

**U.S. OFFICE OF PERSONNEL MANAGEMENT  
CENTER FOR TALENT SERVICES  
ORGANIZATIONAL BRANDING ASSESSMENT**

Thank you for taking the time to complete this survey. The purpose of this survey is to find out how you feel about your job and to assess your opinions of other jobs/industries. This information will be used to assist OPM's Center for Talent Services (CTS) in developing employment brands for other public agencies.

All responses will be strictly confidential. Your individual responses will be provided to CTS and its vendor partner, and will be combined with responses from others to develop summary reports. No one within your organization will have access to your individual responses. Although participation in this exercise is voluntary, your input is critical for ensuring that the results accurately capture a broad range of opinions.

**PUBLIC BURDEN STATEMENT**

We estimate completing this survey takes an average of 40 minutes, including the time for reviewing instructions, obtaining the needed data, and reviewing the requested information. Send comments regarding our estimate or any other aspect of this survey, including suggestions for reducing completion time, to the U.S. Office of Personnel Management, Center for Talent Services, Melissa Krost, 75 Spring Street, SW, Suite 1000, Atlanta, GA 30303. The OMB Number 3206-0236 is currently valid. OPM may not collect information, and you are not required to respond, unless this number is displayed.

**PART I. CURRENT JOB & OVERALL MOTIVATORS AND ATTITUDES**

1. What is the name of your current employer?
  
2. How would you characterize the nature of your employer's business?
  - Private Industry
  - Public Sector
  - Other – Please specify
  
3. What is the primary business of your current employer?
  - Construction/Real Estate
  - Finance/Insurance
  - Food/Agriculture
  - Healthcare
  - Manufacturing
  - Public Services/Education/Recreation
  - Retail
  - Services
  - Technology/Communications
  - Transportation/Energy/Storage
  - Wholesale
  - Other – Please specify
  
4. What is your primary job function in your current position?
  - Professional (for example, scientist, engineer, psychologist, attorney, etc.)
  - Administrative (for example, personnel mgmt., budget, contracting, procurement specialist, etc.)
  - Technician
  - Clerical (for example, support staff, executive secretary, etc.)
  - Skiller Trades/Blue Collar
  - Other – Please specify
  
5. How long have you been employed by your current employer?
  - < 1 year

- 1 to 3 years
  - 3 to 5 years
  - 5 to 10 years
  - 10 to 20 years
  - > 20 years
6. Before you began working for your current employer, what initially made you seek employment there? (mark all that apply)
- Salary
  - Benefits
  - Workplace Environment
  - Type of Work
  - Reputation in the industry
  - Career growth opportunities
  - Location
  - Other – Please specify
7. In what industries/jobs have you worked in the past? (mark all that apply)
- Construction/Real Estate
  - Finance/Insurance
  - Food/Agriculture
  - Healthcare
  - Manufacturing
  - Public Services/Education/Recreation
  - Retail
  - Services
  - Technology/Communications
  - Transportation/Energy/Storage
  - Wholesale
  - Other – Please specify
8. How did you first become aware of job openings at your current organization?
- Company website

- Industry/association websites
  - Word of mouth
  - Recruiter
  - Job Fair
  - Other – Please specify
9. What sources did you use to learn more about the organization? (mark all that apply)
- Company website
  - Industry/association websites
  - Contacted current employees
  - Contacted company customers
  - Other – Please specify
10. Why did you ultimately decide to join the organization? (mark all that apply)
- Salary
  - Benefits
  - Organization’s Mission
  - Workplace Environment
  - Type of Work
  - Challenge
  - Reputation in the industry
  - Career growth opportunities
  - Location
  - Other – Please specify
11. Did you consider working for the government at that time?
- Yes
  - No
12. Please use the following space to describe the most important characteristics of what would make a job perfect or ideal for you.

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13. An employer has many responsibilities – to its customers, to its shareholders, and to its employees. Please use the following space to describe what you believe are an employer’s three most important responsibilities to its employees.

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## PART II. IMPRESSIONS/OPINIONS OF CURRENT WORK AND ENVIRONMENT

For the following items please indicate your level of agreement with the statement regarding your organization, your work environment, or the work that you do.

