe they are disposable** based on their employer's actions from the start of the pandemic.
  - 47% of Gen Z and 42% of Millennial respondents compared to 28% of Gen X and 32% of Baby Boomer respondents
  - 42% of respondents with a household income less than \$50K compared to 29% of respondents with a household income more than \$100K
  - 43% of respondents who didn't complete college compared to 30% of respondents who graduated

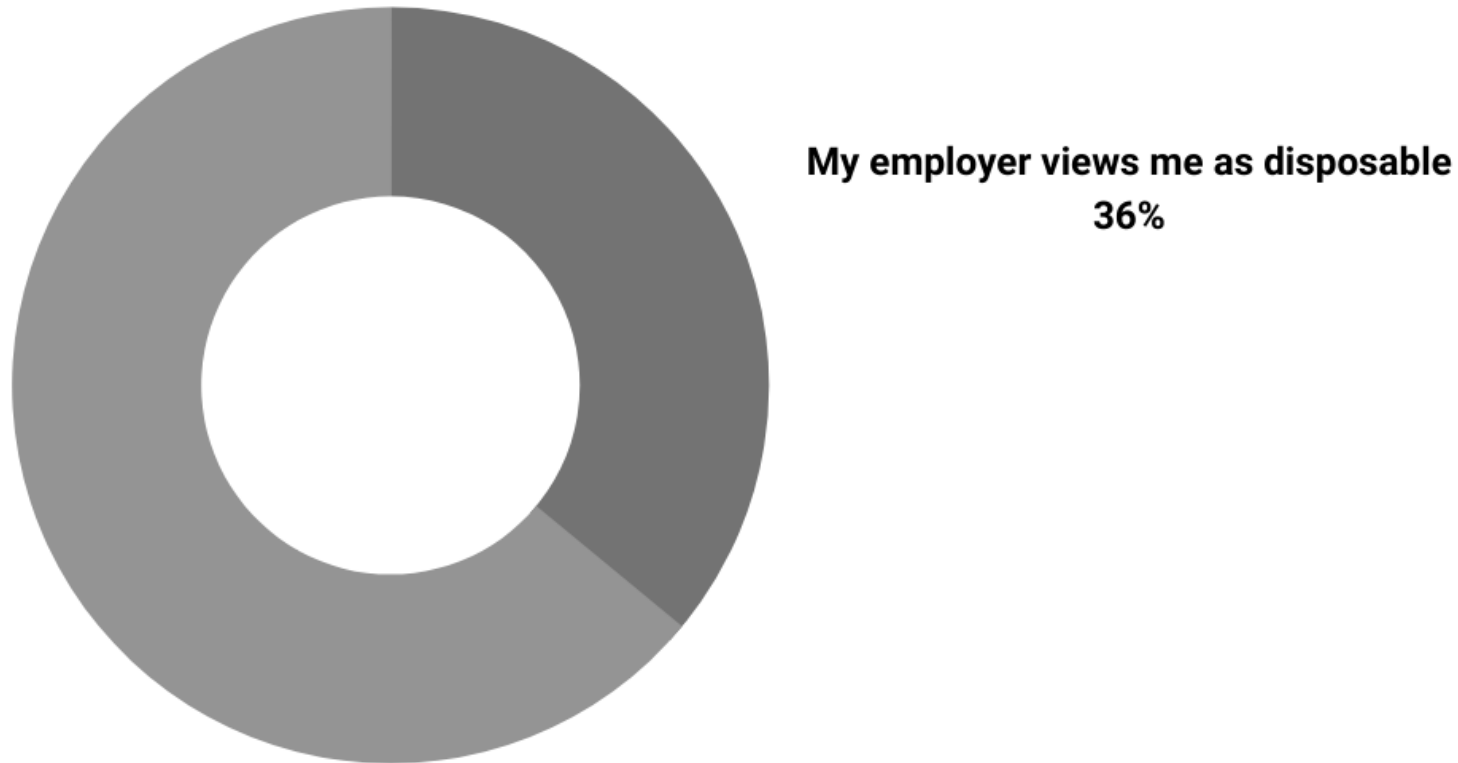




## QUESTION 3 RESULTS | Employed Respondents N= 965

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R3. Based on its actions since the start of the pandemic, do you believe that your employer views you as disposable, or do you believe that your employer values your contributions?



