

SUPPORTING STATEMENT – PART B

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Description of the Activity

The DLA Culture/Climate Survey is a census survey. Statistical sampling methods are not used to select respondents. The average response rate for the previous administrations of the survey is 67 percent. The highest response rate received was 77 percent and the lowest response rate was 51 percent in the first administration of the survey. The response rate obtained in the last administration of the survey in 2016 was 68 percent. For the 2018 survey administration, an overall response rate of 65 percent is expected.

2. Procedures for the Collection of Information

Describe any of the following if they are used in the collection of information:

- a. Statistical methodologies for stratification and sample selection are not applicable.
- b. Estimation procedures are not applicable.
- c. Degree of accuracy is not applicable.
- d. Unusual problems requiring specialized sampling procedures are not applicable.
- e. Use of periodic or cyclical data collections to reduce respondent burden is not applicable.

3. Maximization of Response Rates, Non-response, and Reliability

Senior leader support for the survey is key to maximizing response rates. DLA senior leaders, including the DLA Director, are engaged during the survey administration period, but also during the results analysis and action planning phases. Since the DLA Culture/Climate Survey is conducted every 18-24 months, senior leaders are continuously communicating with the workforce on the survey, results, action plans, and action implementation. Action plans are briefed to and the progress tracked by the DLA Director. Over time, DLA employees have embraced the survey as a method to directly inform senior leadership on their views of the culture/climate based on observed improvements resulting from the action planning process. This has driven high response rates since survey implementation in 2003.

During the survey period, communication is the predominate method used to maximize response rates. Throughout the survey administration, all communication methods are utilized to include internal news articles, senior leader town halls, videos, blogs, and emails,

employee videos, social media, posters, flyers, etc. As the survey is voluntary, there are no repercussions for instances of non-response.

The Denison Organizational Culture Survey is a valid and reliable measure of organizational culture (see included validation study). Cronbach's reliability statistics (alpha) are conducted on the culture and climate data to ensure the accuracy and reliability of responses.

4. Tests of Procedures

The Denison Organizational Culture Survey includes negatively worded items. The items allow assessment of careless responding to the survey. Matching of similar negatively and positively worded items is conducted to see if the pattern of responses is consistent. In addition, other assessments of response quality including time to complete the survey and assessing long-string response patterns are conducted.

5. Statistical Consultation and Information Analysis

a. Denison Consulting is the POC for the statistical aspects of the Denison Organizational Culture Survey design.

b. Denison Consulting collects and analyzes the collected information.