	Strongly Disagree	Disagree	Neither Disagree	Agree	Strongly Agree	Do Not Know
14. My work environment is fast paced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. The current projects I work on are exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. The current projects I work on are challenging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. The current projects I work on are important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I derive a sense of personal reward from the work I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. My work provides me an opportunity for personal development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. My work provides me with an opportunity for professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. My organization shows that it values diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. I am comfortable with my organization's approach to diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. My organization could do more to show that it values diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the following items please indicate how important each is in your motivation to remain with your current organization.

	Not Important	Somewhat Important	Important	Very Important	Extremely Important
24. Salary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. Benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. Health Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. Pension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. Co-workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. Work environment/culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. Organization's mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. Type of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Challenge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. Incentives offered by your job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. Please use the following space to describe what you like most about your organization, the work environment, and the work that you do.

35. Please use the following space to describe what you would do to change your organization, the work environment, or the work that you do if you were in given the opportunity.

**PART III. COMPETITIVE JOB OFFERS/ALTERNATE EMPLOYERS**

36. What would another organization need to do to attract you to work for them?  
(mark all that apply)

- Offer signing bonuses
- Offer better/certain benefits
- Offer a better salary
- Offer a different/better type of work
- Other – Please specify

37. What kinds of organizations would you or have you considered working for?  
(mark all that apply)

- Federal government agencies
- State/Local government agencies
- Non-profits
- Consulting
- Private Industry
- Self-employment
- Other – Please specify

38. What factors would motivate you to consider working for the government? (mark all that apply)

- Salary
- Benefits
- Serving my country
- Workplace environment
- Type of work
- Reputation in the industry
- Career growth opportunities
- Location
- Other – Please specify

39. Please use the following space to indicate whether you have considered taking a government position and any factors that influenced your decision whether or not to pursue a government position over a comparable non-government position.





**PART IV. ASSESSMENT OF COMPETITIVE MESSAGING/ADVERTISING**

**Instructions**

This part of the focus group deals with the examination of competitive messaging and advertising. After looking at the provided sample advertisement or webpage, please answer the following questions.

40. What is the main message this ad/webpage is trying to communicate?

For the following items please indicate your level of agreement with the statement regarding the ad or web page.

	Strongly Disagree	Disagree	Neither Disagree	Agree	Strongly Agree	Do Not Know
41. My initial reaction to this ad/webpage was positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42. I was able to easily identify the main message of this ad/webpage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43. This ad/webpage helped me to better understand the organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44. I found information in this ad/webpage confusing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45. (Ad only) If I saw this ad in a publication I would take a closer look at it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46. (Ad only) I found this ad memorable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47. (Webpage only) I found this webpage easy to navigate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48. (Webpage only) I found this webpage provided enough information to take action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49. This ad/webpage would motivate me to take action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50. Please use the following space to describe what, if anything, you liked about the ad/webpage.

51. Please use the following space to describe what, if anything, you disliked about the ad/webpage and to make any suggestions for improving the ad/webpage.

**PART V. MEDIA HABITS**

52. Where do you typically get your news? (mark all that apply)

- Websites
- Technical societies
- Conferences
- Television
- Magazines
- Newspapers
- Journals
- Other – Please specify

53. What TV stations do you watch most often for news coverage?

- Network News (ABC, CBS, FOX, NBC)
- CNBC
- CNN
- Headline News
- MSNBC
- Other – Please specify

54. What websites would you use the next time you are looking for a job?

- CareerBuilder.com
- Monster.com
- Facebook, LinkedIn, or other social networking site
- Google
- USAJOBS.gov
- Other – Please specify

55. Please use the following space to describe any industry-specific sources you would utilize in the future if looking for a new job.

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## **PART VI. DEMOGRAPHICS**

The following questions are asked for statistical purposes only. None of the data collected will be used to identify you in any way. Your responses are greatly appreciated.

56. Are you:

- Male
- Female

57. What is your age?

- 18-22
- 23-30
- 31-40
- 41-50
- 51-60
- 60+

58. Are you of Hispanic, Latino, or Spanish origin?

- Yes
- No

59. Please select the racial category or categories with which you most closely identify (mark all that apply).

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

60. What is your highest level of education?

- High school graduate or GED
- Attended college, no degree
- Associate degree or equivalent (2 years of college)
- College graduate (bachelor's degree)
- Some graduate school, no degree

- Master's degree
- Doctoral degree (Ph.D., M.D., J.D., Ed.D., etc.)

**This concludes the survey. Thank you for your participation.**