## QUESTION 3 RESULTS | Employed Respondents N= 965

		Gender		Generation			
Based on its actions since the start of the pandemic, do you believe that your employer views you as disposable, or do you believe that your employer values your contributions?	All	Male	Female	Gen-Z (18-23)	Millennials (24-39)	Gen X (40-55)	Baby Boomers (56-74)
I believe my employer views me as essential/somewhat essential (Net)	615	312	303	54	218	217	119
	64%	59%	69%	53%	58%	72%	68%
I believe my employer views me as essential	326	180	146	25	110	120	66
	34%	34%	33%	24%	29%	40%	38%
I believe my employer views me as somewhat essential	290	132	157	29	108	97	53
	30%	25%	36%	29%	29%	32%	30%
I believe my employer views me as disposable (Net)	350	216	133	49	156	86	57
	36%	41%	31%	47%	42%	28%	32%
I believe my employer views me as somewhat disposable	187	101	86	26	86	43	31
	19%	19%	20%	25%	23%	14%	18%
I believe my employer views me as completely disposable	162	115	47	23	70	43	26
	17%	22%	11%	22%	19%	14%	15%



## QUESTION 3 RESULTS | Employed Respondents N= 965

	Household Income			Education		
Based on its actions since the start of the pandemic, do you believe that your employer views you as disposable, or do you believe that your employer values your contributions?	LT \$50K	\$50K – LT \$100K	\$100K+	HS Grad or Less	College Incomplete	College Graduate
I believe my employer views me as essential/somewhat essential (Net)	233	184	199	181	136	298
	58%	65%	71%	60%	57%	70%
I believe my employer views me as essential	115	90	121	99	60	166
	28%	32%	43%	33%	25%	39%
I believe my employer views me as somewhat essential	118	94	78	82	76	132
	29%	33%	28%	27%	32%	31%
I believe my employer views me as disposable (Net)	169	101	80	119	101	130
	42%	35%	29%	40%	43%	30%
I believe my employer views me as somewhat disposable	88	59	40	57	55	74
	22%	21%	14%	19%	23%	17%
I believe my employer views me as completely disposable	81	41	40	61	46	56
	20%	15%	14%	20%	19%	13%



## QUESTION 4

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**Which 3 of the following do you believe your employer finds most important?**





## QUESTION 4 TAKEAWAYS

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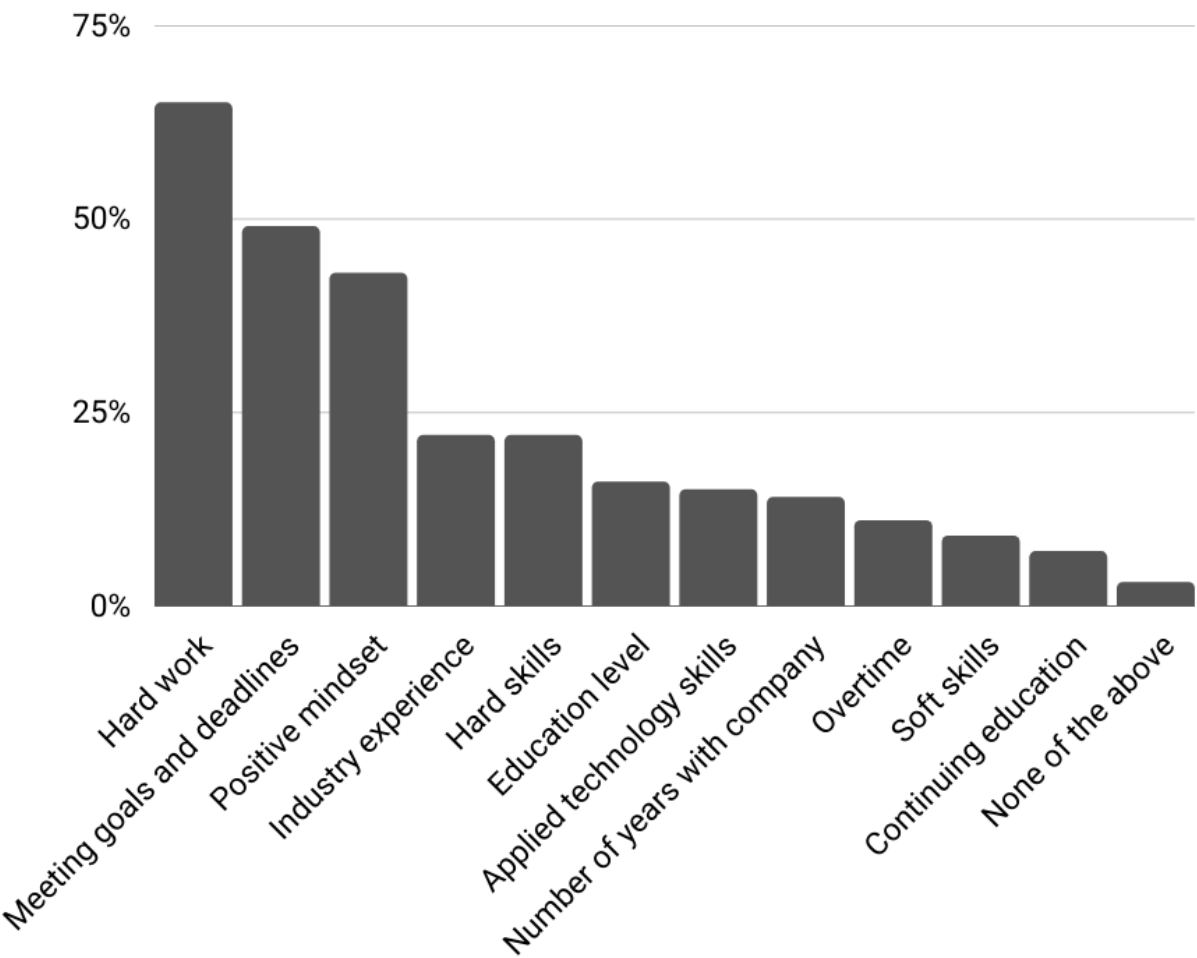
### Key Takeaways

- **Hard work (65%), meeting goals and deadlines (49%), and a positive mindset (43%) are the top three areas** employees believe their employer finds most important.
- **Tenure and education don't matter:** Least important areas for employers include years with the company (14%), education level (16%), industry experience (22%) and hard skills (22%)



# QUESTION 4 RESULTS | Employed Respondents N= 965

R4. Which 3 of the following do you believe your employer finds most important?



# QUESTION 4 RESULTS | Employed Respondents N= 965

		Gender		Generation			
Which 3 of the following do you believe your employer finds most important?	All	Male	Female	Gen-Z (18-23)	Millennials (24-39)	Gen X (40-55)	Baby Boomers (56-74)
Hard work	623	331	292	68	234	203	113
	65%	63%	67%	66%	63%	67%	64%
Meeting goals and deadlines	477	239	238	41	186	152	95
	49%	45%	54%	39%	50%	50%	54%
Positive mindset	414	213	201	38	160	130	84
	43%	40%	46%	37%	43%	43%	48%
Industry experience	211	117	93	20	83	63	41
	22%	22%	21%	19%	22%	21%	24%
Hard skills	210	129	81	35	83	67	26
	22%	24%	18%	34%	22%	22%	15%
Education level	150	81	69	21	58	48	21
	16%	15%	16%	20%	15%	16%	12%
Applied technology skills	140	87	53	9	51	58	22
	15%	16%	12%	9%	14%	19%	12%
Number of years with company	137	78	59	16	48	42	29
	14%	15%	14%	15%	13%	14%	17%
Overtime	107	67	40	13	51	27	16
	11%	13%	9%	13%	14%	9%	9%
Soft skills	90	43	47	9	36	33	11
	9%	8%	11%	9%	10%	11%	6%
Continuing education	63	27	36	8	24	15	15
	7%	5%	8%	7%	6%	5%	8%
None of the above	32	22	11	0	13	9	9
	3%	4%	2%	0%	4%	3%	5%



## QUESTION 4 RESULTS | Employed Respondents N= 965

	Household Income			Education		
Which 3 of the following do you believe your employer finds most important?	LT \$50K	\$50K - LT \$100K	\$100K+	HS Grad or Less	College Incomplete	College Graduate
Hard work	267	181	175	219	141	263
	66%	64%	63%	73%	59%	61%
Meeting goals and deadlines	199	149	129	151	124	201
	50%	52%	46%	51%	52%	47%
Positive mindset	172	127	114	134	114	166
	43%	45%	41%	45%	48%	39%
Industry experience	69	71	71	60	40	111
	17%	25%	25%	20%	17%	26%
Hard skills	79	65	66	60	59	90
	20%	23%	24%	20%	25%	21%
Education level	54	44	52	30	27	94
	13%	15%	19%	10%	11%	22%
Applied technology skills	38	40	62	18	27	95
	9%	14%	22%	6%	11%	22%
Number of years with company	64	43	30	39	41	57
	16%	15%	11%	13%	17%	13%
Overtime	63	24	20	54	21	32
	16%	9%	7%	18%	9%	8%
Soft skills	25	28	38	9	24	57
	6%	10%	14%	3%	10%	13%
Continuing education	27	14	22	12	14	37
	7%	5%	8%	4%	6%	9%
None of the above	20	7	5	17	9	7
	5%	3%	2%	6%	4%	2%





## QUESTION 5

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**Which 3 of the following can your employer do that would most demonstrate appreciation for your value at work?**



## QUESTION 5 TAKEAWAYS

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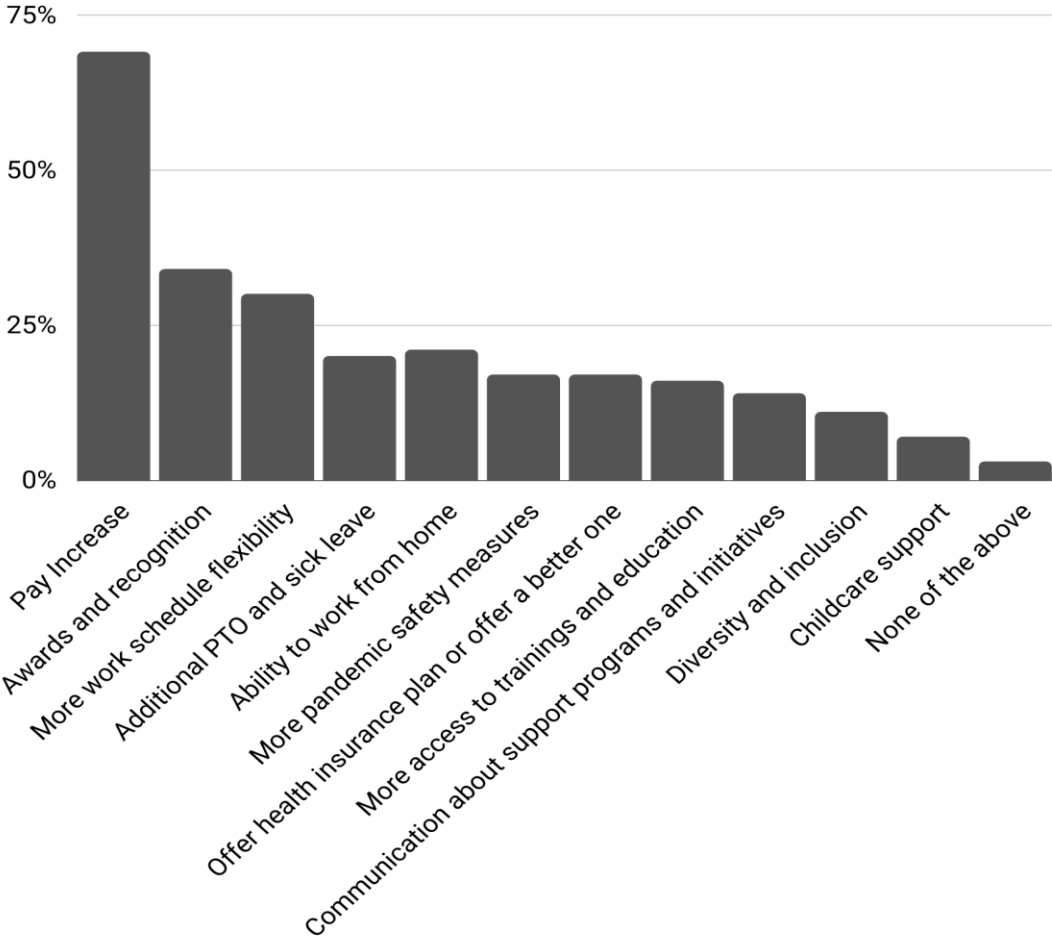
### Key Takeaways

- **Pay increases** was the top area an employer can demonstrate appreciation for their employee's value at work, especially for **women** (69% of respondents), with more women (73%) than men (65%) citing this area as a priority.
- **Recognition and flexibility** are a high priority with 34% saying awards & recognition and 30% saying work schedule flexibility would demonstrate employer appreciation
- **Safety, health, and childcare** are less important, with only 17% citing more pandemic safety measures or offering/augmenting health insurance, 10% citing access to PTO and sick leave, and 7% citing childcare



# QUESTION 5 RESULTS | Employed Respondents N= 965

R5. Which 3 of the following can your employer do that would most demonstrate appreciation for your value at work?



## QUESTION 5 RESULTS | Employed Respondents N= 965

	Gender		
Which 3 of the following can your employer do that would most demonstrate appreciation for your value at work?	All	Male	Female
Pay increase	665	346	319
	69%	65%	73%
Awards and recognition	326	180	145
	34%	34%	33%
More work schedule flexibility	294	166	128
	30%	31%	29%
Access to PTO and sick leave	290	148	141
	30%	28%	32%
Ability to work from home	200	113	87
	21%	21%	20%
More pandemic safety measures	163	90	73
	17%	17%	17%
Offering a health insurance plan or a better one	161	93	68
	17%	18%	16%
More access to trainings and education	151	90	61
	16%	17%	14%
More communication about support programs and initiatives	134	86	49
	14%	16%	11%
Diversity and inclusion	105	66	39
	11%	12%	9%
Childcare support	70	36	34
	7%	7%	8%
None of the above	30	15	16
	3%	3%	4%





## QUESTION 5 RESULTS | Employed Respondents N= 965

Which 3 of the following can your employer do that would most demonstrate appreciation for your value at work?	Household Income			Education		
	LT \$50K	\$50K – LT \$100K	\$100K+	HS Grad or Less	College Incomplete	College Graduate
Pay increase	276	220	169	223	177	265
	69%	77%	61%	75%	75%	62%
Awards and recognition	130	93	103	100	77	149
	32%	33%	37%	33%	32%	35%
More work schedule flexibility	104	92	99	86	65	143
	26%	32%	35%	29%	27%	33%
Access to PTO and sick leave	120	89	80	88	82	120
	30%	31%	29%	29%	35%	28%
Ability to work from home	57	63	80	33	40	128
	14%	22%	29%	11%	17%	30%
More pandemic safety measures	76	35	52	55	34	73
	19%	12%	19%	18%	15%	17%
Offering a health insurance plan or a better one	74	44	42	50	40	70
	18%	16%	15%	17%	17%	16%
More access to trainings and education	64	46	41	38	35	79
	16%	16%	15%	13%	15%	18%
More communication about support programs and initiatives	53	36	45	32	33	69
	13%	13%	16%	11%	14%	16%
Diversity and inclusion	39	33	33	28	19	58
	10%	12%	12%	9%	8%	14%
Childcare support	27	14	29	17	20	33
	7%	5%	10%	6%	8%	8%
None of the above	21	5	4	13	7	10
	5%	2%	1%	4%	3%	2%





# QUESTIONS & DISCUSSION

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